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PRIVY COUNCIL OFFICE

CONTINUOUS TRACKING OF CANADIANS' VIEWS

QUARTERLY METHODOLOGY REPORT (Q1 2018)

PREPARED BY: FORUM RESEARCH INC.
PREPARED FOR: PRIVY COUNCIL OFFICE

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1. EXECUTIVE SUMMARY

1.1. INTRODUCTION

Forum Research was commissioned to conduct a survey of Canadians covering topics important to the Privy Council Office and the Government of Canada. The survey topics included Canadians perceptions and opinions relevant to the Canadian population. This report addresses the methodological details of the study pertaining to the time period between January 8, 2018 and March 27, 2018. This is the fourth of four reports that will be submitted under this contract.

1.2. RESEARCH PURPOSE

The purpose of this study is to provide the Privy Council Office with information pertaining to the perceptions and opinions of Canadians regarding a number of topics. The Privy Council Office serves three main roles in serving Canada and Canadians:

- To provide non-partisan advice to the Prime Minister, portfolio ministers, Cabinet and Cabinet committees on matters of national and international importance
- To support the smooth functioning of the Cabinet decision-making process and facilitate the implementation of the Government's agenda
- To foster a high-performing and accountable Public Service

1.3. RESEARCH OBJECTIVES

The primary research objectives of this study include:

- Tracking public opinion regarding the most critical matters across Canada
- Assessment of Canadians' insight regarding how to best approach current challenges
- Determination of what the public believes should be acted upon most urgently
- Measuring public perception as it relates to how the government can best market its ongoing commitment to addressing current/pressing challenges
- Historical trending of weekly results to showcase any fluctuations in public opinion

1.4. OVERALL APPROACH

The Privy Council Office provided specific requirements for conducting the survey in its request for proposals. The survey was conducted using the computer-assisted telephone interview (CATI) methodology and was administered in both official languages to the Canadian population.

1.5. QUESTIONNAIRE DESIGN

The Privy Council Office provided Forum Research with a draft version of the questionnaire. The questionnaire was modified on a weekly basis (upon request of the Privy Council Office) to reflect the dynamic nature of important topics affecting Canadians. Forum Research worked with the Privy Council Office project team to review the questionnaire, with specific attention to question wording, ordering, and the overall flow of the survey. The survey was pre-tested on a weekly basis (Saturdays and Sundays) before data collection (Monday to Friday) upon request from the Privy Council Office. The weekly pre-tests aimed to achieve 20 completes, with 10 administered in French and 10 administered in English. The pre-tests were available for live monitoring by the Privy Council Office, and recordings of the

interviews were shared with the Privy Council Office, when requested. A thorough review of the survey flow, logic, and questionnaire design was conducted by both Forum Research and the Privy Council Office.

1.6. SAMPLE DESIGN

Using computer assisted telephone interviewing (CATI) and random digit dialing (RDD), Forum Research sampled landlines (48%) and cell phones (52%) and attained an average weekly sample of n = 500.

1.7. WEIGHTING

Forum applied a weighting strategy (using 2016 Statistics Canada Census data) which is balanced according to:
- Age
- Gender
- Region

Weighting was conducted at the end of each weekly data collection period with the data collected during the week. As the data files were cumulative, data that was previously weighted was not re-weighted.

1.8. GENERALIZATION OF DATA

The weekly sample can be extrapolated to the Canadian population within a margin of error of ± 4.38%, 19 times out of 20. The data was collected using a random sampling approach, and weighted according to Statistics Canada data (2016). As such, this data is of the highest possible quality and accurately reflects (within the MoE) Canadians' opinions.

1.9. RESEARCH OUTCOMES

The findings of the research are expected to be used to inform the Government of Canada about Canadians opinions regarding important national and international topics.

1.10. TOTAL CONTRACT VALUE

The total contract value is equal to $360,198.80.

1.11. POLITICAL NEUTRALITY STATEMENT

I hereby certify as Senior Officer of Forum Research Inc. 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 - Appendix C (Appendix C: Mandatory Procedures for 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: _____

2. QUARTERLY METHODOLOGICAL REPORT

2.1. INTRODUCTION

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The purpose of this study is to provide the Privy Council Office with information pertaining to the perceptions and opinions of Canadians regarding a number of topics. The Privy Council Office serves three main roles in serving Canada and Canadians:

- To provide non-partisan advice to the Prime Minister, portfolio ministers, Cabinet and Cabinet committees on matters of national and international importance
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interviews were shared with the Privy Council Office, when requested. A thorough review of the survey flow, logic, and questionnaire design was conducted by both Forum Research and the Privy Council Office.

2.6. PRE-TESTING

Survey pre-testing was conducted on weekends in order to assess a number of metrics of the data collection prior to launch, when requested. When pre-tests were conducted, a pre-test report was filled out by trained staff and was sent to the Privy Council Office on the following Monday of each week. A sample of the pre-test report is shown in Appendix A.

2.7. SAMPLE DESIGN AND SELECTION

Using computer assisted telephone interviewing (CATI) and random digit dialing (RDD), a probability-based sampling method was conducted. Forum Research sampled landlines and cell phones and attained a weekly sample of 500 Canadians. All Canadian area codes were included, including those from the territories. Eligible respondents were restricted to those over the age of 18. A soft quota of 48% landline and 52% cellphone for each weekly sample was the target, however, the proportion of landline vs. cellphone was deemed acceptable within the margin of error. The quotas for landline and cellphone were established in order to ensure that the younger populations were sufficiently sampled.

2.8.   QUARTERLY SAMPLE METRICS

The following tables describe the obtained sample metrics broken out by region, phone type, and month.

REGIONAL PROPORTIONS ACHIEVED											
Mode	NF	PEI	NS	NB	QC	ON	MB	SK	AB	BC	**TOTAL**
Landline	59%	63%	56%	57%	60%	45%	57%	47%	40%	41%	**49%**
Cell-phone	41%	37%	44%	43%	40%	55%	43%	53%	60%	59%	**51%**

REGIONAL QUOTAS ACHIEVED								
PROVINCE	MONTH 1		MONTH 2		MONTH 3		TOTAL	
	LL	CELL	LL	CELL	LL	CELL	LL	CELL
Newfoundland and Labrador	24	14	18	14	22	16	**64**	**44**
Prince Edward Island	7	5	8	5	9	4	**24**	**14**
Nova Scotia	47	38	47	36	52	40	**146**	**114**
New Brunswick	24	11	22	19	20	19	**66**	**49**
Quebec	241	164	242	166	243	160	**726**	**490**
Ontario	284	357	286	344	301	348	**871**	**1049**
Manitoba	62	53	62	51	61	38	**185**	**142**
Saskatchewan	49	54	53	57	47	56	**149**	**167**
Alberta	112	165	116	166	107	169	**335**	**500**
British Columbia	117	169	116	169	118	170	**351**	**508**
Yukon	2	2	4	0	1	1	**7**	**3**
Nunavut	0	0	1	0	0	1	**1**	**1**
N.W. Territories	1	2	0	3	0	1	**1**	**6**
TOTAL	**970**	**1034**	**975**	**1030**	**981**	**1023**	**2926**	**3087**

2.9. WEIGHTING PROCEDURES

Forum applied a weighting strategy (using 2016 Stats Can data) which is balanced according to:

- Age
- Gender
- Region

Weighting was conducted at the end of each weekly data collection period with the data collected during the week. As the data files were cumulative, data that was previously weighted was not re-weighted.

2.10. MARGIN OF ERROR & CONFIDENCE INTERVAL

The target weekly sample of 500 Canadians results in an overall margin of error of ± 4.38%, 19 times out of 20.

2.11. RESPONSE RATE

Response rates were calculated using the procedures as outlined in the MRIA response rate calculation guidelines. The disposition records and aggregate response rates are shown below. An aggregate response rate was calculated to be equal to 1.13%.

Response Rate (Empirical Calculation)	Landline	Cellphone
Invalid	165506	251307
NIS, fax/modem, business/non-res.	165506	251307
Unresolved (U)	305585	231250
Busy, no answer, answering machine	305585	231250
In-scope – Non-responding (IS)	7778	20184
Language problem	744	826
Illness, incapable	322	117
Callback (respondent not available)	4881	6051
Refusal	1409	12547
Termination	422	643
In-scope – Responding units (R)	3110	3606
No one 18+	40	251
Quota full/Other disqualify	150	268
Completed interviews	2920	3087
Response rate = R/(U+IS+R)	1.13%	

2.12. SURVEY ADMINISTRATION

The survey was administered between January 8, 2018 and March 27, 2018 (as shown in the Table below) using the computer-assisted telephone interview (CATI) methodology and was administered in both the official languages. It was conducted from Forum's Toronto and Montreal call centers by a team of experienced bilingual interviewers and supervising staff. The interviewers were selected and trained by full-time training staff. Each interviewer completed a rigorous three-day, 15-hour "basic training" class.

Fieldwork Dates (MM/DD/YYYY)		
Month 1	Month 2	Month 3
01/08/2018	01/31/2018	03/01/2018
01/09/2018	02/02/2018	03/02/2018
01/10/2018	02/03/2018	03/03/2018
01/11/2018	02/04/2018	03/05/2018
01/12/2018	02/05/2018	03/06/2018
01/13/2018	02/06/2018	03/07/2018
01/15/2018	02/08/2018	03/08/2018
01/16/2018	02/09/2018	03/09/2018
01/17/2018	02/10/2018	03/10/2018
01/18/2018	02/11/2018	03/11/2018
01/19/2018	02/12/2018	03/14/2018
01/20/2018	02/13/2018	03/15/2018
01/21/2018	02/14/2018	03/16/2018
01/22/2018	02/15/2018	03/17/2018
01/23/2018	02/16/2018	03/18/2018
01/24/2018	02/17/2018	03/19/2018
01/25/2018	02/18/2018	03/21/2018
01/26/2018	02/19/2018	03/22/2018
01/27/2018	02/20/2018	03/23/2018
	02/21/2018	03/24/2018
	02/22/2018	03/25/2018
	02/23/2018	03/26/2018
	02/24/2018	03/27/2018
	02/25/2018	
	02/26/2018	
	02/27/2018	

2.13. CALL TIMES

Forum Research collected data on weekdays and weekends. Pre-tests were conducted weekends upon request from the Privy Council Office. Calls were made on Saturdays between 10:00am and 6:00pm, and on Sundays at 12:00pm and 6:00pm. Primary data collection was conducted from Monday to Friday between the hours of 5pm to 9pm local time.

2.14. CALL BACKS

Forum Research restricted the number of call backs to 8 calls for landlines and 5 calls for cellphones. Furthermore, Respondents were not called back after two weeks from their initial call. Call-backs were made at varying days and times in order to maximize the proportion of successful call-backs.

2.15. GENERALIZATION OF DATA

The findings can be extrapolated to the Canadian population within a margin of error of ± 4.38%. The data was collected using a random sampling approach, and weighted according to Statistics Canada data (2016). As such, this data is of the highest possible quality and accurately reflects (within the MoE) Canadians' opinions. Sampling error is just one source of potential error, and best practices were used in order to reduce the influence of other sources of error, such as non-sampling error. Measures were taken in order to reduce the influence of non-response bias, such as item and unit non-response. In order to reduce the influence of item non-response bias, all interviewers were trained to effectively deliver high quality interviews in a professional and ethical manner. Respondents were assured their answers remain anonymous and confidential, thus reducing the likelihood of item non-response.

A number of measures and procedure were taken to reduce the influence of unit non-response on the data. In order to achieve a representative sample of youth, a larger proportion of cell phones were sampled (52%) in comparison to landlines (48%). To increase sample representativeness, fieldwork was conducted throughout the week and on weekends, to account for varying work schedules. Call-backs were made to ensure that individuals who were interested in participating-but were unavailable-would still be able to do so at their convenience. Finally, to ensure a representative sample, the data was weighted using 2016 Statistics Canada data on three demographic variables; *Age, Gender*, and *Region*.

The following table shows comparisons between three variables in the survey sample with their equivalent parameters in the population as made available from Statistics Canada. The parameters were obtained from the most recent Statistics Canada Census (2016). In order to maximize comparability, refusals were excluded from the sample statistic calculations.

Variable	Sample	Population	% Difference
Age (years)			Average diff. = 3%
18 to 24	8%	11%	3%
25 to 34	14%	16%	2%
35 to 44	15%	16%	1%
45 to 54	16%	18%	2%
55 to 64	21%	17%	3%
65 and older	26%	21%	5%
Gender			Average diff. = 6%
Male	54%	49%	6%
Female	46%	51%	6%
Income			Average diff. = 1.6%
Under $20,000	11%	10%	1%
$20,000 to just under $40,000	16%	17%	0%
$40,000 to just under $60,000	17%	16%	1%
$60,000 to just under $80,000	15%	14%	2%
$80,000 to just under $100,000	13%	11%	2%
$100,000 to just under $150,000	16%	18%	1%
$150,000 and above	11%	15%	4%

2.16. RESEARCH OUTCOMES

The findings of the research are expected to be used to inform the Government of Canada about Canadians opinions regarding important national and international topics.

2.17. TOTAL CONTRACT VALUE

The total contract value is equal to $360,198.80.

2.18. POLITICAL NEUTRALITY STATEMENT

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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: _____

3. APPENDIX A - PRE-TEST SAMPLE REPORT

Privy Council Office
Continuous Tracking of Canadians' Views
Quantitative Pre-test Survey Report

Submitted to: Privy Council Office
Prepared by: Forum Research Inc.

Date of report:
Pre-test call dates:
Pre-test call time:
Description of pre-test approach:

Pre-test cases are to be included in the final data set

Pretest Metrics table	
# of English completes:	
# of French completes:	
# of completes per hour:	
Response rate:	
Average interview length:	

Interviewer Feedback:

Findings & Resulting Modifications:

*Pre-test cases **will** be included in the weekly/final data set

4. APPENDIX B - QUESTIONNAIRE

Continuous Tracking of Canadians' Views

PCO SURVEY – WEEK 36

Fieldwork dates (Week 36): 01/08/2018 to 01/13/2018

INTRODUCTION
Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association's (MRIA).

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

[IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.]

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)
May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? [IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]

Yes   => CONTINUE
No   => ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN
REFUSED   => THANK AND TERMINATE

ASK TO ALL RESPONDENTS
CORE – ISSUE PRIORITIES & PERFORMANCE

Q1. Thinking about the issues presently facing Canada, which ONE do you feel should receive the GREATEST attention from the Government of Canada? That is, what should be the TOP priority? **[DO NOT READ LIST; CAPTURE FIRST MENTION]**

Economy
Jobs / unemployment
Environment / climate change
Health / health care
Debt / deficit
Cost of living
Taxes
Employment insurance
Trade / international trade / trade agreements
Infrastructure (general mention)

Infrastructure – public transit
Infrastructure – roads/highways
Infrastructure - bridges
Infrastructure – other
Education
ISIS/Syria/Iraq mission
Terrorism / security
Refugees
Immigration
Indigenous issues
Crime
Drugs/marijuana
Poverty/homelessness
Oil / pipelines
Government service delivery to citizens
Other (specify)

Q2. Overall, do you feel that the Government of Canada is on the right track or the wrong track? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

Q3. And do you feel that the Government of Canada is on the right track or the wrong track in its management of the following issues? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

[RANDOMIZE]

A. The economy
B. Creating jobs
C. Investing in infrastructure
D. Health care
F. Immigration
G. Aboriginal issues (Enjeux autochtones)
H. The environment
N. Canada-US relations

NEWS

N1. What news, announcements, initiatives or actions from the Government of Canada have you seen, read or heard recently, if anything? **[RECORD UP TO 5 MENTIONS]**

(NO PRE-CODED LIST)
HAVE NOT SEEN/READ/HEARD ANYTHING
DON'T KNOW
    REFUSED

N2. For each of the following would you say you are: not at all aware, heard a bit about it, paying attention to it <u>but not</u> discussing it, or paying attention to it <u>and</u> discussing it with others?" (REPEAT SCALE AS NECESSARY)

NOTE TO INTERVIEWERS: DISCUSSING INCLUDES ANY TYPE OF DISCUSSION, INCLUDING ONLINE

[RANDOMIZE]

C. Marijuana legalization
D. Proposed pipeline projects
N. A national price on carbon
    CZ. Canada-U.S. relations
    CY. NAFTA renegotiation

ASK TO ALL RESPONDENTS
PERSONAL ECONOMIC SITUATION

E1. Thinking about the cost of living and your personal financial situation, are you currently:

[ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

Falling behind on your monthly expenses
Just getting by, with no savings
Getting ahead, with some savings
Financially secure

ASK TO ALL RESPONDENTS
GOVERNMENT PRIORITIES

GP1. Governments have limited money, so they must prioritize programs and services. Please rate each of the following on a scale of 1 to 10, where 1 means it should be a very low Government of Canada priority, and 10 means it should be a very high Government of Canada priority.

