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PRIVY COUNCIL OFFICE
CONTINUOUS TRACKING OF CANADIANS' VIEWS
QUARTERLY METHODOLOGY REPORT (Q3 2018)

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



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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 3rd, 2018 and September 29th, 2018. This is the second of four reports that will be submitted under this contract for 2018.

1.2. RESEARCH PURPOSE

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

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

1.3. RESEARCH OBJECTIVES

The primary research objectives of this study include:

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

1.4. OVERALL APPROACH

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

1.5. QUESTIONNAIRE DESIGN

The Privy Council Office provided Forum Research with a draft version of the questionnaire. The questionnaire was modified on a weekly basis (upon request of the Privy Council Office) to reflect the dynamic nature of important topics affecting Canadians. Forum Research worked with the Privy Council Office project team to review the questionnaire, with specific attention to question wording, ordering, and the overall flow of the survey. The survey was pre-tested on a weekly basis (Saturdays and Sundays) before data collection (Monday to Friday) upon request from the Privy Council Office. The weekly pre-

tests aimed to achieve 20 completes, with 10 administered in French and 10 administered in English. The pre-tests were available for live monitoring by the Privy Council Office, and recordings of the interviews were shared with the Privy Council Office, when requested. A thorough review of the survey flow, logic, and questionnaire design was conducted by both Forum Research and the Privy Council Office.

1.6. SAMPLE DESIGN

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

1.7. WEIGHTING

Forum applied a weighting strategy (using 2011 Statistics Canada Census data) which is balanced according to:

- Age
- Gender
- Region

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

1.8. GENERALIZATION OF DATA

The weekly sample can be extrapolated to the Canadian population within a margin of error of $\pm 4.38\%$, 19 times out of 20. The data was collected using a random sampling approach, and weighted according to Statistics Canada data (2011). As such, this data is of the highest possible quality and accurately reflects (within the MoE) Canadians' opinions.

1.9. RESEARCH OUTCOMES

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


1.10. TOTAL CONTRACT VALUE

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

1.11. POLITICAL NEUTRALITY STATEMENT

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

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

Signed: 

2. QUARTERLY METHODOLOGICAL REPORT

2.1. INTRODUCTION

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2.2. 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
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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.

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	62%	36%	52%	62%	61%	45%	61%	47%	40%	39%	48%
Cell-phone	38%	64%	48%	38%	39%	55%	39%	53%	60%	61%	52%

REGIONAL QUOTAS ACHIEVED									
PROVINCE	MONTH 1		MONTH 2		MONTH 3		TOTAL		
	LL	CELL	LL	CELL	LL	CELL	LL	CELL	
Newfoundland and Labrador	20	16	27	14	24	14	71	44	
Prince Edward Island	4	9	6	6	2	6	12	21	
Nova Scotia	41	41	39	35	42	38	122	114	
New Brunswick	16	16	27	12	21	11	64	39	
Quebec	241	156	245	159	251	162	737	477	
Ontario	289	362	286	353	292	349	867	1064	
Manitoba	64	44	72	38	68	51	204	133	
Saskatchewan	48	50	49	54	44	53	141	157	
Alberta	118	161	105	169	104	169	327	499	
British Columbia	114	191	121	179	124	180	359	550	
Yukon	1	2	1	3	0	2	2	7	
Nunavut	0	0	0	1	0	0	0	1	
N.W. Territories	0	2	0	2	0	1	0	5	
TOTAL	956	1050	978	1025	972	1036	2906	3111	

2.9. WEIGHTING PROCEDURES

Forum applied a weighting strategy (using 2011 Stats Can data) which is balanced according to:

- Age
- Gender
- Region

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

2.10. MARGIN OF ERROR & CONFIDENCE INTERVAL

The target weekly sample of 500 Canadians results in an overall margin of error of $\pm 4.38\%$, 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 1.41%.

Response Rate (Empirical Calculation)	Landline	Cellphone
<i>Invalid</i>	245779	292988
NIS, fax/modem, business/non-res.	245779	292988
Unresolved (U)	209510	249777
Busy, no answer, answering machine	209510	249777
In-scope – Non-responding (IS)	26223	29953
Language problem	622	788
Illness, incapable	234	97
Callback (respondent not available)	5091	6422
Refusal	19655	21827
Termination	621	819
In-scope – Responding units (R)	3253	4093
No one 18+	58	308
Quota full/Other disqualify	54	410
Completed interviews	3141	3375
Response rate = R/(U+IS+R)		1.41%

2.12. SURVEY ADMINISTRATION

The survey was administered between July 3rd, 2018 and September 29th, 2018 (as shown in the Table below) using the computer-assisted telephone interview (CATI) methodology and was administered in both the official languages. It was conducted from Forum’s Toronto and Montreal call centers by a team of experienced bilingual interviewers and supervising staff. The interviewers were selected and trained by full-time training staff. Each interviewer completed a rigorous three-day, 15-hour "basic training" class.

Fieldwork Dates (MM/DD/YYYY)		
Month 1	Month 2	Month 3
07/03/2018	08/08/2018	09/05/2018
07/04/2018	08/09/2018	09/06/2018
07/05/2018	08/10/2018	09/07/2018
07/06/2018	08/11/2018	09/08/2018
07/07/2018	08/14/2018	09/09/2018
07/09/2018	08/15/2018	09/10/2018
07/10/2018	08/16/2018	09/11/2018
07/11/2018	08/17/2018	09/12/2018
07/12/2018	08/18/2018	09/13/2018
07/13/2018	08/20/2018	09/14/2018
07/16/2018	08/21/2018	09/15/2018
07/17/2018	08/22/2018	09/16/2018
07/18/2018	08/23/2018	09/17/2018
07/19/2018	08/24/2018	09/18/2018
07/20/2018	08/25/2018	09/19/2018
07/23/2018	08/27/2018	09/20/2018
07/24/2018	08/28/2018	09/21/2018
07/25/2018	08/29/2018	09/22/2018
07/26/2018		09/24/2018
07/27/2018		09/25/2018
07/28/2018		09/26/2018
		09/27/2018
		09/28/2018
		09/29/2018

2.13. CALL TIMES

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

2.14. CALL BACKS

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

2.15. GENERALIZATION OF DATA

The findings can be extrapolated to the Canadian population within a margin of error of $\pm 4.38\%$. The data was collected using a random sampling approach, and weighted according to Statistics Canada data (2011). As such, this data is of the highest possible quality and accurately reflects (within the MoE) Canadians' opinions. Sampling error is just one source of potential error, and best practices were used in order to reduce the influence of other sources of error, such as non-sampling error. Measures were taken in order to reduce the influence of non-response bias, such as item and unit non-response. In order to reduce the influence of item non-response bias, all interviewers were trained to effectively deliver high quality interviews in a professional and ethical manner. Respondents were assured their answers remain anonymous and confidential, thus reducing the likelihood of item non-response.

A number of measures and procedure were taken to reduce the influence of unit non-response on the data. In order to achieve a representative sample of youth, a larger proportion of cell phones were sampled (52%) in comparison to landlines (48%). To increase sample representativeness, fieldwork was conducted throughout the week and on weekends, to account for varying work schedules. Call-backs were made to ensure that individuals who were interested in participating-but were unavailable-would still be able to do so at their convenience. Finally, to ensure a representative sample, the data was weighted using 2011 Statistics Canada data on three demographic variables; *Age*, *Gender*, and *Region*.

The following table shows comparisons between three variables in the survey sample with their equivalent parameters in the population as made available from Statistics Canada. The parameters for *Age* and *Gender* were obtained from the most recent Statistics Canada Census (2016), while the parameters for *Income* were obtained from the 2011 National Household Survey (Statistics Canada Census). In order to maximize comparability, refusals were excluded from the sample statistic calculations.

Variable	Sample	Population	% Difference
Age (years)			Average diff. = 2.8%
18 to 24	7%	11%	4%
25 to 34	14%	16%	2%
35 to 44	16%	16%	0%
45 to 54	16%	18%	2%
55 to 64	20%	17%	3%
65 and older	27%	21%	6%
Gender			Average diff. = 4%
Male	53%	49%	4%
Female	47%	51%	4%
Income			Average diff. = 2.3%
Under \$20,000	10%	10%	0%
\$20,000 to just under \$40,000	17%	17%	0%
\$40,000 to just under \$60,000	19%	16%	3%
\$60,000 to just under \$80,000	16%	14%	2%
\$80,000 to just under \$100,000	14%	11%	3%
\$100,000 to just under \$150,000	17%	18%	1%
\$150,000 and above	8%	15%	7%

2.16. RESEARCH OUTCOMES

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

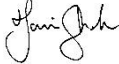
2.17. TOTAL CONTRACT VALUE

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

2.18. POLITICAL NEUTRALITY STATEMENT

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

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

Signed: 

3. APPENDIX A - PRE-TEST SAMPLE REPORT

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

Submitted to: Privy Council Office

Prepared by: Forum Research Inc.

