



**FORUM**  
RESEARCH INC.

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**PRIVY COUNCIL OFFICE**  
**CONTINUOUS TRACKING OF CANADIANS' VIEWS**  
**QUARTERLY METHODOLOGY REPORT (Q3 2017)**

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



**FORUM**  
RESEARCH INC.

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**Ce rapport est aussi disponible en français**  
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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 July 4, 2017 and September 30, 2017. This is the second of four reports that will be submitted under this contract.

## 1.2. RESEARCH PURPOSE

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

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

## 1.3. RESEARCH OBJECTIVES

The primary research objectives of this study include:

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

## 1.4. OVERALL APPROACH

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

## 1.5. QUESTIONNAIRE DESIGN

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

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

## 1.6. SAMPLE DESIGN

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

## 1.7. WEIGHTING

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

- Age
- Gender
- Region

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

## 1.8. GENERALIZATION OF DATA

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

## 1.9. RESEARCH OUTCOMES

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

## 1.10. TOTAL CONTRACT VALUE

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

## 1.11. POLITICAL NEUTRALITY STATEMENT

I hereby certify as Senior Officer of Forum Research Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications - Appendix C (Appendix C: Mandatory Procedures for Public Opinion Research).

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed:  \_\_\_\_\_

## 2. QUARTERLY METHODOLOGICAL REPORT

### 2.1. INTRODUCTION

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

## 2.6. PRE-TESTING

Survey pre-testing was conducted on weekends in order to assess a number of metrics of the data collection prior to launch, when requested. When pre-tests were conducted, a pre-test report was filled out by trained staff and was sent to the Privy Council Office on the following Monday of each week. A sample of the pre-test report is shown in Appendix 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	58%	62%	55%	56%	60%	45%	49%	47%	39%	41%	48%
Cell-phone	42%	38%	45%	44%	40%	55%	51%	53%	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	24	17	20	16	24	16	68	49	
Prince Edward Island	13	8	12	9	12	6	37	23	
Nova Scotia	43	37	45	38	46	36	134	111	
New Brunswick	29	24	30	22	31	25	90	71	
Quebec	227	160	244	162	246	161	717	483	
Ontario	287	347	285	345	289	349	861	1041	
Manitoba	61	63	56	63	65	60	182	186	
Saskatchewan	49	56	51	57	48	57	148	170	
Alberta	102	164	101	159	99	155	302	478	
British Columbia	114	174	118	159	114	165	346	498	
Yukon	2	1	2	2	2	2	6	5	
Nunavut	0	0	0	0	2	0	2	0	
N.W. Territories	1	2	0	2	2	0	3	4	
<b>TOTAL</b>	<b>952</b>	<b>1053</b>	<b>964</b>	<b>1034</b>	<b>980</b>	<b>1032</b>	<b>2896</b>	<b>3119</b>	



## 2.9. WEIGHTING PROCEDURES

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

- Age
- Gender
- Region

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

## 2.10. MARGIN OF ERROR & CONFIDENCE INTERVAL

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

## 2.11. RESPONSE RATE

Response rates were calculated using the procedures as outlined in the MRIA response rate calculation guidelines. The disposition records and aggregate response rates are shown below. An aggregate response rate was calculated to be equal to 1.47%.

<b>Response Rate (Empirical Calculation)</b>	<b>Landline</b>	<b>Cellphone</b>
<i>Invalid</i>	185589	181946
<b>NIS, fax/modem, business/non-res.</b>	185589	181946
<b>Unresolved (U)</b>	215008	167688
<b>Busy, no answer, answering machine</b>	215008	167688
<b>In-scope – Non-responding (IS)</b>	26874	26949
<b>Language problem</b>	613	610
<b>Illness, incapable</b>	197	55
<b>Callback (respondent not available)</b>	17803	18520
<b>Refusal</b>	7940	7326
<b>Termination</b>	321	438
<b>In-scope – Responding units (R)</b>	2960	3559
<b>No one 18+</b>	32	269
<b>Quota full/Other disqualify</b>	32	171
<b>Completed interviews</b>	2896	3119
<b>Response rate = R/(U+IS+R)</b>		<b>1.47%</b>

## 2.12. SURVEY ADMINISTRATION

The survey was administered between July 4, 2017 and September 30, 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
07/04/2017	08/01/2017	09/05/2017
07/05/2017	08/02/2017	09/06/2017
07/06/2017	08/03/2017	09/07/2017
07/07/2017	08/04/2017	09/08/2017
07/10/2017	08/08/2017	09/09/2017
07/11/2017	08/09/2017	09/10/2017
07/12/2017	08/10/2017	09/11/2017
07/13/2017	08/11/2017	09/12/2017
07/14/2017	08/12/2017	09/13/2017
07/17/2017	08/14/2017	09/14/2017
07/18/2017	08/15/2017	09/15/2017
07/19/2017	08/16/2017	09/16/2017
07/20/2017	08/17/2017	09/18/2017
07/21/2017	08/18/2017	09/19/2017
07/22/2017	08/19/2017	09/20/2017
07/24/2017	08/21/2017	09/21/2017
07/25/2017	08/22/2017	09/22/2017
07/26/2017	08/23/2017	09/23/2017
07/27/2017	08/24/2017	09/28/2017
07/28/2017	08/25/2017	09/29/2017
07/29/2017	08/26/2017	09/30/2017
07/31/2017		

