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PRIVY COUNCIL OFFICE

CONTINUOUS TRACKING OF CANADIANS' VIEWS

QUARTERLY METHODOLOGY REPORT (Q2 2017)

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 March 31st 2017 and June 29th, 2017. This is the first 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 2011 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 (2011). 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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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 C.

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	52%	55%	55%	60%	59%	45%	54%	46%	39%	41%	**48%**
Cell-phone	48%	45%	45%	40%	41%	55%	46%	54%	61%	59%	**52%**

REGIONAL QUOTAS ACHIEVED								
PROVINCE	**MONTH 1**		**MONTH 2**		**MONTH 3**		**TOTAL**	
	LL	**CELL**	**LL**	**CELL**	**LL**	**CELL**	**LL**	**CELL**
Newfoundland and Labrador	19	14	18	15	27	22	**64**	**51**
Prince Edward Island	3	8	11	6	12	7	**26**	**21**
Nova Scotia	40	37	46	38	52	36	**138**	**111**
New Brunswick	35	22	32	21	34	24	**101**	**67**
Quebec	250	167	228	163	240	167	**718**	**497**
Ontario	284	351	281	350	285	346	**850**	**1047**
Manitoba	64	46	61	56	68	63	**193**	**165**
Saskatchewan	47	56	45	61	52	53	**144**	**170**
Alberta	99	169	113	164	107	162	**319**	**495**
British Columbia	120	176	118	174	103	139	**341**	**489**
Yukon	1	0	1	2	1	4	**3**	**6**
Nunavut	1	1	1	0	0	0	**2**	**1**
N.W. Territories	1	0	1	0	1	3	**3**	**3**
TOTAL	**964**	**1047**	**956**	**1050**	**982**	**1026**	**2902**	**3123**

2.9. WEIGHTING PROCEDURES

Forum applied a weighting strategy (using 2011 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 2.21%.

Response Rate (Empirical Calculation)	Landline	Cellphone
Invalid	199812	157645
NIS, fax/modem, business/non-res.	199812	157645
Unresolved (U)	125558	130433
Busy, no answer, answering machine	125558	130433
In-scope – Non-responding (IS)	17008	17028
Language problem	567	619
Illness, incapable	219	70
Callback (respondent not available)	7780	8601
Refusal	8158	7361
Termination	284	377
In-scope – Responding units (R)	2971	3570
No one 18+	43	274
Quota full/Other disqualify	26	173
Completed interviews	2902	3123
Response rate = R/(U+IS+R)	2.21%	

2.12. SURVEY ADMINISTRATION

The survey was administered between March 31, 2017 and June 29, 2017 (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
03/31/2017	05/01/2017	06/03/2017
04/03/2017	05/02/2017	06/04/2017
04/04/2017	05/03/2017	06/05/2017
04/05/2017	05/04/2017	06/06/2017
04/06/2017	05/05/2017	06/07/2017
04/07/2017	05/07/2017	06/08/2017
04/08/2017	05/08/2017	06/10/2017
04/10/2017	05/09/2017	06/11/2017
04/11/2017	05/10/2017	06/12/2017
04/12/2017	05/11/2017	06/13/2017
04/13/2017	05/15/2017	06/14/2017
04/15/2017	05/16/2017	06/15/2017
04/15/2017	05/17/2017	06/17/2017
04/17/2017	05/18/2017	06/18/2017
04/18/2017	05/19/2017	06/19/2017
04/19/2017	05/23/2017	06/20/2017
04/20/2017	05/24/2017	06/21/2017
04/24/2017	05/25/2017	06/22/2017
04/25/2017	05/26/2017	06/24/2017
04/26/2017	05/27/2017	06/26/2017
04/27/2017		06/27/2017
		06/28/2017
		06/29/2017

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 (2011). 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 2011 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 for *Age* and *Gender* were obtained from the most recent Statistics Canada Census (2016), while the parameters for *Income* were obtained from the 2011 National Household Survey (Statistics Canada Census). In order to maximize comparability, refusals were excluded from the sample statistic calculations.