RANDOMIZE ITEMS AND ASK 10 PER RESPONDENT

    a) Creating new affordable housing units
    b) Making it easier for young people to buy their first home
    c) Encouraging more people to buy electric cars
    d) Reducing Canada's carbon emissions
    e) Strengthening the environment assessment process to better protect the environment
    f) Building more solar panels and wind turbines
    g) Creating new affordable childcare spaces
    h) Creating jobs
    i) Improving healthcare services
    j) Improving homecare services

k)   Improving mental health services
l)   Improving public transit services
m) Building and repairing roads, highways, and bridges
n)   Expanding broadband and high-speed internet services to rural communities
o)   Increasing financial child benefits that are sent to parents
p)   Increasing financial support for retirees
q)   Increasing financial support for low-income workers
r)   Improving Government of Canada service delivery
s)   Strengthening gun control laws
t)   Making buildings more accessible to people with disabilities
u)   Preventing foreign countries from influencing Canadian elections
v)   Preventing the spread of fake news online
w) Teaching tech literacy and coding to kids
x)   Investing in scientific research
y)   Preventing sexual harassment in the workplace

ASK TO ALL RESPONDENTS
ONLINE RESEARCH PANEL

QORP1. Do you have access to the Internet? (**IF ASKED**: at home, at work or on a smartphone)

1 Yes
2 No

IF YES TO QORP1 CONTINUE OTHERWISE GO TO DEMO
QORP2. Are you a member of an online research panel where you answer surveys or polls on the Internet?

1 Yes
2 No

IF YES TO QORP2 CONTINUE OTHERWISE GO TO DEMO
QORP3. How many online research panels are you currently a member of?

RECORD NUMBER: _____

QORP4. How often do you participate in online surveys?
1.   At least once a week
2.   a few times a month
3.   a few times a year
4.   less than that

QORP5. Which method do you use most often to complete these online surveys? Is it using **(READ LIST – ACCEPT UP TO THREE MENTIONS)**

[Randomize 1-4]
1. a desktop computer
2. a laptop computer
3. a tablet
4. a smart phone
5. some other way **(PLEASE SPECIFY)**

ASK TO ALL RESPONDENTS
DEMOGRAPHICS

To finish, I'd like to ask you some questions for statistical purposes only. Please be assured that your answers will remain completely confidential.

D1. In what year were you born? **[RECORD YEAR]**

IF D1=DK/REF
D2. Which of the following age categories do you fall into? **[READ LIST, ACCEPT ONE RESPONSE]**

18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 or older

D3. What is the highest level of formal education that you have completed to date?
[READ LIST, ACCEPT ONE RESPONSE]

Grade 8 or less
Some high school
High School diploma or equivalent
Registered Apprenticeship or other trades certificate or diploma
College, CEGEP or other non-university certificate or diploma
University certificate or diploma below bachelor's level
Bachelor's degree
Post graduate degree above bachelor's level

D4. Which of the following categories best describes your current employment status? **[READ LIST, ACCEPT ONE RESPONSE]**

Working full-time, that is, 35 or more hours per week
Working part-time, that is, less than 35 hours per week
Self-employed

Unemployed, but looking for work
A student attending school full-time
Retired
Not in the workforce [FULL-TIME HOMEMAKER, UNEMPLOYED, NOT LOOKING FOR WORK]
[DO NOT READ] Other – **[DO NOT SPECIFY]**

D5. 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
$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

D6: Do you have any children of any age living in your household?

Yes
No

ASK IF D6=YES
D7: Do you have any children in the following age groups living in your household [READ LIST]?

	Yes	No
A. Under 6 years old		
B. 6 to 11 years old		
C. 12 to 17 years old		
D. 18 years old or older		

D8. Were you born in Canada?

Yes
No

ASK IF D8=NO:
D9. In what year did you come to Canada?

Record year: _____ [ASK FOR APPROXIMATION IF THEY CAN'T REMEMBER]

D12. Are you an Aboriginal person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

Yes
No

ASK IF D12=NO

D13.   You may belong to one or more racial or cultural groups on the following list. Are you...?

> Interviewer: Read categories to respondent and mark up to 4 responses that apply.
> If respondent answers "mixed", "bi–racial" or "multi–racial", etc., probe for specific
> groups and mark each one separately (e.g., White, Black, Chinese).
>
> Note: Aboriginal people or First Nations are not included in the list of response categories
> because the Employment Equity Act defines visible minorities as "persons, other than
> Aboriginal persons, who are non–Caucasian in race or non–white in colour". Guidelines
> state that "Due to their status as First Nation people, Aboriginal peoples are specifically
> excluded from the definition". Under the Employment Equity Act, Aboriginal Peoples are
> considered to be a separate designated group.

White
South Asian (e.g., East Indian, Pakistani, Sri Lankan)
Chinese
Black
Filipino
Latin American
Arab
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
West Asian (e.g., Iranian, Afghan)
Korean
Japanese
Other – Specify
DK/RF

NOTE: ABORIGINALS ASKED SEPARATELY, IN LINE WITH STATISTICS CANADA APPROACH

ASK IF D13=BLACK

*D14.   How important should each of the following elements be for the Government of Canada?
Please use a scale from 1 to 10, where 1 means "not at all important" and 10 means "extremely
important".*

a. Collect and analyze data by race, to better understand the lived experiences of African
    Canadians
b. Create monuments to honour prominent African Canadians
c. Provide long-term funding to health research groups, to monitor and improve the care of
    African Canadians

d. Offer a formal apology for past wrongdoings towards African Canadians
e. Conduct a study on the root causes of over-representation of African Canadians in the criminal justice system
f. Increase the number of African Canadian working in law enforcement, correction services, and the justice system
g. Set up initiatives to increase the number of African Canadian youth who attend and complete university

CAPTURE FSA (OR SIMILAR) TO ENABLE REGIONAL ANALYSES, SUCH AS SPECIFIC URBAN CENTRES

- INSERT GENDER
- INSERT LANGUAGE OF INTERVIEW
- INSERT DATE OF THE INTERVIEW
- INSERT PROVINCE/TERRITORY

That concludes the survey. Thank you very much for taking the time to participate, it is much appreciated. On behalf of myself and the Government of Canada, have a nice (day/evening).

Fieldwork dates (Week 37): 01/15/2018 to 01/21/2018

INTRODUCTION
Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association's (MRIA).

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

[IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.]

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)
May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? [IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]

Yes   => CONTINUE
No   => ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN
REFUSED   => THANK AND TERMINATE

ASK TO ALL RESPONDENTS
CORE – ISSUE PRIORITIES & PERFORMANCE

Q1. Thinking about the issues presently facing Canada, which ONE do you feel should receive the GREATEST attention from the Government of Canada? That is, what should be the TOP priority? **[DO NOT READ LIST; CAPTURE FIRST MENTION]**

Economy
Jobs / unemployment
Environment / climate change
Health / health care
Debt / deficit
Cost of living
Taxes
Employment insurance
Trade / international trade / trade agreements
Infrastructure (general mention)
Infrastructure – public transit
Infrastructure – roads/highways
Infrastructure - bridges
Infrastructure – other
Education

ISIS/Syria/Iraq mission
Terrorism / security
Refugees
Immigration
Indigenous issues
Crime
Drugs/marijuana
Poverty/homelessness
Oil / pipelines
Government service delivery to citizens
Other (specify)

Q2. Overall, do you feel that the Government of Canada is on the right track or the wrong track? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

Q3. And do you feel that the Government of Canada is on the right track or the wrong track in its management of the following issues? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

   [RANDOMIZE]

   A. The economy
   B. Creating jobs
   C. Investing in infrastructure
   D. Health care
   F. Immigration
   G. Aboriginal issues (Enjeux autochtones)
   H. The environment
   N. Canada-US relations

NEWS

   N1. What news, announcements, initiatives or actions from the Government of Canada have you seen, read or heard recently, if anything? **[RECORD UP TO 5 MENTIONS]**

   (NO PRE-CODED LIST)

   HAVE NOT SEEN/READ/HEARD ANYTHING
   DON'T KNOW
       REFUSED

N2. For each of the following would you say you are: not at all aware, heard a bit about it, paying attention to it <u>but not</u> discussing it, or paying attention to it <u>and</u> discussing it with others?" (REPEAT SCALE AS NECESSARY)

NOTE TO INTERVIEWERS: DISCUSSING INCLUDES ANY TYPE OF DISCUSSION, INCLUDING ONLINE

[RANDOMIZE]

C. Marijuana legalization
D. Proposed pipeline projects
N. A national price on carbon
    CZ. Canada-U.S. relations
    CY. NAFTA renegotiation

ASK TO ALL RESPONDENTS
PERSONAL ECONOMIC SITUATION

E1. Thinking about the cost of living and your personal financial situation, are you currently:

[ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

  Falling behind on your monthly expenses
  Just getting by, with no savings
  Getting ahead, with some savings
  Financially secure

ASK TO ALL RESPONDENTS
GOVERNMENT PRIORITIES

GP1. Governments have limited money, so they must prioritize programs and services. Please rate each of the following on a scale of 1 to 10, where 1 means it should be a very low Government of Canada priority, and 10 means it should be a very high Government of Canada priority.

RANDOMIZE ITEMS AND ASK 10 PER RESPONDENT

SELECT ONE ITEM FROM FIRST GROUP BELOW (aa1-aa3), SELECT ONE ITEM FROM SECOND GROUP BELOW (bb1-bb3) AND SELECT 8 ITEMS FROM THE THIRD GROUP (a-y)

RANDOMIZE: RESPONDENTS ASKED 1 OF THE 3 OPTIONS
    aa1) Regarding bankruptcies of companies…Pass a law making pensioners the top priority for any money the company owes
    aa2) Regarding bankruptcies of companies…Pass a law to ensure the employee pension plan is funded by cutting all executive bonuses as necessary
    aa3) Regarding bankruptcies of companies…Pass a law to ensure the employee pension plan is funded by cutting shareholder payouts as necessary

RANDOMIZE: RESPONDENTS ASKED 1 OF THE 3 OPTIONS

    bb1) Work with provinces to strengthen provincial pension regulations that protect workers

    bb2) Create new programs, such as a pensions insurance fund, to help pensioners in the event of a company bankruptcy

    bb3) Improve existing programs that provide immediate support for pensioners and workers in the event of a company bankruptcy

    z)   Creating new affordable housing units
    aa) Making it easier for young people to buy their first home
    bb) Encouraging more people to buy electric cars
    cc) Reducing Canada's carbon emissions
    dd) Strengthening the environment assessment process to better protect the environment
    ee) Building more solar panels and wind turbines
    ff)   Creating new affordable childcare spaces
    gg) Creating jobs
    hh) Improving healthcare services
    ii)   Improving homecare services
    jj)   Improving mental health services
    kk) Improving public transit services
    ll)   Building and repairing roads, highways, and bridges
    mm)   Expanding broadband and high-speed internet services to rural communities
    nn) Increasing financial child benefits that are sent to parents
    oo) Increasing financial support for retirees
    pp) Increasing financial support for low-income workers
    qq) Improving Government of Canada service delivery
    rr)   Strengthening gun control laws
    ss) Making buildings more accessible to people with disabilities
    tt)   Preventing foreign countries from influencing Canadian elections
    uu) Preventing the spread of fake news online
    vv) Teaching tech literacy and coding to kids
    ww)   Investing in scientific research
    xx) Preventing sexual harassment in the workplace

ASK TO ALL RESPONDENTS
GENDER IDENTITY

The next few questions are about gender identity.

[RANDOMIZE QGI1a and QGI1b]
QGI1a. Some people do not see themselves as either a man or a woman. Would you say you are not at all aware of this, heard a bit about it, somewhat familiar with this or very familiar with this?

QGI1b. Some people see themselves as transgender. Would you say you are not at all aware of this, heard a bit about it, somewhat familiar with this or very familiar with this?

Response, 4-point scale: Not at all aware; heard a bit about it; somewhat familiar with this; Very familiar with this.

READ: Some provincial/territorial governments in Canada and other international governments are providing people with three choices when asked their gender on government forms: M (male), F (female), or X.

QGI2: Have you ever seen, read or heard anything about this?
Response: Yes or No

QGI3: Which of the following statements, if any, do you think best describe the meaning of the gender X marker on government forms? Select all that apply:

[RANDOMIZE A,B and C]
a. The X category is used by people who do not identify as a man or a woman
b. The X category is used by people who do not want to indicate their gender
c. The X category is used by people who identify as transgender
d. I don't know what it means

QGI4: The Government of Canada is considering including the gender X marker on government forms and federal identity documents? Do you strongly support, somewhat support, neither support or oppose, somewhat oppose or strongly oppose this idea?

Response, 5-point scale: Strongly support; Somewhat support; Neither support or oppose; Somewhat oppose; Strongly oppose.

ASK TO ALL RESPONDENTS
DEMOGRAPHICS

To finish, I'd like to ask you some questions for statistical purposes only. Please be assured that your answers will remain completely confidential.

D1. In what year were you born? **[RECORD YEAR]**

IF D1=DK/REF
D2. Which of the following age categories do you fall into? **[READ LIST, ACCEPT ONE RESPONSE]**

18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 or older

D3. What is the highest level of formal education that you have completed to date?
[READ LIST, ACCEPT ONE RESPONSE]

Grade 8 or less
Some high school
High School diploma or equivalent
Registered Apprenticeship or other trades certificate or diploma
College, CEGEP or other non-university certificate or diploma
University certificate or diploma below bachelor's level
Bachelor's degree
Post graduate degree above bachelor's level

D4. Which of the following categories best describes your current employment status? **[READ LIST, ACCEPT ONE RESPONSE]**

Working full-time, that is, 35 or more hours per week
Working part-time, that is, less than 35 hours per week
Self-employed
Unemployed, but looking for work
A student attending school full-time
Retired
Not in the workforce [FULL-TIME HOMEMAKER, UNEMPLOYED, NOT LOOKING FOR WORK]
[DO NOT READ] Other – **[DO NOT SPECIFY]**

D5. 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
$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

D6: Do you have any children of any age living in your household?

Yes
No

ASK IF D6=YES
D7: Do you have any children in the following age groups living in your household [READ LIST]?

	Yes	No
E. Under 6 years old		
F. 6 to 11 years old		
G. 12 to 17 years old		
H. 18 years old or older		

D8. Were you born in Canada?

Yes
No

ASK IF D8=NO:
D9. In what year did you come to Canada?