Date of report:

Pre-test call dates:

Pre-test call time:

Description of pre-test approach:

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

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

Interviewer Feedback:

Findings & Resulting Modifications:

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

4. APPENDIX B - QUESTIONNAIRE

Continuous Tracking of Canadians' Views

PCO SURVEY – WEEK 60

Fieldwork dates (Week 60): 07/03/2018 to 07/07/2018

INTRODUCTION

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

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

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

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)

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

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

ASK TO ALL RESPONDENTS

CORE – ISSUE PRIORITIES & PERFORMANCE

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

- Economy
- Jobs / unemployment
- Environment / climate change
- Health / health care
- Debt / deficit
- Cost of living
- Taxes
- Employment insurance
- Trade / international trade / trade agreements

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

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

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

[RANDOMIZE]

- A. The economy
- B. Creating jobs
- 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

N. A national price on carbon

CY. NAFTA renegotiation

N2SY. National Indigenous Peoples Day

BX. The Government of Canada's decision to buy the Kinder Morgan Trans-Mountain pipeline that runs between Alberta and British Columbia

CX. The Government of Canada's decision to impose tariffs on some U.S. made goods in response to the U.S. imposed tariffs on Canadian steel and aluminum

ASK TO ALL RESPONDENTS

TRANS-MOUNTAIN PIPELINE

TMP1. Do you support or oppose the Government of Canada's decision to buy the Kinder Morgan Trans-Mountain pipeline that runs between Alberta and British Columbia? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

NATIONAL INDIGENOUS PEOPLES DAY

(SKIP TO NEXT SECTION IF "not at all aware" or "Don't know" to "National Indigenous Peoples Day" in QN2SY)

As you may know, National Indigenous Peoples Day was celebrated on June 21 to recognize the unique heritage and cultural diversity of First Nations, Inuit and Métis Peoples and celebrate their outstanding contribution to Canadian society.

NIPD5. Over the past few weeks or so, have you seen, heard or read anything about National Indigenous Peoples Day? (yes/no)

IF NIPD5=YES ASK:

NIPD6. Have you recently seen, read or heard about National Indigenous Peoples Day through any of the following means: **[READ LIST - RECORD UP TO 9 MENTIONS]**

[RANDOMIZE]

Word of mouth with friends and family

Social media (e.g. Facebook, twitter, etc...)

At work
In your community
At a National Indigenous Peoples Day event
Internet or online stories
Print newspaper stories
Radio news stories
TV news stories
None of these sources
DON'T KNOW
REFUSED

NIPD7. This year, did you participate in any activities to celebrate National Indigenous Peoples Day?
(yes/no)

IF NIPD7=YES ASK:

NIPD8. I am going to read you a short list, please tell me if you did any of the following to celebrate National Indigenous Peoples Day this year:

[RANDOMIZE]

- a. attended a public event (yes/no)
- b. attended an event in your workplace (yes/no)
- c. attended a traditional ceremony (yes/no)
- d. celebrated at home with family and friends (yes/no)
- e. watched the coverage of events on TV (yes/no)

IF NIPD7=NO ASK:

NIPD9. Why didn't you participate in any activities to celebrate National Indigenous Peoples Day this year? **[RECORD OPEN-END RESPONSE]**

ASK TO ALL RESPONDENTS
ENVIRONMENT

ENV6. With which one of these statements about greenhouse gas emissions and the economy do you most agree? Efforts in Canada to reduce greenhouse gas emissions will cost too much money and hurt the Canadian economy OR efforts in Canada to reduce greenhouse gas emissions will make the Canadian economy more competitive. ? **[ROTATE TWO OPTIONS]**

ENV7. Please indicate how much of a priority, if at all, each of the following environmental issues should be for the Government of Canada. (Please use a scale from 1 to 10, where 1 means very low priority and 10 means very high priority).

[RANDOMIZE]

- a. **(SPLIT)** Promoting energy efficiency / Helping Canadians save money on energy bills by making buildings more energy efficient

- b. **(SPLIT)** Reducing pollution / Reducing air pollution / Reducing carbon pollution
- c. **(SPLIT)** Protecting endangered species / Protecting the caribou
- d. **(SPLIT)** Reducing plastic waste / Reducing the amount of plastic being dumped in oceans / Reducing garbage and landfills
- e. **(SPLIT)** Reducing greenhouse gas emissions / Fighting climate change / Reaching our Paris climate change targets
- f. **(SPLIT)** Creating new National Parks and protected spaces / Strengthening the environmental assessment process for big projects
- g. **(SPLIT)** Creating jobs in the clean technology sector / Creating green jobs
- h. **(SPLIT)** Phasing out the use of coal / Investing in renewable energy sources, like wind and solar / Transitioning to renewable energy sources, like wind and solar

ASK TO ALL RESPONDENTS

DEMOGRAPHICS

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

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

IF D1=DK/REF

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

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

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

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

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

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

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

- Under \$20,000
- \$20,000 to just under \$40,000
- \$40,000 to just under \$60,000
- \$60,000 to just under \$80,000
- \$80,000 to just under \$100,000
- \$100,000 to just under \$150,000
- \$150,000 and above

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

- Yes
- No

ASK IF D6=YES

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

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

D8. Were you born in Canada?

- Yes
- No

ASK IF D8=NO:

D9. In what year did you come to Canada?

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

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

Yes

No

ASK IF D12=NO

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

Interviewer: Read categories to respondent and mark up to 4 responses that apply.

If respondent answers "mixed", "bi-racial" or "multi-racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).

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

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 61

Fieldwork dates (Week 61): 07/09/2018 to 07/13/2018

INTRODUCTION

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

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

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

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)

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

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

ASK TO ALL RESPONDENTS

CORE – ISSUE PRIORITIES & PERFORMANCE

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

Economy
Jobs / unemployment
Environment / climate change
Health / health care
Debt / deficit
Cost of living

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

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

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

[RANDOMIZE]

- A. The economy
- B. Creating jobs
- 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
- N. A national price on carbon
- S. Canadian peacekeeping missions
- CY. NAFTA renegotiation
- N2SY. National Indigenous Peoples Day
- BX. The Government of Canada's decision to buy the Kinder Morgan Trans-Mountain pipeline that runs between Alberta and British Columbia
- CX. The Government of Canada's decision to impose tariffs on some U.S. made goods in response to the U.S. imposed tariffs on Canadian steel and aluminum

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

TRANS-MOUNTAIN PIPELINE

TMP1. Do you support or oppose the Government of Canada's decision to buy the Kinder Morgan Trans-Mountain pipeline that runs between Alberta and British Columbia? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

ASK TO ALL RESPONDENTS
ENVIRONMENT

ENV6. With which one of these statements about greenhouse gas emissions and the economy do you most agree? Efforts in Canada to reduce greenhouse gas emissions will cost too much money and hurt the Canadian economy OR efforts in Canada to reduce greenhouse gas emissions will make the Canadian economy more competitive. ? **[ROTATE TWO OPTIONS]**

ENV7. Please indicate how much of a priority, if at all, each of the following environmental issues should be for the Government of Canada. (Please use a scale from 1 to 10, where 1 means very low priority and 10 means very high priority).

[RANDOMIZE]

- a. **(SPLIT)** Promoting energy efficiency / Helping Canadians save money on energy bills by making buildings more energy efficient
- b. **(SPLIT)** Reducing pollution / Reducing air pollution / Reducing carbon pollution
- c. **(SPLIT)** Protecting endangered species / Protecting the caribou
- d. **(SPLIT)** Reducing plastic waste / Reducing the amount of plastic being dumped in oceans / Reducing garbage and landfills
- e. **(SPLIT)** Reducing greenhouse gas emissions / Fighting climate change / Reaching our Paris climate change targets
- f. **(SPLIT)** Creating new National Parks and protected spaces / Strengthening the environmental assessment process for big projects
- g. **(SPLIT)** Creating jobs in the clean technology sector / Creating green jobs
- h. **(SPLIT)** Phasing out the use of coal / Investing in renewable energy sources, like wind and solar / Transitioning to renewable energy sources, like wind and solar

ASK TO ALL RESPONDENTS
DEMOGRAPHICS

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

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

IF D1=DK/REF

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

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

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

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

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

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

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

- Under \$20,000
- \$20,000 to just under \$40,000
- \$40,000 to just under \$60,000
- \$60,000 to just under \$80,000
- \$80,000 to just under \$100,000
- \$100,000 to just under \$150,000
- \$150,000 and above

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

- Yes
- No

ASK IF D6=YES

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

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

D8. Were you born in Canada?

- Yes
- No

ASK IF D8=NO:

D9. In what year did you come to Canada?

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

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

- Yes
- No

ASK IF D12=NO

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

Interviewer: Read categories to respondent and mark up to 4 responses that apply.

If respondent answers "mixed", "bi-racial" or "multi-racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).