Variable	Sample	Population	% Difference
Age (years)			Average diff. = 2.7%
18 to 24	8%	11%	3%
25 to 34	15%	16%	1%
35 to 44	15%	16%	1%
45 to 54	16%	18%	2%
55 to 64	21%	17%	4%
65 and older	26%	21%	5%
Gender			Average diff. = 3%
Male	52%	49%	3%
Female	48%	51%	3%
Income			Average diff. = 2%
Under $20,000	9%	13%	4%
$20,000 to just under $40,000	16%	19%	3%
$40,000 to just under $60,000	18%	17%	1%
$60,000 to just under $80,000	15%	14%	1%
$80,000 to just under $100,000	12%	11%	1%
$100,000 to just under $150,000	16%	15%	1%
$150,000 and above	13%	10%	3%

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

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: _____

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 1 AND WEEK 2

Fieldwork dates (Week 1): 03/31/2017 to 04/08/2017
Fieldwork dates (Week 2): 04/10/2017 to 04/15/2017

INTRODUCTION

Hello Bonjour, my name is _____. We are conducting an important study for the Government of Canada on current issues of interest to Canadians and would value your opinions. I'm calling from Forum Research, a marketing research firm. Your responses will be kept entirely confidential and anonymous and this survey is registered with the Marketing Research and Intelligence Association (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

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. Using the same scale, do you feel that the Government of Canada is on the right track or the wrong track in its management of the following issues?

INTERVIEWER NOTE - If required, remind respondent: 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

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 but not discussing it, or paying attention to it and discussing it with others?" (REPEAT SCALE AS NECESSARY)

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

[RANDOMIZE]

 A. The 2017 federal budget
 C. Marijuana legalization
 D. Proposed pipeline projects
 N. A proposed national price on carbon
 U. The health accord
 BZ. Overdoses from Opioids, such as fentanyl
 CZ. Canada-US relations

2017 FEDERAL BUDGET

(SKIP TO E1 IF "not at all aware" or "Don't know" to "The 2017 federal budget" in N2A)

BUD1. What have you seen, read or heard, if anything, about specific 2017 federal budget initiatives? **[RECORD OPEN-END RESPONSE]**

BUD2. Have you seen, read or heard information about the 2017 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

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

GHG POLLUTION

GHG1. How likely are you to take steps to do the following things over the next 12 months?
Please use a scale from 1 to 10 where 1 means you are "not at all likely" and 10 means you are "very likely".

[RANDOMIZE]

      A. Reduce your greenhouse gas pollution
      B. Make more energy efficient choices when buying appliances
      C. (SPLIT) Make healthier choices when buying food / Live a healthier lifestyle
      D. (SPLIT) Take advantage of more tax credits you are eligible to receive / Take advantage of opportunities for job training and skills upgrades

ASK GHG2 IF THE ANSWER TO GHG1A IS BETWEEN 5 & 10
GHG2. What is preventing you from doing more to reduce your greenhouse gas pollution?

[RECORD OPEN-END RESPONSE]

GHG3. How well informed, if at all, do you feel about doing the following things? Please use a scale from 1 to 10 where 1 means you feel "not at all informed" and 10 means you feel "very well informed".

[RANDOMIZE IN THE SAME ORDER AS GHG1 AND KEEP THE SAME SPLIT SAMPLE AS GHG1]
[ONLY ASK THE ITEM IF THE ANSWER IS BETWEEN 5 & 10 TO THE CORRESPONDING ITEM AT GHG1]

      A. Reducing your greenhouse gas pollution
      B. Making more energy efficient choices when buying appliances
      C. (SPLIT) Making healthier choices when buying food / Living a healthier lifestyle
      D. (SPLIT) Taking advantage of more tax credits you are eligible to receive / Taking advantage of opportunities for job training and skills upgrades