Record year: _____ [ASK FOR APPROXIMATION IF THEY CAN'T REMEMBER]

D12. Are you an Aboriginal person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

Yes
No

ASK IF D12=NO
D13.   You may belong to one or more racial or cultural groups on the following list. Are you...?

> Interviewer: Read categories to respondent and mark up to 4 responses that apply.
> If respondent answers "mixed", "bi–racial" or "multi–racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).
>
> Note: Aboriginal people or First Nations are not included in the list of response categories because the Employment Equity Act defines visible minorities as "persons, other than Aboriginal persons, who are non–Caucasian in race or non–white in colour". Guidelines state that "Due to their status as First Nation people, Aboriginal peoples are specifically excluded from the definition". Under the Employment Equity Act, Aboriginal Peoples are considered to be a separate designated group

White
South Asian (e.g., East Indian, Pakistani, Sri Lankan)
Chinese
Black
Filipino
Latin American

Arab
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
West Asian (e.g., Iranian, Afghan)
Korean
Japanese
Other – Specify
DK/RF

NOTE: ABORIGINALS ASKED SEPARATELY, IN LINE WITH STATISTICS CANADA APPROACH

ASK IF D13=BLACK

D14. *How important should each of the following elements be for the Government of Canada? Please use a scale from 1 to 10, where 1 means "not at all important" and 10 means "extremely important".*

h. Collect and analyze data by race, to better understand the lived experiences of African Canadians
i. Create monuments to honour prominent African Canadians
j. Provide long-term funding to health research groups, to monitor and improve the care of African Canadians
k. Offer a formal apology for past wrongdoings towards African Canadians
l. Conduct a study on the root causes of over-representation of African Canadians in the criminal justice system
m. Increase the number of African Canadian working in law enforcement, correction services, and the justice system
n. Set up initiatives to increase the number of African Canadian youth who attend and complete university

CAPTURE FSA (OR SIMILAR) TO ENABLE REGIONAL ANALYSES, SUCH AS SPECIFIC URBAN CENTRES

- INSERT GENDER
- INSERT LANGUAGE OF INTERVIEW
- INSERT DATE OF THE INTERVIEW
- INSERT PROVINCE/TERRITORY

That concludes the survey. Thank you very much for taking the time to participate, it is much appreciated. On behalf of myself and the Government of Canada, have a nice (day/evening).

Fieldwork dates (Week 38): 01/22/2018 to 01/27/2018

INTRODUCTION
Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association's (MRIA).

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

[IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.]

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)
May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? [IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]

Yes   => CONTINUE
No   => ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN
REFUSED   => THANK AND TERMINATE

    ASK TO ALL RESPONDENTS
CORE – ISSUE PRIORITIES & PERFORMANCE

Q1. Thinking about the issues presently facing Canada, which ONE do you feel should receive the GREATEST attention from the Government of Canada? That is, what should be the TOP priority? **[DO NOT READ LIST; CAPTURE FIRST MENTION]**

    Economy
    Jobs / unemployment
    Environment / climate change
    Health / health care
    Debt / deficit
    Cost of living
    Taxes
    Employment insurance
    Trade / international trade / trade agreements
    Infrastructure (general mention)
    Infrastructure – public transit
    Infrastructure – roads/highways
    Infrastructure - bridges
    Infrastructure – other
    Education

ISIS/Syria/Iraq mission
Terrorism / security
Refugees
Immigration
Indigenous issues
Crime
Drugs/marijuana
Poverty/homelessness
Oil / pipelines
Government service delivery to citizens
Other (specify)

Q2. Overall, do you feel that the Government of Canada is on the right track or the wrong track? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

Q3. And do you feel that the Government of Canada is on the right track or the wrong track in its management of the following issues? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

[RANDOMIZE]

A. The economy
B. Creating jobs
C. Investing in infrastructure
D. Health care
F. Immigration
G. Aboriginal issues (Enjeux autochtones)
H. The environment
N. Canada-US relations

NEWS

N1. What news, announcements, initiatives or actions from the Government of Canada have you seen, read or heard recently, if anything? **[RECORD UP TO 5 MENTIONS]**

(NO PRE-CODED LIST)

HAVE NOT SEEN/READ/HEARD ANYTHING
DON'T KNOW
    REFUSED

N2. For each of the following would you say you are: not at all aware, heard a bit about it, paying attention to it <u>but not</u> discussing it, or paying attention to it <u>and</u> discussing it with others?" (REPEAT SCALE AS NECESSARY)

NOTE TO INTERVIEWERS: DISCUSSING INCLUDES ANY TYPE OF DISCUSSION, INCLUDING ONLINE

[RANDOMIZE]

C. Marijuana legalization
D. Proposed pipeline projects
N. A national price on carbon
    CZ. Canada-U.S. relations
    CY. NAFTA renegotiation
    KY. The Trans Pacific Partnership or TPP trade deal

ASK TO ALL RESPONDENTS
PERSONAL ECONOMIC SITUATION

E1. Thinking about the cost of living and your personal financial situation, are you currently:

[ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

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 Getting ahead, with some savings
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ASK TO ALL RESPONDENTS
GOVERNMENT PRIORITIES

GP1. Governments have limited money, so they must prioritize programs and services. Please rate each of the following on a scale of 1 to 10, where 1 means it should be a very low Government of Canada priority, and 10 means it should be a very high Government of Canada priority.

RANDOMIZE ITEMS AND ASK 10 PER RESPONDENT

SELECT ONE ITEM FROM FIRST GROUP BELOW (aa1-aa3), SELECT ONE ITEM FROM SECOND GROUP BELOW (bb1-bb3) AND SELECT 8 ITEMS FROM THE THIRD GROUP (a-y)

RANDOMIZE: RESPONDENTS ASKED 1 OF THE 3 OPTIONS
    aa1) Regarding bankruptcies of companies…Pass a law making pensioners the top priority for any money the company owes
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RANDOMIZE: RESPONDENTS ASKED 1 OF THE 3 OPTIONS

bb1) Work with provinces to strengthen provincial pension regulations that protect workers

bb2) Create new programs, such as a pensions insurance fund, to help pensioners in the event of a company bankruptcy

bb3) Improve existing programs that provide immediate support for pensioners and workers in the event of a company bankruptcy

yy) Creating new affordable housing units

zz) Making it easier for young people to buy their first home

aaa) Encouraging more people to buy electric cars

bbb) Reducing Canada's carbon emissions

ccc) Strengthening the environment assessment process to better protect the environment

ddd) Building more solar panels and wind turbines

eee) Creating new affordable childcare spaces

fff) Creating jobs

ggg) Improving healthcare services

hhh) Improving homecare services

iii) Improving mental health services

jjj) Improving public transit services

kkk) Building and repairing roads, highways, and bridges

lll) Expanding broadband and high-speed internet services to rural communities

mmm) Increasing financial child benefits that are sent to parents

nnn) Increasing financial support for retirees

ooo) Increasing financial support for low-income workers

ppp) Improving Government of Canada service delivery

qqq) Strengthening gun control laws

rrr) Making buildings more accessible to people with disabilities

sss) Preventing foreign countries from influencing Canadian elections

ttt) Preventing the spread of fake news online

uuu) Teaching tech literacy and coding to kids

vvv) Investing in scientific research

www) Preventing sexual harassment in the workplace

ASK TO ALL RESPONDENTS
GENDER IDENTITY

The next few questions are about gender identity.

[RANDOMIZE QGI1a and QGI1b]
QGI1a. Some people do not see themselves as either a man or a woman. Would you say you are not at all aware of this, heard a bit about it, somewhat familiar with this or very familiar with this?

QGI1b. Some people see themselves as transgender. Would you say you are not at all aware of this, heard a bit about it, somewhat familiar with this or very familiar with this?

Response, 4-point scale: Not at all aware; heard a bit about it; somewhat familiar with this; Very familiar with this.

READ: Some provincial/territorial governments in Canada and other international governments are providing people with three choices when asked their gender on government forms: M (male), F (female), or X.

QGI2: Have you ever seen, read or heard anything about this?
Response: Yes or No

QGI3: Which of the following statements, if any, do you think best describe the meaning of the gender X marker on government forms? Select all that apply:

[RANDOMIZE A,B and C]
a. The X category is used by people who do not identify as a man or a woman
b. The X category is used by people who do not want to indicate their gender
c. The X category is used by people who identify as transgender
d. I don't know what it means

QGI4: The Government of Canada is considering including the gender X marker on government forms and federal identity documents? Do you strongly support, somewhat support, neither support or oppose, somewhat oppose or strongly oppose this idea?

Response, 5-point scale: Strongly support; Somewhat support; Neither support or oppose; Somewhat oppose; Strongly oppose.

ASK TO ALL RESPONDENTS
DEMOGRAPHICS

To finish, I'd like to ask you some questions for statistical purposes only. Please be assured that your answers will remain completely confidential.

D1. In what year were you born? **[RECORD YEAR]**

IF D1=DK/REF
D2. Which of the following age categories do you fall into? **[READ LIST, ACCEPT ONE RESPONSE]**

18 to 24
25 to 34
35 to 44

45 to 54
55 to 64
65 or older

D3. What is the highest level of formal education that you have completed to date?
[READ LIST, ACCEPT ONE RESPONSE]

Grade 8 or less
Some high school
High School diploma or equivalent
Registered Apprenticeship or other trades certificate or diploma
College, CEGEP or other non-university certificate or diploma
University certificate or diploma below bachelor's level
Bachelor's degree
Post graduate degree above bachelor's level

D4. Which of the following categories best describes your current employment status? **[READ LIST, ACCEPT ONE RESPONSE]**

Working full-time, that is, 35 or more hours per week
Working part-time, that is, less than 35 hours per week
Self-employed
Unemployed, but looking for work
A student attending school full-time
Retired
Not in the workforce [FULL-TIME HOMEMAKER, UNEMPLOYED, NOT LOOKING FOR WORK]
[DO NOT READ] Other – **[DO NOT SPECIFY]**

D5. 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
$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

D6: Do you have any children of any age living in your household?

Yes
No

ASK IF D6=YES

D7: Do you have any children in the following age groups living in your household [READ LIST]?

	Yes	No
I. Under 6 years old		
J. 6 to 11 years old		
K. 12 to 17 years old		
L. 18 years old or older		

D8. Were you born in Canada?

Yes
No

ASK IF D8=NO:

D9. In what year did you come to Canada?

Record year: _____ [ASK FOR APPROXIMATION IF THEY CAN'T REMEMBER]

D12. Are you an Aboriginal person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

Yes
No

ASK IF D12=NO

D13.   You may belong to one or more racial or cultural groups on the following list. Are you...?

> Interviewer: Read categories to respondent and mark up to 4 responses that apply.
> If respondent answers "mixed", "bi–racial" or "multi–racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).
>
> Note: Aboriginal people or First Nations are not included in the list of response categories because the Employment Equity Act defines visible minorities as "persons, other than Aboriginal persons, who are non–Caucasian in race or non–white in colour". Guidelines state that "Due to their status as First Nation people, Aboriginal peoples are specifically excluded from the definition". Under the Employment Equity Act, Aboriginal Peoples are considered to be a separate designated group.

White
South Asian (e.g., East Indian, Pakistani, Sri Lankan)
Chinese
Black

Filipino
Latin American
Arab
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
West Asian (e.g., Iranian, Afghan)
Korean
Japanese
Other – Specify
DK/RF

NOTE: ABORIGINALS ASKED SEPARATELY, IN LINE WITH STATISTICS CANADA APPROACH

ASK IF D13=BLACK

D14.   *How important should each of the following elements be for the Government of Canada? Please use a scale from 1 to 10, where 1 means "not at all important" and 10 means "extremely important".*

o. Collect and analyze data by race, to better understand the lived experiences of African Canadians
p. Create monuments to honour prominent African Canadians
q. Provide long-term funding to health research groups, to monitor and improve the care of African Canadians
r. Offer a formal apology for past wrongdoings towards African Canadians
s. Conduct a study on the root causes of over-representation of African Canadians in the criminal justice system
t. Increase the number of African Canadian working in law enforcement, correction services, and the justice system
u. Set up initiatives to increase the number of African Canadian youth who attend and complete university

CAPTURE FSA (OR SIMILAR) TO ENABLE REGIONAL ANALYSES, SUCH AS SPECIFIC URBAN CENTRES

- INSERT GENDER
- INSERT LANGUAGE OF INTERVIEW
- INSERT DATE OF THE INTERVIEW
- INSERT PROVINCE/TERRITORY

That concludes the survey. Thank you very much for taking the time to participate, it is much appreciated. On behalf of myself and the Government of Canada, have a nice (day/evening).

Fieldwork dates (Week 39): 01/31/2018 to 02/06/2018

INTRODUCTION
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[IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.]

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)
May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? [IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]

Yes   => CONTINUE
No   => ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN
REFUSED   => THANK AND TERMINATE

    ASK TO ALL RESPONDENTS
CORE – ISSUE PRIORITIES & PERFORMANCE

Q1. Thinking about the issues presently facing Canada, which ONE do you feel should receive the GREATEST attention from the Government of Canada? That is, what should be the TOP priority? **[DO NOT READ LIST; CAPTURE FIRST MENTION]**

Economy
Jobs / unemployment
Environment / climate change
Health / health care
Debt / deficit
Cost of living
Taxes
Employment insurance
Trade / international trade / trade agreements
Infrastructure (general mention)
Infrastructure – public transit
Infrastructure – roads/highways
Infrastructure - bridges
Infrastructure – other
Education

ISIS/Syria/Iraq mission
Terrorism / security
Refugees
Immigration
Indigenous issues
Crime
Drugs/marijuana
Poverty/homelessness
Oil / pipelines
Government service delivery to citizens
Other (specify)

Q2. Overall, do you feel that the Government of Canada is on the right track or the wrong track? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

Q3. And do you feel that the Government of Canada is on the right track or the wrong track in its management of the following issues? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

[RANDOMIZE]

A. The economy
B. Creating jobs
C. Investing in infrastructure
D. Health care
F. Immigration
G. Aboriginal issues (Enjeux autochtones)
H. The environment
N. Canada-US relations

NEWS

N1. What news, announcements, initiatives or actions from the Government of Canada have you seen, read or heard recently, if anything? **[RECORD UP TO 5 MENTIONS]**

(NO PRE-CODED LIST)

HAVE NOT SEEN/READ/HEARD ANYTHING
DON'T KNOW
    REFUSED

N2. For each of the following would you say you are: not at all aware, heard a bit about it, paying attention to it <u>but not</u> discussing it, or paying attention to it <u>and</u> discussing it with others?" (REPEAT SCALE AS NECESSARY)

NOTE TO INTERVIEWERS: DISCUSSING INCLUDES ANY TYPE OF DISCUSSION, INCLUDING ONLINE

[RANDOMIZE]

C. Marijuana legalization
D. Proposed pipeline projects
N. A national price on carbon
    CZ. Canada-U.S. relations
    CY. NAFTA renegotiation
    KY. The Trans Pacific Partnership or TPP trade deal

ASK TO ALL RESPONDENTS
PERSONAL ECONOMIC SITUATION

E1. Thinking about the cost of living and your personal financial situation, are you currently:

[ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

  Falling behind on your monthly expenses
  Just getting by, with no savings
  Getting ahead, with some savings
  Financially secure

ASK TO ALL RESPONDENTS
GOVERNMENT PRIORITIES

GP1. Governments have limited money, so they must prioritize programs and services. Please rate each of the following on a scale of 1 to 10, where 1 means it should be a very low Government of Canada priority, and 10 means it should be a very high Government of Canada priority.