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

- 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 62

Fieldwork dates (Week 62): 07/16/2018 to 07/20/2018

INTRODUCTION

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

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

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

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)

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

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

ASK TO ALL RESPONDENTS

CORE – ISSUE PRIORITIES & PERFORMANCE

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

Economy
Jobs / unemployment
Environment / climate change
Health / health care
Debt / deficit
Cost of living
Taxes
Employment insurance
Trade / international trade / trade agreements
Infrastructure (general mention)
Infrastructure – public transit
Infrastructure – roads/highways
Infrastructure - bridges
Infrastructure – other
Education
ISIS/Syria/Iraq mission
Terrorism / security
Refugees
Immigration
Indigenous issues
Crime
Drugs/marijuana
Poverty/homelessness
Oil / pipelines
Government service delivery to citizens
Other (specify)

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

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

[RANDOMIZE]

- A. The economy
- B. Creating jobs

- 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
- N. A national price on carbon
- S. Canadian peacekeeping missions
- CY. NAFTA renegotiation
- N2SY. National Indigenous Peoples Day
- BX. The Government of Canada's decision to buy the Kinder Morgan Trans-Mountain pipeline that runs between Alberta and British Columbia
- CX. The Government of Canada's decision to impose tariffs on some U.S. made goods in response to the U.S. imposed tariffs on Canadian steel and aluminum

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

INDUSTRY CANADA

IC1. How important would you say each of the following industries are to Canada’s economy. Please use a scale of 1 to 10, where 1 means “not at all important” and 10 means “extremely important”?

[RANDOMIZE]

(SPLIT) Space industry / Aerospace industry

(SPLIT) Oil and Gas sector / Energy sector

(SPLIT) Agriculture sector / Fishing

(SPLIT) Digital Technology sector / Information and communication technology sector

(SPLIT) Mining sector / Natural Resources sector

(SPLIT) Auto sector / Manufacturing sector

(SPLIT) Clean technology sector / Environmental technology sector

(SPLIT) Financial services sector / Health sector

(SPLIT) Culture sector / Tourism industry

(SPLIT) Real estate sector / Construction sector

IC2. What industry is most important to your local community? This could be one from the previous list, or something else not mentioned? **[RECORD OPEN-END RESPONSE - CODE INTO CATEGORIES USED ABOVE]**

IC3. Should the government of Canada invest more, less, or the same amount as it currently does in promoting Canada’s **(SAME SPLIT AS ABOVE)** Space / Aerospace industry?

ASK TO ALL RESPONDENTS

DEMOGRAPHICS

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

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

IF D1=DK/REF

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

18 to 24

25 to 34

35 to 44

- 45 to 54
- 55 to 64
- 65 or older

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

[READ LIST, ACCEPT ONE RESPONSE]

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

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

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

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

- Under \$20,000
- \$20,000 to just under \$40,000
- \$40,000 to just under \$60,000
- \$60,000 to just under \$80,000
- \$80,000 to just under \$100,000
- \$100,000 to just under \$150,000
- \$150,000 and above

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

- Yes
- No

ASK IF D6=YES

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

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

D8. Were you born in Canada?

- Yes
- No

ASK IF D8=NO:

D9. In what year did you come to Canada?

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

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

- Yes
- No

ASK IF D12=NO

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

Interviewer: Read categories to respondent and mark up to 4 responses that apply.

If respondent answers "mixed", "bi-racial" or "multi-racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).

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

- 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 63

Fieldwork dates (Week 63): 07/23/2018 to 07/28/2018

INTRODUCTION

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

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

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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
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ASK TO ALL RESPONDENTS

CORE – ISSUE PRIORITIES & PERFORMANCE

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

Economy
Jobs / unemployment
Environment / climate change
Health / health care
Debt / deficit
Cost of living
Taxes
Employment insurance
Trade / international trade / trade agreements
Infrastructure (general mention)
Infrastructure – public transit
Infrastructure – roads/highways
Infrastructure - bridges
Infrastructure – other
Education
ISIS/Syria/Iraq mission
Terrorism / security
Refugees
Immigration
Indigenous issues
Crime
Drugs/marijuana
Poverty/homelessness
Oil / pipelines
Government service delivery to citizens
Other (specify)

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

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

[RANDOMIZE]

- A. The economy
- B. Creating jobs
- 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
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- BX. The Government of Canada’s decision to buy the Kinder Morgan Trans-Mountain pipeline that runs between Alberta and British Columbia
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ASK TO ALL RESPONDENTS

PERSONAL ECONOMIC SITUATION

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

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

- Falling behind on your monthly expenses
- Just getting by, with no savings

Getting ahead, with some savings
Financially secure

ASK TO ALL RESPONDENTS

INDUSTRY CANADA

IC1. How important would you say each of the following industries are to Canada's economy. Please use a scale of 1 to 10, where 1 means "not at all important" and 10 means "extremely important"?

[RANDOMIZE]

(SPLIT) Space industry / Aerospace industry

(SPLIT) Oil and Gas sector / Energy sector

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(SPLIT) Mining sector / Natural Resources sector

(SPLIT) Auto sector / Manufacturing sector

(SPLIT) Clean technology sector / Environmental technology sector

(SPLIT) Financial services sector / Health sector

(SPLIT) Culture sector / Tourism industry

(SPLIT) Real estate sector / Construction sector

Forestry

IC2. What industry is most important to your local community? This could be one from the previous list, or something else not mentioned? **[RECORD OPEN-END RESPONSE - CODE INTO CATEGORIES USED ABOVE]**

IC3. Should the government of Canada invest more, less, or the same amount as it currently does in promoting Canada's **(SAME SPLIT AS ABOVE)** Space / Aerospace industry?

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's 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".

NUC4. To what extent would you be interested in getting information about the following nuclear activities? Please use a scale from 1 to 10, where 1 means "Not at all interested" and 10 means "Very interested".

[RANDOMIZE]

- a. Nuclear medicine, including radiation therapy
- b. Safe management of nuclear power plants
- c. Managing and disposing of radioactive waste
- d. Transportation of nuclear materials
- e. How nuclear activities are regulated in Canada

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
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- 65 or older

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

- Grade 8 or less
- Some high school
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- Post graduate degree above bachelor's level

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

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

- Yes
- No

ASK IF D6=YES

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

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

D8. Were you born in Canada?

- Yes
- No

ASK IF D8=NO:

D9. In what year did you come to Canada?

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

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

Yes

No

ASK IF D12=NO

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

Interviewer: Read categories to respondent and mark up to 4 responses that apply.

If respondent answers "mixed", "bi-racial" or "multi-racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).

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

White

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

Chinese

Black

Filipino

Latin American

Arab

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

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

Korean

Japanese

Other – Specify

DK/RF

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

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

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

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

PCO SURVEY – WEEK 64

Fieldwork dates (Week 64): 08/08/2018 to 08/11/2018

INTRODUCTION

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

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

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

INSERT CELLPHONE INTRO QUESTIONS

(IF LANDLINE)

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

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

ASK TO ALL RESPONDENTS

CORE – ISSUE PRIORITIES & PERFORMANCE

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

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

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

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

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

[RANDOMIZE]

- A. The economy
- B. Creating jobs
- 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

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

FIRE3. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose the government of Canada instituting a national ban on handguns?

ASK TO ALL RESPONDENTS

INDUSTRY CANADA

IC1. How important would you say each of the following industries are to Canada’s economy. Please use a scale of 1 to 10, where 1 means “not at all important” and 10 means “extremely important”?

[RANDOMIZE]

- (SPLIT)** Space industry / Aerospace industry
- (SPLIT)** Oil and Gas sector / Energy sector
- (SPLIT)** Agriculture sector / Fishing
- (SPLIT)** Digital Technology sector / Information and communication technology sector
- (SPLIT)** Mining sector / Natural Resources sector
- (SPLIT)** Auto sector / Manufacturing sector
- (SPLIT)** Clean technology sector / Environmental technology sector
- (SPLIT)** Financial services sector / Health sector
- (SPLIT)** Culture sector / Tourism industry
- (SPLIT)** Real estate sector / Construction sector
- Forestry

IC2. What industry is most important to your local community? This could be one from the previous list, or something else not mentioned? **[RECORD OPEN-END RESPONSE - CODE INTO CATEGORIES USED ABOVE]**

IC3. Should the government of Canada invest more, less, or the same amount as it currently does in promoting Canada’s **(SAME SPLIT AS ABOVE)** Space / Aerospace industry?

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's 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".

NUC4. To what extent would you be interested in getting information about the following nuclear activities? Please use a scale from 1 to 10, where 1 means ""Not at all interested" and 10 means "Very interested".

[RANDOMIZE]

- a. Nuclear medicine, including radiation therapy
- b. Safe management of nuclear power plants
- c. Managing and disposing of radioactive waste
- d. Transportation of nuclear materials
- e. How nuclear activities are regulated in Canada

ASK TO ALL RESPONDENTS

CANADA FOOD GUIDE

CFG1. Have you heard of Canada's Food Guide? (Yes/No)

(ASK CFG2 IF CFG1=YES OTHERWISE GO TO D1)

CFG2. In the past year, how often have you used or referred to Canada's Food Guide? Would you say: very frequently, occasionally, rarely or never?

(ASK CFG3a IF CFG2= VERY FREQUENTLY, OCCASIONALLY OR RARELY)

CFG3a. What do you usually use Canada's Food Guide for? **[RECORD OPEN-END RESPONSE]**

(ASK CFG3b IF CFG2= NEVER)

CFG3b. Why haven't you used or referred to Canada's Food Guide in the past year? **[RECORD OPEN-END RESPONSE]**

CFG4. Are you aware that Canada's Food Guide is being revised? (Yes/No)

ASK TO ALL RESPONDENTS

DEMOGRAPHICS

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

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

IF D1=DK/REF

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

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

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

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

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

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

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

- Under \$20,000
- \$20,000 to just under \$40,000
- \$40,000 to just under \$60,000
- \$60,000 to just under \$80,000

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

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

Yes
No

ASK IF D6=YES

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

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

D8. Were you born in Canada?

