



Commissioned Research  
Conducted for:  
**Statistics Canada**

## **Public Awareness and Impressions of Statistics Canada**

Field dates: March 11 – April 6, 2005



336 MacLaren St  
Ottawa, Ontario  
K2P 0M6

11S. To the best of your knowledge, what is the name of the federal government agency that is responsible for collecting statistical information about the Canadian population?

	TOTAL	REGION					SUB-REGION							COMMUNITY SIZE			
		Atl.		Prai			Tor.	Mt.	Van.	Man.	Sask	Alb.	Can. Excl. Que.	Less Than			
		Prov	Que.	Ont.	ries	B.C.								1 M+	- 1M	5K- 100K	5K
UNWEIGHTED SAMPLE	2022	252	500	602	450	218	272	217	95	125	125	200	1522	584	520	423	495
WEIGHTED SAMPLE	2022	156	488	771	342	264	348	212	116	75	66	201	1534	675	510	400	436
Statistics Canada	52	50	48	54	50	55	53	53	57	56	43	50	53	54	57	45	48
Census/Census Bureau /Census Canada	6	5	1	7	8	9	9	1	8	9	10	7	8	6	6	5	6
Revenue Canada/Canada Revenue Agency	1	2	2	1	1	2	1	2	3	1	-	1	1	2	1	1	1
Vital Statistics	1	*	-	-	1	3	-	-	1	3	1	1	1	*	1	1	*
Other	4	4	3	4	4	4	4	5	6	6	6	3	4	5	4	3	2
DK/NA	37	39	46	34	36	28	32	39	25	25	41	39	34	33	31	45	43

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME			
		Full Time	Part Time	Home mkr	Unem	Reti	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ	Univ Deg.	Eng.	Fre.	Othr
		UNWEIGHTED SAMPLE	2022	875	192	94	90	402	241	420	706	402	240	297	590	258	619	1468
WEIGHTED SAMPLE	2022	875	190	96	84	404	232	419	716	419	223	285	605	264	631	1483	450	82
Statistics Canada	52	59	54	27	43	37	37	43	56	66	23	34	48	67	66	53	48	41
Census/Census Bureau /Census Canada	6	6	4	8	3	8	6	5	5	8	4	7	5	5	7	8	1	4
Revenue Canada/Canada Revenue Agency	1	1	2	1	-	*	2	1	1	2	-	1	1	2	1	1	2	3
Vital Statistics	1	*	1	-	-	1	2	1	*	1	*	*	1	1	1	1	-	-
Other	4	3	3	1	5	7	5	3	5	3	3	4	4	4	3	4	2	5
DK/NA	37	30	35	62	49	47	50	47	33	21	68	53	40	21	22	34	47	45

11S. To the best of your knowledge, what is the name of the federal government agency that is responsible for collecting statistical information about the Canadian population?

	TOTAL	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER		
		Male	Female	18-29	30-44	45-59	60+	Eu-rop	Othr	Sat'fied	Dis-sati	Pri-vate	Pub-lic	Ho-hld
UNWEIGHTED SAMPLE	2022	999	1023	329	568	614	473	130	109	919	1057	85	255	528
WEIGHTED SAMPLE	2022	971	1051	369	602	534	485	144	121	906	1072	87	242	521
Statistics Canada	52	56	47	53	58	56	39	53	41	53	51	54	65	61
Census/Census Bureau /Census Canada	6	6	6	3	6	7	7	5	3	6	6	4	6	6
Revenue Canada/Canada Revenue Agency	1	1	1	1	2	2	*	2	-	2	1	2	1	1
Vital Statistics	1	*	1	*	1	*	1	1	-	1	1	-	-	-
Other	4	4	3	3	3	2	7	2	6	4	4	3	4	3
DK/NA	37	33	41	40	31	33	46	37	50	35	38	37	23	29

Q14. GENERAL IMPRESS/STATCAN Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi-	Nega-	Yes	No
		tive	tive		
UNWEIGHTED SAMPLE	2022	1394	214	715	1225
WEIGHTED SAMPLE	2022	1398	210	678	1261
Statistics Canada	52	61	50	61	47
Census/Census Bureau /Census Canada	6	6	6	6	6
Revenue Canada/Canada Revenue Agency	1	1	1	2	1
Vital Statistics	1	1	*	1	*
Other	4	3	5	3	4
DK/NA	37	30	38	28	42

12S. Do you recall hearing or seeing anything about an organization "Statistics Canada?"

Subsample: Those who didn't mention "Statistics Canada" in Q11S.