RANDOMIZE ITEMS AND ASK 10 PER RESPONDENT

SELECT ONE ITEM FROM FIRST GROUP BELOW (aa1-aa3), SELECT ONE ITEM FROM SECOND GROUP BELOW (bb1-bb3) AND SELECT 8 ITEMS FROM THE THIRD GROUP (a-y)

RANDOMIZE: RESPONDENTS ASKED 1 OF THE 3 OPTIONS
    aa1) Regarding bankruptcies of companies…Pass a law making pensioners the top priority for any money the company owes
    aa2) Regarding bankruptcies of companies…Pass a law to ensure the employee pension plan is funded by cutting all executive bonuses as necessary

aa3) Regarding bankruptcies of companies…Pass a law to ensure the employee pension plan is funded by cutting shareholder payouts as necessary

RANDOMIZE: RESPONDENTS ASKED 1 OF THE 3 OPTIONS

bb1) Work with provinces to strengthen provincial pension regulations that protect workers

bb2) Create new programs, such as a pensions insurance fund, to help pensioners in the event of a company bankruptcy

bb3) Improve existing programs that provide immediate support for pensioners and workers in the event of a company bankruptcy

xxx) Creating new affordable housing units

yyy)   Making it easier for young people to buy their first home

zzz) Encouraging more people to buy electric cars

aaaa)   Reducing Canada's carbon emissions

bbbb)   Strengthening the environment assessment process to better protect the environment

cccc)   Building more solar panels and wind turbines

dddd)   Creating new affordable childcare spaces

eeee)   Creating jobs

ffff) Improving healthcare services

gggg)   Improving homecare services

hhhh)   Improving mental health services

iiii) Improving public transit services

jjjj) Building and repairing roads, highways, and bridges

kkkk)   Expanding broadband and high-speed internet services to rural communities

llll) Increasing financial child benefits that are sent to parents

mmmm)   Increasing financial support for retirees

nnnn)   Increasing financial support for low-income workers

oooo)   Improving Government of Canada service delivery

pppp)   Strengthening gun control laws

qqqq)   Making buildings more accessible to people with disabilities

rrrr)   Preventing foreign countries from influencing Canadian elections

ssss)   Preventing the spread of fake news online

tttt)   Teaching tech literacy and coding to kids

uuuu)   Investing in scientific research

vvvv)   Preventing sexual harassment in the workplace

ASK TO ALL RESPONDENTS
GENDER IDENTITY

The next few questions are about gender identity.

[RANDOMIZE QGI1a and QGI1b]
QGI1a. Some people do not see themselves as either a man or a woman. Would you say you are not at all aware of this, heard a bit about it, somewhat familiar with this or very familiar with this?

QGI1b. Some people see themselves as transgender. Would you say you are not at all aware of this, heard a bit about it, somewhat familiar with this or very familiar with this?

Response, 4-point scale: Not at all aware; heard a bit about it; somewhat familiar with this; Very familiar with this.

READ: Some provincial/territorial governments in Canada and other international governments are providing people with three choices when asked their gender on government forms: M (male), F (female), or X.

QGI2: Have you ever seen, read or heard anything about this?
Response: Yes or No

QGI3: Which of the following statements, if any, do you think best describe the meaning of the gender X marker on government forms? Select all that apply:

[RANDOMIZE A,B and C]
a. The X category is used by people who do not identify as a man or a woman
b. The X category is used by people who do not want to indicate their gender
c. The X category is used by people who identify as transgender
d. I don't know what it means

QGI4: The Government of Canada is considering including the gender X marker on government forms and federal identity documents? Do you strongly support, somewhat support, neither support or oppose, somewhat oppose or strongly oppose this idea?

Response, 5-point scale: Strongly support; Somewhat support; Neither support or oppose; Somewhat oppose; Strongly oppose.

ASK TO ALL RESPONDENTS
DEMOGRAPHICS

To finish, I'd like to ask you some questions for statistical purposes only. Please be assured that your answers will remain completely confidential.

D1. In what year were you born? **[RECORD YEAR]**

IF D1=DK/REF
D2. Which of the following age categories do you fall into? **[READ LIST, ACCEPT ONE RESPONSE]**

18 to 24
25 to 34
35 to 44

45 to 54
55 to 64
65 or older

D3. What is the highest level of formal education that you have completed to date?
[READ LIST, ACCEPT ONE RESPONSE]

Grade 8 or less
Some high school
High School diploma or equivalent
Registered Apprenticeship or other trades certificate or diploma
College, CEGEP or other non-university certificate or diploma
University certificate or diploma below bachelor's level
Bachelor's degree
Post graduate degree above bachelor's level

D4. Which of the following categories best describes your current employment status? **[READ LIST, ACCEPT ONE RESPONSE]**

Working full-time, that is, 35 or more hours per week
Working part-time, that is, less than 35 hours per week
Self-employed
Unemployed, but looking for work
A student attending school full-time
Retired
Not in the workforce [FULL-TIME HOMEMAKER, UNEMPLOYED, NOT LOOKING FOR WORK]
[DO NOT READ] Other – **[DO NOT SPECIFY]**

D5. 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
$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

D6: Do you have any children of any age living in your household?

Yes
No

D7: Do you have any children in the following age groups living in your household [READ LIST]?

	Yes	No
M. Under 6 years old		
N. 6 to 11 years old		
O. 12 to 17 years old		
P. 18 years old or older		

D8. Were you born in Canada?

Yes
No

D9. In what year did you come to Canada?

Record year: _____ [ASK FOR APPROXIMATION IF THEY CAN'T REMEMBER]

D12. Are you an Aboriginal person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

Yes
No

D13.   You may belong to one or more racial or cultural groups on the following list. Are you...?

> Interviewer: Read categories to respondent and mark up to 4 responses that apply.
> If respondent answers "mixed", "bi–racial" or "multi–racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).
>
> Note: Aboriginal people or First Nations are not included in the list of response categories because the Employment Equity Act defines visible minorities as "persons, other than Aboriginal persons, who are non–Caucasian in race or non–white in colour". Guidelines state that "Due to their status as First Nation people, Aboriginal peoples are specifically excluded from the definition". Under the Employment Equity Act, Aboriginal Peoples are considered to be a separate designated group.

White
South Asian (e.g., East Indian, Pakistani, Sri Lankan)
Chinese
Black

Filipino

Latin American

Arab

Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)

West Asian (e.g., Iranian, Afghan)

Korean

Japanese

Other – Specify

DK/RF

NOTE: ABORIGINALS ASKED SEPARATELY, IN LINE WITH STATISTICS CANADA APPROACH

ASK IF D13=BLACK

D14. *How important should each of the following elements be for the Government of Canada? Please use a scale from 1 to 10, where 1 means "not at all important" and 10 means "extremely important".*

v. Collect and analyze data by race, to better understand the lived experiences of African Canadians
w. Create monuments to honour prominent African Canadians
x. Provide long-term funding to health research groups, to monitor and improve the care of African Canadians
y. Offer a formal apology for past wrongdoings towards African Canadians
z. Conduct a study on the root causes of over-representation of African Canadians in the criminal justice system
aa. Increase the number of African Canadian working in law enforcement, correction services, and the justice system
bb. Set up initiatives to increase the number of African Canadian youth who attend and complete university

CAPTURE FSA (OR SIMILAR) TO ENABLE REGIONAL ANALYSES, SUCH AS SPECIFIC URBAN CENTRES

- INSERT GENDER
- INSERT LANGUAGE OF INTERVIEW
- INSERT DATE OF THE INTERVIEW
- INSERT PROVINCE/TERRITORY

That concludes the survey. Thank you very much for taking the time to participate, it is much appreciated. On behalf of myself and the Government of Canada, have a nice (day/evening).

Fieldwork dates (Week 40): 02/08/2018 to 02/13/2018

INTRODUCTION

Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association's (MRIA).

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

[IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.]

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)

May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? [IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]

Yes   => CONTINUE
No   => ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN
REFUSED   => THANK AND TERMINATE

ASK TO ALL RESPONDENTS
CORE – ISSUE PRIORITIES & PERFORMANCE

Q1. Thinking about the issues presently facing Canada, which ONE do you feel should receive the GREATEST attention from the Government of Canada? That is, what should be the TOP priority? **[DO NOT READ LIST; CAPTURE FIRST MENTION]**

Economy
Jobs / unemployment
Environment / climate change
Health / health care
Debt / deficit
Cost of living
Taxes
Employment insurance
Trade / international trade / trade agreements
Infrastructure (general mention)
Infrastructure – public transit
Infrastructure – roads/highways
Infrastructure - bridges
Infrastructure – other

Education
ISIS/Syria/Iraq mission
Terrorism / security
Refugees
Immigration
Indigenous issues
Crime
Drugs/marijuana
Poverty/homelessness
Oil / pipelines
Government service delivery to citizens
Other (specify)

Q2. Overall, do you feel that the Government of Canada is on the right track or the wrong track? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

Q3. And do you feel that the Government of Canada is on the right track or the wrong track in its management of the following issues? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

[RANDOMIZE]

A. The economy
B. Creating jobs
C. Investing in infrastructure
D. Health care
F. Immigration
G. Aboriginal issues (Enjeux autochtones)
H. The environment
N. Canada-US relations

NEWS

N1. What news, announcements, initiatives or actions from the Government of Canada have you seen, read or heard recently, if anything? **[RECORD UP TO 5 MENTIONS]**

(NO PRE-CODED LIST)

HAVE NOT SEEN/READ/HEARD ANYTHING
DON'T KNOW
     REFUSED

N2. For each of the following would you say you are: not at all aware, heard a bit about it, paying attention to it <u>but not</u> discussing it, or paying attention to it <u>and</u> discussing it with others?" (REPEAT SCALE AS NECESSARY)

NOTE TO INTERVIEWERS: DISCUSSING INCLUDES ANY TYPE OF DISCUSSION, INCLUDING ONLINE

[RANDOMIZE]

C. Marijuana legalization
D. Proposed pipeline projects
N. A national price on carbon
    BZ. Overdoses from Opioids, such as fentanyl (Les surdoses d'opioïdes, comme le fentanyl)
    CZ. Canada-U.S. relations
    CY. NAFTA renegotiation
    QN2KY. The Trans Pacific Partnership or TPP trade deal
    QN2OY. Government of Canada Environment Assessment Process

ASK TO ALL RESPONDENTS
PERSONAL ECONOMIC SITUATION

E1. Thinking about the cost of living and your personal financial situation, are you currently:

[ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

 Falling behind on your monthly expenses
 Just getting by, with no savings
 Getting ahead, with some savings
 Financially secure

ASK TO ALL RESPONDENTS
GOVERNMENT PRIORITIES

GP1. Governments have limited money, so they must prioritize programs and services. Please rate each of the following on a scale of 1 to 10, where 1 means it should be a very low Government of Canada priority, and 10 means it should be a very high Government of Canada priority.

RANDOMIZE ITEMS AND ASK 12 PER RESPONDENT

    wwww) Creating new affordable housing units
    xxxx)   Making it easier for young people to buy their first home
    yyyy)   Encouraging more people to buy electric cars
    zzzz)   Reducing Canada's carbon emissions
    aaaaa) Strengthening the environment assessment process to better protect the environment
    bbbbb) Building more solar panels and wind turbines
    ccccc)   Creating new affordable childcare spaces

ddddd) Creating jobs
eeeee) Improving healthcare services
fffff)   Improving homecare services
ggggg)   Improving mental health services
hhhhh) Improving public transit services
iiiii) Building and repairing roads, highways, and bridges
jjjjj) Expanding broadband and high-speed internet services to rural communities
kkkkk)   Increasing financial child benefits that are sent to parents
lllll) Increasing financial support for retirees
mmmmm)   Increasing financial support for low-income workers
nnnnn) Improving Government of Canada service delivery
ooooo) Strengthening gun control laws
ppppp) Making buildings more accessible to people with disabilities
qqqqq) Preventing foreign countries from influencing Canadian elections
rrrrr)   Preventing the spread of fake news online
sssss)   Teaching tech literacy and coding to kids
ttttt)   Investing in scientific research
uuuuu) Preventing sexual harassment in the workplace
vvvvv)   Providing pharmacare for individuals who do not already have government or workplace coverage
wwwww)   Creating new National Parks and protected green space

ASK TO ALL RESPONDENTS

D6: Do you have any children of any age living in your household?

Yes
No

ASK IF D6=YES
D7: Do you have any children in the following age groups living in your household [READ LIST]?

	Yes	No
Q. Under 6 years old		
R. 6 to 11 years old		
S. 12 to 17 years old		
T. 18 years old or older		

ASK IF D7A=YES OR D7B=YES OR D7C=YES (HAVE CHILDREN UNDER 18 LIVING IN THEIR HOUSEHOLD) OTHERWISE SKIP TO DEMO
CANADA CHILD BENEFIT

QCCB1. Do you receive the Canada Child Benefit?

Yes

No

ASK IF QCCB1=YES
CCB2. To what extent does the Canada Child Benefit make a difference in your monthly budget? Would you say…

A great deal
Quite a bit
Very little
No difference at all

QCCB3. In a typical month, what do you use the money you receive from CCB for? **[RECORD UP TO 3 MENTIONS]**

IF NECESSARY: This money is used to do what?

(NO PRE-CODED LIST)

DON'T KNOW
REFUSED

ASK TO ALL RESPONDENTS
DEMOGRAPHICS

To finish, I'd like to ask you some questions for statistical purposes only. Please be assured that your answers will remain completely confidential.

D1. In what year were you born? **[RECORD YEAR]**

IF D1=DK/REF
D2. Which of the following age categories do you fall into? **[READ LIST, ACCEPT ONE RESPONSE]**

18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 or older

D3. What is the highest level of formal education that you have completed to date?
[READ LIST, ACCEPT ONE RESPONSE]

Grade 8 or less
Some high school

High School diploma or equivalent
Registered Apprenticeship or other trades certificate or diploma
College, CEGEP or other non-university certificate or diploma
University certificate or diploma below bachelor's level
Bachelor's degree
Post graduate degree above bachelor's level

D4. Which of the following categories best describes your current employment status? **[READ LIST, ACCEPT ONE RESPONSE]**

Working full-time, that is, 35 or more hours per week
Working part-time, that is, less than 35 hours per week
Self-employed
Unemployed, but looking for work
A student attending school full-time
Retired
Not in the workforce [FULL-TIME HOMEMAKER, UNEMPLOYED, NOT LOOKING FOR WORK]
[DO NOT READ] Other – **[DO NOT SPECIFY]**

D5. 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
$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 to just under $200,000
$200,000 and above

D8. Were you born in Canada?

Yes
No

ASK IF D8=NO:
D9. In what year did you come to Canada?

Record year: _____ [ASK FOR APPROXIMATION IF THEY CAN'T REMEMBER]

D12. Are you an Aboriginal person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

Yes
No

ASK IF D12=NO

D13.   You may belong to one or more racial or cultural groups on the following list. Are you...?

> Interviewer: Read categories to respondent and mark up to 4 responses that apply.
> If respondent answers "mixed", "bi–racial" or "multi–racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).
>
> Note: Aboriginal people or First Nations are not included in the list of response categories because the Employment Equity Act defines visible minorities as "persons, other than Aboriginal persons, who are non–Caucasian in race or non–white in colour". Guidelines state that "Due to their status as First Nation people, Aboriginal peoples are specifically excluded from the definition". Under the Employment Equity Act, Aboriginal Peoples are considered to be a separate designated group

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Chinese
Black
Filipino
Latin American
Arab
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
West Asian (e.g., Iranian, Afghan)
Korean
Japanese
Other – Specify
DK/RF

NOTE: ABORIGINALS ASKED SEPARATELY, IN LINE WITH STATISTICS CANADA APPROACH

ASK IF D13=BLACK

D14.   How important should each of the following elements be for the Government of Canada? Please use a scale from 1 to 10, where 1 means "not at all important" and 10 means "extremely important".

cc. Collect and analyze data by race, to better understand the lived experiences of African Canadians

dd. Create monuments to honour prominent African Canadians

ee. Provide long-term funding to health research groups, to monitor and improve the care of African Canadians

ff. Offer a formal apology for past wrongdoings towards African Canadians

gg. Conduct a study on the root causes of over-representation of African Canadians in the criminal justice system

hh. Increase the number of African Canadian working in law enforcement, correction services, and the justice system

ii. Set up initiatives to increase the number of African Canadian youth who attend and complete university

CAPTURE FSA (OR SIMILAR) TO ENABLE REGIONAL ANALYSES, SUCH AS SPECIFIC URBAN CENTRES

- INSERT GENDER
- INSERT LANGUAGE OF INTERVIEW
- INSERT DATE OF THE INTERVIEW
- INSERT PROVINCE/TERRITORY

That concludes the survey. Thank you very much for taking the time to participate, it is much appreciated. On behalf of myself and the Government of Canada, have a nice (day/evening).