Yes
No

ASK IF D8=NO:

D9. In what year did you come to Canada?

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

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

Yes
No

ASK IF D12=NO

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

Interviewer: Read categories to respondent and mark up to 4 responses that apply.

If respondent answers "mixed", "bi-racial" or "multi-racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).

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

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 65

Fieldwork dates (Week 65): 08/14/2018 to 08/18/2018

INTRODUCTION

Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous.

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
- D. Health care
- F. Immigration
- H. The environment
- N. Canada-US relations
- P. Asylum seekers crossing the Canada-U.S. border

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

ASK TO ATLANTIC CANADA RESPONDENTS ONLY
ATLANTIC GROWTH STRATEGY

N20. When it comes to the Atlantic Growth Strategy would you say you are...

1. Not at all aware of it
2. Heard a bit about it
3. Paying attention to it but not discussing it, or
4. Paying attention to it and discussing it with other
9. Don't know

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

(SKIP TO NEXT SECTION IF “not at all aware” or “Don’t know” to “The Atlantic Growth Strategy” in QN20)

AGS1. Are you familiar with the following programs or aspects of the Atlantic Growth Strategy?

[RANDOMIZE]

- a) Atlantic Immigration Pilot (y/n)
- b) Accelerated Growth Service (y/n)
- c) Atlantic Trade and Investment Growth Strategy (y/n)
- d) Study and Stay program (y/n)
- e) ACCESS Atlantic (y/n)
- f) It's a federal-provincial partnership (y/n)

AGS2. How did you become aware of the Atlantic Growth Strategy? **(DO NOT READ LIST - ACCEPT UP TO 5 ANSWERS)**

- Heard about it in the media (newspaper, radio, television)
- Read about it online or on social media (Twitter, Facebook, LinkedIn, Website etc.)
- Heard about it from a friend or family member
- Heard about it from a colleague or business relation
- Learned about it on a Government of Canada website
- Other **(PLEASE SPECIFY)**
- Don't remember/Prefer not to say

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

FIRE3. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose the government of Canada instituting a national ban on handguns?

ASK TO ALL RESPONDENTS

INDUSTRY CANADA

IC1. How important would you say each of the following industries are to Canada’s economy. Please use a scale of 1 to 10, where 1 means “not at all important” and 10 means “extremely important”?

[RANDOMIZE]

(SPLIT) Space industry / Aerospace industry

(SPLIT) Oil and Gas sector / Energy sector

(SPLIT) Agriculture sector / Fishing

(SPLIT) Digital Technology sector / Information and communication technology sector

(SPLIT) Mining sector / Natural Resources sector

(SPLIT) Auto sector / Manufacturing sector

(SPLIT) Clean technology sector / Environmental technology sector

(SPLIT) Financial services sector / Health sector

(SPLIT) Culture sector / Tourism industry

(SPLIT) Real estate sector / Construction sector

Forestry

IC2. What industry is most important to your local community? This could be one from the previous list, or something else not mentioned? **[RECORD OPEN-END RESPONSE - CODE INTO CATEGORIES USED ABOVE]**

IC3. Should the government of Canada invest more, less, or the same amount as it currently does in promoting Canada’s **(SAME SPLIT AS ABOVE)** Space / Aerospace industry?

ASK TO ALL RESPONDENTS

FOREIGN POLICY

FP1. How important, if at all, are the following elements of Canadian Foreign Policy. Please use a scale of 1 to 10, where 1 means “not at all important” and 10 means “extremely important”?

[RANDOMIZE]

(SPLIT) Promoting Canadian values / Having a principled foreign policy

(SPLIT) Speaking up in support of Canadian values / Speaking up in support of human rights

(SPLIT) Helping Canadian businesses with international trade opportunities / Encouraging overseas investment to Canada

(SPLIT) Creating economic opportunities and economic growth in other countries / Working to reduce poverty in other countries

(SPLIT) Supporting Canadian allies / Creating peace and security around the world

(SPLIT) Promoting gender equality in developing countries / Assisting female business owners in developing countries

(SPLIT) Assisting Canadians who find themselves in difficulty in other countries / Providing travel information to help Canadians protect themselves when travelling abroad

ASK TO ALL RESPONDENTS

CANADA REVENUE AGENCY

CRA4. Have you contacted the Canada Revenue Agency by phone over the past 12 months?

Yes → **GO TO CRA6 AND THEN CFG1**

No → **GO TO CRA5**

DON'T KNOW → **GO TO CRA5**

CRA5. Have you visited the Canada Revenue Agency's website in the past 12 months?

Yes → **GO TO CRA7**

No → **SKIP TO CFG1**

DON'T KNOW → **SKIP TO CFG1**

CRA6. I'm now going to ask you to rate a few aspects of your experience when you last contacted the CRA by phone. For each one, please rate it using a scale from 1 to 10 where 1 means "terrible" and 10 means "excellent".

[RANDOMIZE STATEMENT ORDER BUT SHOW "g" ALWAYS LAST]

- a) The time it took to get what you needed over the phone?
- b) The ease of the process of dealing with the CRA over the phone?
- c) Whether the service you received met your needs?
- d) The trustworthiness of the information you received?
- e) Whether this experience over the phone made you feel like the CRA cares about your unique situation?
- f) Whether this experience over the phone gave you the impression that the CRA is working hard to help Canadians?
- g) Using the same scale, how would you rate your experience overall when you last contacted the CRA by phone?

CRA7. I'm now going to ask you to rate a few aspects of your experience when you last visited the CRA's website. For each one, please rate it using a scale from 1 to 10 where 1 means "terrible" and 10 means "excellent".

[RANDOMIZE QUESTION ORDER BUT SHOW "g" ALWAYS LAST]

- a) The time it took to do what you needed to do online?

- b) The ease of the process of dealing with the CRA online?
- c) Whether the information you found online met your needs?
- d) The trustworthiness of the information you found online?
- e) Whether this experience online made you feel like the CRA cares about your unique situation?
- f) Whether this experience online gave you the impression that the CRA is working hard to help Canadians?
- g) Using the same scale, how would you rate your online experience overall?

**ASK TO ALL RESPONDENTS
CANADA FOOD GUIDE**

CFG1. Have you heard of Canada’s Food Guide? (Yes/No)

(ASK CFG2 IF CFG1=YES OTHERWISE GO TO D1)

CFG2. In the past year, how often have you used or referred to Canada’s Food Guide? Would you say: very frequently, occasionally, rarely or never?

(ASK CFG3a IF CFG2= VERY FREQUENTLY, OCCASIONALLY OR RARELY)

CFG3a. What do you usually use Canada’s Food Guide for? **[RECORD OPEN-END RESPONSE]**

(ASK CFG3b IF CFG2= NEVER)

CFG3b. Why haven’t you used or referred to Canada’s Food Guide in the past year? **[RECORD OPEN-END RESPONSE]**

CFG4. Are you aware that Canada’s Food Guide is being revised? (Yes/No)

**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 HOME MAKER, 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

D5a. What is your primary source of income? **[READ LIST IN SEQUENCE – STOP ONCE RESPONDENT CONFIRMS CATEGORY – IF MORE THAN ONE, ASK FOR LARGEST SOURCE; ACCEPT ONE RESPONSE ONLY]**

- Paid by an employer
- Business owner or partner – sole proprietor
- Business owner or partner - corporation
- Investment income
- Private or corporate pension
- Government pension
- [VOLUNTEERED. DO NOT READ]**
- Spousal/child/parent support
- No source of income
- Other (**PLEASE SPECIFY**)
- I don't know/Refused

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

- Yes
- No

ASK IF D6=YES

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

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

D8. Were you born in Canada?

- Yes
- No

ASK IF D8=NO:

D9. In what year did you come to Canada?

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

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

- Yes
- No

ASK IF D12=NO

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

Interviewer: Read categories to respondent and mark up to 4 responses that apply.

If respondent answers "mixed", "bi-racial" or "multi-racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).

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

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

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

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

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

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

PCO SURVEY – WEEK 66

Fieldwork dates (Week 66): 08/20/2018 to 08/25/2018

INTRODUCTION

Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous.

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
- D. Health care
- F. Immigration
- H. The environment
- N. Canada-US relations
- P. Asylum seekers crossing the Canada-U.S. border

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

ASK TO ATLANTIC CANADA RESPONDENTS ONLY
ATLANTIC GROWTH STRATEGY

N20. When it comes to the Atlantic Growth Strategy would you say you are...

1. Not at all aware of it
2. Heard a bit about it
3. Paying attention to it but not discussing it, or
4. Paying attention to it and discussing it with other
9. Don't know

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

(SKIP TO NEXT SECTION IF “not at all aware” or “Don’t know” to “The Atlantic Growth Strategy” in QN20)

AGS1. Are you familiar with the following programs or aspects of the Atlantic Growth Strategy?