	REGION						SUB-REGION						COMMUNITY SIZE				
	TOTAL	Atl.		Prai		Can. Excl.	Tor.	Mtl.	Van.	Man.	Sask	Alb.	Que.	1 M+	100K 5K-		Less Than 5K
		Prov	Que.	Ont.	ries										B.C.	100K	
UNWEIGHTED SAMPLE	988	127	260	278	224	99	128	102	41	55	69	100	728	271	220	231	266
WEIGHTED SAMPLE	981	79	254	356	172	120	163	99	50	33	38	101	727	313	218	221	229
Yes	79	82	70	79	85	82	76	72	83	84	85	86	81	76	80	80	79
No	21	17	30	20	14	17	24	28	17	14	14	13	18	24	18	20	20
DK/NA	1	1	*	1	1	1	-	-	-	2	2	1	1	-	2	1	1

	EMPLOYMENT						HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME			
	TOTAL	Full Time	Part Time	Home mkr	Unem	Reti	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ Deg.	Eng.	Fre.	Othr	
		Time	Time	play	red													
UNWEIGHTED SAMPLE	988	368	89	70	50	251	151	240	309	138	183	195	306	86	207	691	247	46
WEIGHTED SAMPLE	981	360	87	70	48	256	147	238	314	144	171	188	312	86	215	694	235	48
Yes	79	78	74	77	75	79	65	79	82	85	68	77	80	87	84	82	71	61
No	21	21	26	23	25	19	35	19	17	15	32	22	18	12	16	17	29	36
DK/NA	1	1	-	-	-	1	*	1	1	-	-	*	1	1	*	1	*	2

	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER			
	TOTAL	Fe- Male	18- 29	30- 44	45- 59	60+	Eu- rope	Othr	Sat' fied	Dis sati	Pri- vate	Pub- lic	Hs- lic hld	
		Male	male											
UNWEIGHTED SAMPLE	988	441	547	159	242	273	290	59	65	438	521	41	92	213
WEIGHTED SAMPLE	981	428	552	173	254	236	297	68	72	427	526	40	85	203
Yes	79	79	78	71	80	82	80	88	71	77	81	72	80	81
No	21	20	21	29	20	17	19	10	29	23	18	28	18	18
DK/NA	1	1	*	-	*	1	1	2	-	*	1	-	3	1

Q14. GENERAL IMPRESS/STATCAN IN STATCAN SURV      Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi- tive	Nega- tive		
		Yes	No		
UNWEIGHTED SAMPLE	988	565	101	286	658
WEIGHTED SAMPLE	981	552	105	266	672
Yes	79	100	100	92	73
No	21	-	-	7	26
DK/NA	1	-	-	1	*

13S. From what you know or have heard, what does Statistics Canada do? Anything else?

Subsample: Those who mentioned "Statistics Canada" in Q11S or Q12S.

	REGION						SUB-REGION						COMMUNITY SIZE				
	TOTAL	Atl. Prov	Que.	Ont.	Prai ries	B.C.	Tor.	Mt.L.	Van.	Man.	Sask	Alb.	Can. Excl Que.	1 M+	100K - 1M	5K- 100K	Less Than 5K
UNWEIGHTED SAMPLE	1813	228	423	545	417	200	242	189	88	116	115	186	1390	519	477	377	440
WEIGHTED SAMPLE	1811	142	412	698	317	243	309	184	108	70	60	186	1399	600	467	355	389
Population studies/ births/deaths	35	34	29	36	37	37	36	30	35	38	39	37	36	34	38	35	31
Demographic studies	23	28	13	28	22	26	30	16	29	23	28	20	26	26	24	21	20
Economic indicators/ GDP/GNP/industry statistics	22	18	16	25	23	24	29	17	28	22	14	25	24	25	23	21	17
Census	18	16	15	19	18	24	21	16	26	23	13	19	19	20	20	17	15
General Social Survey	12	13	19	9	10	9	8	19	9	8	10	11	10	12	12	12	13
Labour force statistics/unemplo- yment figures	10	7	12	10	10	9	12	11	7	14	8	9	9	10	12	8	9
Everything/anything/ whatever they want/ variety of topics	7	2	3	8	7	11	9	4	13	10	2	8	8	8	7	5	7
Collects info/data/ conducts surveys/ polls/asks questions (general)	5	3	3	6	8	5	6	3	2	8	8	8	6	5	5	5	7
Health/disease statistics	4	2	2	5	5	5	5	3	7	7	3	4	5	5	4	3	4
Info to guide decision-makers	4	4	6	3	2	3	3	6	3	3	2	2	3	4	5	4	3
Spending patterns	4	1	4	4	3	4	4	1	5	4	3	3	4	3	4	4	4
Political polls/ election surveys	4	5	3	4	3	4	5	4	5	2	2	4	4	5	4	2	2
Public attitudes and opinions	4	5	4	3	4	2	3	2	4	2	3	5	4	3	4	2	5
Immigration statistics	4	2	1	5	4	3	7	*	6	11	2	3	4	5	4	2	1
Other	10	8	2	13	13	15	10	2	12	12	17	12	13	8	11	10	12
None/nothing	*	*	-	1	*	1	1	-	1	-	-	1	1	1	1	-	*
DK/NA	8	6	11	10	5	5	9	9	5	2	12	4	8	8	7	12	7

13S. From what you know or have heard, what does Statistics Canada do? Anything else?