GHG4. In the last two years, have you done any of the following things to save energy and reduce your greenhouse gas pollution? (Yes/No)

[RANDOMIZE]

      A. Lower the temperature you heat your home in the winter
      B. Raise the temperature to which you cool your home in summer
      C. Retrofit your home with energy efficient products
      D. Give preference to more environmentally-friendly transportation modes, such as car-pooling, walking, cycling, or public transit
      E. Purchase an environmentally-friendly vehicle, such as a hybrid or electric car

ASK TO ALL RESPONDENTS

OATH OF CITIZENSHIP

OATH1. Persons 14 years or older who apply for citizenship must take the Oath of Citizenship to become a Canadian citizen. In order to redress the legacy of residential schools and advance the process of Canadian reconciliation, one of the Truth and Reconciliation Commission recommendations was to change the last sentence of the Oath of Citizenship from ….

"I will faithfully observe the laws of Canada, and fulfill my duties as a Canadian citizen"
to

"I will faithfully observe the laws of Canada including Treaties with Indigenous Peoples, and fulfill my duties as a Canadian citizen".

To what extent do you agree or disagree with this change? Please use a scale from 1 to 10 where 1 means you "Strongly disagree" with this change and 10 means you "Strongly agree" with this change.

H1. Which of the following best describes your housing arrangement: Do you…

     1- Own your home
     2- Rent your home
     3- Neither own nor rent your home
     9- DK/Ref

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

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

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

PCO SURVEY – WEEK 3

Fieldwork dates (Week 3): 04/15/2017 to 04/20/2017

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

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

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 but not discussing it, or paying attention to it and 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 proposed national price on carbon
    U. The health accord
    BZ. Overdoses from Opioids, such as fentanyl
    CZ. Canada-US relations

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

FOOD PRIORITIES

FOOD1. Thinking about challenges related to food, how high of a priority, if at all, should each of the following topics be for the government of Canada? Please rate each on a scale of 1 to 10, where 1 means it should not be a priority and 10 means it should be a top priority.

[RANDOMIZE]

(SPLIT) Food security in northern communities / Food security in indigenous communities
(SPLIT) Global food security / Combating hunger in poorer countries around the world
(SPLIT) Food fraud / Deceptive labels on food products
(SPLIT) Food inspections and safety / Preventing diseases caused by contaminated food
(SPLIT) Ensuring the success of farmers and family farms / Sustainability of food production
(SPLIT) The resilience of Canada's food supply against weather and pests / The resilience of Canada's food supply against market downturns
Food affordability
Food loss and waste
The impact of climate change on our food supply
Innovation and technology in agri-food sector
Encouraging healthy eating habits

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

    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

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).

PCO SURVEY – WEEK 4

Fieldwork dates (Week 4): 04/24/2017 to 04/27/2017

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

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

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 but not discussing it, or paying attention to it and 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 proposed national price on carbon
    U. The health accord
    BZ. Overdoses from Opioids, such as fentanyl
    CZ. Canada-US relations

CP2. British Columbia and Alberta have a carbon tax. Quebec and Ontario have a cap and trade system. The federal government has announced that all provinces and territories will need to put one of these carbon pricing systems in place by 2018. The federal government has also announced that these carbon pricing systems will need to price carbon pollution at a minimum of ten dollars per tonne. This minimum price will increase ten dollars a year to fifty dollars a tonne in 2022.

Do you support or oppose this plan? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

(IF CP2=1-4)
CP3. And why do you oppose this?   (ASK OPEN)

(IF CP2=7-10)

CP4. And why do you support this?　　　(ASK OPEN)

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

FOOD PRIORITIES

FOOD1. Thinking about challenges related to food, how high of a priority, if at all, should each of the following topics be for the government of Canada? Please rate each on a scale of 1 to 10, where 1 means it should not be a priority and 10 means it should be a top priority.

