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PRIVY COUNCIL OFFICE

CONTINUOUS TRACKING OF CANADIANS' VIEWS

QUARTERLY METHODOLOGY REPORT (Q4 2018)

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

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1. EXECUTIVE SUMMARY

1.1. INTRODUCTION

Forum Research was commissioned to conduct a survey of Canadians covering topics important to the Privy Council Office and the Government of Canada. The survey topics included Canadians perceptions and opinions relevant to the Canadian population. This report addresses the methodological details of the study pertaining to the time period between October 1st, 2018 and December 15th, 2018. This is the third 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 ± 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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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	68%	52%	53%	66%	60%	45%	62%	47%	40%	40%	**49%**
Cell-phone	32%	48%	47%	34%	40%	55%	38%	53%	60%	60%	**51%**

REGIONAL QUOTAS ACHIEVED								
PROVINCE	**MONTH 1**		**MONTH 2**		**MONTH 3**		**TOTAL**	
	LL	**CELL**	**LL**	**CELL**	**LL**	**CELL**	**LL**	**CELL**
Newfoundland and Labrador	32	22	36	11	26	12	**94**	**45**
Prince Edward Island	5	4	3	6	6	3	**14**	**13**
Nova Scotia	57	49	39	40	45	36	**141**	**125**
New Brunswick	28	15	21	15	33	13	**82**	**43**
Quebec	307	202	247	167	246	156	**800**	**525**
Ontario	364	440	290	346	289	353	**943**	**1139**
Manitoba	87	48	68	44	69	44	**224**	**136**
Saskatchewan	62	72	53	58	46	51	**161**	**181**
Alberta	140	203	108	161	110	167	**358**	**531**
British Columbia	147	222	118	178	121	171	**386**	**571**
Yukon	0	1	1	1	1	2	**2**	**4**
Nunavut	0	1	0	0	0	1	**0**	**2**
N.W. Territories	0	1	0	2	0	0	**0**	**3**
TOTAL	**1229**	**1280**	**984**	**1029**	**992**	**1009**	**3205**	**3318**

2.9. WEIGHTING PROCEDURES

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

- Age

- Gender

- Region

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

2.10. MARGIN OF ERROR & CONFIDENCE INTERVAL

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

2.11. RESPONSE RATE

Response rates were calculated using the procedures as outlined in the MRIA response rate calculation guidelines. The disposition records and aggregate response rates are shown below. An aggregate response rate was calculated to be equal to 1.24%.

Response Rate (Empirical Calculation)	Landline	Cellphone
Invalid	222669	320456
NIS, fax/modem, business/non-res.	222669	320456
Unresolved (U)	281203	251770
Busy, no answer, answering machine	281203	251770
In-scope – Non-responding (IS)	29184	31828
Language problem	690	903
Illness, incapable	270	111
Callback (respondent not available)	4926	6461
Refusal	22247	23068
Termination	1051	1285
In-scope – Responding units (R)	3390	4083
No one 18+	129	348
Quota full/Other disqualify	56	418
Completed interviews	3205	3318
Response rate = R/(U+IS+R)	1.24%	

2.12. SURVEY ADMINISTRATION

The survey was administered between October 1st, 2018 and December 15th, 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
10/01/2018	10/29/2018	11/01/2018	11/28/2018	12/01/2018
10/02/2018	10/30/2018	11/02/2018	11/29/2018	12/03/2018
10/03/2018	10/31/2018	11/03/2018	11/30/2018	12/04/2018
10/04/2018		11/05/2018		12/05/2018
10/05/2018		11/06/2018		12/06/2018
10/06/2018		11/07/2018		12/07/2018
10/09/2018		11/08/2018		12/08/2018
10/10/2018		11/09/2018		12/10/2018
10/11/2018		11/10/2018		12/11/2018
10/12/2018		11/12/2018		12/12/2018
10/13/2018		11/13/2018		12/13/2018
10/14/2018		11/14/2018		12/14/2018
10/16/2018		11/15/2018		12/15/2018
10/17/2018		11/16/2018		
10/18/2018		11/17/2018		
10/19/2018		11/19/2018		
10/20/2018		11/20/2018		
10/21/2018		11/21/2018		
10/23/2018		11/22/2018		
10/24/2018		11/23/2018		
10/25/2018		11/24/2018		
10/26/2018		11/25/2018		
10/27/2018		11/26/2018		
10/28/2018		11/27/2018		