Subsample: Those who mentioned "Statistics Canada" in Q11S or Q12S.

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION					LANG. AT HOME		
		Full Time	Part Time	Home mkr	Unem ploy	Reti red	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ Deg.	Eng.	Fre.	Othr	
UNWEIGHTED SAMPLE	1813	796	169	77	79	350	192	371	652	382	186	250	532	247	585	1348	400	59
WEIGHTED SAMPLE	1811	797	168	80	72	352	180	370	660	397	167	242	544	253	595	1360	382	64
Population studies/ births/deaths	35	36	42	36	28	34	33	35	36	35	19	32	37	37	37	36	30	33
Demographic studies	23	25	22	18	18	21	15	20	24	29	10	14	20	26	33	26	14	16
Economic indicators/ GDP/GNP/industry statistics	22	23	15	18	13	22	20	17	23	28	9	11	21	26	29	24	16	14
Census	18	19	14	8	22	17	17	16	18	20	12	12	15	23	24	19	15	16
General Social Survey	12	11	13	16	17	9	15	11	13	10	10	16	10	14	12	10	19	18
Labour force statistics/unemplo- ment figures	10	11	8	5	10	11	8	11	9	11	3	7	9	12	13	10	13	4
Everything/anything/ whatever they want/ variety of topics	7	7	6	8	5	6	7	5	7	10	7	5	6	6	9	8	3	8
Collects info/data/ conducts surveys/ polls/asks questions (general)	5	6	5	3	7	4	5	3	6	7	5	9	5	5	5	6	3	7
Health/disease statistics	4	4	3	3	4	4	3	5	4	4	1	3	3	7	5	5	3	-
Info to guide decision-makers	4	4	2	4	9	3	4	4	3	5	4	3	4	3	5	3	7	3
Spending patterns	4	4	4	1	2	4	5	5	3	3	3	2	4	3	5	4	3	4
Political polls/ election surveys	4	4	2	4	7	2	4	3	4	3	3	5	3	5	3	4	3	1
Public attitudes and opinions	4	3	3	3	5	3	3	3	4	1	2	3	4	4	3	3	4	3
Immigration statistics	4	3	2	2	1	7	3	2	5	3	1	3	3	1	6	4	1	2
Other	10	10	8	9	5	10	10	9	11	13	7	8	6	13	14	13	3	5
None/nothing	*	*	-	3	-	1	-	*	*	*	2	-	1	-	*	1	-	-
DK/NA	8	6	10	14	8	14	10	12	7	5	24	10	8	5	5	7	10	20

13S. From what you know or have heard, what does Statistics Canada do? Anything else?

Subsample: Those who mentioned "Statistics Canada" in Q11S or Q12S.

	TOTAL	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER		
		Male	Fe- male	18- 29	30- 44	45- 59	60+	Eu- rope	Othr	Sat' fied	Dis sati	Pri- vate	Pub- lic	Hs- hld
UNWEIGHTED SAMPLE	1813	910	903	285	518	565	416	123	91	821	956	75	237	488
WEIGHTED SAMPLE	1811	879	932	319	551	490	426	136	101	807	970	76	225	481
Population studies/ births/deaths	35	31	38	28	38	36	33	37	35	34	35	28	44	37
Demographic studies	23	20	26	18	24	28	21	25	21	24	22	27	29	25
Economic indicators/ GDP/GNP/industry statistics	22	27	17	17	23	24	22	21	22	22	22	14	23	21
Census	18	19	18	20	20	17	17	16	9	20	17	22	19	20
General Social Survey	12	11	13	15	10	14	10	11	11	13	12	11	14	12
Labour force statistics/unemplo- yment figures	10	10	10	9	9	10	12	14	6	8	11	16	12	11
Everything/anything/ whatever they want/ variety of topics	7	7	7	10	6	6	7	10	4	6	8	4	7	7
Collects info/data/ conducts surveys/ polls/asks questions (general)	5	7	4	4	7	6	4	4	6	6	5	9	4	6
Health/disease statistics	4	3	5	7	3	3	4	2	4	4	4	2	4	4
Info to guide decision-makers	4	5	3	4	5	4	4	2	2	4	4	5	4	5
Spending patterns	4	4	4	*	4	5	5	4	1	2	5	10	6	5
Political polls/ election surveys	4	3	4	4	4	4	2	6	3	3	4	10	4	5
Public attitudes and opinions	4	4	3	8	2	3	3	4	5	4	4	3	4	4
Immigration statistics	4	3	4	1	3	3	7	6	3	3	4	-	4	3
Other	10	9	11	9	9	14	10	14	10	12	9	7	10	8
None/nothing	*	*	1	-	*	1	1	1	1	1	*	-	-	-
DK/NA	8	9	8	10	6	6	13	9	15	8	9	7	6	6

13S. From what you know or have heard, what does Statistics Canada do? Anything else?