Fieldwork dates (Week 41): 02/14/2018 to 02/20/2018

INTRODUCTION

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(IF LANDLINE)

May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? [IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]

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ASK TO ALL RESPONDENTS
CORE – ISSUE PRIORITIES & PERFORMANCE

Q1. Thinking about the issues presently facing Canada, which ONE do you feel should receive the GREATEST attention from the Government of Canada? That is, what should be the TOP priority? **[DO NOT READ LIST; CAPTURE FIRST MENTION]**

Economy
Jobs / unemployment
Environment / climate change
Health / health care
Debt / deficit
Cost of living
Taxes
Employment insurance
Trade / international trade / trade agreements
Infrastructure (general mention)
Infrastructure – public transit
Infrastructure – roads/highways
Infrastructure - bridges
Infrastructure – other
Education

ISIS/Syria/Iraq mission
Terrorism / security
Refugees
Immigration
Indigenous issues
Crime
Drugs/marijuana
Poverty/homelessness
Oil / pipelines
Government service delivery to citizens
Other (specify)

Q2. Overall, do you feel that the Government of Canada is on the right track or the wrong track? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

Q3. And do you feel that the Government of Canada is on the right track or the wrong track in its management of the following issues? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

[RANDOMIZE]

A. The economy
B. Creating jobs
C. Investing in infrastructure
D. Health care
F. Immigration
G. Aboriginal issues (Enjeux autochtones)
H. The environment
N. Canada-US relations

NEWS

N1. What news, announcements, initiatives or actions from the Government of Canada have you seen, read or heard recently, if anything? **[RECORD UP TO 5 MENTIONS]**

(NO PRE-CODED LIST)

HAVE NOT SEEN/READ/HEARD ANYTHING
DON'T KNOW
    REFUSED

N2. For each of the following would you say you are: not at all aware, heard a bit about it, paying attention to it <u>but not</u> discussing it, or paying attention to it <u>and</u> discussing it with others?" (REPEAT SCALE AS NECESSARY)

NOTE TO INTERVIEWERS: DISCUSSING INCLUDES ANY TYPE OF DISCUSSION, INCLUDING ONLINE

[RANDOMIZE]

C. Marijuana legalization
D. Proposed pipeline projects
N. A national price on carbon
    BZ. Overdoses from Opioids, such as fentanyl (Les surdoses d'opioïdes, comme le fentanyl)
    CZ. Canada-U.S. relations
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ASK TO ALL RESPONDENTS
PERSONAL ECONOMIC SITUATION

E1. Thinking about the cost of living and your personal financial situation, are you currently:

[ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

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GP1. Governments have limited money, so they must prioritize programs and services. Please rate each of the following on a scale of 1 to 10, where 1 means it should be a very low Government of Canada priority, and 10 means it should be a very high Government of Canada priority.

RANDOMIZE ITEMS AND ASK 12 PER RESPONDENT

    xxxxx)   Creating new affordable housing units
    yyyyy)   Making it easier for young people to buy their first home
    zzzzz)   Encouraging more people to buy electric cars
    aaaaaa) Reducing Canada's carbon emissions
    bbbbbb)   Strengthening the environment assessment process to better protect the environment
    cccccc) Building more solar panels and wind turbines

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ffffff)   Improving healthcare services
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pppppp)   Strengthening gun control laws
qqqqqq)   Making buildings more accessible to people with disabilities
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uuuuuu)   Investing in scientific research
vvvvvv) Preventing sexual harassment in the workplace
wwwwww)   Providing pharmacare for individuals who do not already have government or
    workplace coverage
xxxxxx) Creating new National Parks and protected green space

ASK TO ALL RESPONDENTS

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Yes
No

ASK IF D6=YES
D7: Do you have any children in the following age groups living in your household [READ LIST]?

	Yes	No
U. Under 6 years old		
V. 6 to 11 years old		
W. 12 to 17 years old		
X. 18 years old or older		

ASK IF D7A=YES OR D7B=YES OR D7C=YES (HAVE CHILDREN UNDER 18 LIVING IN THEIR HOUSEHOLD) OTHERWISE SKIP TO DEMO
CANADA CHILD BENEFIT

QCCB1. Do you receive the Canada Child Benefit?

Yes
No

ASK IF QCCB1=YES
CCB2. To what extent does the Canada Child Benefit make a difference in your monthly budget? Would you say…

A great deal
Quite a bit
Very little
No difference at all

QCCB3. In a typical month, what do you use the money you receive from CCB for? **[RECORD UP TO 3 MENTIONS]**

IF NECESSARY: This money is used to do what?

 (NO PRE-CODED LIST)

 DON'T KNOW
 REFUSED

ASK TO ALL RESPONDENTS
DEMOGRAPHICS

To finish, I'd like to ask you some questions for statistical purposes only. Please be assured that your answers will remain completely confidential.

D1. In what year were you born? **[RECORD YEAR]**

IF D1=DK/REF
D2. Which of the following age categories do you fall into? **[READ LIST, ACCEPT ONE RESPONSE]**

18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 or older

D3. What is the highest level of formal education that you have completed to date?
[READ LIST, ACCEPT ONE RESPONSE]

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Working part-time, that is, less than 35 hours per week
Self-employed
Unemployed, but looking for work
A student attending school full-time
Retired
Not in the workforce [FULL-TIME HOMEMAKER, UNEMPLOYED, NOT LOOKING FOR WORK]
[DO NOT READ] Other – **[DO NOT SPECIFY]**

D5. 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
$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 to just under $200,000
$200,000 and above

D8. Were you born in Canada?

Yes
No

ASK IF D8=NO:
D9. In what year did you come to Canada?

Record year: _____ [ASK FOR APPROXIMATION IF THEY CAN'T REMEMBER]

D12. Are you an Aboriginal person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

Yes
No

ASK IF D12=NO
D13.   You may belong to one or more racial or cultural groups on the following list. Are you...?

> Interviewer: Read categories to respondent and mark up to 4 responses that apply.
> If respondent answers "mixed", "bi–racial" or "multi–racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).
>
> Note: Aboriginal people or First Nations are not included in the list of response categories because the Employment Equity Act defines visible minorities as "persons, other than Aboriginal persons, who are non–Caucasian in race or non–white in colour". Guidelines state that "Due to their status as First Nation people, Aboriginal peoples are specifically excluded from the definition". Under the Employment Equity Act, Aboriginal Peoples are considered to be a separate designated group

White
South Asian (e.g., East Indian, Pakistani, Sri Lankan)
Chinese
Black
Filipino
Latin American
Arab
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
West Asian (e.g., Iranian, Afghan)
Korean
Japanese
Other – Specify
DK/RF

NOTE: ABORIGINALS ASKED SEPARATELY, IN LINE WITH STATISTICS CANADA APPROACH

ASK IF D13=BLACK

D14. *How important should each of the following elements be for the Government of Canada? Please use a scale from 1 to 10, where 1 means "not at all important" and 10 means "extremely important".*

jj. Collect and analyze data by race, to better understand the lived experiences of African Canadians
kk. Create monuments to honour prominent African Canadians
ll. Provide long-term funding to health research groups, to monitor and improve the care of African Canadians
mm. Offer a formal apology for past wrongdoings towards African Canadians
nn. Conduct a study on the root causes of over-representation of African Canadians in the criminal justice system
oo. Increase the number of African Canadian working in law enforcement, correction services, and the justice system
pp. Set up initiatives to increase the number of African Canadian youth who attend and complete university

CAPTURE FSA (OR SIMILAR) TO ENABLE REGIONAL ANALYSES, SUCH AS SPECIFIC URBAN CENTRES

- INSERT GENDER
- INSERT LANGUAGE OF INTERVIEW
- INSERT DATE OF THE INTERVIEW
- INSERT PROVINCE/TERRITORY

That concludes the survey. Thank you very much for taking the time to participate, it is much appreciated. On behalf of myself and the Government of Canada, have a nice (day/evening).

Fieldwork dates (Week 42): 02/21/2018 to 02/27/2018

INTRODUCTION
Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association's (MRIA).

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

[IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.]

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)
May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? **[IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]**

Yes   => CONTINUE
No   => ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN
REFUSED   => THANK AND TERMINATE

    ASK TO ALL RESPONDENTS
CORE – ISSUE PRIORITIES & PERFORMANCE

Q1. Thinking about the issues presently facing Canada, which ONE do you feel should receive the GREATEST attention from the Government of Canada? That is, what should be the TOP priority? **[DO NOT READ LIST; CAPTURE FIRST MENTION]**

    Economy
    Jobs / unemployment
    Environment / climate change
    Health / health care
    Debt / deficit
    Cost of living
    Taxes
    Employment insurance
    Trade / international trade / trade agreements
    Infrastructure (general mention)
    Infrastructure – public transit
    Infrastructure – roads/highways
    Infrastructure - bridges
    Infrastructure – other
    Education

ISIS/Syria/Iraq mission
Terrorism / security
Refugees
Immigration
Indigenous issues
Crime
Drugs/marijuana
Poverty/homelessness
Oil / pipelines
Government service delivery to citizens
Other (specify)

Q2. Overall, do you feel that the Government of Canada is on the right track or the wrong track? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

Q3. And do you feel that the Government of Canada is on the right track or the wrong track in its management of the following issues? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

[RANDOMIZE]

A. The economy
B. Creating jobs
C. Investing in infrastructure
D. Health care
F. Immigration
G. Aboriginal issues (Enjeux autochtones)
H. The environment
N. Canada-US relations

NEWS

N1. What news, announcements, initiatives or actions from the Government of Canada have you seen, read or heard recently, if anything? **[RECORD UP TO 5 MENTIONS]**

(NO PRE-CODED LIST)

HAVE NOT SEEN/READ/HEARD ANYTHING
DON'T KNOW
    REFUSED

N2. For each of the following would you say you are: not at all aware, heard a bit about it, paying attention to it <u>but not</u> discussing it, or paying attention to it <u>and</u> discussing it with others?" **(REPEAT SCALE AS NECESSARY)**

NOTE TO INTERVIEWERS: DISCUSSING INCLUDES ANY TYPE OF DISCUSSION, INCLUDING ONLINE

[RANDOMIZE]

C. Marijuana legalization
D. Proposed pipeline projects
N. A national price on carbon
    BZ. Overdoses from Opioids, such as fentanyl
    CZ. Canada-U.S. relations
    CY. NAFTA renegotiation
    QN2OY. Government of Canada Environmental Assessment Process
    QN2PY. Government of Canada funding for superclusters
    QN2QY. Canada-India relations

ASK TO ALL RESPONDENTS
PERSONAL ECONOMIC SITUATION

E1. Thinking about the cost of living and your personal financial situation, are you currently:

[ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

 Falling behind on your monthly expenses
 Just getting by, with no savings
 Getting ahead, with some savings
 Financially secure

ASK TO ALL RESPONDENTS
ENVIRONMENT

ENV1. The Government of Canada conducts environmental assessment of projects and provides recommendations to reduce their impacts on the environment. How much confidence, if any, do you have in this environmental assessment process? Please use a scale from 1 to 10, where 1 means no confidence at all and 10 means a great deal of confidence.

ASK TO ALL RESPONDENTS
GOVERNMENT PRIORITIES

GP1. Governments have limited money, so they must prioritize programs and services. Please rate each of the following on a scale of 1 to 10, where 1 means it should be a very low Government of Canada priority, and 10 means it should be a very high Government of Canada priority.

RANDOMIZE ITEMS AND ASK 12 PER RESPONDENT

yyyyyy) Creating new affordable housing units

zzzzzz) Making it easier for young people to buy their first home

aaaaaaa) Encouraging more people to buy electric cars

bbbbbbb) Reducing Canada's carbon emissions

ccccccc) Strengthening the environment assessment process to better protect the environment

ddddddd) Building more solar panels and wind turbines

eeeeeee) Creating new affordable childcare spaces

fffffff) Creating jobs

ggggggg) Improving healthcare services

hhhhhhh) Improving homecare services

iiiiiii) Improving mental health services

jjjjjjj) Improving public transit services

kkkkkkk) Building and repairing roads, highways, and bridges

lllllll) Expanding broadband and high-speed internet services to rural communities

mmmmmmm) Increasing financial child benefits that are sent to parents

nnnnnnn) Increasing financial support for retirees

ooooooo) Increasing financial support for low-income workers

ppppppp) Improving Government of Canada service delivery

qqqqqqq) Strengthening gun control laws

rrrrrrr) Making buildings more accessible to people with disabilities

sssssss) Preventing foreign countries from influencing Canadian elections

ttttttt) Preventing the spread of fake news online

uuuuuuu) Teaching tech literacy and coding to kids

vvvvvvv) Investing in scientific research

wwwwwww) Preventing sexual harassment in the workplace

xxxxxxx) Providing pharmacare for individuals who do not already have government or workplace coverage

yyyyyyy) Creating new National Parks and protected green space

ASK TO ALL RESPONDENTS

D6: Do you have any children of any age living in your household?

Yes
No

ASK IF D6=YES
D7: Do you have any children in the following age groups living in your household **[READ LIST]**?

	Yes	No
Y. Under 6 years old		
Z. 6 to 11 years old		
AA. 12 to 17 years old		
BB. 18 years old or older		

ASK IF D7A=YES OR D7B=YES OR D7C=YES (HAVE CHILDREN UNDER 18 LIVING IN THEIR HOUSEHOLD) OTHERWISE SKIP TO DEMO
CANADA CHILD BENEFIT

QCCB1. Do you receive the Canada Child Benefit?

Yes
No

ASK IF QCCB1=YES
CCB2. To what extent does the Canada Child Benefit make a difference in your monthly budget? Would you say…

A great deal
Quite a bit
Very little
No difference at all

QCCB3. In a typical month, what do you use the money you receive from CCB for? **[RECORD UP TO 3 MENTIONS]**

IF NECESSARY: This money is used to do what?

 (NO PRE-CODED LIST)

 DON'T KNOW
 REFUSED

ASK TO ALL RESPONDENTS
DEMOGRAPHICS

To finish, I'd like to ask you some questions for statistical purposes only. Please be assured that your answers will remain completely confidential.

D1. In what year were you born? **[RECORD YEAR]**

IF D1=DK/REF
D2. Which of the following age categories do you fall into? **[READ LIST, ACCEPT ONE RESPONSE]**

18 to 24
25 to 34
35 to 44

45 to 54
55 to 64
65 or older

D3. What is the highest level of formal education that you have completed to date?
[READ LIST, ACCEPT ONE RESPONSE]

Grade 8 or less
Some high school
High School diploma or equivalent
Registered Apprenticeship or other trades certificate or diploma
College, CEGEP or other non-university certificate or diploma
University certificate or diploma below bachelor's level
Bachelor's degree
Post graduate degree above bachelor's level

D4. Which of the following categories best describes your current employment status? **[READ LIST, ACCEPT ONE RESPONSE]**

Working full-time, that is, 35 or more hours per week
Working part-time, that is, less than 35 hours per week
Self-employed
Unemployed, but looking for work
A student attending school full-time
Retired
Not in the workforce [FULL-TIME HOMEMAKER, UNEMPLOYED, NOT LOOKING FOR WORK]
[DO NOT READ] Other – **[DO NOT SPECIFY]**

D5. 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
$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 to just under $200,000
$200,000 and above

D8. Were you born in Canada?