2.13. CALL TIMES

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

2.14. CALL BACKS

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

2.15. GENERALIZATION OF DATA

The findings can be extrapolated to the Canadian population within a margin of error of ± 4.38%. The data was collected using a random sampling approach, and weighted according to Statistics Canada data (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. = 3.2%
18 to 24	7%	11%	4%
25 to 34	14%	16%	3%
35 to 44	15%	16%	1%
45 to 54	16%	18%	2%
55 to 64	20%	17%	3%
65 and older	28%	21%	6%
Gender			Average diff. = 6%
Male	55%	49%	6%
Female	45%	51%	6%
Income			Average diff. = 2.4%
Under $20,000	11%	10%	2%
$20,000 to just under $40,000	18%	17%	1%
$40,000 to just under $60,000	18%	16%	2%
$60,000 to just under $80,000	15%	14%	1%
$80,000 to just under $100,000	14%	11%	3%
$100,000 to just under $150,000	16%	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.
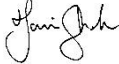
2.17. TOTAL CONTRACT VALUE

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 72

Fieldwork dates (Week 72): 10/01/2018 to 10/06/2018

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

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

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

[RANDOMIZE]

    QN2C. Marijuana legalization
    QN2D. Proposed pipeline projects
    QN2N. A national price on carbon
    QN2CY. NAFTA renegotiation
    QN2OY. Government of Canada Environmental Assessment Process

ASK TO ALL RESPONDENTS
NAFTA NEGOTIATIONS

NAFTA3. Were you aware that a new trade agreement to replace NAFTA has been agreed to between Canada, the United States and Mexico?

    Yes
    No
    Not sure

[ASK NAFTA4 IF "YES" AT NAFTA3]
NAFTA4. What have you heard about this agreement? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

NAFTA5. Do you think this is a good or a bad agreement for Canada?

    Good agreement
    Bad agreement
    Not sure

(ASK NAFTA6a IF NAFTA5 = GOOD AGREEMENT)
NAFTA6a. Why do you think this is a good agreement for Canada? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

(ASK NAFTA6b IF NAFTA5 = BAD AGREEMENT)
NAFTA6b. Why do you think this is a bad agreement for Canada? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

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
ENVIRONMENT

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

ASK TO ALL RESPONDENTS
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 / The number of homeless people

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?

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

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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).

Fieldwork dates (Week 73): 10/09/2018 to 10/14/2018

INTRODUCTION
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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 <u>but not</u> discussing it, or paying attention to it <u>and</u> discussing it with others?" **(REPEAT SCALE AS NECESSARY)**

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

[RANDOMIZE]

QN2C. Marijuana legalization
QN2D. Proposed pipeline projects
QN2N. A national price on carbon
QN2OY. Government of Canada Environmental Assessment Process
QN2FX. The new trade agreement between Canada, the United States and Mexico, called the USMCA
QN2GX. New LNG project in British Columbia

NAFTA NEGOTIATIONS

(SKIP TO NAFTA1 IF "not at all aware" or "Don't know" to "The new trade agreement between Canada, the United States and Mexico, called the USMCA" in QN2FX)

NAFTA4. What have you heard about the new trade agreement between Canada, the United States and Mexico? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

NAFTA5. Do you think this is a good or a bad agreement for Canada?

Good agreement
Bad agreement
Not sure

(ASK NAFTA6a IF NAFTA5 = GOOD AGREEMENT)
NAFTA6a. Why do you think this is a good agreement for Canada? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

(ASK NAFTA6b IF NAFTA5 = BAD AGREEMENT)
NAFTA6b. Why do you think this is a bad agreement for Canada? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

ASK TO ALL RESPONDENTS
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 TO ALL RESPONDENTS
CANNABIS AND TRAVEL TO THE U.S.

CTUS1. Have you seen, read or heard anything recently regarding the legalization of cannabis and potential implications for travel to the United States? Yes/No

(ASK CTUS2 IF CTUS1 = YES)
CTUS2. What have you seen, read or heard? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

CTUS3. How familiar, if at all, are you with the rules and risks for crossing into the U.S. with cannabis? Please use a scale from 1 to 10, where 1 means you are not at all familiar and 10 means you are extremely familiar.

CTUS4. How likely are these rules and risks to affect your travels to the U.S.? Would you say very likely, somewhat likely, not very likely, not at all likely.

CTUS5. How concerned are you about the following issues related to cannabis and travel to the U.S.? Please use a scale from 1 to 10, where 1 means not at all concerned and 10 means extremely concerned.
   a. Cannabis use, though legal in Canada and legal in some US states, may prevent travel to the U.S.
   b. Workers in the Cannabis industry may be denied entry into the U.S.
   c. Business leaders of Cannabis-producing firms may be denied entry into the U.S.