Subsample: Those who mentioned "Statistics Canada" in Q11S or Q12S.

Q14. GENERAL IMPRESS/STATCAN IN Q17. PARTICIPAT  
STATCAN SURV

	TOTAL	Posi- tive	Nega- tive	Yes	No
UNWEIGHTED SAMPLE	1813	1394	214	693	1048
WEIGHTED SAMPLE	1811	1398	210	656	1081
Population studies/ births/deaths	35	36	28	36	34
Demographic studies	23	25	14	27	21
Economic indicators/ GDP/GNP/industry statistics	22	22	20	23	21
Census	18	20	13	20	17
General Social Survey	12	13	9	12	12
Labour force statistics/unemplo- yment figures	10	10	9	11	9
Everything/anything/ whatever they want/ variety of topics	7	7	7	6	7
Collects info/data/ conducts surveys/ polls/asks questions (general)	5	5	6	6	5
Health/disease statistics	4	4	6	4	5
Info to guide decision-makers	4	5	1	5	4
Spending patterns	4	3	5	4	4
Political polls/ election surveys	4	3	5	3	4
Public attitudes and opinions	4	4	4	2	4
Immigration statistics	4	4	2	4	3
Other	10	10	15	13	8
None/nothing	*	*	2	*	1
DK/NA	8	7	15	7	9



14S. Would you describe your general impression of Statistics Canada as:

Subsample: Those who mentioned "Statistics Canada" in Q11S or Q12S.

	REGION						SUB-REGION						COMMUNITY SIZE				
	TOTAL	Atl.		Prai		B.C.	Tor.	Mtl.	Van.	Man.	Sask	Alb.	Can. Excl. Que.	Less Than			
		Prov	Que.	Ont.	ries									1 M+	- 1M	5K- 100K	5K
UNWEIGHTED SAMPLE	1813	228	423	545	417	200	242	189	88	116	115	186	1390	519	477	377	440
WEIGHTED SAMPLE	1811	142	412	698	317	243	309	184	108	70	60	186	1399	600	467	355	389
Very positive	17	24	18	17	15	17	16	17	19	20	11	14	17	17	20	18	15
Somewhat positive	60	60	58	61	60	61	61	58	54	57	64	59	60	59	59	64	60
Somewhat negative	9	6	6	9	15	10	11	7	12	13	14	17	10	10	11	7	10
Very negative	2	2	1	3	2	2	2	1	1	3	3	2	2	1	2	4	2
Neither	7	5	13	5	4	5	5	14	6	4	4	4	5	8	7	4	7
positive/negative																	
DK/NA	5	3	3	6	4	6	5	3	8	3	5	4	5	5	3	5	6

	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME				
	TOTAL	Full	Part	Home	Unem	Reti	Less	20K-	40K-	\$80K	Less	Comm	Some	Univ	Eng.	Fre.	Othr	
		Time	Time	makr	ploy	red	\$20K	\$40K	\$80K	More	H.S.	H.S.	Coll	Univ				Deg.
UNWEIGHTED SAMPLE	1813	796	169	77	79	350	192	371	652	382	186	250	532	247	585	1348	400	59
WEIGHTED SAMPLE	1811	797	168	80	72	352	180	370	660	397	167	242	544	253	595	1360	382	64
Very positive	17	19	14	9	13	16	22	15	16	19	12	14	10	21	24	17	18	16
Somewhat positive	60	63	61	61	73	53	55	61	65	57	52	65	65	60	55	60	61	60
Somewhat negative	9	5	10	17	3	16	9	11	9	8	12	8	11	8	8	11	5	9
Very negative	2	2	2	1	1	3	4	3	1	3	8	2	2	1	1	2	1	1
Neither	7	7	7	5	3	7	4	5	6	8	6	5	7	6	7	5	11	7
positive/negative																		
DK/NA	5	3	7	7	6	5	6	5	3	5	9	5	4	3	4	5	3	7

14S. Would you describe your general impression of Statistics Canada as:

Subsample: Those who mentioned "Statistics Canada" in Q11S or Q12S.