Yes
No

ASK IF D8=NO:
D9. In what year did you come to Canada?

Record year: _____ **[ASK FOR APPROXIMATION IF THEY CAN'T REMEMBER]**

D12. Are you an Aboriginal person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

Yes
No

ASK IF D12=NO
D13. You may belong to one or more racial or cultural groups on the following list. Are you...?

> Interviewer: Read categories to respondent and mark up to 4 responses that apply.
> If respondent answers "mixed", "bi–racial" or "multi–racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).
>
> Note: Aboriginal people or First Nations are not included in the list of response categories because the Employment Equity Act defines visible minorities as "persons, other than Aboriginal persons, who are non–Caucasian in race or non–white in colour". Guidelines state that "Due to their status as First Nation people, Aboriginal peoples are specifically excluded from the definition". Under the Employment Equity Act, Aboriginal Peoples are considered to be a separate designated group

White
South Asian (e.g., East Indian, Pakistani, Sri Lankan)
Chinese
Black
Filipino
Latin American
Arab
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
West Asian (e.g., Iranian, Afghan)
Korean
Japanese
Other – Specify
DK/RF

NOTE: ABORIGINALS ASKED SEPARATELY, IN LINE WITH STATISTICS CANADA APPROACH

ASK IF D13=BLACK

D14. *How important should each of the following elements be for the Government of Canada? Please use a scale from 1 to 10, where 1 means "not at all important" and 10 means "extremely important".*

qq. Collect and analyze data by race, to better understand the lived experiences of African Canadians
rr. Create monuments to honour prominent African Canadians
ss. Provide long-term funding to health research groups, to monitor and improve the care of African Canadians
tt. Offer a formal apology for past wrongdoings towards African Canadians
uu. Conduct a study on the root causes of over-representation of African Canadians in the criminal justice system
vv. Increase the number of African Canadian working in law enforcement, correction services, and the justice system
ww. Set up initiatives to increase the number of African Canadian youth who attend and complete university

CAPTURE FSA (OR SIMILAR) TO ENABLE REGIONAL ANALYSES, SUCH AS SPECIFIC URBAN CENTRES

- INSERT GENDER
- INSERT LANGUAGE OF INTERVIEW
- INSERT DATE OF THE INTERVIEW
- INSERT PROVINCE/TERRITORY

That concludes the survey. Thank you very much for taking the time to participate, it is much appreciated. On behalf of myself and the Government of Canada, have a nice (day/evening).

Fieldwork dates (Week 43): 03/01/2018 to 03/06/2018

INTRODUCTION

Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association's (MRIA).

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

[IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.]

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)

May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? **[IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]**

Yes   => CONTINUE
No   => ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN
REFUSED   => THANK AND TERMINATE

   ASK TO ALL RESPONDENTS
CORE – ISSUE PRIORITIES & PERFORMANCE

Q1. Thinking about the issues presently facing Canada, which ONE do you feel should receive the GREATEST attention from the Government of Canada? That is, what should be the TOP priority? **[DO NOT READ LIST; CAPTURE FIRST MENTION]**

   Economy
   Jobs / unemployment
   Environment / climate change
   Health / health care
   Debt / deficit
   Cost of living
   Taxes
   Employment insurance
   Trade / international trade / trade agreements
   Infrastructure (general mention)
   Infrastructure – public transit
   Infrastructure – roads/highways
   Infrastructure - bridges
   Infrastructure – other
   Education

ISIS/Syria/Iraq mission
Terrorism / security
Refugees
Immigration
Indigenous issues
Crime
Drugs/marijuana
Poverty/homelessness
Oil / pipelines
Government service delivery to citizens
Other (specify)

Q2. Overall, do you feel that the Government of Canada is on the right track or the wrong track? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

Q3. And do you feel that the Government of Canada is on the right track or the wrong track in its management of the following issues? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

[RANDOMIZE]

A. The economy
B. Creating jobs
C. Investing in infrastructure

ASK INF3a IF Q3C=1-4
INF3a. Why do you feel the Government of Canada is on the wrong track with respect to its investments in infrastructure? **(RECORD VERBATIM)**

ASK INF3b IF Q3C=7-10
INF3b. Why do you feel the Government of Canada is on the right track with respect to its investments in infrastructure? **(RECORD VERBATIM)**

D. Health care
F. Immigration
G. Aboriginal issues (Enjeux autochtones)
H. The environment
N. Canada-US relations

NEWS

N1. What news, announcements, initiatives or actions from the Government of Canada have you seen, read or heard recently, if anything? **[RECORD UP TO 5 MENTIONS]**

   (NO PRE-CODED LIST)

HAVE NOT SEEN/READ/HEARD ANYTHING
DON'T KNOW
REFUSED

N2. For each of the following would you say you are: not at all aware, heard a bit about it, paying attention to it <u>but not</u> discussing it, or paying attention to it <u>and</u> discussing it with others?" **(REPEAT SCALE AS NECESSARY)**

NOTE TO INTERVIEWERS: DISCUSSING INCLUDES ANY TYPE OF DISCUSSION, INCLUDING ONLINE

[RANDOMIZE]

A. The 2018 federal budget
C. Marijuana legalization
D. Proposed pipeline projects
N. A national price on carbon
     BZ. Overdoses from Opioids, such as fentanyl
     CZ. Canada-U.S. relations
     CY. NAFTA renegotiation
     QN2QY. Canada-India relations

2018 FEDERAL BUDGET

(SKIP TO INF4a IF "not at all aware" or "Don't know" to "The 2018 federal budget" in N2A)

BUD1. What have you seen, read or heard, if anything, about specific 2018 federal budget initiatives? **[RECORD OPEN-END RESPONSE]**

BUD2. Have you seen, read or heard information about the 2018 federal budget through any of the following means: **[READ LIST - RECORD UP TO 9 MENTIONS]**

[RANDOMIZE]

 Conversations in person or on the phone with friends, family, or co-workers
 Status updates and personal opinions shared by friends on Facebook
 Stories or links shared on Facebook
 Opinions or links shared on Twitter

Stories on online news sites
Video posted on YouTube, social media, or online news sites
Print newspaper stories
Radio news stories
TV news stories

None of these sources
DON'T KNOW
REFUSED

ASK TO ALL RESPONDENTS
INFRASTRUCTURE INVESTMENTS

INF4a. Which level of government – federal, provincial, or municipal – do you think is investing the most money in infrastructure in your community?

Federal
Provincial
Municipal

INF4b. And which level of government do you think is investing the least money in infrastructure in your community?

[ELIMINATE ASNWER FROM INF4a]

Federal
Provincial
Municipal

INF5. Are you aware of any specific infrastructure projects in your community recently finished or under construction the Government of Canada has funded?

Yes
No

ASK INF6 IF INF5=yes
INF6. Please name any projects you can recall. **[RECORD OPEN-END RESPONSE]**

SPLIT SAMPLE – HALF GET INF7a, HALF GET INF7b

INF7a. As you may be aware, in the last two years, the Government of Canada announced it would invest over $180 billion dollars in infrastructure projects over the next 12 years. Please indicate your level of agreement with each of the following statements. Please use a scale from 1 to 10 where 1 means "strongly disagree" and 10 means "strongly agree".

[RANDOMIZE]

a. Recent investments in infrastructure have improved the quality of life in your community
b. Recent investments in infrastructure have improved traffic flow in your community
c. Recent investments in infrastructure have created construction jobs in the short term
d. Recent investments in infrastructure have helped grow the economy
e. Recent investments in infrastructure have benefited average Canadians
f. Recent investments in infrastructure have benefited you personally

INF7b. As you may be aware, in the last two years, the Government of Canada announced it would invest over $180 billion dollars in infrastructure projects over the next 12 years. Please indicate your level of agreement with each of the following statements. Please use a scale from 1 to 10 where 1 means "strongly disagree" and 10 means "strongly agree".

[RANDOMIZE]

a. Recent investments in infrastructure will improve the quality of life in your community
b. Recent investments in infrastructure will improve traffic flow in your community
c. Recent investments in infrastructure will create long-term jobs
d. Recent investments in infrastructure will help grow the economy
e. Recent investments in infrastructure will benefit average Canadians
f. Recent investments in infrastructure will benefit you personally

ASK TO ALL RESPONDENTS
PERSONAL ECONOMIC SITUATION

E1. Thinking about the cost of living and your personal financial situation, are you currently:

[ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

Falling behind on your monthly expenses
Just getting by, with no savings
Getting ahead, with some savings
Financially secure

ASK TO ALL RESPONDENTS
ENVIRONMENT

ENV1. The Government of Canada conducts environmental assessment of projects and provides recommendations to reduce their impacts on the environment. How much confidence, if any, do you have in this environmental assessment process? Please use a scale from 1 to 10, where 1 means no confidence at all and 10 means a great deal of confidence.

D6: Do you have any children of any age living in your household?

Yes
No

ASK IF D6=YES
D7: Do you have any children in the following age groups living in your household **[READ LIST]**?

	Yes	No
CC. Under 6 years old		
DD. 6 to 11 years old		
EE. 12 to 17 years old		
FF. 18 years old or older		

ASK IF D7A=YES OR D7B=YES OR D7C=YES (HAVE CHILDREN UNDER 18 LIVING IN THEIR HOUSEHOLD) OTHERWISE SKIP TO DEMO
CANADA CHILD BENEFIT

QCCB1. Do you receive the Canada Child Benefit?

Yes
No

ASK IF QCCB1=YES
CCB2. To what extent does the Canada Child Benefit make a difference in your monthly budget? Would you say…

A great deal
Quite a bit
Very little
No difference at all

QCCB3. In a typical month, what do you use the money you receive from CCB for? **[RECORD UP TO 3 MENTIONS]**

IF NECESSARY: This money is used to do what?

(NO PRE-CODED LIST)

DON'T KNOW
REFUSED

ASK TO ALL RESPONDENTS

DEMOGRAPHICS

To finish, I'd like to ask you some questions for statistical purposes only. Please be assured that your answers will remain completely confidential.

D1. In what year were you born? **[RECORD YEAR]**

IF D1=DK/REF
D2. Which of the following age categories do you fall into? **[READ LIST, ACCEPT ONE RESPONSE]**

18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 or older

D3. What is the highest level of formal education that you have completed to date?
[READ LIST, ACCEPT ONE RESPONSE]

Grade 8 or less
Some high school
High School diploma or equivalent
Registered Apprenticeship or other trades certificate or diploma
College, CEGEP or other non-university certificate or diploma
University certificate or diploma below bachelor's level
Bachelor's degree
Post graduate degree above bachelor's level

D4. Which of the following categories best describes your current employment status? **[READ LIST, ACCEPT ONE RESPONSE]**

Working full-time, that is, 35 or more hours per week
Working part-time, that is, less than 35 hours per week
Self-employed
Unemployed, but looking for work
A student attending school full-time
Retired
Not in the workforce [FULL-TIME HOMEMAKER, UNEMPLOYED, NOT LOOKING FOR WORK]
[DO NOT READ] Other – **[DO NOT SPECIFY]**

D5. 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
$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 to just under $200,000
$200,000 and above

D8. Were you born in Canada?

Yes
No

ASK IF D8=NO:
D9. In what year did you come to Canada?

Record year: _____ **[ASK FOR APPROXIMATION IF THEY CAN'T REMEMBER]**

D12. Are you an Aboriginal person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

Yes
No

ASK IF D12=NO
D13.   You may belong to one or more racial or cultural groups on the following list. Are you...?

> Interviewer: Read categories to respondent and mark up to 4 responses that apply.
> If respondent answers "mixed", "bi–racial" or "multi–racial", etc., probe for specific
> groups and mark each one separately (e.g., White, Black, Chinese).
>
> Note: Aboriginal people or First Nations are not included in the list of response categories
> because the Employment Equity Act defines visible minorities as "persons, other than
> Aboriginal persons, who are non–Caucasian in race or non–white in colour". Guidelines
> state that "Due to their status as First Nation people, Aboriginal peoples are specifically
> excluded from the definition". Under the Employment Equity Act, Aboriginal Peoples are
> considered to be a separate designated group

White
South Asian (e.g., East Indian, Pakistani, Sri Lankan)
Chinese
Black

Filipino

Latin American

Arab

Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)

West Asian (e.g., Iranian, Afghan)

Korean

Japanese

Other – Specify

DK/RF

NOTE: ABORIGINALS ASKED SEPARATELY, IN LINE WITH STATISTICS CANADA APPROACH

ASK IF D13=BLACK

D14. *How important should each of the following elements be for the Government of Canada? Please use a scale from 1 to 10, where 1 means "not at all important" and 10 means "extremely important".*

xx. Collect and analyze data by race, to better understand the lived experiences of African Canadians

yy. Create monuments to honour prominent African Canadians

zz. Provide long-term funding to health research groups, to monitor and improve the care of African Canadians

aaa. Offer a formal apology for past wrongdoings towards African Canadians

bbb. Conduct a study on the root causes of over-representation of African Canadians in the criminal justice system

ccc. Increase the number of African Canadian working in law enforcement, correction services, and the justice system

ddd. Set up initiatives to increase the number of African Canadian youth who attend and complete university

CAPTURE FSA (OR SIMILAR) TO ENABLE REGIONAL ANALYSES, SUCH AS SPECIFIC URBAN CENTRES

- INSERT GENDER
- INSERT LANGUAGE OF INTERVIEW
- INSERT DATE OF THE INTERVIEW
- INSERT PROVINCE/TERRITORY

That concludes the survey. Thank you very much for taking the time to participate, it is much appreciated. On behalf of myself and the Government of Canada, have a nice (day/evening).

Fieldwork dates (Week 44): 03/07/2018 to 03/11/2018

INTRODUCTION
Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association's (MRIA).

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

[IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.]