ASK TO ALL RESPONDENTS
ENVIRONMENT

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

ASK TO ALL RESPONDENTS
CHANGE IN PERSONAL FINANCIAL SITUATION

E2. 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
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]**

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

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

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

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

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

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

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

    Under $20,000
    $20,000 to just under $40,000
    $40,000 to just under $60,000
    $60,000 to just under $80,000
    $80,000 to just under $100,000

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

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

Yes
No

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

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

D8. Were you born in Canada?
Yes
No

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

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

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

Yes
No

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

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

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

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

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

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

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

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

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

PCO SURVEY – WEEK 74

Fieldwork dates (Week 74): 10/16/2018 to 10/21/2018

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

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

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

[RANDOMIZE]

QN2C. Marijuana legalization
QN2D. Proposed pipeline projects
QN2N. A national price on carbon
QN2FX. The new trade agreement between Canada, the United States and Mexico, called the USMCA
QN2GX. New LNG project in British Columbia

NAFTA NEGOTIATIONS

(SKIP TO CTUS1 IF "not at all aware" or "Don't know" to "The new trade agreement between Canada, the United States and Mexico, called the USMCA" in QN2FX)

NAFTA5. Do you think the new trade agreement between Canada, the United States and Mexico is a good or a bad agreement for Canada?

Good agreement
Bad agreement
Not sure

(ASK NAFTA6a IF NAFTA5 = GOOD AGREEMENT)
NAFTA6a. Why do you think this is a good agreement for Canada? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

(ASK NAFTA6b IF NAFTA5 = BAD AGREEMENT)
NAFTA6b. Why do you think this is a bad agreement for Canada? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

ASK TO ALL RESPONDENTS
CANNABIS AND TRAVEL TO THE U.S.

CTUS1. Have you seen, read or heard anything recently regarding the legalization of cannabis and potential implications for travel to the United States? Yes/No

(ASK CTUS2 IF CTUS1 = YES)
CTUS2. What have you seen, read or heard? **[RECORD OPEN-END RESPONSE - ACCEPT UP TO 3 ANSWERS]**

CTUS3. How familiar, if at all, are you with the rules and risks for crossing into the U.S. with cannabis? Please use a scale from 1 to 10, where 1 means you are not at all familiar and 10 means you are extremely familiar.

CTUS4. How likely are these rules and risks to affect your travels to the U.S.? Would you say very likely, somewhat likely, not very likely, not at all likely.

CTUS5. How concerned are you about the following issues related to cannabis and travel to the U.S.? Please use a scale from 1 to 10, where 1 means not at all concerned and 10 means extremely concerned.
- d. Cannabis use, though legal in Canada and legal in some US states, may prevent travel to the U.S.
- e. Workers in the Cannabis industry may be denied entry into the U.S.
- f. Business leaders of Cannabis-producing firms may be denied entry into the U.S.

ASK TO ALL RESPONDENTS
INDUSTRY CANADA

IC4. How important would you say each of the following industries are to the economy in your local community. Please use a scale of 1 to 10, where 1 means "not at all important" and 10 means "extremely important"?

[RANDOMIZE]

(SPLIT) Oil and Gas / Energy sector
(SPLIT) Agriculture / Fishing
(SPLIT) Mining / Natural Resources
(SPLIT) Auto sector / Manufacturing sector
(SPLIT) Financial services / Health sector
(SPLIT) Culture sector / Tourism
(SPLIT) Aerospace industry / Environmental technology
(SPLIT) Digital Technology / Construction

IC2. And what industry is the 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 PREVIOUSLY]**

ASK TO ALL RESPONDENTS
CHANGE IN PERSONAL FINANCIAL SITUATION

E2. 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
DEMOGRAPHICS

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

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

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

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

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

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

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

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

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

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

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

Yes
No

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

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

D8. Were you born in Canada?
Yes
No

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

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

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

Yes
No

ASK IF D12=NO

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

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

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

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

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

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

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

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

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

Fieldwork dates (Week 75): 10/23/2018 to 10/28/2018

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.

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

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

[RANDOMIZE]

 QN2C. Marijuana legalization
 QN2D. Proposed pipeline projects
 QN2N. A national price on carbon
 QN2FX. The new trade agreement between Canada, the United States and Mexico, called the
USMCA

NAFTA NEGOTIATIONS

 **(SKIP TO IC4 IF "not at all aware" or "Don't know" to "The new trade agreement between Canada,
 the United States and Mexico, called the USMCA" in QN2FX)**

 NAFTA5. Do you think the new trade agreement between Canada, the United States and Mexico is a
 good or a bad agreement for Canada?