	TOTAL	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER		
		Male	Fe- male	18- 29	30- 44	45- 59	60+ 60+	Eu- rope	Othr	Sat' fied	Dis sati	Pri- vate	Pub- lic	Hs- hld
UNWEIGHTED SAMPLE	1813	910	903	285	518	565	416	123	91	821	956	75	237	488
WEIGHTED SAMPLE	1811	879	932	319	551	490	426	136	101	807	970	76	225	481
Very positive	17	18	16	24	16	16	16	17	16	21	14	7	19	16
Somewhat positive	60	59	61	63	65	59	53	51	61	64	57	73	63	65
Somewhat negative	9	9	10	4	8	9	16	12	6	5	13	4	5	5
Very negative	2	3	2	1	1	3	3	4	2	2	3	1	2	2
Neither	7	7	7	5	6	8	6	9	8	5	7	11	7	8
positive/negative														
DK/NA	5	5	5	4	3	6	6	8	8	3	5	4	4	4

Q14. GENERAL IMPRESS/STATCAN Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi-	Nega-	Yes	No
		tive	tive		
UNWEIGHTED SAMPLE	1813	1394	214	693	1048
WEIGHTED SAMPLE	1811	1398	210	656	1081
Very positive	17	22	-	19	17
Somewhat positive	60	78	-	61	60
Somewhat negative	9	-	82	9	10
Very negative	2	-	18	3	2
Neither	7	-	-	6	6
positive/negative					
DK/NA	5	-	-	3	5

15S. Why do you say that?

a. Why positive?

Subsample: Those who described their general impression of Statistics Canada as positive.

	REGION						SUB-REGION						COMMUNITY SIZE				
	TOTAL	Atl.		Prairies		B.C.	Tor.	Mtl.	Van.	Man.	Sask	Alb.	Can. Excl. Que.	Less Than			
		Prov	Que.	Ont.												1 M+	1M - 5K
UNWEIGHED SAMPLE	1394	190	322	420	307	155	185	141	65	89	84	134	1072	391	368	311	324
WEIGHTED SAMPLE	1398	119	315	541	235	187	237	138	79	54	45	136	1083	453	365	289	291
Collects important information	37	41	48	33	32	35	32	50	40	35	34	31	34	39	34	34	41
Has a good reputation/Very professional	17	16	23	17	12	17	21	29	19	7	14	13	16	23	16	13	15
Have found Statistics Canada information useful	15	15	21	12	13	15	10	18	14	15	11	14	13	13	17	15	15
Have not heard anything bad	13	12	9	13	18	18	15	7	22	18	10	21	15	14	17	11	10
Information essential for government programs	8	14	12	6	8	8	5	13	8	13	5	7	7	8	7	8	11
They report info. they collect to public/info. available to public	3	2	-	5	4	5	4	-	6	3	4	4	4	3	4	5	2
Supports economic development/growth	3	6	5	2	2	2	1	6	3	1	5	1	2	3	3	3	3
Accurate/consistent/reliable	3	1	*	5	3	3	7	-	2	6	6	1	4	4	4	1	1
Shows how things are going in Canada	2	2	-	3	3	4	2	-	5	3	-	4	3	2	3	2	2
Other	14	8	2	20	19	14	14	2	11	21	24	17	17	10	16	16	15
DK/NA	6	4	5	6	7	4	6	5	-	4	11	6	6	5	4	7	7

15S. Why do you say that?

a. Why positive?

Subsample: Those who described their general impression of Statistics Canada as positive.

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME			
		Full Time	Part Time	Home mkr	Unem	Reti	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ	Univ Deg.	Eng.	Fre.	Othr
UNWEIGHTED SAMPLE	1394	648	128	54	66	247	144	282	524	291	123	197	401	202	464	1033	316	42
WEIGHTED SAMPLE	1398	653	125	56	62	245	137	279	536	303	108	193	411	206	475	1044	303	48
Collects important information	37	35	45	45	32	39	42	41	35	37	35	33	38	33	40	34	46	42
Has a good reputation/Very professional	17	17	20	14	21	18	20	19	15	17	12	21	14	18	20	16	21	15
Have found Statistics Canada information useful	15	17	8	14	5	15	19	12	14	18	11	10	11	16	21	13	22	13
Have not heard anything bad	13	15	10	18	17	10	14	13	15	14	10	12	14	17	13	15	9	8
Information essential for government programs	8	10	8	2	9	9	5	9	6	10	4	9	9	7	9	8	12	6
They report info. they collect to public/info. available to public	3	4	4	5	2	1	5	2	5	3	1	3	4	3	4	5	-	2
Supports economic development/growth	3	3	3	2	2	2	1	2	3	4	3	2	3	3	3	2	5	-
Accurate/consistent/reliable	3	2	3	-	3	3	3	1	3	4	2	4	1	4	3	3	*	6
Shows how things are going in Canada	2	2	-	-	2	3	1	1	4	2	1	2	3	3	2	3	*	-
Other	14	13	15	14	14	16	8	16	17	13	16	11	16	15	12	17	4	10
DK/NA	6	6	4	9	6	7	3	8	5	5	13	8	6	4	3	5	5	13

15S. Why do you say that?

a. Why positive?