[RANDOMIZE]

- a) Atlantic Immigration Pilot (y/n)
- b) Accelerated Growth Service (y/n)
- c) Atlantic Trade and Investment Growth Strategy (y/n)
- d) Study and Stay program (y/n)
- e) ACCESS Atlantic (y/n)
- f) It's a federal-provincial partnership (y/n)

AGS2. How did you become aware of the Atlantic Growth Strategy? **(DO NOT READ LIST - ACCEPT UP TO 5 ANSWERS)**

- Heard about it in the media (newspaper, radio, television)
- Read about it online or on social media (Twitter, Facebook, LinkedIn, Website etc.)
- Heard about it from a friend or family member
- Heard about it from a colleague or business relation
- Learned about it on a Government of Canada website
- Other **(PLEASE SPECIFY)**
- Don't remember/Prefer not to say

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

FIRE3. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose the government of Canada instituting a national ban on handguns?

ASK TO ALL RESPONDENTS

INDUSTRY CANADA

IC1. How important would you say each of the following industries are to Canada’s economy. Please use a scale of 1 to 10, where 1 means “not at all important” and 10 means “extremely important”?

[RANDOMIZE]

(SPLIT) Space industry / Aerospace industry

(SPLIT) Oil and Gas sector / Energy sector

(SPLIT) Agriculture sector / Fishing

(SPLIT) Digital Technology sector / Information and communication technology sector

(SPLIT) Mining sector / Natural Resources sector

(SPLIT) Auto sector / Manufacturing sector

(SPLIT) Clean technology sector / Environmental technology sector

(SPLIT) Financial services sector / Health sector

(SPLIT) Culture sector / Tourism industry

(SPLIT) Real estate sector / Construction sector

Forestry

IC2. What industry is most important to your local community? This could be one from the previous list, or something else not mentioned? **[RECORD OPEN-END RESPONSE - CODE INTO CATEGORIES USED ABOVE]**

IC3. Should the government of Canada invest more, less, or the same amount as it currently does in promoting Canada’s **(SAME SPLIT AS ABOVE)** Space / Aerospace industry?

ASK TO ALL RESPONDENTS

FOREIGN POLICY

FP1. How important, if at all, are the following elements of Canadian Foreign Policy. Please use a scale of 1 to 10, where 1 means “not at all important” and 10 means “extremely important”?

[RANDOMIZE]

(SPLIT) Promoting Canadian values / Having a principled foreign policy

(SPLIT) Speaking up in support of Canadian values / Speaking up in support of human rights

(SPLIT) Helping Canadian businesses with international trade opportunities / Encouraging overseas investment to Canada

(SPLIT) Creating economic opportunities and economic growth in other countries / Working to reduce poverty in other countries

(SPLIT) Supporting Canadian allies / Creating peace and security around the world

(SPLIT) Promoting gender equality in developing countries / Assisting female business owners in developing countries

(SPLIT) Assisting Canadians who find themselves in difficulty in other countries / Providing travel information to help Canadians protect themselves when travelling abroad

ASK TO ALL RESPONDENTS

CANADA REVENUE AGENCY

CRA4. Have you contacted the Canada Revenue Agency by phone over the past 12 months?

Yes → **GO TO CRA6 AND THEN CFG1**

No → **GO TO CRA5**

DON'T KNOW → **GO TO CRA5**

CRA5. Have you visited the Canada Revenue Agency's website in the past 12 months?

Yes → **GO TO CRA7**

No → **SKIP TO CFG1**

DON'T KNOW → **SKIP TO CFG1**

CRA6. I'm now going to ask you to rate a few aspects of your experience when you last contacted the CRA by phone. For each one, please rate it using a scale from 1 to 10 where 1 means "terrible" and 10 means "excellent".

[RANDOMIZE STATEMENT ORDER BUT SHOW "g" ALWAYS LAST]

- h) The time it took to get what you needed over the phone?
- i) The ease of the process of dealing with the CRA over the phone?
- j) Whether the service you received met your needs?
- k) The trustworthiness of the information you received?
- l) Whether this experience over the phone made you feel like the CRA cares about your unique situation?
- m) Whether this experience over the phone gave you the impression that the CRA is working hard to help Canadians?
- n) Using the same scale, how would you rate your experience overall when you last contacted the CRA by phone?

CRA7. I'm now going to ask you to rate a few aspects of your experience when you last visited the CRA's website. For each one, please rate it using a scale from 1 to 10 where 1 means "terrible" and 10 means "excellent".

[RANDOMIZE QUESTION ORDER BUT SHOW "g" ALWAYS LAST]

- a) The time it took to do what you needed to do online?

- b) The ease of the process of dealing with the CRA online?
- c) Whether the information you found online met your needs?
- d) The trustworthiness of the information you found online?
- e) Whether this experience online made you feel like the CRA cares about your unique situation?
- f) Whether this experience online gave you the impression that the CRA is working hard to help Canadians?
- g) Using the same scale, how would you rate your online experience overall?

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

D5a. What is your primary source of income? **[READ LIST IN SEQUENCE – STOP ONCE RESPONDENT CONFIRMS CATEGORY – IF MORE THAN ONE, ASK FOR LARGEST SOURCE; ACCEPT ONE RESPONSE ONLY]**

Paid by an employer
Business owner or partner – sole proprietor
Business owner or partner - corporation
Investment income
Private or corporate pension
Government pension
[VOLUNTEERED. DO NOT READ]
Spousal/child/parent support
No source of income
Other (**PLEASE SPECIFY**)
I don't know/Refused

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

Yes
No

ASK IF D6=YES

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

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

D8. Were you born in Canada?

- Yes
- No

ASK IF D8=NO:

D9. In what year did you come to Canada?

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

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

- Yes
- No

ASK IF D12=NO

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

Interviewer: Read categories to respondent and mark up to 4 responses that apply.

If respondent answers "mixed", "bi-racial" or "multi-racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).

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

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

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
- D. Health care
- F. Immigration
- H. The environment
- N. Canada-US relations
- P. Asylum seekers crossing the Canada-U.S. border

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

ASK TO ATLANTIC CANADA RESPONDENTS ONLY ATLANTIC GROWTH STRATEGY

N20. When it comes to the Atlantic Growth Strategy would you say you are...

1. Not at all aware of it
2. Heard a bit about it
3. Paying attention to it but not discussing it, or
4. Paying attention to it and discussing it with other
9. Don't know

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

(SKIP TO NEXT SECTION IF “not at all aware” or “Don't know” to “The Atlantic Growth Strategy” in QN20)

AGS1. Are you familiar with the following programs or aspects of the Atlantic Growth Strategy?

[RANDOMIZE]

- a) Atlantic Immigration Pilot (y/n)
- b) Accelerated Growth Service (y/n)
- c) Atlantic Trade and Investment Growth Strategy (y/n)
- d) Study and Stay program (y/n)
- e) ACCESS Atlantic (y/n)
- f) It's a federal-provincial partnership (y/n)

AGS2. How did you become aware of the Atlantic Growth Strategy? **(DO NOT READ LIST - ACCEPT UP TO 5 ANSWERS)**

- Heard about it in the media (newspaper, radio, television)
- Read about it online or on social media (Twitter, Facebook, LinkedIn, Website etc.)
- Heard about it from a friend or family member
- Heard about it from a colleague or business relation
- Learned about it on a Government of Canada website
- Other **(PLEASE SPECIFY)**
- Don't remember/Prefer not to say

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

FIRE3. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose the government of Canada instituting a national ban on handguns?

ASK TO ALL RESPONDENTS

FOREIGN POLICY

FP1. How important, if at all, are the following elements of Canadian Foreign Policy. Please use a scale of 1 to 10, where 1 means “not at all important” and 10 means “extremely important”?

[RANDOMIZE]

- (SPLIT)** Promoting Canadian values / Having a principled foreign policy
- (SPLIT)** Speaking up in support of Canadian values / Speaking up in support of human rights
- (SPLIT)** Helping Canadian businesses with international trade opportunities / Encouraging overseas investment to Canada
- (SPLIT)** Creating economic opportunities and economic growth in other countries / Working to reduce poverty in other countries
- (SPLIT)** Supporting Canadian allies / Creating peace and security around the world
- (SPLIT)** Promoting gender equality in developing countries / Assisting female business owners in developing countries
- (SPLIT)** Assisting Canadians who find themselves in difficulty in other countries / Providing travel information to help Canadians protect themselves when travelling abroad

**ASK TO ALL RESPONDENTS
CANADA REVENUE AGENCY**

CRA4. Have you contacted the Canada Revenue Agency by phone over the past 12 months?

- Yes
- No
- DON'T KNOW

CRA5. Have you visited the Canada Revenue Agency's website in the past 12 months?

- Yes
- No
- DON'T KNOW

CRA5B. Have you filed your 2017 tax return on your own, or did you have help from a friend, family member, tax service, or tax professional?

- On Own
- All others
- DON'T KNOW

IF CRA4<>YES AND CRA5<>YES AND CRA5B<>"ON OWN" THEN SKIP TO DEMOGRAPHICS.