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

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

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

Variable	Sample	Population	% Difference
<b>Age (years)</b>			Average diff. = 3%
<b>18 to 24</b>	7%	11%	4%
<b>25 to 34</b>	14%	16%	2%
<b>35 to 44</b>	15%	16%	1%
<b>45 to 54</b>	16%	18%	3%
<b>55 to 64</b>	20%	17%	3%
<b>65 and older</b>	28%	21%	7%
<b>Gender</b>			Average diff. = 3%
<b>Male</b>	52%	49%	3%
<b>Female</b>	48%	51%	3%
<b>Income</b>			Average diff. = 2%
<b>Under \$20,000</b>	10%	10%	0%
<b>\$20,000 to just under \$40,000</b>	16%	17%	1%
<b>\$40,000 to just under \$60,000</b>	18%	16%	2%
<b>\$60,000 to just under \$80,000</b>	15%	14%	1%
<b>\$80,000 to just under \$100,000</b>	13%	11%	2%
<b>\$100,000 to just under \$150,000</b>	15%	18%	3%
<b>\$150,000 and above</b>	12%	15%	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

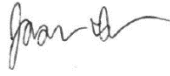
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Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed: \_\_\_\_\_



### 3. APPENDIX A - PRE-TEST SAMPLE REPORT

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

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

---

**Date of report:**

**Pre-test call dates:**

**Pre-test call time:**

---

**Description of pre-test approach:**

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

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

**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 13

Fieldwork dates (Week 13): 07/04/2017 to 07/07/2017

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
- Z. Events for Canada's 150th birthday
- CZ. Canada-US relations
- EZ. Softwood Lumber trade dispute
- FZ. Dairy trade dispute
- AY. Changes to Canada's national security laws
- AZ. G20 Summit in Germany

### **ASK TO ALL RESPONDENTS**

#### **PERSONAL ECONOMIC SITUATION**

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

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

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

### **ASK TO ALL RESPONDENTS**

#### **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**

#### **SENATE**

S1. Please indicate your level of confidence in the Senate of Canada in terms of fulfilling its role as part of the Parliament of Canada. 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**

#### **VOLUNTEERING**

VOLUN1. How often do you volunteer your time for charities, community groups, or other not-for-profit organizations?

- At least once a week
- A few times a month
- A few times a year
- Rarely
- Never

VOLUN2. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: (RANDOMIZE)

- a. I am aware about volunteer opportunities in my community
- b. If I were interested in volunteering in my community, I could easily find the information I need
- c. Volunteering is meaningful to me personally
- d. All young people should find time to volunteer

**(SKIP VOLUN3 IF “RARELY” or “NEVER” VOLUNTEER)**

VOLUN3. The following are some reasons why people volunteer. For each, indicate if it is your top reason for volunteering, a major reason, a minor reason, or not a reason why you volunteer.

**[RANDOMIZE]**

- a. To support a cause you're passionate about
- b. To build useful skills
- c. To gain work experience, improve your resume, and advance your career
- d. To spend time and make friends with people who share your interests
- e. To do something you enjoy

VOLUN4. How likely would you be to visit a Government of Canada website that showed all the different ways you could volunteer in your community?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

### **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

**ASK IF D6=YES**

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

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

D8. Were you born in Canada?

Yes

No

**ASK IF D8=NO:**

D9. In what year did you come to Canada?

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

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

Yes

No

**ASK IF D12=NO**

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

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

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

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

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

**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 14

Fieldwork dates (Week 14): 07/10/2017 to 07/14/2017

### 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
- Z. Events for Canada's 150th birthday
- CZ. Canada-US relations
- EZ. Softwood Lumber trade dispute
- FZ. Dairy trade dispute
- AY. Changes to Canada's national security laws
- AZ. G20 Summit in Germany

**ASK TO ALL RESPONDENTS**  
**PERSONAL ECONOMIC SITUATION**

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

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

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

**ASK TO ALL RESPONDENTS**  
**TRUST IN GOVERNMENT INFORMATION**

TRUST1. To what extent do you trust Government of Canada information? Please use a scale from 1 to 10, where 1 means "you have no trust at all" and 10 means "you have a great deal of trust" in government of Canada information.

TRUST2. Using the same scale, to what extent do you trust Government of Canada information on...

**[RANDOMIZE]**

- a. Your income tax return
- b. Health advice
- c. Travel advice
- d. Advice on food safety
- e. Advice on public safety issues



**IF NECESSARY:** 1 means “you have no trust at all ”and 10 means “you have a great deal of trust”.

**ASK TO ALL RESPONDENTS**

**SENATE**

S1. Please indicate your level of confidence in the Senate of Canada in terms of fulfilling its role as part of the Parliament of Canada. 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**

**VOLUNTEERING**

VOLUN1. How often do you volunteer your time for charities, community groups, or other not-for-profit organizations?

- At least once a week
- A few times a month
- A few times a year
- Rarely
- Never

VOLUN2. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: (RANDOMIZE)

- e. I am aware about volunteer opportunities in my community
- f. If I were interested in volunteering in my community, I could easily find the information I need
- g. Volunteering is meaningful to me personally
- h. All young people should find time to volunteer

**(SKIP VOLUN3 IF “RARELY” or “NEVER” VOLUNTEER)**

VOLUN3. The following are some reasons why people volunteer. For each, indicate if it is your top reason for volunteering, a major reason, a minor reason, or not a reason why you volunteer.

**[RANDOMIZE]**

- f. To support a cause you’re passionate about
- g. To build useful skills
- h. To gain work experience, improve your resume, and advance your career
- i. To spend time and make friends with people who share your interests
- j. To do something you enjoy

VOLUN4. How likely would you be to visit a Government of Canada website that showed all the different ways you could volunteer in your community?

Very likely  
Somewhat likely  
Not very likely  
Not at all likely

### **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

**ASK IF D6=YES**

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

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

D8. Were you born in Canada?

Yes

No

**ASK IF D8=NO:**

D9. In what year did you come to Canada?