Subsample: Those who described their general impression of Statistics Canada as positive.

	TOTAL	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER		
		Male	Female	18-29	30-44	45-59	60+	Eu-rope	Othr	Sat'fied	Dis-sati	Pri-vate	Pub-lic	Hs-hld
UNWEIGHTED SAMPLE	1394	702	692	245	423	419	288	80	68	694	677	60	194	394
WEIGHTED SAMPLE	1398	681	717	276	447	367	293	91	77	686	691	60	184	389
Collects important information	37	37	37	39	35	37	38	35	35	36	38	34	42	40
Has a good reputation/Very professional	17	17	18	16	16	19	19	14	15	19	16	9	18	16
Have found Statistics Canada information useful	15	15	15	16	13	18	14	15	14	13	17	13	16	15
Have not heard anything bad	13	14	13	16	17	10	10	15	10	15	12	6	16	14
Information essential for government programs	8	8	9	6	8	10	9	12	8	8	9	11	11	8
They report info. they collect to public/info. available to public	3	3	4	5	4	4	1	2	7	4	3	-	4	3
Supports economic development/growth	3	3	3	1	4	3	3	1	2	3	3	2	2	2
Accurate/consistent/reliable	3	3	3	4	2	3	3	4	3	3	3	3	2	2
Shows how things are going in Canada	2	2	2	3	2	1	3	-	-	3	2	4	1	2
Other	14	12	15	12	13	12	19	12	15	13	15	25	14	16
DK/NA	6	6	5	5	6	6	5	4	8	6	5	5	3	4

15S. Why do you say that?

a. Why positive?

Subsample: Those who described their general impression of Statistics Canada as positive.

Q14. GENERAL IMPRESS/STATCAN Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi- tive	Nega- tive	Yes	No
UNWEIGHTED SAMPLE	1394	1394	-	545	799
WEIGHTED SAMPLE	1398	1398	-	521	825
Collects important information	37	37	-	39	35
Has a good reputation/Very professional	17	17	-	19	16
Have found Statistics Canada information useful	15	15	-	17	13
Have not heard anything bad	13	13	-	13	14
Information essential for government programs	8	8	-	9	8
They report info. they collect to public/info. available to public	3	3	-	4	3
Supports economic development/growth	3	3	-	3	3
Accurate/consistent/reliable	3	3	-	3	3
Shows how things are going in Canada	2	2	-	2	2
Other	14	14	-	14	14
DK/NA	6	6	-	4	7

15S. Why do you say that?

**b. Why negative?**

Subsample: Those who described their general impression of Statistics Canada as negative.

	REGION						SUB-REGION						COMMUNITY SIZE				
	TOTAL	Atl.		Prai		B.C.	Tor.	Mtl.	Van.	Man.	Sask	Alb.	Can. Excl. Que.	Less Than			
		Prov	Que.	Ont.	ries									1 M+	100K - 1M	5K - 100K	5K
UNWEIGHTED SAMPLE	214	18	31	66	75	24	31	15	11	19	20	36	183	57	62	36	59
WEIGHTED SAMPLE	210	11	30	83	56	29	40	14	14	11	10	35	179	68	57	37	47
Statistics/information/reports are not objective/biased	24	4	35	24	23	21	25	27	10	43	8	22	22	22	30	14	27
Waste of taxpayers money/statistics collected are meaningless	24	34	30	20	25	25	23	28	19	15	18	30	23	23	24	29	22
Lack of knowledge/understanding of what they do	10	12	-	11	9	16	13	-	17	5	13	9	11	11	4	10	14
Info is too old/out of date/not current when published	7	-	-	10	8	9	4	-	19	9	6	8	9	6	11	8	5
Census is intrusive	7	7	-	5	11	16	3	-	17	18	10	9	9	5	4	12	10
Nothing ever comes of it/gov't does nothing with info	7	13	3	8	9	-	7	7	-	-	22	9	7	5	7	3	11
Collects personal information	6	-	9	3	5	15	3	7	8	-	-	8	5	5	5	5	10
Not doing job they're supposed to	5	-	-	7	-	13	3	-	9	-	-	-	5	4	-	10	8
Negative experience with Statistics Canada survey	4	18	6	2	3	5	3	13	-	6	-	3	4	5	3	5	2
Distrust government in general	4	-	-	4	5	4	3	-	-	8	-	6	4	2	7	7	1
They make mistakes	4	7	-	5	5	-	6	-	-	6	-	6	4	4	5	-	4
Do not want to participate in surveys	2	5	3	-	2	4	-	-	-	5	-	3	2	-	4	3	1
Don't like their business connections	1	-	-	2	2	-	-	-	-	-	4	3	1	-	3	-	2
Inefficient/too bureaucratic	1	-	-	-	3	-	-	-	-	-	4	3	1	-	3	-	-
Other	4	-	9	5	3	-	7	12	-	-	6	3	3	6	4	3	1
DK/NA	6	7	10	8	2	4	7	14	9	-	10	-	5	9	3	5	6

15S. Why do you say that?