IF CRA4 = YES OR CRA5 = YES OR CRA5B = "ON OWN", CONTINUE WITH CRA6 OR CRA7 OR CRA8 AS APPROPRIATE.

IF CRA4=YES AND/OR CRA5=YES AND/OR CRA5B = "ON OWN", RANDOMLY ASSIGN ONE OF CRA6, CRA7 AND CRA8. PLEASE USE INCIDENCE TABLES BELOW TO ENSURE ADEQUATE SAMPLE FOR EACH BATTERY. ASSIGN PRIORITY TO FIRST TWO GROUPS.

BEHAVIOUR	INCIDENCE	PROGRAMMING
Called CRA within past 12 months	15%	IF YES, PRIORITIZE CRA6
Self-completed 2017 tax return	23%	IF YES, PRIORITIZE CRA8
Visited CRA website within past 12 months	56%	ALL OTHERS, CRA 7

CRA6. I'm now going to ask you to rate a few aspects of your experience when you last contacted the CRA by phone. For each one, please rate it using a scale from 1 to 10 where 1 means "terrible" and 10 means "excellent".

[RANDOMIZE STATEMENT ORDER BUT SHOW "g" ALWAYS LAST]

- a) The time it took to get what you needed over the phone?
- b) The ease of the process of dealing with the CRA over the phone?
- c) Whether the service you received met your needs?
- d) The trustworthiness of the information you received?

- e) Whether this experience over the phone made you feel like the CRA cares about your unique situation?
- f) Whether this experience over the phone gave you the impression that the CRA is working hard to help Canadians?
- g) Using the same scale, how would you rate your experience overall when you last contacted the CRA by phone?

CRA7. I'm now going to ask you to rate a few aspects of your experience when you last visited the CRA's website. For each one, please rate it using a scale from 1 to 10 where 1 means "terrible" and 10 means "excellent".

[RANDOMIZE QUESTION ORDER BUT SHOW "g" ALWAYS LAST]

- a) The time it took to do what you needed to do online?
- b) The ease of the process of dealing with the CRA online?
- c) Whether the information you found online met your needs?
- d) The trustworthiness of the information you found online?
- e) Whether this experience online made you feel like the CRA cares about your unique situation?
- f) Whether this experience online gave you the impression that the CRA is working hard to help Canadians?
- g) Using the same scale, how would you rate your online experience overall?

CRA8. I'm now going to ask you to rate a few aspects of your experience from when you prepared and filed your taxes. For each one, please rate it using a scale from 1 to 10 where 1 means "terrible" and 10 means "excellent". **[RANDOMIZE QUESTION ORDER BUT SHOW "g" ALWAYS LAST]**

- a. The time it took to prepare and file your taxes?
- b. The ease of the process of preparing and filing your taxes?
- c. Whether the information you received to prepare and file your taxes met your needs?
- d. The trustworthiness of the information you received to prepare and file your taxes?
- e. Whether the experience of filing and preparing your taxes made you feel like the CRA cares about your unique situation?
- f. Whether the experience of filing and preparing your taxes gave you the impression that the CRA is working hard to help Canadians?
- g. Using the same scale, how would you rate the overall experience of preparing and filing your taxes?

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

D5a. What is your primary source of income? [READ LIST IN SEQUENCE – STOP ONCE RESPONDENT CONFIRMS CATEGORY – IF MORE THAN ONE, ASK FOR LARGEST SOURCE; ACCEPT ONE RESPONSE ONLY]

- Paid by an employer
- Business owner or partner – sole proprietor
- Business owner or partner - corporation
- Investment income
- Private or corporate pension
- Government pension
- [VOLUNTEERED. DO NOT READ]**
- Spousal/child/parent support
- No source of income
- Other (**PLEASE SPECIFY**)
- I don't know/Refused

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

- Yes
- No

ASK IF D6=YES

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

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

D8. Were you born in Canada?

Yes

No

ASK IF D8=NO:

D9. In what year did you come to Canada?

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

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

Yes

No

ASK IF D12=NO

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

Interviewer: Read categories to respondent and mark up to 4 responses that apply.

If respondent answers "mixed", "bi-racial" or "multi-racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).

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

White

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

Chinese

Black

Filipino

Latin American

Arab

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

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

Korean

Japanese

Other – Specify

DK/RF

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

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

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

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

PCO SURVEY – WEEK 68

Fieldwork dates (Week 68): 09/05/2018 to 09/09/2018

INTRODUCTION

Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous.

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
- D. Health care
- F. Immigration
- H. The environment
- N. Canada-US relations

NEWS

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

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

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

QN2D. Proposed pipeline projects
QN2N. A national price on carbon
QN2O. **(ATLANTIC CANADA RESPONDENTS ONLY)** Atlantic Growth Strategy
QN2CY. NAFTA renegotiation
QN2DX. Government of Canada Poverty Reduction Strategy

ASK TO ATLANTIC CANADA RESPONDENTS ONLY
ATLANTIC GROWTH STRATEGY

N2O. When it comes to the Atlantic Growth Strategy would you say you are...

1. Not at all aware of it
2. Heard a bit about it
3. Paying attention to it but not discussing it, or
4. Paying attention to it and discussing it with other
9. Don't know

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

(SKIP TO NEXT SECTION IF "not at all aware" or "Don't know" to "The Atlantic Growth Strategy" in QN2O)

AGS1. Are you familiar with the following programs or aspects of the Atlantic Growth Strategy?

[RANDOMIZE]

- a) Atlantic Immigration Pilot (y/n)
- b) Accelerated Growth Service (y/n)
- c) Atlantic Trade and Investment Growth Strategy (y/n)
- d) Study and Stay program (y/n)
- e) ACCESS Atlantic (y/n)

f) It's a federal-provincial partnership (y/n)

AGS2. How did you become aware of the Atlantic Growth Strategy? (**DO NOT READ LIST - ACCEPT UP TO 5 ANSWERS**)

- Heard about it in the media (newspaper, radio, television)
- Read about it online or on social media (Twitter, Facebook, LinkedIn, Website etc.)
- Heard about it from a friend or family member
- Heard about it from a colleague or business relation
- Learned about it on a Government of Canada website
- Other (**PLEASE SPECIFY**)
- Don't remember/Prefer not to say

POVERTY REDUCTION STRATEGY

(**SKIP TO NEXT SECTION IF "not at all aware" or "Don't know" to "Government of Canada Poverty Reduction Strategy" in QN2DX**)

PRS1. What have you seen, read or heard about the Government of Canada Poverty Reduction Strategy? [**RECORD OPEN-ENDED RESPONSE - ACCEPT UP TO 3 ANSWERS**]

ASK TO ALL RESPONDENTS

NAFTA NEGOTIATIONS

NAFTA1. Do you think the government of Canada has had the right approach or the wrong approach to NAFTA negotiations, or are you not sure?

- Right approach
- Wrong approach
- Not sure

(**ASK NAFTA2a IF NAFTA1 = RIGHT APPROACH**)

NAFTA2a. Why do you think the government of Canada has had the right approach? [**RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS**]

(**ASK NAFTA2b IF NAFTA1 = WRONG APPROACH**)

NAFTA2b. Why do you think the government of Canada has had the wrong approach? [**RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS**]

ASK TO ALL RESPONDENTS

TRANS-MOUNTAIN PIPELINE

TMP1. Do you support or oppose the Government of Canada's decision to buy the Kinder Morgan Trans-Mountain pipeline that runs between Alberta and British Columbia? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

**ASK TO ALL RESPONDENTS
LONGER-TERM MORTGAGES**

LTM1. Are you aware that some financial institutions in Canada offer mortgages with a term that fixes your interest rate for **more than five years**?

Yes
No

LTM2. Suppose that you are shopping around for a mortgage or mortgage renewal. How likely would you be to choose a term that would fix your interest rate for **more than five years**?

Very likely
Somewhat likely
Not likely
Not at all likely

ASK LTM3a if LTM2=Very likely or somewhat likely

LTM3a. Why would you be likely to choose a mortgage with a term that would fix your interest rate for **more than five years**? [RECORD OPEN-ENDED RESPONSE - ACCEPT UP TO 3 ANSWERS]

ASK LTM3b if LTM2=Not likely or Not at all likely

LTM3b. Why would you be unlikely to choose a mortgage with a term that would fix your interest rate for **more than five years**? [RECORD OPEN-ENDED RESPONSE - ACCEPT UP TO 3 ANSWERS]

**ASK TO ALL RESPONDENTS
CANADA REVENUE AGENCY**

CRA4. Have you contacted the Canada Revenue Agency by phone over the past 12 months?

Yes
No
DON'T KNOW

CRA5. Have you visited the Canada Revenue Agency's website in the past 12 months?

Yes
No
DON'T KNOW

CRA5B. Have you filed your 2017 tax return on your own, or did you have help from a friend, family member, tax service, or tax professional?

On Own
All others
DON'T KNOW

IF CRA4<>YES AND CRA5<>YES AND CRA5B<>"ON OWN" THEN SKIP TO DEMOGRAPHICS.

IF CRA4 = YES OR CRA5 = YES OR CRA5B = "ON OWN", CONTINUE WITH CRA6 OR CRA7 OR CRA8 AS APPROPRIATE.