  Good agreement
  Bad agreement
  Not sure

ASK TO ALL RESPONDENTS
INDUSTRY CANADA

IC4. How important would you say each of the following industries are to the economy in your local
community. Please use a scale of 1 to 10, where 1 means "not at all important" and 10 means
"extremely important"?

[RANDOMIZE]

 (SPLIT) Oil and Gas / Energy sector
 (SPLIT) Agriculture / Fishing
 (SPLIT) Mining / Natural Resources
 (SPLIT) Auto sector / Manufacturing sector
 (SPLIT) Financial services / Health sector
 (SPLIT) Culture sector / Tourism
 (SPLIT) Aerospace industry / Environmental technology
 (SPLIT) Digital Technology / Construction

 IC2. And what industry is the 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 PREVIOUSLY]**

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		

COMPUTE PARENTS OF KIDS UNDER 18=0
IF (D7A=YES OR D7B=YES OR D7C=YES) PARENTS OF KIDS UNDER 18=1

ASK TO ALL RESPONDENTS
SOURCE OF STRESS

SOS1. For each of the following, please indicate if it is a major source of stress, a moderate source of stress, a minor source of stress, or not a source of stress at all for you and your household.

[RANDOMIZE]

(SPLIT) Job security / Lack of opportunities for career advancement
(SPLIT) Saving enough money to retire / Being financially secure in retirement
(SPLIT) Your ability to pay all the bills at the end of the month / The rising cost of living
(SPLIT) The quality of the environment / Climate change
(SPLIT) The health of you and your family   / The quality of the healthcare system
(SPLIT) Crime / Terrorism
(SPLIT) The global economy / The Canadian economy
(SPLIT) The performance of the stock market / The size of the federal deficit
(SPLIT) Income inequality in Canada / The middle class falling further behind the top 1%

(ASK IF PARENTS OF KIDS UNDER 18=1) If your kids will get jobs out of school
(ASK IF PARENTS OF KIDS UNDER 18=1) Paying for your kids' education
(ASK IF PARENTS OF KIDS UNDER 18=1) Finding affordable childcare spaces
(ASK IF PARENTS OF KIDS UNDER 18=1) The quality of the environment when your kids are older

Major source of stress
Moderate source of stress
Minor source of stress
Not a source of stress
Not applicable **[DO NOT READ]**
Don't Know **[DO NOT READ]**

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

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 76 AND WEEK 77

Fieldwork dates (Week 76): 10/29/2018 to 11/03/2018
Fieldwork dates (Week 77): 11/05/2018 to 11/10/2018

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

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

[RANDOMIZE]

    QN2C. Marijuana legalization
    QN2D. Proposed pipeline projects
    QN2N. A national price on carbon
    QN2FX. The new trade agreement between Canada, the United States and Mexico, called the
USMCA

USMCA

    (SKIP TO CP2 IF "not at all aware" or "Don't know" to "The new trade agreement between Canada, the United States and Mexico, called the USMCA" in QN2FX)

NAFTA7. To what extent do you agree or disagree with the following statements about the new trade agreement between Canada, the United States and Mexico. Please use a scale from 1 to 10 where 1 means "strongly disagree" and 10 means "strongly agree".

[RANDOMIZE]

    a. This is a good agreement for Canada
    b. This is a fair agreement for Canada
    c. This is a better agreement for Canada than the old NAFTA
    d. The Canadian negotiating team had the right approach to NAFTA negotiations
    e. Realistically, this is as good a deal as the Canadian government could have negotiated under the circumstances
    f. This agreement provides stability for Canadian businesses
    g. This agreement is better than the alternative of not having an agreement

ASK TO ALL RESPONDENTS
CARBON PRICING

CP2. As you may know, 6 province in Canada currently have plans to put pollution pricing systems in place. The federal government recently announced they will put a price on carbon pollution in the provinces who do not have plans i.e. Ontario, Manitoba, Saskatchewan, and New Brunswick. Revenue from this pollution pricing system will be returned to citizens in these provinces in the form of a climate action incentive.

Do you support or oppose the federal government's plan? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

(IF CP2=1-4)
CP3. Why do you oppose this plan? **[RECORD UP TO THREE RESPONSES – USE SAME CODE LIST AS LAST APRIL]**

(IF CP2=7-10)
CP4. Why do you support this plan? **[RECORD UP TO THREE RESPONSES – USE SAME CODE LIST AS LAST APRIL]**

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		

COMPUTE PARENTS OF KIDS UNDER 18=0
IF (D7A=YES OR D7B=YES OR D7C=YES) PARENTS OF KIDS UNDER 18=1

ASK TO ALL RESPONDENTS
SOURCE OF STRESS

SOS1. For each of the following, please indicate if it is a major source of stress, a moderate source of stress, a minor source of stress, or not a source of stress at all for you and your household.