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)
May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? **[IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]**

Yes   => CONTINUE
No   => ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN
REFUSED   => THANK AND TERMINATE

ASK TO ALL RESPONDENTS
CORE – ISSUE PRIORITIES & PERFORMANCE

Q1. Thinking about the issues presently facing Canada, which ONE do you feel should receive the GREATEST attention from the Government of Canada? That is, what should be the TOP priority? **[DO NOT READ LIST; CAPTURE FIRST MENTION]**

Economy
Jobs / unemployment
Environment / climate change
Health / health care
Debt / deficit
Cost of living
Taxes
Employment insurance
Trade / international trade / trade agreements
Infrastructure (general mention)
Infrastructure – public transit
Infrastructure – roads/highways
Infrastructure - bridges
Infrastructure – other

Education
ISIS/Syria/Iraq mission
Terrorism / security
Refugees
Immigration
Indigenous issues
Crime
Drugs/marijuana
Poverty/homelessness
Oil / pipelines
Government service delivery to citizens
Other (specify)

Q2. Overall, do you feel that the Government of Canada is on the right track or the wrong track? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

Q3. And do you feel that the Government of Canada is on the right track or the wrong track in its management of the following issues? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

[RANDOMIZE]

A. The economy
B. Creating jobs
C. Investing in infrastructure

ASK INF3a IF Q3C=1-4
INF3a. Why do you feel the Government of Canada is on the wrong track with respect to its investments in infrastructure? **(RECORD VERBATIM)**

ASK INF3b IF Q3C=7-10
INF3b. Why do you feel the Government of Canada is on the right track with respect to its investments in infrastructure? **(RECORD VERBATIM)**

D. Health care
F. Immigration
G. Aboriginal issues (Enjeux autochtones)
H. The environment
N. Canada-US relations

NEWS

N1. What news, announcements, initiatives or actions from the Government of Canada have you seen, read or heard recently, if anything? **[RECORD UP TO 5 MENTIONS]**

 (NO PRE-CODED LIST)

 HAVE NOT SEEN/READ/HEARD ANYTHING
 DON'T KNOW
 REFUSED

N2. For each of the following would you say you are: not at all aware, heard a bit about it, paying attention to it <u>but not</u> discussing it, or paying attention to it <u>and</u> discussing it with others?" **(REPEAT SCALE AS NECESSARY)**

NOTE TO INTERVIEWERS: DISCUSSING INCLUDES ANY TYPE OF DISCUSSION, INCLUDING ONLINE

[RANDOMIZE]

A. The 2018 federal budget
C. Marijuana legalization
D. Proposed pipeline projects
N. A national price on carbon
    BZ. Overdoses from Opioids, such as fentanyl
    CZ. Canada-U.S. relations
    CY. NAFTA renegotiation
    QN2QY. Canada-India relations

2018 FEDERAL BUDGET

(SKIP TO INF4a IF "not at all aware" or "Don't know" to "The 2018 federal budget" in N2A)

BUD1. What have you seen, read or heard, if anything, about specific 2018 federal budget initiatives? **[RECORD OPEN-END RESPONSE]**

BUD2. Have you seen, read or heard information about the 2018 federal budget through any of the following means: **[READ LIST - RECORD UP TO 9 MENTIONS]**

[RANDOMIZE]

 Conversations in person or on the phone with friends, family, or co-workers
 Status updates and personal opinions shared by friends on Facebook
 Stories or links shared on Facebook
 Opinions or links shared on Twitter

Stories on online news sites
Video posted on YouTube, social media, or online news sites
Print newspaper stories
Radio news stories
TV news stories

None of these sources
DON'T KNOW
REFUSED

ASK TO ALL RESPONDENTS
INFRASTRUCTURE INVESTMENTS

INF4a. Which level of government – federal, provincial, or municipal – do you think is investing the most money in infrastructure in your community?

Federal
Provincial
Municipal

INF4b. And which level of government do you think is investing the least money in infrastructure in your community?

[ELIMINATE ASNWER FROM INF4a]

Federal
Provincial
Municipal

INF5. Are you aware of any specific infrastructure projects in your community recently finished or under construction the Government of Canada has funded?

Yes
No

ASK INF6 IF INF5=yes
INF6. Please name any projects you can recall. **[RECORD OPEN-END RESPONSE]**

SPLIT SAMPLE – HALF GET INF7a, HALF GET INF7b

INF7a. As you may be aware, in the last two years, the Government of Canada announced it would invest over $180 billion dollars in infrastructure projects over the next 12 years. Please indicate your level of agreement with each of the following statements. Please use a scale from 1 to 10 where 1 means "strongly disagree" and 10 means "strongly agree".

g. Recent investments in infrastructure have improved the quality of life in your community
h. Recent investments in infrastructure have improved traffic flow in your community
i. Recent investments in infrastructure have created construction jobs in the short term
j. Recent investments in infrastructure have helped grow the economy
k. Recent investments in infrastructure have benefited average Canadians
l. Recent investments in infrastructure have benefited you personally

INF7b. As you may be aware, in the last two years, the Government of Canada announced it would invest over $180 billion dollars in infrastructure projects over the next 12 years. Please indicate your level of agreement with each of the following statements. Please use a scale from 1 to 10 where 1 means "strongly disagree" and 10 means "strongly agree".

g. Recent investments in infrastructure will improve the quality of life in your community
h. Recent investments in infrastructure will improve traffic flow in your community
i. Recent investments in infrastructure will create long-term jobs
j. Recent investments in infrastructure will help grow the economy
k. Recent investments in infrastructure will benefit average Canadians
l. Recent investments in infrastructure will benefit you personally

ASK TO ALL RESPONDENTS
PERSONAL ECONOMIC SITUATION

E1. Thinking about the cost of living and your personal financial situation, are you currently:

[ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

Falling behind on your monthly expenses
Just getting by, with no savings
Getting ahead, with some savings
Financially secure

ASK TO ALL RESPONDENTS
ENVIRONMENT

ENV1. The Government of Canada conducts environmental assessment of projects and provides recommendations to reduce their impacts on the environment. How much confidence, if any, do you have in this environmental assessment process? Please use a scale from 1 to 10, where 1 means no confidence at all and 10 means a great deal of confidence.

ASK TO ALL RESPONDENTS

D6: Do you have any children of any age living in your household?

Yes
No

ASK IF D6=YES
D7: Do you have any children in the following age groups living in your household **[READ LIST]**?

	Yes	No
GG. Under 6 years old		
HH. 6 to 11 years old		
II. 12 to 17 years old		
JJ. 18 years old or older		

ASK IF D7A=YES OR D7B=YES OR D7C=YES (HAVE CHILDREN UNDER 18 LIVING IN THEIR HOUSEHOLD) OTHERWISE SKIP TO DEMO
CANADA CHILD BENEFIT

QCCB1. Do you receive the Canada Child Benefit?

Yes
No

ASK IF QCCB1=YES
CCB2. To what extent does the Canada Child Benefit make a difference in your monthly budget? Would you say…

A great deal
Quite a bit
Very little
No difference at all

QCCB3. In a typical month, what do you use the money you receive from CCB for? **[RECORD UP TO 3 MENTIONS]**

IF NECESSARY: This money is used to do what?

 (NO PRE-CODED LIST)

 DON'T KNOW
 REFUSED

ASK TO ALL RESPONDENTS
DEMOGRAPHICS

To finish, I'd like to ask you some questions for statistical purposes only. Please be assured that your answers will remain completely confidential.

D1. In what year were you born? **[RECORD YEAR]**

IF D1=DK/REF
D2. Which of the following age categories do you fall into? **[READ LIST, ACCEPT ONE RESPONSE]**

18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 or older

D3. What is the highest level of formal education that you have completed to date?
[READ LIST, ACCEPT ONE RESPONSE]

Grade 8 or less
Some high school
High School diploma or equivalent
Registered Apprenticeship or other trades certificate or diploma
College, CEGEP or other non-university certificate or diploma
University certificate or diploma below bachelor's level
Bachelor's degree
Post graduate degree above bachelor's level

D4. Which of the following categories best describes your current employment status? **[READ LIST, ACCEPT ONE RESPONSE]**

Working full-time, that is, 35 or more hours per week
Working part-time, that is, less than 35 hours per week
Self-employed
Unemployed, but looking for work
A student attending school full-time
Retired
Not in the workforce [FULL-TIME HOMEMAKER, UNEMPLOYED, NOT LOOKING FOR WORK]
[DO NOT READ] Other – **[DO NOT SPECIFY]**

D5. 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
$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 to just under $200,000
$200,000 and above

D8. Were you born in Canada?

Yes
No

ASK IF D8=NO:
D9. In what year did you come to Canada?

Record year: _____ **[ASK FOR APPROXIMATION IF THEY CAN'T REMEMBER]**

D12. Are you an Aboriginal person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

Yes
No

ASK IF D12=NO
D13. You may belong to one or more racial or cultural groups on the following list. Are you...?

Interviewer: Read categories to respondent and mark up to 4 responses that apply.
If respondent answers "mixed", "bi–racial" or "multi–racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).

Note: Aboriginal people or First Nations are not included in the list of response categories because the Employment Equity Act defines visible minorities as "persons, other than Aboriginal persons, who are non–Caucasian in race or non–white in colour". Guidelines state that "Due to their status as First Nation people, Aboriginal peoples are specifically excluded from the definition". Under the Employment Equity Act, Aboriginal Peoples are considered to be a separate designated group

White

South Asian (e.g., East Indian, Pakistani, Sri Lankan)

Chinese

Black

Filipino

Latin American

Arab

Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)

West Asian (e.g., Iranian, Afghan)

Korean

Japanese

Other – Specify

DK/RF

NOTE: ABORIGINALS ASKED SEPARATELY, IN LINE WITH STATISTICS CANADA APPROACH

ASK IF D13=BLACK

D14. *How important should each of the following elements be for the Government of Canada? Please use a scale from 1 to 10, where 1 means "not at all important" and 10 means "extremely important".*

eee. Collect and analyze data by race, to better understand the lived experiences of African Canadians

fff. Create monuments to honour prominent African Canadians

ggg. Provide long-term funding to health research groups, to monitor and improve the care of African Canadians

hhh. Offer a formal apology for past wrongdoings towards African Canadians

iii. Conduct a study on the root causes of over-representation of African Canadians in the criminal justice system

jjj. Increase the number of African Canadian working in law enforcement, correction services, and the justice system

kkk. Set up initiatives to increase the number of African Canadian youth who attend and complete university

CAPTURE FSA (OR SIMILAR) TO ENABLE REGIONAL ANALYSES, SUCH AS SPECIFIC URBAN CENTRES

- INSERT GENDER
- INSERT LANGUAGE OF INTERVIEW
- INSERT DATE OF THE INTERVIEW
- INSERT PROVINCE/TERRITORY

That concludes the survey. Thank you very much for taking the time to participate, it is much appreciated. On behalf of myself and the Government of Canada, have a nice (day/evening).

Fieldwork dates (Week 45): 03/14/2018 to 03/19/2018

INTRODUCTION

Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association's (MRIA).

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

[IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.]

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)

May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? **[IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]**

Yes	=> CONTINUE
No	=> ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN
REFUSED	=> THANK AND TERMINATE

ASK TO ALL RESPONDENTS
CORE – ISSUE PRIORITIES & PERFORMANCE

Q1. Thinking about the issues presently facing Canada, which ONE do you feel should receive the GREATEST attention from the Government of Canada? That is, what should be the TOP priority? **[DO NOT READ LIST; CAPTURE FIRST MENTION]**

Economy
Jobs / unemployment
Environment / climate change
Health / health care
Debt / deficit
Cost of living
Taxes
Employment insurance
Trade / international trade / trade agreements
Infrastructure (general mention)
Infrastructure – public transit
Infrastructure – roads/highways
Infrastructure - bridges
Infrastructure – other

Education
ISIS/Syria/Iraq mission
Terrorism / security
Refugees
Immigration
Indigenous issues
Crime
Drugs/marijuana
Poverty/homelessness
Oil / pipelines
Government service delivery to citizens
Other (specify)

Q2. Overall, do you feel that the Government of Canada is on the right track or the wrong track? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

Q3. And do you feel that the Government of Canada is on the right track or the wrong track in its management of the following issues? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

[RANDOMIZE]

A. The economy
B. Creating jobs
C. Investing in infrastructure

ASK INF3a IF Q3C=1-4
INF3a. Why do you feel the Government of Canada is on the wrong track with respect to its investments in infrastructure? **(RECORD VERBATIM)**

ASK INF3b IF Q3C=7-10
INF3b. Why do you feel the Government of Canada is on the right track with respect to its investments in infrastructure? **(RECORD VERBATIM)**

D. Health care
F. Immigration
G. Aboriginal issues (Enjeux autochtones)
H. The environment
N. Canada-US relations

NEWS

N1. What news, announcements, initiatives or actions from the Government of Canada have you seen, read or heard recently, if anything? **[RECORD UP TO 5 MENTIONS]**

 (NO PRE-CODED LIST)

 HAVE NOT SEEN/READ/HEARD ANYTHING
 DON'T KNOW
 REFUSED

N2. For each of the following would you say you are: not at all aware, heard a bit about it, paying attention to it <u>but not</u> discussing it, or paying attention to it <u>and</u> discussing it with others?" **(REPEAT SCALE AS NECESSARY)**

NOTE TO INTERVIEWERS: DISCUSSING INCLUDES ANY TYPE OF DISCUSSION, INCLUDING ONLINE

[RANDOMIZE]

C. Marijuana legalization
D. Proposed pipeline projects
N. A national price on carbon
BZ. Overdoses from Opioids, such as fentanyl
CZ. Canada-U.S. relations
CY. NAFTA renegotiation
QN2RY. Canadian Gun Control Laws

 ASK TO ALL RESPONDENTS
INFRASTRUCTURE INVESTMENTS

INF4a. Which level of government – federal, provincial, or municipal – do you think is investing the most money in infrastructure in your community?

 Federal
 Provincial
 Municipal

INF4b. And which level of government do you think is investing the least money in infrastructure in your community?

[ELIMINATE ANSWER FROM INF4a]

 Federal
 Provincial
 Municipal

INF5. Are you aware of any specific infrastructure projects in your community recently finished or under construction the Government of Canada has funded?

Yes
No

ASK INF6 IF INF5=yes
INF6. Please name any projects you can recall. **[RECORD OPEN-END RESPONSE]**

SPLIT SAMPLE – HALF GET INF7a, HALF GET INF7b

INF7a. As you may be aware, in the last two years, the Government of Canada announced it would invest over $180 billion dollars in infrastructure projects over the next 12 years. Please indicate your level of agreement with each of the following statements. Please use a scale from 1 to 10 where 1 means "strongly disagree" and 10 means "strongly agree".

[RANDOMIZE]

m. Recent investments in infrastructure have improved the quality of life in your community
n. Recent investments in infrastructure have improved traffic flow in your community
o. Recent investments in infrastructure have created construction jobs in the short term
p. Recent investments in infrastructure have helped grow the economy
q. Recent investments in infrastructure have benefited average Canadians
r. Recent investments in infrastructure have benefited you personally

INF7b. As you may be aware, in the last two years, the Government of Canada announced it would invest over $180 billion dollars in infrastructure projects over the next 12 years. Please indicate your level of agreement with each of the following statements. Please use a scale from 1 to 10 where 1 means "strongly disagree" and 10 means "strongly agree".

[RANDOMIZE]

m. Recent investments in infrastructure will improve the quality of life in your community
n. Recent investments in infrastructure will improve traffic flow in your community
o. Recent investments in infrastructure will create long-term jobs
p. Recent investments in infrastructure will help grow the economy
q. Recent investments in infrastructure will benefit average Canadians
r. Recent investments in infrastructure will benefit you personally

ASK TO ALL RESPONDENTS

INF8. How much, if at all, would you benefit from Government of Canada investments in each of the following types of infrastructure in your local community? Please use a scale of 1 to 10, where 1 means not at all, and 10 means a lot.

[RANDOMIZE]

a. Affordable housing
b. Homelessness reduction strategies
c. Renewable energy, like wind and solar power
d. Early learning and childcare centres
e. Community centres, rec centres, and arenas
f. Museums, heritage sites, and cultural centres
g. Wastewater and sewer system upgrades
h. Roads and bridges
i. Public transit

ASK TO ALL RESPONDENTS
PERSONAL ECONOMIC SITUATION

E1. Thinking about the cost of living and your personal financial situation, are you currently:

[ROTATE ORDER FROM TOP TO BOTTOM; AND BOTTOM TO TOP]

Falling behind on your monthly expenses
Just getting by, with no savings
Getting ahead, with some savings
Financially secure

ASK TO ALL RESPONDENTS
DEMOGRAPHICS

To finish, I'd like to ask you some questions for statistical purposes only. Please be assured that your answers will remain completely confidential.