IF CRA4=YES AND/OR CRA5=YES AND/OR CRA5B = "ON OWN", RANDOMLY ASSIGN ONE OF CRA6, CRA7 AND CRA8. PLEASE USE INCIDENCE TABLES BELOW TO ENSURE ADEQUATE SAMPLE FOR EACH BATTERY. ASSIGN PRIORITY TO FIRST TWO GROUPS.

BEHAVIOUR	INCIDENCE	PROGRAMMING
Called CRA within past 12 months	15%	IF YES, PRIORITIZE CRA6
Self-completed 2017 tax return	23%	IF YES, PRIORITIZE CRA8
Visited CRA website within past 12 months	56%	ALL OTHERS, CRA 7

CRA6. I'm now going to ask you to rate a few aspects of your experience when you last contacted the CRA by phone. For each one, please rate it using a scale from 1 to 10 where 1 means "terrible" and 10 means "excellent".

[RANDOMIZE STATEMENT ORDER BUT SHOW "g" ALWAYS LAST]

- h) The time it took to get what you needed over the phone?
- i) The ease of the process of dealing with the CRA over the phone?
- j) Whether the service you received met your needs?
- k) The trustworthiness of the information you received?
- l) Whether this experience over the phone made you feel like the CRA cares about your unique situation?
- m) Whether this experience over the phone gave you the impression that the CRA is working hard to help Canadians?
- n) Using the same scale, how would you rate your experience overall when you last contacted the CRA by phone?

CRA7. I'm now going to ask you to rate a few aspects of your experience when you last visited the CRA's website. For each one, please rate it using a scale from 1 to 10 where 1 means "terrible" and 10 means "excellent".

[RANDOMIZE QUESTION ORDER BUT SHOW "g" ALWAYS LAST]

- a) The time it took to do what you needed to do online?
- b) The ease of the process of dealing with the CRA online?
- c) Whether the information you found online met your needs?
- d) The trustworthiness of the information you found online?
- e) Whether this experience online made you feel like the CRA cares about your unique situation?

- f) Whether this experience online gave you the impression that the CRA is working hard to help Canadians?
- g) Using the same scale, how would you rate your online experience overall?

CRA8. I'm now going to ask you to rate a few aspects of your experience from when you prepared and filed your taxes. For each one, please rate it using a scale from 1 to 10 where 1 means "terrible" and 10 means "excellent". [RANDOMIZE QUESTION ORDER BUT SHOW "g" ALWAYS LAST]

- a. The time it took to prepare and file your taxes?
- b. The ease of the process of preparing and filing your taxes?
- c. Whether the information you received to prepare and file your taxes met your needs?
- d. The trustworthiness of the information you received to prepare and file your taxes?
- e. Whether the experience of filing and preparing your taxes made you feel like the CRA cares about your unique situation?
- f. Whether the experience of filing and preparing your taxes gave you the impression that the CRA is working hard to help Canadians?
- g. Using the same scale, how would you rate the overall experience of preparing and filing your taxes?

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

D5a. What is your primary source of income? [READ LIST IN SEQUENCE – STOP ONCE RESPONDENT CONFIRMS CATEGORY – IF MORE THAN ONE, ASK FOR LARGEST SOURCE; ACCEPT ONE RESPONSE ONLY]

Paid by an employer
Business owner or partner – sole proprietor
Business owner or partner - corporation
Investment income
Private or corporate pension
Government pension
[VOLUNTEERED. DO NOT READ]
Spousal/child/parent support
No source of income
Other (**PLEASE SPECIFY**)

I don't know/Refused

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

Yes

No

ASK IF D6=YES

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

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

D8. Were you born in Canada?

Yes

No

ASK IF D8=NO:

D9. In what year did you come to Canada?

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

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

Yes

No

ASK IF D12=NO

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

Interviewer: Read categories to respondent and mark up to 4 responses that apply.

If respondent answers "mixed", "bi-racial" or "multi-racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).

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

White

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

Chinese

Black

Filipino

Latin American

Arab

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

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

Korean

Japanese

Other – Specify

DK/RF

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

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

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

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

PCO SURVEY – WEEK 69

Fieldwork dates (Week 69): 09/10/2018 to 09/16/2018

INTRODUCTION

Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous.

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
- D. Health care
- F. Immigration
- H. The environment
- N. Canada-US relations

NEWS

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

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

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

- QN2D. Proposed pipeline projects
- QN2N. A national price on carbon
- QN2O. **(ATLANTIC CANADA RESPONDENTS ONLY)** Atlantic Growth Strategy
- QN2CY. NAFTA renegotiation
- QN2DX. Government of Canada Poverty Reduction Strategy

**ASK TO ATLANTIC CANADA RESPONDENTS ONLY
ATLANTIC GROWTH STRATEGY**

N2O. When it comes to the Atlantic Growth Strategy would you say you are...

1. Not at all aware of it
2. Heard a bit about it
3. Paying attention to it but not discussing it, or
4. Paying attention to it and discussing it with other
9. Don't know

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

(SKIP TO NEXT SECTION IF “not at all aware” or “Don’t know” to “The Atlantic Growth Strategy” in QN2O)

AGS1. Are you familiar with the following programs or aspects of the Atlantic Growth Strategy?

[RANDOMIZE]

- a) Atlantic Immigration Pilot (y/n)
- b) Accelerated Growth Service (y/n)
- c) Atlantic Trade and Investment Growth Strategy (y/n)
- d) Study and Stay program (y/n)
- e) ACCESS Atlantic (y/n)
- f) It's a federal-provincial partnership (y/n)

AGS2. How did you become aware of the Atlantic Growth Strategy? **(DO NOT READ LIST - ACCEPT UP TO 5 ANSWERS)**

- Heard about it in the media (newspaper, radio, television)
- Read about it online or on social media (Twitter, Facebook, LinkedIn, Website etc.)
- Heard about it from a friend or family member
- Heard about it from a colleague or business relation

Learned about it on a Government of Canada website
Other (**PLEASE SPECIFY**)
Don't remember/Prefer not to say

POVERTY REDUCTION STRATEGY

(SKIP TO NEXT SECTION IF “not at all aware” or “Don’t know” to “Government of Canada Poverty Reduction Strategy” in QN2DX)

PRS1. What have you seen, read or heard about the Government of Canada Poverty Reduction Strategy?
[RECORD OPEN-ENDED RESPONSE - ACCEPT UP TO 3 ANSWERS]

ASK TO ALL RESPONDENTS

NAFTA NEGOTIATIONS

NAFTA1. Do you think the government of Canada has had the right approach or the wrong approach to NAFTA negotiations, or are you not sure?

Right approach
Wrong approach
Not sure

(ASK NAFTA2a IF NAFTA1 = RIGHT APPROACH)

NAFTA2a. Why do you think the government of Canada has had the right approach? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

(ASK NAFTA2b IF NAFTA1 = WRONG APPROACH)

NAFTA2b. Why do you think the government of Canada has had the wrong approach? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

ASK TO ALL RESPONDENTS

TRANS-MOUNTAIN PIPELINE

TMP1. Do you support or oppose the Government of Canada’s decision to buy the Kinder Morgan Trans-Mountain pipeline that runs between Alberta and British Columbia? Please use a scale from 1 to 10 where 1 means you “strongly oppose” and 10 means you “strongly support”.

ASK TO ALL RESPONDENTS

LONGER-TERM MORTGAGES

LTM1. Are you aware that some financial institutions in Canada offer mortgages with a term that fixes your interest rate for **more than five years**?

Yes
No

LTM2. Suppose that you are shopping around for a mortgage or mortgage renewal. How likely would you be to choose a term that would fix your interest rate for **more than five years**?

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

ASK LTM3a if LTM2=Very likely or somewhat likely

LTM3a. Why would you be likely to choose a mortgage with a term that would fix your interest rate for **more than five years**? **[RECORD OPEN-ENDED RESPONSE - ACCEPT UP TO 3 ANSWERS]**

ASK LTM3b if LTM2=Not likely or Not at all likely

LTM3b. Why would you be unlikely to choose a mortgage with a term that would fix your interest rate for **more than five years**? **[RECORD OPEN-ENDED RESPONSE - ACCEPT UP TO 3 ANSWERS]**

ASK TO ALL RESPONDENTS
RECONCILIATION

REC6. To what extent do you agree or disagree with the following statements? Please use a scale from 1 to 10 where 1 means "strongly disagree" and 10 means "strongly agree".

[RANDOMIZE]

- a) Indigenous people should be the first to benefit economically from the development of natural resources in their traditional territories.
- b) Indigenous people should have authority to share management of natural resources in their traditional territories.

ASK TO ALL RESPONDENTS
DEMOGRAPHICS

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

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

IF D1=DK/REF

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

- 18 to 24
- 25 to 34

- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

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

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

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

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

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

- Under \$20,000
- \$20,000 to just under \$40,000
- \$40,000 to just under \$60,000
- \$60,000 to just under \$80,000
- \$80,000 to just under \$100,000
- \$100,000 to just under \$150,000
- \$150,000 and above

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

Yes

No

ASK IF D6=YES

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

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

D8. Were you born in Canada?