[RANDOMIZE]

(SPLIT) Food security in northern communities / Food security in indigenous communities
(SPLIT) Global food security / Combating hunger in poorer countries around the world
(SPLIT) Food fraud / Deceptive labels on food products
(SPLIT) Food inspections and safety / Preventing diseases caused by contaminated food
(SPLIT) Ensuring the success of farmers and family farms / Sustainability of food production
(SPLIT) The resilience of Canada's food supply against weather and pests / The resilience of Canada's food supply against market downturns
Food affordability
Food loss and waste
The impact of climate change on our food supply
Innovation and technology in agri-food sector
Encouraging healthy eating habits

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

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

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).

PCO SURVEY – WEEK 5 AND WEEK 6

Fieldwork dates (Week 5): 05/01/2017 to 05/07/2017
Fieldwork dates (Week 6): 05/08/2017 to 05/11/2017

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

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
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 proposed national price on carbon
> CZ. Canada-US relations
> EZ. Softwood Lumber trade dispute
> FZ. Dairy trade dispute
> GZ. Defence Policy Review

ASK TO ALL RESPONDENTS

CARBON PRICING

CP2. British Columbia and Alberta have a carbon tax. Quebec and Ontario have a cap and trade system. The federal government has announced that all provinces and territories will need to put one of these carbon pricing systems in place by 2018. The federal government has also announced that these carbon pricing systems will need to price carbon pollution at a minimum of ten dollars per tonne. This minimum price will increase ten dollars a year to fifty dollars a tonne in 2022.

Do you support or oppose this plan? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

(IF CP2=1-4)
CP3. And why do you oppose this?   (ASK OPEN)

(IF CP2=7-10)
CP4. And why do you support this?   (ASK OPEN)

ASK TO ALL RESPONDENTS

FOOD PRIORITIES

FOOD1. Thinking about challenges related to food, how high of a priority, if at all, should each of the following topics be for the government of Canada? Please rate each on a scale of 1 to 10, where 1 means it should not be a priority and 10 means it should be a top priority.

[RANDOMIZE]

(SPLIT) Food security in northern communities / Food security in indigenous communities
(SPLIT) Global food security / Combating hunger in poorer countries around the world
(SPLIT) Food fraud / Deceptive labels on food products
(SPLIT) Food inspections and safety / Preventing diseases caused by contaminated food
(SPLIT) Ensuring the success of farmers and family farms / Sustainability of food production
(SPLIT) The resilience of Canada's food supply against weather and pests / The resilience of Canada's food supply against market downturns

Food affordability
Food loss and waste
The impact of climate change on our food supply
Innovation and technology in agri-food sector
Encouraging healthy eating habits

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
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    University certificate or diploma below bachelor's level
    Bachelor's degree
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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
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

ASK IF D8=NO:

D9.   In what year did you come to Canada?

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

D10. Which of the following best describes the area where you currently live? (READ)

A city
The suburbs of a city
A town or village, or
A rural area?

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

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

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).

PCO SURVEY – WEEK 7

Fieldwork dates (Week 7): 05/15/2017 to 05/19/2017

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

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
    E. National security
    F. Immigration
    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 but not discussing it, or paying attention to it and 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 proposed national price on carbon
    CZ. Canada-US relations
    EZ. Softwood Lumber trade dispute
    FZ. Dairy trade dispute
    GZ. Defence Policy Review

ASK TO ALL RESPONDENTS

INTERNATIONAL TRADE

IT1. Please indicate whether you think that overall, international trade harms or benefits each of the following within Canada. (Please use a scale from 1 to 10, where 1 means harms a great deal and 10 means benefits a great deal).

[READ AND RANDOMIZE]
    Large Businesses
    Canadian economy as a whole
    Businesses in your community
    The middle class
    Women business leaders

Small and medium sized businesses
You and your family

IT2. Please indicate how much of a priority, if at all, each of the following international trade issues should be for the Government of Canada. (Please use a scale from 1 to 10, where 1 means very low priority and 10 means very high priority).