**b. Why negative?**

Subsample: Those who described their general impression of Statistics Canada as negative.

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME			
		Full Time	Part Time	Home mkr	Unem	Reti	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ	Univ Deg.	Eng.	Fre.	Othr
UNWEIGHTED SAMPLE	214	64	19	13	5	61	28	52	68	44	33	25	74	24	56	182	25	7
WEIGHTED SAMPLE	210	61	19	15	3	64	25	53	67	43	33	23	72	23	56	180	23	7
Statistics/information/reports are not objective/biased	24	12	22	23	40	30	28	23	32	18	15	29	18	36	29	23	32	31
Waste of taxpayers money/statistics collected are meaningless	24	34	37	9	45	18	11	18	25	36	26	25	15	35	30	23	35	16
Lack of knowledge/understanding of what they do	10	10	-	9	-	12	11	16	6	7	4	13	12	9	9	11	-	10
Info is too old/out of date/not current when published	7	7	12	8	-	6	6	8	3	15	-	3	8	19	8	9	-	-
Census is intrusive	7	10	7	12	-	4	3	10	8	7	-	-	9	4	14	7	-	29
Nothing ever comes of it/gov't does nothing with info	7	7	11	-	-	5	2	4	13	4	8	4	10	3	4	7	4	-
Collects personal information	6	8	7	8	-	5	5	8	6	5	12	4	5	5	6	5	12	-
Not doing job they're supposed to	5	-	-	8	-	10	-	5	5	3	7	11	2	5	4	5	-	-
Negative experience with Statistics Canada survey	4	8	-	-	-	2	6	2	2	10	7	-	6	-	4	4	4	14
Distrust government in general	4	2	-	-	-	4	7	-	2	6	8	-	7	-	1	4	-	-
They make mistakes	4	5	-	8	-	3	-	5	4	-	-	-	7	6	2	4	-	-
Do not want to participate in surveys	2	5	3	-	-	-	4	4	1	-	4	-	1	2	2	2	3	-
Don't like their business connections	1	1	-	-	-	2	-	-	1	5	-	-	1	5	2	1	-	-
Inefficient/too bureaucratic	1	-	-	-	-	2	-	-	1	-	-	-	2	-	-	1	-	-
Other	4	2	8	8	-	5	5	6	2	3	5	4	6	-	2	4	8	-
DK/NA	6	6	7	24	16	6	15	5	8	-	10	7	8	-	2	6	9	-



15S. Why do you say that?

**b. Why negative?**

Subsample: Those who described their general impression of Statistics Canada as negative.

	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER			
	TOTAL	Fe- Male	male	18- 29	30- 44	45- 59	60+	Eu- rope	Othr	Sat' fied	Dis sati	Pri- vate	Pub- lic	Hs- hld
UNWEIGHTED SAMPLE	214	107	107	14	48	71	78	22	7	58	156	4	17	37
WEIGHTED SAMPLE	210	100	109	14	52	58	82	21	8	53	156	4	16	35
Statistics/informat- ion/reports are not objective/biased	24	27	22	22	22	25	25	33	31	18	26	44	-	17
Waste of taxpayers money/statistics collected are meaningless	24	25	23	27	29	25	20	24	32	16	27	27	39	26
Lack of knowledge/ understanding of what they do	10	9	10	22	9	5	10	3	17	9	10	-	8	7
Info is too old/out of date/not current when published	7	9	6	14	2	12	7	-	-	14	5	-	7	11
Census is intrusive	7	11	4	-	13	6	6	-	25	6	8	-	-	6
Nothing ever comes of it/gov't does nothing with info	7	5	9	5	8	7	6	9	-	4	8	-	10	5
Collects personal information	6	6	6	-	5	8	5	5	-	6	6	-	5	5
Not doing job they'- re supposed to	5	4	6	-	-	8	6	-	-	2	5	-	-	-
Negative experience with Statistics Canada survey	4	6	2	9	7	-	4	6	13	8	2	-	8	9
Distrust government in general	4	5	3	-	5	3	4	6	-	-	5	-	-	1
They make mistakes	4	2	5	-	6	2	4	6	-	4	3	-	-	6
Do not want to participate in surveys	2	1	3	-	-	7	-	7	-	3	2	-	14	6
Don't like their bu- siness connections	1	2	1	-	-	2	2	-	-	2	1	-	2	1
Inefficient/too bureaucratic	1	-	1	-	-	1	1	-	-	1	1	-	-	-
Other	4	3	5	-	4	5	4	4	-	6	3	-	-	-
DK/NA	6	6	6	-	8	1	9	11	-	9	5	30	11	8

15S. Why do you say that?