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

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

Yes

No

**ASK IF D12=NO**

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

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

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

White

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

Chinese

Black

Filipino

Latin American

Arab

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

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

Korean

Japanese

Other – Specify

DK/RF

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

**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 15**

**Fieldwork dates (Week 15):** 07/17/2017 to 07/22/2017

**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
- AY.Changes to Canada's national security laws
- BY. Appointment of a new Governor General

**ASK TO ALL RESPONDENTS**

**PERSONAL ECONOMIC SITUATION**

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

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

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

**ASK TO ALL RESPONDENTS**

**TRUST IN GOVERNMENT INFORMATION**

TRUST1. To what extent do you trust Government of Canada information? Please use a scale from 1 to 10, where 1 means "you have no trust at all "and 10 means "you have a great deal of trust" in government of Canada information.

TRUST2. Using the same scale, to what extent do you trust Government of Canada information on...

**[RANDOMIZE]**

- a. Your income tax return
- b. Health advice
- c. Travel advice
- d. Advice on food safety
- e. Advice on public safety issues



**IF NECESSARY:** 1 means “you have no trust at all ”and 10 means “you have a great deal of trust”.

**ASK TO ALL RESPONDENTS**

**FIREARMS**

FIRE1. In general, do you feel that laws covering the sale of firearms in Canada should be made more strict, less strict, or kept as they are now?

- More strict
- Less strict
- Kept as they are now

FIRE2. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following firearms measures:

**[RANDOMIZE]**

- i. Fund police task forces which take illegal guns away from street gangs
- j. Enhance border guards’ ability to stop illegal guns crossing the border into Canada
- k. Require enhanced background checks for anyone seeking to purchase a restricted firearm
- l. Require purchasers to show a license when they buy a firearm
- m. Implement UN firearms regulations requiring the marking of all guns being made in Canada or imported into Canada

**ASK TO ALL RESPONDENTS**

**VOLUNTEERING**

VOLUN1. How often do you volunteer your time for charities, community groups, or other not-for-profit organizations?

- At least once a week
- A few times a month
- A few times a year
- Rarely
- Never

VOLUN2. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: (RANDOMIZE)

- a. I am aware about volunteer opportunities in my community
- b. If I were interested in volunteering in my community, I could easily find the information I need
- c. Volunteering is meaningful to me personally
- d. All young people should find time to volunteer

**(SKIP VOLUN3 IF “RARELY” or “NEVER” VOLUNTEER)**

VOLUN3. The following are some reasons why people volunteer. For each, indicate if it is your top reason for volunteering, a major reason, a minor reason, or not a reason why you volunteer.

**[RANDOMIZE]**

- k. To support a cause you're passionate about
- l. To build useful skills
- m. To gain work experience, improve your resume, and advance your career
- n. To spend time and make friends with people who share your interests
- o. To do something you enjoy

VOLUN4. How likely would you be to visit a Government of Canada website that showed all the different ways you could volunteer in your community?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

**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

**ASK IF D6=YES**

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

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

D8. Were you born in Canada?

Yes  
No

**ASK IF D8=NO:**

D9. In what year did you come to Canada?

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

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

Yes  
No

**ASK IF D12=NO**

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

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

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

White

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

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

**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 16

Fieldwork dates (Week 16): 07/24/2017 to 07/29/2017

### 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 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
- BY. Appointment of a new Governor General
- CY. NAFTA renegotiation (Renégociation de l'ALENA)
- DY. Changes to close tax loopholes (changements pour éliminer les échappatoires fiscales)

**ASK TO ALL RESPONDENTS**

**PERSONAL ECONOMIC SITUATION**

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

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

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

**ASK TO ALL RESPONDENTS**

**TRUST IN GOVERNMENT INFORMATION**

TRUST1. To what extent do you trust Government of Canada information? Please use a scale from 1 to 10, where 1 means "you have no trust at all" and 10 means "you have a great deal of trust" in government of Canada information.

TRUST2. Using the same scale, to what extent do you trust Government of Canada information on...

**[RANDOMIZE]**

- a. Your income tax return
- b. Health advice
- c. Travel advice
- d. Advice on food safety
- e. Advice on public safety issues



**IF NECESSARY:** 1 means “you have no trust at all ”and 10 means “you have a great deal of trust”.

**ASK TO ALL RESPONDENTS**

**FIREARMS**

FIRE1. In general, do you feel that laws covering the sale of firearms in Canada should be made more strict, less strict, or kept as they are now?

- More strict
- Less strict
- Kept as they are now

FIRE2. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following firearms measures:

**[RANDOMIZE]**

- n. Fund police task forces which take illegal guns away from street gangs
- o. Enhance border guards’ ability to stop illegal guns crossing the border into Canada
- p. Require enhanced background checks for anyone seeking to purchase a restricted firearm
- q. Require purchasers to show a license when they buy a firearm
- r. Implement UN firearms regulations requiring the marking of all guns being made in Canada or imported into Canada

**ASK TO ALL RESPONDENTS**

**VOLUNTEERING**

VOLUN1. How often do you volunteer your time for charities, community groups, or other not-for-profit organizations?

- At least once a week
- A few times a month
- A few times a year
- Rarely
- Never

VOLUN2. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements: (RANDOMIZE)

- e. I am aware about volunteer opportunities in my community
- f. If I were interested in volunteering in my community, I could easily find the information I need
- g. Volunteering is meaningful to me personally
- h. All young people should find time to volunteer

**(SKIP VOLUN3 IF “RARELY” or “NEVER” VOLUNTEER)**

VOLUN3. The following are some reasons why people volunteer. For each, indicate if it is your top reason for volunteering, a major reason, a minor reason, or not a reason why you volunteer.