[READ AND RANDOMIZE]

Ensuring all parties to trade agreements live up to their obligations
Helping small and medium sized businesses export their products internationally
Ensuring Canadians have access to a wider selection of goods and services
(SPLIT) Attracting foreign investment / Attracting international investment
(SPLIT) Strengthening existing trade agreements with other countries / Negotiating new trade agreements with other countries
Advancing Canadian values
Protecting Canadian companies from international competition

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
Q.　Under 6 years old		
R.　6 to 11 years old		
S.　12 to 17 years old		
T.　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]

D10. Which of the following best describes the area where you currently live? (READ)

A city
The suburbs of a city
A town or village, or
A rural area?

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

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

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).

PCO SURVEY – WEEK 8

Fieldwork dates (Week 8): 05/23/2017 to 05/27/2017

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

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
    E. National security
    F. Immigration
    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 but not discussing it, or paying attention to it and 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 proposed national price on carbon
    CZ. Canada-US relations
    EZ. Softwood Lumber trade dispute
    FZ. Dairy trade dispute
    GZ. Defence Policy Review
    HZ. The Government of Canada's new Airline Passenger Bill of Rights

ASK TO ALL RESPONDENTS

INTERNATIONAL TRADE

IT1. Please indicate whether you think that overall, international trade harms or benefits each of the following within Canada. (Please use a scale from 1 to 10, where 1 means harms a great deal and 10 means benefits a great deal).

[READ AND RANDOMIZE]
Large Businesses
Canadian economy as a whole
Businesses in your community
The middle class
Women business leaders
Small and medium sized businesses
You and your family

IT2. Please indicate how much of a priority, if at all, each of the following international trade issues should be for the Government of Canada. (Please use a scale from 1 to 10, where 1 means very low priority and 10 means very high priority).

[READ AND RANDOMIZE]

Ensuring all parties to trade agreements live up to their obligations
Helping small and medium sized businesses export their products internationally
Ensuring Canadians have access to a wider selection of goods and services
(SPLIT) Attracting foreign investment / Attracting international investment
(SPLIT) Strengthening existing trade agreements with other countries / Negotiating new trade agreements with other countries
Advancing Canadian values
Protecting Canadian companies from international competition

CULTURE

CUL1. The culture sector in Canada includes content creators who produce books, TV, film, video games, and music, among other things.

[READ AND RANDOMIZE]

When thinking about the culture sector in Canada, how high of a priority, if at all, should each of the following be? Please rate each on a scale of 1 to 10, where 1 means it should not be a priority and 10 means it should be a top priority.

(SPLIT) Create jobs in the culture sector / Provide support to content creators so they can earn a living
(SPLIT) Ensure the CBC provides more local content / Ensure the CBC provides more content about indigenous Canadians
(SPLIT) Keep Canadian content free or inexpensive / Give Canadians more choice in the types of content available to them
(SPLIT) Ensure Canadian content creators can compete with big international companies / Partner with Canadian content creators so they can promote and sell their content internationally
(SPLIT) Help content creators take advantage of new digital platforms / Encourage innovation in the culture sector

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
U. Under 6 years old		
V. 6 to 11 years old		
W. 12 to 17 years old		
X. 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]

D10. Which of the following best describes the area where you currently live? (READ)

A city
The suburbs of a city
A town or village, or
A rural area?

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

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

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).

PCO SURVEY – WEEK 9

Fieldwork dates (Week 9): 06/02/2017 to 06/08/2017

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

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
 E. National security
 F. Immigration
 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 proposed national price on carbon
    CZ. Canada-US relations
    EZ. Softwood Lumber trade dispute
    FZ. Dairy trade dispute
    GZ. Defence Policy Review
    IZ. The Canada Infrastructure Bank

ASK TO ALL RESPONDENTS

INTERNATIONAL TRADE

IT1. Please indicate whether you think that overall, international trade harms or benefits each of the following within Canada. (Please use a scale from 1 to 10, where 1 means harms a great deal and 10 means benefits a great deal).