[RANDOMIZE]

(SPLIT) Job security / Lack of opportunities for career advancement
(SPLIT) Saving enough money to retire / Being financially secure in retirement
(SPLIT) Your ability to pay all the bills at the end of the month / The rising cost of living
(SPLIT) The quality of the environment / Climate change
(SPLIT) The health of you and your family   / The quality of the healthcare system
(SPLIT) Crime / Terrorism
(SPLIT) The global economy / The Canadian economy
(SPLIT) The performance of the stock market / The size of the federal deficit
(SPLIT) Income inequality in Canada / The middle class falling further behind the top 1%

(ASK IF PARENTS OF KIDS UNDER 18=1) If your kids will get jobs out of school
(ASK IF PARENTS OF KIDS UNDER 18=1) Paying for your kids' education
(ASK IF PARENTS OF KIDS UNDER 18=1) Finding affordable childcare spaces
(ASK IF PARENTS OF KIDS UNDER 18=1) The quality of the environment when your kids are older

Major source of stress
Moderate source of stress
Minor source of stress
Not a source of stress
Not applicable **[DO NOT READ]**
Don't Know **[DO NOT READ]**

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

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 78

Fieldwork dates (Week 78): 11/12/2018 to 11/17/2018

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".

ASK Q2a IF Q2=1-4
Q2a. Why do you feel the Government of Canada is on the wrong track? **(RECORD VERBATIM – ACCEPT UP TO 3 ANSWERS)**

ASK Q2b IF Q2=7-10
Q2b. Why do you feel the Government of Canada is on the right track? **(RECORD VERBATIM – ACCEPT UP TO 3 ANSWERS)**

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

AS4. Do you think the government of Canada should spend a lot more, a bit more, about the same amount, a bit less, or a lot less on…?

[RANDOMIZE]

    QAS4A. Border security
    QAS4B. Housing and support for asylum seekers while they wait for their claims to be processed
    QAS4CA. Processing asylum claims
    QAS4E. Immigrant integration

INDUSTRY CANADA

IC4. How important would you say each of the following industries are to the economy in your local community. Please use a scale of 1 to 10, where 1 means "not at all important" and 10 means "extremely important"?

[RANDOMIZE]

    (SPLIT) Oil and Gas / Energy sector
    (SPLIT) Agriculture / Fishing
    (SPLIT) Mining / Natural Resources

(SPLIT) Auto sector / Manufacturing sector
(SPLIT) Financial services / Health sector
(SPLIT) Culture sector / Tourism
(SPLIT) Aerospace industry / Environmental technology
(SPLIT) Digital Technology / Construction

IC2. And what industry is the 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 PREVIOUSLY]**

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		

COMPUTE PARENTS OF KIDS UNDER 18=0
IF (D7A=YES OR D7B=YES OR D7C=YES) PARENTS OF KIDS UNDER 18=1

ASK TO ALL RESPONDENTS
SOURCE OF STRESS

SOS1. For each of the following, please indicate if it is a major source of stress, a moderate source of stress, a minor source of stress, or not a source of stress at all for you and your household.

[RANDOMIZE]

(SPLIT) Job security / Lack of opportunities for career advancement
(SPLIT) Saving enough money to retire / Being financially secure in retirement
(SPLIT) Your ability to pay all the bills at the end of the month / The rising cost of living
(SPLIT) The quality of the environment / Climate change
(SPLIT) The health of you and your family   / The quality of the healthcare system
(SPLIT) Crime / Terrorism
(SPLIT) The global economy / The Canadian economy
(SPLIT) The performance of the stock market / The size of the federal deficit
(SPLIT) Income inequality in Canada / The middle class falling further behind the top 1%

(ASK IF PARENTS OF KIDS UNDER 18=1) If your kids will get jobs out of school
(ASK IF PARENTS OF KIDS UNDER 18=1) Paying for your kids' education
(ASK IF PARENTS OF KIDS UNDER 18=1) Finding affordable childcare spaces
(ASK IF PARENTS OF KIDS UNDER 18=1) The quality of the environment when your kids are older

    Major source of stress
    Moderate source of stress
    Minor source of stress
    Not a source of stress
    Not applicable **[DO NOT READ]**
    Don't Know **[DO NOT READ]**

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

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).

Fieldwork dates (Week 79): 11/19/2018 to 11/25/2018

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".