**[RANDOMIZE]**

- p. To support a cause you're passionate about
- q. To build useful skills
- r. To gain work experience, improve your resume, and advance your career
- s. To spend time and make friends with people who share your interests
- t. To do something you enjoy

VOLUN4. How likely would you be to visit a Government of Canada website that showed all the different ways you could volunteer in your community?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

**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

**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]

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

Yes  
No

**ASK IF D12=NO**

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

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

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

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

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

**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 17

Fieldwork dates (Week 17): 07/31/2017 to 08/04/2017

### 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
- 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
- BY. Appointment of a new Governor General
- CY. NAFTA renegotiation
- DY. Changes to close tax loopholes

**ASK TO ALL RESPONDENTS**  
**PERSONAL ECONOMIC SITUATION**

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

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

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

**ASK TO ALL RESPONDENTS**  
**GLOBAL THREAT**

GLOB1. Thinking about international issues, what do you believe poses the greatest threat to global security in the next 5 years? Are there any others?" **[RECORD UP TO 5 MENTIONS]**

(NO PRE-CODED LIST)

- NOTHING
- DON'T KNOW / CAN'T THINK OF ANYTHING
- REFUSED

**ASK TO ALL RESPONDENTS**  
**FREE TRADE AGREEMENT WITH CHINA**

FTAC1. Do you support or oppose a free trade agreement between Canada and China? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

**ASK FTAC2 ONLY IF FTAC1=1-4**

FTAC2. And why do you oppose a free trade agreement between Canada and China? **(RECORD VERBATIM)**



**ASK FTAC3 ONLY IF FTAC1=7-10**

FTAC3. And why do you support a free trade agreement between Canada and China? (**RECORD VERBATIM**)

**ASK TO ALL RESPONDENTS**

FTAC4. Please indicate whether you think that a free trade agreement between Canada and China would harm or benefit each of the following within Canada. (Please use a scale from 1 to 10, where 1 means it would harm a great deal and 10 means it would benefit 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

**ASK TO ALL RESPONDENTS**

**FIREARMS**

FIRE1. In general, do you feel that laws covering the sale of firearms in Canada should be made more strict, less strict, or kept as they are now?

- More strict
- Less strict
- Kept as they are now

FIRE2. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following firearms measures:

**[RANDOMIZE]**

- s. Fund police task forces which take illegal guns away from street gangs
- t. Enhance border guards' ability to stop illegal guns crossing the border into Canada
- u. Require enhanced background checks for anyone seeking to purchase a restricted firearm
- v. Require purchasers to show a license when they buy a firearm
- w. Implement UN firearms regulations requiring the marking of all guns being made in Canada or imported into Canada

**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

**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]

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

Yes

No

**ASK IF D12=NO**

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

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

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

White

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

Chinese

Black

Filipino

Latin American

Arab

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

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

Korean

Japanese

Other – Specify

DK/RF

**NOTE: ABORIGINALS ASKED SEPARATELY, IN LINE WITH STATISTICS CANADA APPROACH 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 18

Fieldwork dates (Week 18): 08/08/2017 to 08/12/2017

### 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
- 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
- CY. NAFTA renegotiation (Renégociation de l'ALENA)
- DY. Changes to close tax loopholes (changements pour éliminer les échappatoires fiscales)
- EY. The work that was undertaken by the Truth and Reconciliation Commission

**ASK TO ALL RESPONDENTS**

**GLOBAL THREAT**

GLOB1. Thinking about international issues, what do you believe poses the greatest threat to global security in the next 5 years? Are there any others?" **[RECORD UP TO 5 MENTIONS]**

(NO PRE-CODED LIST)

- NOTHING
- DON'T KNOW / CAN'T THINK OF ANYTHING
- REFUSED

**ASK TO ALL RESPONDENTS**

**FREE TRADE AGREEMENT WITH CHINA**

FTAC1. Do you support or oppose a free trade agreement between Canada and China? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

**ASK FTAC2 ONLY IF FTAC1=1-4**

FTAC2. And why do you oppose a free trade agreement between Canada and China? **(RECORD VERBATIM)**

**ASK FTAC3 ONLY IF FTAC1=7-10**

FTAC3. And why do you support a free trade agreement between Canada and China? **(RECORD VERBATIM)**

**ASK TO ALL RESPONDENTS**



FTAC4. Please indicate whether you think that a free trade agreement between Canada and China would harm or benefit each of the following within Canada. (Please use a scale from 1 to 10, where 1 means it would harm a great deal and 10 means it would benefit 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

**ASK TO ALL RESPONDENTS**

**FIREARMS**

FIRE1. In general, do you feel that laws covering the sale of firearms in Canada should be made more strict, less strict, or kept as they are now?

- More strict
- Less strict
- Kept as they are now

FIRE2. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following firearms measures:

**[RANDOMIZE]**

- x. Fund police task forces which take illegal guns away from street gangs
- y. Enhance border guards' ability to stop illegal guns crossing the border into Canada
- z. Require enhanced background checks for anyone seeking to purchase a restricted firearm
  - aa. Require purchasers to show a license when they buy a firearm
  - bb. Implement UN firearms regulations requiring the marking of all guns being made in Canada or imported into Canada

**RECONCILIATION**

**ASK TO ALL RESPONDENTS**

REC1. How important do you feel it is to work towards reconciliation between Indigenous and non-Indigenous peoples and institutions in Canada? Please use a 7-point scale where 7 means it is "extremely important" and 1 means it is "not important at all."

REC3. People have identified a wide variety of issues to address in order to improve the lives of Indigenous peoples in Canada. It is possible that you may feel that some are more urgent or important than others. With that in mind, how much of a priority should each of the following be? Please use a 7-point scale where 7 means it is an “extremely high priority” and 1 means it is “not a priority at all.”

**[RANDOMIZE]**

- a) Eliminate all remaining long-term boil water advisories
- b) Provide mental health support for Indigenous communities
- c) Build new housing on First Nations reserves
- d) Increase high school graduation rates among Indigenous youth
- e) Create more job opportunities among Indigenous people
- f) Increase transparency and accountability of First Nations’ finances
- g) Deal with cold cases of missing and murdered Indigenous women
- h) Phase out the use of the term “Indian” to refer to Indigenous peoples in official Government of Canada documents

## 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
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

**ASK IF D8=NO:**

D9. In what year did you come to Canada?