[READ AND RANDOMIZE]
    Large Businesses
    Canadian economy as a whole
    Businesses in your community
    The middle class
    Women business leaders
    Small and medium sized businesses
    You and your family

IT2. Please indicate how much of a priority, if at all, each of the following international trade issues should be for the Government of Canada. (Please use a scale from 1 to 10, where 1 means very low priority and 10 means very high priority).

[READ AND RANDOMIZE]

    Ensuring all parties to trade agreements live up to their obligations
    Helping small and medium sized businesses export their products internationally

Ensuring Canadians have access to a wider selection of goods and services
(SPLIT) Attracting foreign investment / Attracting international investment
(SPLIT) Strengthening existing trade agreements with other countries / Negotiating new trade agreements with other countries
Advancing Canadian values
Protecting Canadian companies from international competition

CULTURE

CUL1. The culture sector in Canada includes content creators who produce books, TV, film, video games, and music, among other things.

[READ AND RANDOMIZE]

When thinking about the culture sector in Canada, how high of a priority, if at all, should each of the following be? Please rate each on a scale of 1 to 10, where 1 means it should not be a priority and 10 means it should be a top priority.

(SPLIT) Create jobs in the culture sector / Provide support to content creators so they can earn a living
(SPLIT) Ensure the CBC provides more local content / Ensure the CBC provides more content about indigenous Canadians
(SPLIT) Keep Canadian content free or inexpensive / Give Canadians more choice in the types of content available to them
(SPLIT) Ensure Canadian content creators can compete with big international companies / Partner with Canadian content creators so they can promote and sell their content internationally
(SPLIT) Help content creators take advantage of new digital platforms / Encourage innovation in the culture sector

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
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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
Y. Under 6 years old		
Z. 6 to 11 years old		
AA. 12 to 17 years old		
BB. 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

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

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).

PCO SURVEY – WEEK 10

Fieldwork dates (Week 10): 06/10/2017 to 06/15/2017

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

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
   E. National security
   F. Immigration
   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 proposed national price on carbon
   Z. Events for Canada's 150th birthday
   CZ. Canada-US relations
   EZ. Softwood Lumber trade dispute
   FZ. Dairy trade dispute
   GZ. Defence Policy Review
   IZ. The Canada Infrastructure Bank
   JZ. Sustainable Development Goals or Agenda 2030 for Sustainable Development

SUSTAINABLE DEVELOPMENT GOALS

(SKIP TO ENV1 IF "not at all aware" or "Don't know" to "Sustainable Development Goals or Agenda 2030 for Sustainable Development" in N2JZ)

SDG1. What have you seen, read or heard, if anything, about the Sustainable Development Goals or Agenda 2030 for Sustainable Development? **[RECORD OPEN-END RESPONSE]**

ASK TO ALL RESPONDENTS
ENVIRONMENT

ENV1. The Government of Canada currently conducts environmental assessment and provides recommendations on reducing significant environmental impacts. 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

CANADA REVENUE AGENCY

TAX1. Did you complete your 2016 income tax return on your own, or did you receive help from someone else? This would be the tax return you filed this year for the income you earned in 2016, which were due May 1, 2017.

IF ASKED: You may have received help from a friend or a family member, from a volunteer through the Community Volunteer Income Tax Program, or from an accountant or a tax preparation company such as H&R Block.

> Completed on your own
> Received help
> [VOLUNTEERED] I have not yet sent in my personal income tax return for 2016 - **SKIP TO TAX5**
> DK/REF **– SKIP TO TAX5**

TAX2. How much time would you say it took you to prepare and file your 2016 income tax return?
IF NECESSARY SAY: Even if you received help from someone, how much time would you say it took you to prepare and organize all the papers needed to file your 2016 income tax return?