D1. In what year were you born? **[RECORD YEAR]**

IF D1=DK/REF
D2. Which of the following age categories do you fall into? **[READ LIST, ACCEPT ONE RESPONSE]**

18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 or older

D3. What is the highest level of formal education that you have completed to date?
[READ LIST, ACCEPT ONE RESPONSE]

Grade 8 or less
Some high school
High School diploma or equivalent
Registered Apprenticeship or other trades certificate or diploma
College, CEGEP or other non-university certificate or diploma
University certificate or diploma below bachelor's level
Bachelor's degree
Post graduate degree above bachelor's level

D4. Which of the following categories best describes your current employment status? **[READ LIST, ACCEPT ONE RESPONSE]**

Working full-time, that is, 35 or more hours per week
Working part-time, that is, less than 35 hours per week
Self-employed
Unemployed, but looking for work
A student attending school full-time
Retired
Not in the workforce [FULL-TIME HOMEMAKER, UNEMPLOYED, NOT LOOKING FOR WORK]
[DO NOT READ] Other – **[DO NOT SPECIFY]**

D5. 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
$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 to just under $200,000
$200,000 and above

D6: Do you have any children of any age living in your household?

Yes
No

ASK IF D6=YES
D7: Do you have any children in the following age groups living in your household **[READ LIST]**?

	Yes	No
KK. Under 6 years old		
LL. 6 to 11 years old		
MM. 12 to 17 years old		
NN. 18 years old or older		

D8. Were you born in Canada?

Yes
No

ASK IF D8=NO:
D9. In what year did you come to Canada?

Record year: _____ **[ASK FOR APPROXIMATION IF THEY CAN'T REMEMBER]**

D12. Are you an Aboriginal person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

Yes
No

ASK IF D12=NO
D13. You may belong to one or more racial or cultural groups on the following list. Are you...?

> Interviewer: Read categories to respondent and mark up to 4 responses that apply.
> If respondent answers "mixed", "bi–racial" or "multi–racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).
>
> Note: Aboriginal people or First Nations are not included in the list of response categories because the Employment Equity Act defines visible minorities as "persons, other than Aboriginal persons, who are non–Caucasian in race or non–white in colour". Guidelines state that "Due to their status as First Nation people, Aboriginal peoples are specifically excluded from the definition". Under the Employment Equity Act, Aboriginal Peoples are considered to be a separate designated group.

White
South Asian (e.g., East Indian, Pakistani, Sri Lankan)
Chinese
Black
Filipino
Latin American
Arab

Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
West Asian (e.g., Iranian, Afghan)
Korean
Japanese
Other – Specify
DK/RF

NOTE: ABORIGINALS ASKED SEPARATELY, IN LINE WITH STATISTICS CANADA APPROACH

ASK IF D13=BLACK

D14. *How important should each of the following elements be for the Government of Canada? Please use a scale from 1 to 10, where 1 means "not at all important" and 10 means "extremely important".*

lll. Collect and analyze data by race, to better understand the lived experiences of African Canadians
mmm. Create monuments to honour prominent African Canadians
nnn. Provide long-term funding to health research groups, to monitor and improve the care of African Canadians
ooo. Offer a formal apology for past wrongdoings towards African Canadians
ppp. Conduct a study on the root causes of over-representation of African Canadians in the criminal justice system
qqq. Increase the number of African Canadian working in law enforcement, correction services, and the justice system
rrr. Set up initiatives to increase the number of African Canadian youth who attend and complete university

CAPTURE FSA (OR SIMILAR) TO ENABLE REGIONAL ANALYSES, SUCH AS SPECIFIC URBAN CENTRES

- INSERT GENDER
- INSERT LANGUAGE OF INTERVIEW
- INSERT DATE OF THE INTERVIEW
- INSERT PROVINCE/TERRITORY

That concludes the survey. Thank you very much for taking the time to participate, it is much appreciated. On behalf of myself and the Government of Canada, have a nice (day/evening).

Fieldwork dates (Week 46): 03/21/2018 to 03/27/2018

INTRODUCTION
Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association's (MRIA).

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?

[IF NEEDED: Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.]

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)
May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? **[IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]**

Yes   => CONTINUE
No   => ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN
REFUSED   => THANK AND TERMINATE

   ASK TO ALL RESPONDENTS
CORE – ISSUE PRIORITIES & PERFORMANCE

Q1. Thinking about the issues presently facing Canada, which ONE do you feel should receive the GREATEST attention from the Government of Canada? That is, what should be the TOP priority? **[DO NOT READ LIST; CAPTURE FIRST MENTION]**

   Economy
   Jobs / unemployment
   Environment / climate change
   Health / health care
   Debt / deficit
   Cost of living
   Taxes
   Employment insurance
   Trade / international trade / trade agreements
   Infrastructure (general mention)
   Infrastructure – public transit
   Infrastructure – roads/highways
   Infrastructure - bridges
   Infrastructure – other
   Education

ISIS/Syria/Iraq mission
Terrorism / security
Refugees
Immigration
Indigenous issues
Crime
Drugs/marijuana
Poverty/homelessness
Oil / pipelines
Government service delivery to citizens
Other (specify)

Q2. Overall, do you feel that the Government of Canada is on the right track or the wrong track? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

Q3. And do you feel that the Government of Canada is on the right track or the wrong track in its management of the following issues? Please use a scale from 1 to 10, where 1 means "completely on the wrong track" and 10 means "completely on the right track".

[RANDOMIZE]

A. The economy
B. Creating jobs
C. Investing in infrastructure
D. Health care
F. Immigration
G. Aboriginal issues (Enjeux autochtones)
H. The environment
N. Canada-U.S. relations

NEWS

N1. What news, announcements, initiatives or actions from the Government of Canada have you seen, read or heard recently, if anything? **[RECORD UP TO 5 MENTIONS]**

(NO PRE-CODED LIST)

HAVE NOT SEEN/READ/HEARD ANYTHING
DON'T KNOW
    REFUSED

N2. For each of the following would you say you are: not at all aware, heard a bit about it, paying attention to it <u>but not</u> discussing it, or paying attention to it <u>and</u> discussing it with others?" **(REPEAT SCALE AS NECESSARY)**

NOTE TO INTERVIEWERS: DISCUSSING INCLUDES ANY TYPE OF DISCUSSION, INCLUDING ONLINE

[RANDOMIZE]

C. Marijuana legalization
D. Proposed pipeline projects
N. A national price on carbon
CZ. Canada-U.S. relations
CY. NAFTA renegotiation
QN2RY. Canadian Gun Control Laws

ASK TO ALL RESPONDENTS
INFRASTRUCTURE INVESTMENTS

INF4a. Which level of government – federal, provincial, or municipal – do you think is investing the most money in infrastructure in your community?

Federal
Provincial
Municipal

INF4b. And which level of government do you think is investing the least money in infrastructure in your community?

[ELIMINATE ANSWER FROM INF4a]

Federal
Provincial
Municipal

INF5. Are you aware of any specific infrastructure projects in your community recently finished or under construction the Government of Canada has funded?

Yes
No

ASK INF6 IF INF5=yes
INF6. Please name any projects you can recall. **[RECORD OPEN-END RESPONSE]**

SPLIT SAMPLE – HALF GET INF7a, HALF GET INF7b

INF7a. As you may be aware, in the last two years, the Government of Canada announced it would invest over $180 billion dollars in infrastructure projects over the next 12 years. Please indicate your level of agreement with each of the following statements. Please use a scale from 1 to 10 where 1 means "strongly disagree" and 10 means "strongly agree".

[RANDOMIZE]

s. Recent investments in infrastructure have improved the quality of life in your community
t. Recent investments in infrastructure have improved traffic flow in your community
u. Recent investments in infrastructure have created construction jobs in the short term
v. Recent investments in infrastructure have helped grow the economy
w. Recent investments in infrastructure have benefited average Canadians
x. Recent investments in infrastructure have benefited you personally

INF7b. As you may be aware, in the last two years, the Government of Canada announced it would invest over $180 billion dollars in infrastructure projects over the next 12 years. Please indicate your level of agreement with each of the following statements. Please use a scale from 1 to 10 where 1 means "strongly disagree" and 10 means "strongly agree".

[RANDOMIZE]

s. Recent investments in infrastructure will improve the quality of life in your community
t. Recent investments in infrastructure will improve traffic flow in your community
u. Recent investments in infrastructure will create long-term jobs
v. Recent investments in infrastructure will help grow the economy
w. Recent investments in infrastructure will benefit average Canadians
x. Recent investments in infrastructure will benefit you personally

ASK TO ALL RESPONDENTS

INF8. How much, if at all, would you benefit from Government of Canada investments in each of the following types of infrastructure in your local community? Please use a scale of 1 to 10, where 1 means not at all, and 10 means a lot.

[RANDOMIZE]

j. Affordable housing
k. Homelessness reduction strategies
l. Renewable energy, like wind and solar power
m. Early learning and childcare centres
n. Community centres, rec centres, and arenas
o. Museums, heritage sites, and cultural centres
p. Wastewater and sewer system upgrades
q. Roads and bridges
r. Public transit

ASK TO ALL RESPONDENTS
DEMOGRAPHICS

To finish, I'd like to ask you some questions for statistical purposes only. Please be assured that your answers will remain completely confidential.

D1. In what year were you born? **[RECORD YEAR]**

IF D1=DK/REF
D2. Which of the following age categories do you fall into? **[READ LIST, ACCEPT ONE RESPONSE]**

18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 or older

D3. What is the highest level of formal education that you have completed to date?
[READ LIST, ACCEPT ONE RESPONSE]

Grade 8 or less
Some high school
High School diploma or equivalent
Registered Apprenticeship or other trades certificate or diploma
College, CEGEP or other non-university certificate or diploma
University certificate or diploma below bachelor's level
Bachelor's degree
Post graduate degree above bachelor's level

D4. Which of the following categories best describes your current employment status? **[READ LIST, ACCEPT ONE RESPONSE]**

Working full-time, that is, 35 or more hours per week
Working part-time, that is, less than 35 hours per week
Self-employed
Unemployed, but looking for work
A student attending school full-time
Retired
Not in the workforce [FULL-TIME HOMEMAKER, UNEMPLOYED, NOT LOOKING FOR WORK]
[DO NOT READ] Other – **[DO NOT SPECIFY]**

D5. 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
$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 to just under $200,000
$200,000 and above

D6: Do you have any children of any age living in your household?

Yes
No

ASK IF D6=YES
D7: Do you have any children in the following age groups living in your household **[READ LIST]**?

	Yes	No
OO.Under 6 years old		
PP. 6 to 11 years old		
QQ.12 to 17 years old		
RR. 18 years old or older		

D8. Were you born in Canada?

Yes
No

ASK IF D8=NO:
D9. In what year did you come to Canada?

Record year: _____ **[ASK FOR APPROXIMATION IF THEY CAN'T REMEMBER]**

D12. Are you an Aboriginal person, that is, First Nations, Métis or Inuk (Inuit)? First Nations includes Status and Non–Status Indians.

Yes
No

ASK IF D12=NO
D13. You may belong to one or more racial or cultural groups on the following list. Are you...?

Interviewer: Read categories to respondent and mark up to 4 responses that apply. If respondent answers "mixed", "bi–racial" or "multi–racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).

Note: Aboriginal people or First Nations are not included in the list of response categories because the Employment Equity Act defines visible minorities as "persons, other than Aboriginal persons, who are non–Caucasian in race or non–white in colour". Guidelines state that "Due to their status as First Nation people, Aboriginal peoples are specifically excluded from the definition". Under the Employment Equity Act, Aboriginal Peoples are considered to be a separate designated group.

White
South Asian (e.g., East Indian, Pakistani, Sri Lankan)
Chinese
Black
Filipino
Latin American
Arab
Southeast Asian (e.g., Vietnamese, Cambodian, Malaysian, Laotian)
West Asian (e.g., Iranian, Afghan)
Korean
Japanese
Other – Specify
DK/RF

NOTE: ABORIGINALS ASKED SEPARATELY, IN LINE WITH STATISTICS CANADA APPROACH

ASK IF D13=BLACK

D14. *How important should each of the following elements be for the Government of Canada? Please use a scale from 1 to 10, where 1 means "not at all important" and 10 means "extremely important".*

sss. Collect and analyze data by race, to better understand the lived experiences of African Canadians
ttt. Create monuments to honour prominent African Canadians
uuu. Provide long-term funding to health research groups, to monitor and improve the care of African Canadians
vvv. Offer a formal apology for past wrongdoings towards African Canadians
www. Conduct a study on the root causes of over-representation of African Canadians in the criminal justice system
xxx. Increase the number of African Canadian working in law enforcement, correction services, and the justice system

yyy. Set up initiatives to increase the number of African Canadian youth who attend and complete university

CAPTURE FSA (OR SIMILAR) TO ENABLE REGIONAL ANALYSES, SUCH AS SPECIFIC URBAN CENTRES

- INSERT GENDER
- INSERT LANGUAGE OF INTERVIEW
- INSERT DATE OF THE INTERVIEW
- INSERT PROVINCE/TERRITORY

That concludes the survey. Thank you very much for taking the time to participate, it is much appreciated. On behalf of myself and the Government of Canada, have a nice (day/evening).

[INTRODUCTION]
Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the Marketing Research and Intelligence Association (MRIA). Would you prefer that I continue in English or French? (IF NEEDED: Thank you. Someone will call you shortly to complete the survey in French)

LANG.   (DO NOT READ) CHOOSE LANGUAGE

English
French

[ASK S1a IF LANDLINE SAMPLE]
S1a.   May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you?
     (IF NOT, ASK TO SPEAK WITH MEMBER 18+ WITH THE LAST BIRTHDAY)

Yes, it's me - CONTINUE
No - ASK TO SPEAK TO 'ELIGIBLE' PERSON AND START AGAIN
REFUSED - THANK AND TERMINATE

[IF CELLPHONE SAMPLE CONTINUE; IF LANDLINE SAMPLE SKIP TO QBB]

S1b.   Are you 18 years of age or older?
Yes
No   => THANK AND TERMINATE

CEL1.   Have I reached you on your cellphone?

Yes
No   => THANK AND TERMINATE

CEL2.   Are you in a safe environment to talk?

Yes
No   => THANK AND TERMINATE

QB.   At home, do you have a traditional telephone line other than a cell phone?

Yes
No

[ASK QBB IF LANDLINE SAMPLE]

QBB.   At home, do you have a cell phone as well as a traditional telephone line?

Yes
No

[HIDDEN VARIABLE [PHONEOWN]

[PHONEOWN]
01-Landline only **[QBB=NO OR QBB=DK/REF AND SAMPLE=LANDLINE]**
02-Cellphone only **[QB=NO OR QB=DK/REF AND SAMPLE=CELLPHONE]**
03-Landline and Cellphone **[QB=YES OR QBB=YES]**

[ASK PROV IF CELLPHONE SAMPLE; OTHERWISE SKIP TO QFSA]
[LANDLINE REGION ALLOCATION BASED ON AREA CODE/EXCHANGE]
[QUOTA]

PROV.   In which province do you live?

British Columbia
Alberta
Saskatchewan
Manitoba
Ontario
Quebec
New Brunswick
Nova Scotia
PEI (Prince Edward Island)
Newfoundland and Labrador
Yukon
North West Territories
Nunavut

[IF PROV = DK/REF, THANK & TERMINATE; OTHERWISE CONTINUE]

[HIDDEN VARIABLE [PROVINCE] – IF CELLPHONE SAMPLE ALLOCATE FROM PROV / IF LANDLINE SAMPLE ALLOCATE BASED ON AREA CODE]
[PROVINCE]

BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
ONTARIO
QUEBEC
NEW BRUNSWICK
NOVA SCOTIA

PEI (PRINCE EDWARD ISLAND)
NEWFOUNDLAND AND LABRADOR
YUKON
NORTH WEST TERRITORIES
NUNAVUT

[ASK ALL]

QFSA.   Can you please tell me the first three digits of your postal code?

[INSERT FSA]

GENDR.   (RECORD GENDER)

Male
Female