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

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

- Yes
- No

**ASK IF D12=NO**

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

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

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

White

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

Chinese

Black

Filipino

Latin American

Arab

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

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

Korean

Japanese

Other – Specify

DK/RF

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

**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 19

Fieldwork dates (Week 19): 08/14/2017 to 08/19/2017

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

**NEWS**

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

(NO PRE-CODED LIST)

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

N2. For each of the following would you say you are: not at all aware, heard a bit about it, paying attention to it 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
- CY. NAFTA renegotiation (Renégociation de l'ALENA)
- DY. Changes to close tax loopholes (changements pour éliminer les échappatoires fiscales)
- EY. The work **that was** undertaken by the Truth and Reconciliation Commission
- FY. Asylum seekers crossing into Canada from the US

**ASK TO ALL RESPONDENTS**

**GLOBAL THREAT**

GLOB1. Thinking about international issues, what do you believe poses the greatest threat to global security in the next 5 years? Are there any others?" **[RECORD UP TO 5 MENTIONS]**

(NO PRE-CODED LIST)

- NOTHING
- DON'T KNOW / CAN'T THINK OF ANYTHING
- REFUSED

**ASK TO ALL RESPONDENTS**

**FREE TRADE AGREEMENT WITH CHINA**

FTAC1. Do you support or oppose a free trade agreement between Canada and China? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

**ASK FTAC2 ONLY IF FTAC1=1-4**

FTAC2. And why do you oppose a free trade agreement between Canada and China? **(RECORD VERBATIM)**

**ASK FTAC3 ONLY IF FTAC1=7-10**

FTAC3. And why do you support a free trade agreement between Canada and China? **(RECORD VERBATIM)**



## **ASK TO ALL RESPONDENTS**

FTAC4. Please indicate whether you think that a free trade agreement between Canada and China would harm or benefit each of the following within Canada. (Please use a scale from 1 to 10, where 1 means it would harm a great deal and 10 means it would benefit 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

## **ASK TO ALL RESPONDENTS**

### **FIREARMS**

FIRE1. In general, do you feel that laws covering the sale of firearms in Canada should be made more strict, less strict, or kept as they are now?

- More strict
- Less strict
- Kept as they are now

FIRE2. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following firearms measures:

### **[RANDOMIZE]**

- cc. Fund police task forces which take illegal guns away from street gangs
- dd. Enhance border guards' ability to stop illegal guns crossing the border into Canada
- ee. Require enhanced background checks for anyone seeking to purchase a restricted firearm
- ff. Require purchasers to show a license when they buy a firearm
- gg. Implement UN firearms regulations requiring the marking of all guns being made in Canada or imported into Canada

## **RECONCILIATION**

### **ASK TO ALL RESPONDENTS**

REC1. How important do you feel it is to work towards reconciliation between Indigenous and non-Indigenous peoples and institutions in Canada? Please use a 7-point scale where 7 means it is "extremely important" and 1 means it is "not important at all."

REC3. People have identified a wide variety of issues to address in order to improve the lives of Indigenous peoples in Canada. It is possible that you may feel that some are more urgent or important than others. With that in mind, how much of a priority should each of the following be? Please use a 7-point scale where 7 means it is an “extremely high priority” and 1 means it is “not a priority at all.”

**[RANDOMIZE]**

- i) Eliminate all remaining long-term boil water advisories
- j) Provide mental health support for Indigenous communities
- k) Build new housing on First Nations reserves
- l) Increase high school graduation rates among Indigenous youth
- m) Create more job opportunities among Indigenous people
- n) Increase transparency and accountability of First Nations’ finances
- o) Deal with cold cases of missing and murdered Indigenous women
- p) Phase out the use of the term “Indian” to refer to Indigenous peoples in official Government of Canada documents

## 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
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 from the definition". Under the Employment Equity Act, Aboriginal Peoples are considered to be a separate designated group

White

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

Chinese

Black

Filipino

Latin American

Arab

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

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

Korean

Japanese

Other – Specify

DK/RF

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

**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 20

Fieldwork dates (Week 10): 08/21/2017 to 08/26/2017

### 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
- 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
- CY. NAFTA renegotiation (Renégociation de l'ALENA)
- DY. Changes to close tax loopholes (changements pour éliminer les échappatoires fiscales)
- EY. The work that was undertaken by the Truth and Reconciliation Commission
- FY. Asylum seekers crossing the Canada-US border

**ASK TO ALL RESPONDENTS**

**GLOBAL THREAT**

GLOB1. Thinking about international issues, what do you believe poses the greatest threat to global security in the next 5 years? Are there any others?" **[RECORD UP TO 5 MENTIONS]**

(NO PRE-CODED LIST)

- NOTHING
- DON'T KNOW / CAN'T THINK OF ANYTHING
- REFUSED

**ASK TO ALL RESPONDENTS**

**FREE TRADE AGREEMENT WITH CHINA**

FTAC1. Do you support or oppose a free trade agreement between Canada and China? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

**ASK TO ALL RESPONDENTS**

**ASK TO ALL RESPONDENTS**

**FIREARMS**

FIRE1. In general, do you feel that laws covering the sale of firearms in Canada should be made more strict, less strict, or kept as they are now?



More strict  
Less strict  
Kept as they are now

FIRE2. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following firearms measures:

**[RANDOMIZE]**

- hh. Fund police task forces which take illegal guns away from street gangs
- ii. Enhance border guards' ability to stop illegal guns crossing the border into Canada
- jj. Require enhanced background checks for anyone seeking to purchase a restricted firearm
- kk. Require purchasers to show a license when they buy a firearm
- ll. Implement UN firearms regulations requiring the marking of all guns being made in Canada or imported into Canada

**RECONCILIATION**

**ASK TO ALL RESPONDENTS**

REC1. How important do you feel it is to work towards reconciliation between Indigenous and non-Indigenous peoples and institutions in Canada? Please use a 7-point scale where 7 means it is "extremely important" and 1 means it is "not important at all."