> [Enter time in hours and minutes] ENTER HOURS AND MINUTES

TAX3. How confident, if at all, are you that you knew about all the tax deductions and credits you were eligible for? Please use a scale from 1 to 10 where 1 means that you are not confident at all and 10 means that you are completely confident.

TAX4. How easy or difficult was it to prepare and file your 2016 income tax return? Please use a scale from 1 to 10 where 1 means that it was extremely difficult and 10 means that it was extremely easy.

ASK TO ALL RESPONDENTS

TAX5. To what extent do you agree or disagree with the following statements? Please use a scale from 1 to 10 where 1 means that you strongly disagree and 10 means that you strongly agree.

[RANDOMIZE]

> a) The Government of Canada works hard to ensure that all Canadians are paying the income taxes they are required to pay
> b) The Government of Canada works hard to ensure that all Canadians know about deductions and credits they are entitled to

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
CC. Under 6 years old		
DD. 6 to 11 years old		
EE. 12 to 17 years old		
FF. 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

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

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).

<div align="center">PCO SURVEY – WEEK 11</div>

Fieldwork dates (Week 11): 06/17/2017 to 06/23/2017

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

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
    E. National security
    F. Immigration
    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 proposed national price on carbon
    Z. Events for Canada's 150th birthday
    CZ. Canada-US relations
    EZ. Softwood Lumber trade dispute
    FZ. Dairy trade dispute
    GZ. Defence Policy Review
    IZ. The Canada Infrastructure Bank
    JZ. Sustainable Development Goals or Agenda 2030 for Sustainable Development

SUSTAINABLE DEVELOPMENT GOALS

(SKIP TO ENV1 IF "not at all aware" or "Don't know" to "Sustainable Development Goals or Agenda 2030 for Sustainable Development" in N2JZ)

SDG1. What have you seen, read or heard, if anything, about the Sustainable Development Goals or Agenda 2030 for Sustainable Development? **[RECORD OPEN-END RESPONSE]**

ASK TO ALL RESPONDENTS
ENVIRONMENT

ENV1. The Government of Canada currently conducts environmental assessment and provides recommendations on reducing significant environmental impacts. 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

CANADA REVENUE AGENCY

TAX1. Did you complete your 2016 income tax return on your own, or did you receive help from someone else? This would be the tax return you filed this year for the income you earned in 2016, which were due May 1, 2017.

IF ASKED: You may have received help from a friend or a family member, from a volunteer through the Community Volunteer Income Tax Program, or from an accountant or a tax preparation company such as H&R Block.

> Completed on your own
> Received help
> [VOLUNTEERED] I have not yet sent in my personal income tax return for 2016 - **SKIP TO TAX5**
> DK/REF **– SKIP TO TAX5**

TAX2. How much time would you say it took you to prepare and file your 2016 income tax return?
IF NECESSARY SAY: Even if you received help from someone, how much time would you say it took you to prepare and organize all the papers needed to file your 2016 income tax return?

> [Enter time in hours and minutes] ENTER HOURS AND MINUTES

TAX3. How confident, if at all, are you that you knew about all the tax deductions and credits you were eligible for? Please use a scale from 1 to 10 where 1 means that you are not confident at all and 10 means that you are completely confident.

TAX4. How easy or difficult was it to prepare and file your 2016 income tax return? Please use a scale from 1 to 10 where 1 means that it was extremely difficult and 10 means that it was extremely easy.

ASK TO ALL RESPONDENTS

TAX5. To what extent do you agree or disagree with the following statements? Please use a scale from 1 to 10 where 1 means that you strongly disagree and 10 means that you strongly agree.