Yes

No

ASK IF D8=NO:

D9. In what year did you come to Canada?

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

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

Yes

No

ASK IF D12=NO

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

Interviewer: Read categories to respondent and mark up to 4 responses that apply.

If respondent answers "mixed", "bi-racial" or "multi-racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).

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

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 70

Fieldwork dates (Week 70): 09/17/2018 to 09/22/2018

INTRODUCTION

Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous.

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
- D. Health care
- F. Immigration
- H. The environment
- N. Canada-US relations

NEWS

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

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

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

QN2D. Proposed pipeline projects

QN2N. A national price on carbon

QN2O. **(ATLANTIC CANADA RESPONDENTS ONLY)** Atlantic Growth Strategy

QN2CY. NAFTA renegotiation

**ASK TO ATLANTIC CANADA RESPONDENTS ONLY
ATLANTIC GROWTH STRATEGY**

N2O. When it comes to the Atlantic Growth Strategy would you say you are...

1. Not at all aware of it
2. Heard a bit about it
3. Paying attention to it but not discussing it, or
4. Paying attention to it and discussing it with other
9. Don't know

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

(SKIP TO NEXT SECTION IF “not at all aware” or “Don't know” to “The Atlantic Growth Strategy” in QN2O)

AGS1. Are you familiar with the following programs or aspects of the Atlantic Growth Strategy?

[RANDOMIZE]

- a) Atlantic Immigration Pilot (y/n)
- b) Accelerated Growth Service (y/n)
- c) Atlantic Trade and Investment Growth Strategy (y/n)
- d) Study and Stay program (y/n)
- e) ACCESS Atlantic (y/n)
- f) It's a federal-provincial partnership (y/n)

AGS2. How did you become aware of the Atlantic Growth Strategy? **(DO NOT READ LIST - ACCEPT UP TO 5 ANSWERS)**

Heard about it in the media (newspaper, radio, television)

Read about it online or on social media (Twitter, Facebook, LinkedIn, Website etc.)

Heard about it from a friend or family member

Heard about it from a colleague or business relation

Learned about it on a Government of Canada website

Other **(PLEASE SPECIFY)**

Don't remember/Prefer not to say

ASK TO ALL RESPONDENTS

NAFTA NEGOTIATIONS

NAFTA1. Do you think the government of Canada has had the right approach or the wrong approach to NAFTA negotiations, or are you not sure?

- Right approach
- Wrong approach
- Not sure

(ASK NAFTA2a IF NAFTA1 = RIGHT APPROACH)

NAFTA2a. Why do you think the government of Canada has had the right approach? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

(ASK NAFTA2b IF NAFTA1 = WRONG APPROACH)

NAFTA2b. Why do you think the government of Canada has had the wrong approach? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

ASK TO ALL RESPONDENTS

TRANS-MOUNTAIN PIPELINE

TMP1. Do you support or oppose the Government of Canada's decision to buy the Kinder Morgan Trans-Mountain pipeline that runs between Alberta and British Columbia? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

ASK TO ALL RESPONDENTS

CANADIAN ARMED FORCES

CAF2. Overall, how familiar would you say you are with the Canadian Armed Forces? Would you say...? **[READ LIST]**

- 4. Very familiar
- 3. Somewhat familiar
- 2. Not very familiar
- 1. Not at all familiar
- 9. **[DO NOT READ]** Don't know/Prefer not to answer

CAF3. If a young person you know, such as a family member or friend, told you that he or she was joining the Canadian Armed Forces, how would you view that decision? Would your reaction be...? **[READ LIST]**

- 5. Very favourable
- 4. Somewhat favourable
- 3. Neutral

2. Somewhat unfavourable
1. Very unfavourable
9. **[DO NOT READ]** Don't know / prefer not to answer

CAF4. To what extent do you agree or disagree with the following statements. Purchases of military equipment are well-managed? Is that strongly or somewhat **[AGREE/DISAGREE]**?

5. Strongly agree
4. Somewhat agree
3. **[DO NOT READ]** Neither
2. Somewhat disagree
1. Strongly disagree
9. **[DO NOT READ]** Don't know / prefer not to answer

CAF5. Generally speaking, does the Canadian Armed Forces do a good job or a poor job of looking after military personnel? And would that be very or somewhat **[GOOD/POOR]**?

5. Very good job
4. Somewhat of a good job
3. **[DO NOT READ]** Neither
2. Somewhat of a poor job
1. Very poor job
9. **[DO NOT READ]** Don't know / prefer not to answer

ASK TO ALL RESPONDENTS
RECONCILIATION

REC6. To what extent do you agree or disagree with the following statements? Please use a scale from 1 to 10 where 1 means "strongly disagree" and 10 means "strongly agree".

[RANDOMIZE]

- c) Indigenous people should be the first to benefit economically from the development of natural resources in their traditional territories.
- d) Indigenous people should have authority to share management of natural resources in their traditional territories.

ASK TO ALL RESPONDENTS
DEMOGRAPHICS

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

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

IF D1=DK/REF

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

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

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

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

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

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

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

- Under \$20,000
- \$20,000 to just under \$40,000
- \$40,000 to just under \$60,000
- \$60,000 to just under \$80,000

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

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

Yes
No

ASK IF D6=YES

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

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

D8. Were you born in Canada?

Yes
No

ASK IF D8=NO:

D9. In what year did you come to Canada?

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

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

Yes
No

ASK IF D12=NO

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

Interviewer: Read categories to respondent and mark up to 4 responses that apply.

If respondent answers "mixed", "bi-racial" or "multi-racial", etc., probe for specific groups and mark each one separately (e.g., White, Black, Chinese).

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

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 71

Fieldwork dates (Week 71): 09/24/2018 to 09/29/2018

INTRODUCTION

Hello Bonjour, my name is _____. I'm calling on behalf of _____, a marketing research firm. We are conducting a brief study for the Government of Canada on current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous.

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
- D. Health care
- F. Immigration
- H. The environment
- N. Canada-US relations

NEWS

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

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

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

- QN2D. Proposed pipeline projects
- QN2N. A national price on carbon
- QN2CY. NAFTA renegotiation
- QN2EX. The United Nations General Assembly meeting in New York

ASK TO ALL RESPONDENTS

NAFTA NEGOTIATIONS

NAFTA1. Do you think the government of Canada has had the right approach or the wrong approach to NAFTA negotiations, or are you not sure?

- Right approach
- Wrong approach
- Not sure

(ASK NAFTA2a IF NAFTA1 = RIGHT APPROACH)

NAFTA2a. Why do you think the government of Canada has had the right approach? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

(ASK NAFTA2b IF NAFTA1 = WRONG APPROACH)

NAFTA2b. Why do you think the government of Canada has had the wrong approach? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

ASK TO ALL RESPONDENTS

CHANGE IN COMMUNITY

CIC1. Thinking about how things have been doing in your local community, how would you say things have changed in each of the following in the past 5 years? Would you say things have gotten a lot better, things have gotten a bit better, things have mostly stayed the same, things have gotten a bit worse, or things have gotten a lot worse?

[RANDOMIZE]

- a. (SPLIT) Education / Skills training
- b. Health Care
- c. Infrastructure
- d. (SPLIT) The local economy / Jobs
- e. (SPLIT) The cost of living / Cost of housing
- f. Crime / Gun violence
- g. Poverty

ASK TO ALL RESPONDENTS
CHANGE IN PERSONAL FINANCIAL SITUATION

E2. And how would you say your personal financial situation has changed in the past 5 years? Would you say it has gotten a lot better, a bit better, it has remained the same, it has gotten a bit worse, or it has gotten a lot worse?

ASK TO ALL RESPONDENTS
CANADIAN ARMED FORCES

CAF2. Overall, how familiar would you say you are with the Canadian Armed Forces? Would you say...? **[READ LIST]**

4. Very familiar
3. Somewhat familiar
2. Not very familiar
1. Not at all familiar
9. **[DO NOT READ]** Don't know/Prefer not to answer

CAF3. If a young person you know, such as a family member or friend, told you that he or she was joining the Canadian Armed Forces, how would you view that decision? Would your reaction be...? **[READ LIST]**

5. Very favourable
4. Somewhat favourable
3. Neutral
2. Somewhat unfavourable
1. Very unfavourable
9. **[DO NOT READ]** Don't know / prefer not to answer

CAF4. To what extent do you agree or disagree with the following statements. Purchases of military equipment are well-managed? Is that strongly or somewhat **[AGREE/DISAGREE]**?

5. Strongly agree
4. Somewhat agree
3. **[DO NOT READ]** Neither
2. Somewhat disagree
1. Strongly disagree
9. **[DO NOT READ]** Don't know / prefer not to answer

CAF5. Generally speaking, does the Canadian Armed Forces do a good job or a poor job of looking after military personnel? And would that be very or somewhat **[GOOD/POOR]**?

5. Very good job
4. Somewhat of a good job
3. **[DO NOT READ]** Neither

- 2. Somewhat of a poor job
- 1. Very poor job
- 9. **[DO NOT READ]** Don't know / prefer not to answer

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]?

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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
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Yes

No

ASK IF D12=NO

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Korean

Japanese

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DK/RF

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- INSERT GENDER
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- 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]

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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