> **ASK Q2a IF Q2=1-4**
> **Q2a.** Why do you feel the Government of Canada is on the wrong track? **(RECORD VERBATIM – ACCEPT UP TO 3 ANSWERS)**

> **ASK Q2b IF Q2=7-10**
> **Q2b.** Why do you feel the Government of Canada is on the right track? **(RECORD VERBATIM – ACCEPT UP TO 3 ANSWERS)**

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

AS4. Do you think the government of Canada should spend a lot more, a bit more, about the same amount, a bit less, or a lot less on…?

[RANDOMIZE]

> **QAS4A.** Border security
> **QAS4B.** Housing and support for asylum seekers while they wait for their claims to be processed
> **QAS4CA.** Processing asylum claims
> **QAS4E.** Immigrant integration

INDUSTRY CANADA

IC4. How important would you say each of the following industries are to the economy in your local community. Please use a scale of 1 to 10, where 1 means "not at all important" and 10 means "extremely important"?

[RANDOMIZE]

    (SPLIT) Oil and Gas / Energy sector
    (SPLIT) Agriculture / Fishing
    (SPLIT) Mining / Natural Resources
    (SPLIT) Auto sector / Manufacturing sector
    (SPLIT) Financial services / Health sector
    (SPLIT) Culture sector / Tourism
    (SPLIT) Aerospace industry / Environmental technology
    (SPLIT) Digital Technology / Construction

    IC2. And what industry is the 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 PREVIOUSLY]**

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		

COMPUTE PARENTS OF KIDS UNDER 18=0
IF (D7A=YES OR D7B=YES OR D7C=YES) PARENTS OF KIDS UNDER 18=1

ASK TO ALL RESPONDENTS
SOURCE OF STRESS

SOS1. For each of the following, please indicate if it is a major source of stress, a moderate source of stress, a minor source of stress, or not a source of stress at all for you and your household.

[RANDOMIZE]

    (SPLIT) Job security / Lack of opportunities for career advancement
    (SPLIT) Saving enough money to retire / Being financially secure in retirement
    (SPLIT) Your ability to pay all the bills at the end of the month / The rising cost of living
    (SPLIT) The quality of the environment / Climate change
    (SPLIT) The health of you and your family / The quality of the healthcare system
    (SPLIT) Crime / Terrorism
    (SPLIT) The global economy / The Canadian economy
    (SPLIT) The performance of the stock market / The size of the federal deficit
    (SPLIT) Income inequality in Canada / The middle class falling further behind the top 1%

    (ASK IF PARENTS OF KIDS UNDER 18=1) If your kids will get jobs out of school
    (ASK IF PARENTS OF KIDS UNDER 18=1) Paying for your kids' education
    (ASK IF PARENTS OF KIDS UNDER 18=1) Finding affordable childcare spaces
    (ASK IF PARENTS OF KIDS UNDER 18=1) The quality of the environment when your kids are older

        Major source of stress
        Moderate source of stress
        Minor source of stress
        Not a source of stress
        Not applicable **[DO NOT READ]**
        Don't Know **[DO NOT READ]**

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
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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

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 80

Fieldwork dates (Week 80): 11/26/2018 to 12/01/2018

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".

> **ASK Q2a IF Q2=1-4**
> **Q2a.** Why do you feel the Government of Canada is on the wrong track? **(RECORD VERBATIM – ACCEPT UP TO 3 ANSWERS)**

> **ASK Q2b IF Q2=7-10**
> **Q2b.** Why do you feel the Government of Canada is on the right track? **(RECORD VERBATIM – ACCEPT UP TO 3 ANSWERS)**

ASK TO ALL RESPONDENTS
NEWS

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

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

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

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

[RANDOMIZE]

QN2C. Marijuana legalization
QN2D. Proposed pipeline projects
QN2N. A national price on carbon pollution
QN2HX. The Canada Post rotating strikes

CANADA POST

(SKIP TO NEXT SECTION IF "not at all aware" or "Don't know" to "The Canada Post rotating strikes" in QN2HX)

POST1. Do you support or oppose the Government of Canada decision to introduce back-to-work legislation to end the Canada Post rotating strikes? Please use a scale from 1 to 10 where 1 means you "strongly oppose" and 10 means you "strongly support".

ASK TO ALL RESPONDENTS
INDUSTRY CANADA

IC4. How important would you say each of the following industries are to the economy in your local community. Please use a scale of 1 to 10, where 1 means "not at all important" and 10 means "extremely important"?