[RANDOMIZE]

> c) The Government of Canada works hard to ensure that all Canadians are paying the income taxes they are required to pay
> d) The Government of Canada works hard to ensure that all Canadians know about deductions and credits they are entitled to

ASK TO ALL RESPONDENTS

CLASS. Please indicate if you feel you are a part of each of the following groups:

[RANDOMIZE]

> A. Canadians living in poverty (yes/no)
> B. Low-income Canadians (yes/no)
> C. The working poor (yes/no)
> D. Working class (yes/no)
> E. Middle class (yes/no)
> F. Those working to join the middle class (yes/no)
> G. Upper class (yes/no)
> H. Average Canadians (yes/no)

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
GG. Under 6 years old		
HH. 6 to 11 years old		
II. 12 to 17 years old		
JJ. 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

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

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).

PCO SURVEY – WEEK 12

Fieldwork dates (Week 12): 06/24/2017 to 06/29/2017

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

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
E. National security
F. Immigration
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 proposed national price on carbon
    Z. Events for Canada's 150th birthday
    CZ. Canada-US relations
    EZ. Softwood Lumber trade dispute
    FZ. Dairy trade dispute
    GZ. Defence Policy Review
    IZ. The Canada Infrastructure Bank

    AY.Changes to Canada's national security laws

ASK TO ALL RESPONDENTS
NUCLEAR INDUSTRY

NUC1. How familiar, if at all, are you with the nuclear industry in Canada? Please use a scale from 1 to 10, where 1 means not at all familiar and 10 means extremely familiar.

NUC2. How much confidence, if any, do you have in the safety of Canada nuclear industry? Please use a scale from 1 to 10, where 1 means no confidence at all and 10 means a great deal of confidence.

NUC3. Based on what you know, who is responsible for the regulation of Canada's nuclear industry? **[RECORD OPEN-END RESPONSE]**

ASK TO ALL RESPONDENTS
ENVIRONMENT

ENV1. The Government of Canada currently conducts environmental assessment and provides recommendations on reducing significant environmental impacts. 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

CANADA REVENUE AGENCY

TAX1. Did you complete your 2016 income tax return on your own, or did you receive help from someone else? This would be the tax return you filed this year for the income you earned in 2016, which were due May 1, 2017.

IF ASKED: You may have received help from a friend or a family member, from a volunteer through the Community Volunteer Income Tax Program, or from an accountant or a tax preparation company such as H&R Block.

    Completed on your own
    Received help

[VOLUNTEERED] I have not yet sent in my personal income tax return for 2016 - **SKIP TO TAX5**
DK/REF **– SKIP TO TAX5**

TAX2. How much time would you say it took you to prepare and file your 2016 income tax return?
IF NECESSARY SAY: Even if you received help from someone, how much time would you say it took you to prepare and organize all the papers needed to file your 2016 income tax return?

[Enter time in hours and minutes] ENTER HOURS AND MINUTES

TAX3. How confident, if at all, are you that you knew about all the tax deductions and credits you were eligible for? Please use a scale from 1 to 10 where 1 means that you are not confident at all and 10 means that you are completely confident.

TAX4. How easy or difficult was it to prepare and file your 2016 income tax return? Please use a scale from 1 to 10 where 1 means that it was extremely difficult and 10 means that it was extremely easy.

ASK TO ALL RESPONDENTS

TAX5. To what extent do you agree or disagree with the following statements? Please use a scale from 1 to 10 where 1 means that you strongly disagree and 10 means that you strongly agree.

[RANDOMIZE]

   e) The Government of Canada works hard to ensure that all Canadians are paying the income taxes they are required to pay
   f) The Government of Canada works hard to ensure that all Canadians know about deductions and credits they are entitled to

ASK TO ALL RESPONDENTS

CLASS. Please indicate if you feel you are a part of each of the following groups:

[RANDOMIZE]

   A. Canadians living in poverty (yes/no)
   B. Low-income Canadians (yes/no)
   C. The working poor (yes/no)
   D. Working class (yes/no)
   E. Middle class (yes/no)
   F. Those working to join the middle class (yes/no)
   G. Upper class (yes/no)
   H. Average Canadians (yes/no)

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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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
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

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

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).

<div align="center">

PCO SURVEY INTRODUCTION

</div>

[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