REC3. People have identified a wide variety of issues to address in order to improve the lives of Indigenous peoples in Canada. It is possible that you may feel that some are more urgent or important than others. With that in mind, how much of a priority should each of the following be? Please use a 7-point scale where 7 means it is an "extremely high priority" and 1 means it is "not a priority at all."

**[RANDOMIZE]**

- q) Eliminate all remaining long-term boil water advisories
- r) Provide mental health support for Indigenous communities
- s) Build new housing on First Nations reserves
- t) Increase high school graduation rates among Indigenous youth
- u) Create more job opportunities among Indigenous people
- v) Increase transparency and accountability of First Nations' finances
- w) Deal with cold cases of missing and murdered Indigenous women
- x) Phase out the use of the term "Indian" to refer to Indigenous peoples in official Government of Canada documents

## 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 from the definition". Under the Employment Equity Act, Aboriginal Peoples are considered to be a separate designated group

White

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

Chinese

Black

Filipino

Latin American

Arab

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

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

Korean

Japanese

Other – Specify

DK/RF

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

**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 21

Fieldwork dates (Week 21): 09/05/2017 to 09/10/2017

### 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
- 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
- BZ. Overdoses from Opioids, such as fentanyl (Les surdoses d'opioïdes, comme le fentanyl)
- CZ. Canada-US relations
- EZ. Softwood Lumber trade dispute
- CY. NAFTA renegotiation (Renégociation de l'ALENA)
- DY. Changes to close tax loopholes (changements pour éliminer les échappatoires fiscales)
- EY. The work that was undertaken by the Truth and Reconciliation Commission
- FY. Asylum seekers crossing the Canada-US border

**ASK TO ALL RESPONDENTS**

**FIREARMS**

FIRE1. In general, do you feel that laws covering the sale of firearms in Canada should be made more strict, less strict, or kept as they are now?

- More strict
- Less strict
- Kept as they are now

FIRE2. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose each of the following firearms measures:

**[RANDOMIZE]**

- mm. Fund police task forces which take illegal guns away from street gangs
- nn. Enhance border guards' ability to stop illegal guns crossing the border into Canada
- oo. Require enhanced background checks for anyone seeking to purchase a restricted firearm
- pp. Require purchasers to show a license when they buy a firearm
- qq. Implement UN firearms regulations requiring the marking of all guns being made in Canada or imported into Canada

## ASK TO ALL RESPONDENTS

### RECONCILIATION

REC4. Do you think Indigenous Peoples are often, sometimes, rarely or never the subject of discrimination in Canadian society today?

REC5. Would you say that you are not at all aware, heard a bit about, familiar with some details of, or very familiar with the impact of Indian Residential Schools on Indigenous Peoples in Canada?

## ASK TO ALL RESPONDENTS

### DISABILITIES

INTRO\_DISAB. Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments. This may hinder their full and effective participation in society on an equal basis with others.

DISAB1 Are you a person with a disability?

Yes

No

DON'T KNOW/REFUSED

DISAB2 Do you personally know at least one person with a disability?

Yes

No

DON'T KNOW/REFUSED

### IF DISAB2=Yes ASK DISAB3 OTHERWISE SKIP TO DEMOGRAPHICS

DISAB3. For each of the following, do you know at least one person with a disability that matches this description?

An immediate family member [defined as a parent, child, sibling or partner]

A close friend

A co-worker

None of the above

## 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
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 from the definition". Under the Employment Equity Act, Aboriginal Peoples are considered to be a separate designated group

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

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

**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 22

Fieldwork dates (Week 22): 09/11/2017 to 09/16/2017

### 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
- 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
- BZ. Overdoses from Opioids, such as fentanyl (Les surdoses d'opioïdes, comme le fentanyl)
- CZ. Canada-US relations
- EZ. Softwood Lumber trade dispute
- CY. NAFTA renegotiation (Renégociation de l'ALENA)
- DY. Changes to close tax loopholes (changements pour éliminer les échappatoires fiscales)
- EY. The work that was undertaken by the Truth and Reconciliation Commission
- FY. Asylum seekers crossing the Canada-US border

**ASK TO ALL RESPONDENTS**

**RECONCILIATION**

REC4. Do you think Indigenous Peoples are often, sometimes, rarely or never the subject of discrimination in Canadian society today?

REC5. Would you say that you are not at all aware, heard a bit about, familiar with some details of, or very familiar with the impact of Indian Residential Schools on Indigenous Peoples in Canada?

**ASK TO ALL RESPONDENTS**

**CANADIAN COAST GUARD**

CCG1. Can you name an organization that responds to vessels in distress off Canada's coasts? (DO NOT READ – SELECT ONLY ONE RESPONSE)

- Canadian Coast Guard
- Other mention
- Don't know / no answer

CCG2intro. The Coast Guard conducts search and rescue for mariners in distress, responds to marine pollution incidents, provides ice breaking services, maintains navigational aids (such as buoys that indicate safe routes) and operates a vessel traffic control system in order to ensure the safe navigation of all vessels through Canada's coastal waters.

CCG2. For each of the following statements about the Canadian Coast Guard, please indicate whether you strongly disagree, disagree, agree, or strongly agree.

**[RANDOMIZE]**

- a. I have trust and confidence in the Coast Guard's ability to save lives of people on ships in distress.
- b. I have trust and confidence in the Coast Guard's ability to protect the environment from oil spills.