[RANDOMIZE]

(SPLIT) Oil and Gas / Energy sector
(SPLIT) Agriculture / Fishing
(SPLIT) Mining / Natural Resources
(SPLIT) Auto sector / Manufacturing sector
(SPLIT) Financial services / Health sector
(SPLIT) Culture sector / Tourism
(SPLIT) Aerospace industry / Environmental technology
(SPLIT) Digital Technology / Construction

IC2. And what industry is the 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 PREVIOUSLY]**

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		

COMPUTE PARENTS OF KIDS UNDER 18=0
IF (D7A=YES OR D7B=YES OR D7C=YES) PARENTS OF KIDS UNDER 18=1

ASK TO ALL RESPONDENTS
SOURCE OF STRESS

SOS1. For each of the following, please indicate if it is a major source of stress, a moderate source of stress, a minor source of stress, or not a source of stress at all for you and your household.

[RANDOMIZE]

(SPLIT) Job security / Lack of opportunities for career advancement
(SPLIT) Saving enough money to retire / Being financially secure in retirement
(SPLIT) Your ability to pay all the bills at the end of the month / The rising cost of living
(SPLIT) The quality of the environment / Climate change
(SPLIT) The health of you and your family   / The quality of the healthcare system
(SPLIT) Crime / Terrorism
(SPLIT) The global economy / The Canadian economy
(SPLIT) The performance of the stock market / The size of the federal deficit
(SPLIT) Income inequality in Canada / The middle class falling further behind the top 1%

(ASK IF PARENTS OF KIDS UNDER 18=1) If your kids will get jobs out of school
(ASK IF PARENTS OF KIDS UNDER 18=1) Paying for your kids' education
(ASK IF PARENTS OF KIDS UNDER 18=1) Finding affordable childcare spaces
(ASK IF PARENTS OF KIDS UNDER 18=1) The quality of the environment when your kids are older

Major source of stress
Moderate source of stress
Minor source of stress
Not a source of stress
Not applicable **[DO NOT READ]**
Don't Know **[DO NOT READ]**

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

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 81

Fieldwork dates (Week 81): 12/03/2018 to 12/08/2018

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".

ASK Q2a IF Q2=1-4
Q2a. Why do you feel the Government of Canada is on the wrong track? **(RECORD VERBATIM – ACCEPT UP TO 3 ANSWERS)**

ASK Q2b IF Q2=7-10
Q2b. Why do you feel the Government of Canada is on the right track? **(RECORD VERBATIM – ACCEPT UP TO 3 ANSWERS)**

ASK TO ALL RESPONDENTS
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
FOREIGN POLICY

FP2. How would you rate the Government of Canada's performance on the following elements of Canadian Foreign Policy? Please use a scale of 1 to 10, where 1 means "very poor" and 10 means "excellent"?

[RANDOMIZE]

a) Promoting Canadian values
b) Speaking up in support of human rights
c) Helping Canadian businesses with international trade opportunities
d) Encouraging overseas investment to Canada
e) Promoting gender equality in developing countries
f) Assisting female business owners in developing countries
g) Assisting Canadians who find themselves in difficulty in other countries
h) Providing travel information to help Canadians protect themselves when travelling abroad

ASK TO ALL RESPONDENTS
CARBON POLLUTION

CP6. To what extent do you agree or disagree with the following statements about carbon pollution pricing. Please use a scale from 1 to 10 where 1 means "strongly disagree" and 10 means "strongly agree".

[RANDOMIZE]

      a) Setting a price on carbon pollution is an effective way to reduce pollution
      b) Setting a price on carbon pollution will help protect the environment for future generations
      c) Setting a price on carbon pollution will improve air quality for Canadians
      d) Setting a price on carbon pollution will increase the cost of living for Canadians
      e) **(SPLIT)** Setting a price on carbon pollution will make Canadian businesses less competitive globally / Setting a price on carbon pollution will make Canadian businesses more competitive globally
      f) **(SPLIT)** Setting a price on carbon pollution will hurt the Canadian economy / Setting a price on carbon pollution will help the Canadian economy

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

    Yes
    No

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

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

COMPUTE PARENTS OF KIDS UNDER 18=0
IF (D7A=YES OR D7B=YES OR D7C=YES) PARENTS OF KIDS UNDER 18=1

ASK TO ALL RESPONDENTS
SOURCE OF STRESS

SOS1. For each of the following, please indicate if it is a major source of stress, a moderate source of stress, a minor source of stress, or not a source of stress at all for you and your household.

[RANDOMIZE]

    (SPLIT) Job security / Lack of opportunities for career advancement

(SPLIT) Saving enough money to retire / Being financially secure in retirement
(SPLIT) Your ability to pay all the bills at the end of the month / The rising cost of living
(SPLIT) The quality of the environment / Climate change
(SPLIT) The health of you and your family   / The quality of the healthcare system
(SPLIT) Crime / Terrorism
(SPLIT) The global economy / The Canadian economy
(SPLIT) The performance of the stock market / The size of the federal deficit
(SPLIT) Income inequality in Canada / The middle class falling further behind the top 1%

(ASK IF PARENTS OF KIDS UNDER 18=1) If your kids will get jobs out of school
(ASK IF PARENTS OF KIDS UNDER 18=1) Paying for your kids' education
(ASK IF PARENTS OF KIDS UNDER 18=1) Finding affordable childcare spaces
(ASK IF PARENTS OF KIDS UNDER 18=1) The quality of the environment when your kids are older

    Major source of stress
    Moderate source of stress
    Minor source of stress
    Not a source of stress
    Not applicable **[DO NOT READ]**
    Don't Know **[DO NOT READ]**

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

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 82

Fieldwork dates (Week 82): 12/10/2018 to 12/15/2018

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".

ASK Q2a IF Q2=1-4
Q2a. Why do you feel the Government of Canada is on the wrong track? **(RECORD VERBATIM – ACCEPT UP TO 3 ANSWERS)**

ASK Q2b IF Q2=7-10
Q2b. Why do you feel the Government of Canada is on the right track? **(RECORD VERBATIM – ACCEPT UP TO 3 ANSWERS)**

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-U.S. relations

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
PAN-CANADIAN FRAMEWORK ON CLEAN GROWTH

PCFCG1. Have you seen, read or heard anything recently about the Government of Canada's Pan-Canadian Framework on Clean Growth and Climate Change? **(yes/no)**

ASK PCFCG2 IF PCFCG1=YES
PCFCG2. How did you hear about the Government of Canada's Pan-Canadian Framework on Clean Growth and Climate Change? **(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
CANADIAN ARMED FORCES

    CAF6. What is your overall impression of the people who serve in the Canadian Armed Forces? Would you say it is positive or negative? Would that be strongly or somewhat **[positive/negative]**? **[ACCEPT NEITHER/NEUTRAL IF VOLUNTEERED]**

        5. Strongly positive
        4. Somewhat positive
        3. **[DO NOT READ]** Neither/Neutral
        2. Somewhat negative
        1. Strongly negative
        9. **[DO NOT READ]** Don't know/Prefer not to answer

CAF7. To what extent do you agree or disagree with the following statement? I believe that Canada's membership in NATO, or the North Atlantic Treaty Organization, is important for Canadian security. 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

CAF8. Do you feel that Canada's military is under-funded, over-funded, or receives about the right amount of funding? Would that be significantly or somewhat **[Under-funded/Over funded]**?

       5. Significantly underfunded
       4. Somewhat underfunded
       3. Funding is about right
       2. Somewhat overfunded
       1. Significantly overfunded
       9. **[DO NOT READ]** Don't know / prefer not to answer

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

    Yes
    No

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

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

COMPUTE PARENTS OF KIDS UNDER 18=0
IF (D7A=YES OR D7B=YES OR D7C=YES) PARENTS OF KIDS UNDER 18=1

SOS2. For each of the following items related to the cost of living, please indicate if it is a major source of stress, a moderate source of stress, a minor source of stress, or not a source of stress at all for you and your household.

[RANDOMIZE]

    a) Electricity bills

b) Auto insurance premiums

c) Education expenses and tuition

d) The cost of gas at the pump

e) Sales taxes

f) Income taxes

g) The cost of food at the grocery store

h) The cost of prescription medications

i) Housing expenses such as rent payments, mortgage and property taxes, and/or condo fees

j) Loan or debt repayments

k) Telecom bills, including cable TV, internet, telephone and cellphone services

l) **(ASK IF PARENTS OF KIDS UNDER 18=1)** Childcare costs

Major source of stress
Moderate source of stress
Minor source of stress
Not a source of stress
Not applicable **[DO NOT READ]**
Don't Know **[DO NOT READ]**

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

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 INTRODUCTION

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

LANG.   (DO NOT READ) CHOOSE LANGUAGE

English
French

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

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

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

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

CEL1.   Have I reached you on your cellphone?

Yes
No   => THANK AND TERMINATE

CEL2.   Are you in a safe environment to talk?

Yes
No   => THANK AND TERMINATE

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

Yes
No

[ASK QBB IF LANDLINE SAMPLE]

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

Yes
No

[HIDDEN VARIABLE [PHONEOWN]

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

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

PROV.   In which province do you live?

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

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

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

BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
ONTARIO
QUEBEC
NEW BRUNSWICK
NOVA SCOTIA

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

[ASK ALL]

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

[INSERT FSA]

GENDR.   (RECORD GENDER)

Male
Female