Strongly agree  
Agree  
Disagree  
Strongly disagree

Volunteered

Neutral  
Don't know / no answer

CCG3. How important is the Coast Guard to Canada? Is it... **(READ)**

Very important  
Somewhat important  
Neither important nor unimportant  
Somewhat unimportant  
Very unimportant  
Don't know / no answer

CCG4. Overall, would you say you have a positive or negative opinion of the Canadian Coast Guard? Is that very or somewhat **(positive/negative)**?

Very positive  
Somewhat positive  
Somewhat negative  
Very negative

Volunteered

Neutral  
Don't know/no answer

**ASK TO ALL RESPONDENTS**

**CANADA REVENUE AGENCY**

CRA1. Which of the following best describes how you completed your 2016 income tax return?

**[READ LIST. RECORD ONE ANSWER]**

You used a tax software  
You used the services of a tax professional  
You completed a paper return

**[DO NOT READ]:**

Other (SPECIFY)  
Not sure  
Did not submit an income tax return last year

CRA2. Currently, Canadians can pick up T1 income tax forms at Canada Post and Service Canada locations during filing season. If instead, the T1 income tax forms were mailed directly to those who file on paper would you consider it a major improvement, a moderate improvement, a minor improvement or not an improvement at all?

CRA3. Where do you get the tax information you need to complete your income tax return? [**DO NOT READ LIST. ACCEPT MULTIPLE MENTIONS**]

- CRA website
- T1 Paper guide
- Follow last year's return
- Accountant
- Call the CRA
- Other (SPECIFY)

**ASK TO ALL RESPONDENTS  
DISABILITIES**

INTRO\_DISAB. Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments. This may hinder their full and effective participation in society on an equal basis with others.

DISAB1 Are you a person with a disability?

- Yes
- No
- DON'T KNOW/REFUSED

DISAB2 Do you personally know at least one person with a disability?

- Yes
- No
- DON'T KNOW/REFUSED

**IF DISAB2=Yes ASK DISAB3 OTHERWISE SKIP TO DEMOGRAPHICS**

DISAB3. For each of the following, do you know at least one person with a disability that matches this description?

- An immediate family member [defined as a parent, child, sibling or partner]
- A close friend
- A co-worker
- None of the above



## 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
KK. Under 6 years old		
LL. 6 to 11 years old		
MM. 12 to 17 years old		
NN. 18 years old or older		

D8. Were you born in Canada?

- Yes
- No

**ASK IF D8=NO:**

D9. In what year did you come to Canada?

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

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

- Yes
- No

**ASK IF D12=NO**

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

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

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

White

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

Chinese

Black

Filipino

Latin American

Arab

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

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

Korean

Japanese

Other – Specify

DK/RF

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

**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 23

Fieldwork dates (Week 23): 09/18/2017 to 09/23/2017

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

**NEWS**

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

(NO PRE-CODED LIST)

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

N2. For each of the following would you say you are: not at all aware, heard a bit about it, paying attention to it 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

BZ. Overdoses from Opioids, such as fentanyl (Les surdoses d'opioïdes, comme le fentanyl)

CZ. Canada-US relations

EZ. Softwood Lumber trade dispute

CY. NAFTA renegotiation (Renégociation de l'ALENA)

DY. Changes to close tax loopholes (changements pour éliminer les échappatoires fiscales)

EY. The work that was undertaken by the Truth and Reconciliation Commission

FY. Asylum seekers crossing the Canada-US border

**ASK TO ALL RESPONDENTS**

**RECONCILIATION**

REC4. Do you think Indigenous Peoples are often, sometimes, rarely or never the subject of discrimination in Canadian society today?

REC5. Would you say that you are not at all aware, heard a bit about, familiar with some details of, or very familiar with the impact of Indian Residential Schools on Indigenous Peoples in Canada?

**ASK TO ALL RESPONDENTS**

**CANADIAN COAST GUARD**

CCG1. Can you name an organization that responds to vessels in distress off Canada's coasts? (DO NOT READ – SELECT ONLY ONE RESPONSE)

Canadian Coast Guard

Other mention

Don't know / no answer

CCG2intro. The Coast Guard conducts search and rescue for mariners in distress, responds to marine pollution incidents, provides ice breaking services, maintains navigational aids (such as buoys that indicate safe routes) and operates a vessel traffic control system in order to ensure the safe navigation of all vessels through Canada's coastal waters.

CCG2. For each of the following statements about the Canadian Coast Guard, please indicate whether you strongly disagree, disagree, agree, or strongly agree.

**[RANDOMIZE]**

- c. I have trust and confidence in the Coast Guard's ability to save lives of people on ships in distress.
- d. I have trust and confidence in the Coast Guard's ability to protect the environment from oil spills.

Strongly agree  
Agree  
Disagree  
Strongly disagree

Volunteered

Neutral  
Don't know / no answer

CCG3. How important is the Coast Guard to Canada? Is it... **(READ)**

Very important  
Somewhat important  
Neither important nor unimportant  
Somewhat unimportant  
Very unimportant  
Don't know / no answer

CCG4. Overall, would you say you have a positive or negative opinion of the Canadian Coast Guard? Is that very or somewhat **(positive/negative)**?

Very positive  
Somewhat positive  
Somewhat negative  
Very negative

Volunteered

Neutral  
Don't know/no answer

**ASK TO ALL RESPONDENTS  
CANADA REVENUE AGENCY**

CRA1. Which of the following best describes how you completed your 2016 income tax return?  
**[READ LIST. RECORD ONE ANSWER]**

You used a tax software  
You used the services of a tax professional  
You completed a paper return

**[DO NOT READ]:**

Other (SPECIFY)  
Not sure

Did not submit an income tax return last year

CRA2. Currently, Canadians can pick up T1 income tax forms at Canada Post and Service Canada locations during filing season. If instead, the T1 income tax forms were mailed directly to those who file on paper would you consider it a major improvement, a moderate improvement, a minor improvement or not an improvement at all?

CRA3. Where do you get the tax information you need to complete your income tax return? **[DO NOT READ LIST. ACCEPT MULTIPLE MENTIONS]**

CRA website  
T1 Paper guide  
Follow last year's return  
Accountant  
Call the CRA  
Other (SPECIFY)

**ASK TO ALL RESPONDENTS  
DISABILITIES**

INTRO\_DISAB. Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments. This may hinder their full and effective participation in society on an equal basis with others.

DISAB1 Are you a person with a disability?

Yes  
No  
DON'T KNOW/REFUSED

DISAB2 Do you personally know at least one person with a disability?

Yes  
No  
DON'T KNOW/REFUSED

**IF DISAB2=Yes ASK DISAB3 OTHERWISE SKIP TO DEMOGRAPHICS**

DISAB3. For each of the following, do you know at least one person with a disability that matches this description?

An immediate family member [defined as a parent, child, sibling or partner]  
A close friend  
A co-worker  
None of the above



## 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
OO. Under 6 years old		
PP. 6 to 11 years old		
QQ. 12 to 17 years old		
RR. 18 years old or older		

D8. Were you born in Canada?

- Yes
- No

**ASK IF D8=NO:**

D9. In what year did you come to Canada?

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

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

- Yes
- No

**ASK IF D12=NO**

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

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

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

White

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

Chinese

Black

Filipino

Latin American

Arab

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

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

Korean

Japanese

Other – Specify

DK/RF

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

**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 24

Fieldwork dates (Week 24): 09/28/2017 to 09/30/2017

### 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

### ASK TO ALL RESPONDENTS

#### CORE – ISSUE PRIORITIES & PERFORMANCE

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

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

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

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

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

**[RANDOMIZE]**

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

**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

BZ. Overdoses from Opioids, such as fentanyl (Les surdoses d'opioïdes, comme le fentanyl)

CZ. Canada-US relations

CY. NAFTA renegotiation (Renégociation de l'ALENA)

DY. Changes to close tax loopholes (changements pour éliminer les échappatoires fiscales)

FY. Asylum seekers crossing the Canada-US border

GY. The release of Canadian Pastor Hyeon Soo Lim from a North Korean prison

**ASK TO ALL RESPONDENTS**

**POVERTY IN DEVELOPING COUNTRY**

**DEV1.** What do you believe is the primary cause of poverty in developing countries? **[RECORD ONLY ONE MENTION]**

(NO PRE-CODED LIST)

DON'T KNOW / CAN'T THINK OF ANYTHING

REFUSED

**DEV2.** When thinking about approaches to reducing poverty in developing countries, how effective or ineffective do you think each of the following initiatives are? Please rate each on a scale of 1 to 10, where 1 is very ineffective in reducing poverty and 10 is very effective in reducing poverty:

**READ & RANDOMIZE**

a. Initiatives that promote equality between women and men

b. Initiatives that promote economic growth

c. Initiatives that create jobs

d. Initiatives that address climate change

e. Initiatives that promote peace

f. Initiatives that promote security

g. Initiatives that promote human rights

h. Greater **(SPLIT SAMPLE: cooperation/partnerships)** with global organizations focused on reducing poverty

**ASK TO ALL RESPONDENTS**  
**AFFORDABLE HOUSING**

**AH3.** If the Government of Canada were to make new investments in housing construction and repair, do you believe they should: **[ROTATE TWO CHOICES]** Transfer this new funding to provincial and territorial governments who would pick specific projects to fund **OR** select projects to fund, and work directly with municipalities and housing providers?

**AH4.** Do you support or oppose the Government of Canada providing housing affordability subsidies to low-income individuals to help them pay their rent? Do you strongly or somewhat **(support/oppose)**?

**AH5.** If the Government of Canada were to provide housing affordability subsidies for low-income individuals: **[ROTATE TWO CHOICES]** should the rent subsidies be provided directly to the individual **OR** should the rent subsidies be provided to the housing provider?

**AH6.** How much of a priority is it to increase housing affordability to the following populations? Please use a scale of 1 to 10, where 1 means it is not a priority at all and 10 means it is a top priority?

***READ & RANDOMIZE***

- a. Seniors
- b. Veterans
- c. Indigenous peoples
- d. Women fleeing domestic violence
- e. (SPLIT) Persons with developmental disabilities / Persons with physical disabilities
- f. Persons dealing with mental health issues
- g. Persons dealing with addiction
- h. Immigrants
- i. Homeless people
- j. Young families trying to buy their first home

**ASK TO ALL RESPONDENTS**  
**DEMOGRAPHICS**

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

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

**IF D1=DK/REF**

D2. Which of the following age categories do you fall into? **[READ LIST, ACCEPT ONE RESPONSE]**

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

D3. What is the highest level of formal education that you have completed to date?

**[READ LIST, ACCEPT ONE RESPONSE]**

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

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

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

D5. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes **[READ LIST]**?

- Under \$20,000
- \$20,000 to just under \$40,000



\$40,000 to just under \$60,000  
 \$60,000 to just under \$80,000  
 \$80,000 to just under \$100,000  
 \$100,000 to just under \$150,000  
 \$150,000 and above

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

Yes  
 No

**ASK IF D6=YES**

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

	Yes	No
SS. Under 6 years old		
TT. 6 to 11 years old		
UU. 12 to 17 years old		
VV. 18 years old or older		

D8. Were you born in Canada?

Yes  
 No

**ASK IF D8=NO:**

D9. In what year did you come to Canada?

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

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

Yes  
 No

**ASK IF D12=NO**

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

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

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

White

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

Chinese

Black

Filipino

Latin American

Arab

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

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

Korean

Japanese

Other – Specify

DK/RF

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

**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 INTRODUCTION

### [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