**b. Why negative?**

Subsample: Those who described their general impression of Statistics Canada as negative.

Q14. GENERAL IMPRESS/STATCAN Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi- tive	Nega- tive	Yes	No
UNWEIGHTED SAMPLE	214	-	214	86	124
WEIGHTED SAMPLE	210	-	210	78	129
Statistics/informat- ion/reports are not objective/biased	24	-	24	21	26
Waste of taxpayers money/statistics collected are meaningless	24	-	24	30	20
Lack of knowledge/ understanding of what they do	10	-	10	5	13
Info is too old/out of date/not current when published	7	-	7	11	5
Census is intrusive	7	-	7	11	5
Nothing ever comes of it/gov't does nothing with info	7	-	7	10	5
Collects personal information	6	-	6	10	4
Not doing job they'- re supposed to	5	-	5	5	5
Negative experience with Statistics Canada survey	4	-	4	6	3
Distrust government in general	4	-	4	-	5
They make mistakes	4	-	4	2	5
Do not want to participate in surveys	2	-	2	2	1
Don't like their bu- siness connections	1	-	1	2	1
Inefficient/too bureaucratic	1	-	1	1	1
Other	4	-	4	2	5
DK/NA	6	-	6	1	9

16S. Statistics Canada is Canada's national statistical gathering agency responsible for producing statistics that help Canadians better understand their country-its population, resources, economy, society and culture. In addition to running the national census every five years, Statistics Canada conducts about 350 other studies on all aspects of Canadian life.

How much of a contribution do you believe these activities of Statistics Canada make to the well-being and quality of life of Canadians? Would you say this work makes:

	TOTAL	REGION					SUB-REGION							COMMUNITY SIZE			
		Atl. Prov.	Que.	Ont.	Prairies	B.C.	Tor.	Mtl.	Van.	Man.	Sask.	Alb.	Que.	Can. Excl.	1 M+	500K-1M	50K-100K
UNWEIGHTED SAMPLE	2022	252	500	602	450	218	272	217	95	125	125	200	1522	584	520	423	495
WEIGHTED SAMPLE	2022	156	488	771	342	264	348	212	116	75	66	201	1534	675	510	400	436
A major contribution	27	28	38	25	20	25	24	34	31	26	23	17	24	29	30	25	23
A moderate contribution	45	47	37	49	47	47	50	39	39	43	52	47	48	44	42	50	46
Little contribution	19	18	13	20	25	22	20	15	20	27	17	27	21	19	20	17	21
No contribution at all	4	4	6	3	4	3	2	6	3	3	5	3	3	3	3	5	4
Depends	1	1	3	*	1	*	-	3	-	1	-	1	*	1	1	1	1
DK/NA	3	2	4	3	3	4	3	3	7	1	3	4	3	4	3	3	3

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME			
		Full Time	Part Time	Home mkr	Unem	Reti	Less \$20K	20K-40K	40K-80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ Deg.	Eng.	Fre.	Othr	
UNWEIGHTED SAMPLE	2022	875	192	94	90	402	241	420	706	402	240	297	590	258	619	1468	470	76
WEIGHTED SAMPLE	2022	875	190	96	84	404	232	419	716	419	223	285	605	264	631	1483	450	82
A major contribution	27	26	23	28	25	31	34	26	29	23	28	23	22	33	32	23	39	37
A moderate contribution	45	46	48	45	51	42	43	50	45	46	38	48	48	45	44	48	38	34
Little contribution	19	21	19	17	16	18	14	18	19	25	20	21	22	19	17	22	12	19
No contribution at all	4	4	4	1	2	4	4	3	3	4	6	5	4	2	3	3	6	3
Depends	1	1	3	1	-	1	*	1	1	1	1	1	1	*	1	1	2	1
DK/NA	3	2	2	9	4	4	5	3	3	3	6	3	4	1	3	3	3	6

16S. Statistics Canada is Canada's national statistical gathering agency responsible for producing statistics that help Canadians better understand their country—its population, resources, economy, society and culture. In addition to running the national census every five years, Statistics Canada conducts about 350 other studies on all aspects of Canadian life.

How much of a contribution do you believe these activities of Statistics Canada make to the well-being and quality of life of Canadians? Would you say this work makes:

	TOTAL	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER		
		Fe-		18-	30-	45-	60+	Eu-	Othr	Sat'	Dis	Pri-	Pub-	Hs-
		Male	male	29	44	59	60+	rope	Othr	fied	sati	vate	lic	hld
UNWEIGHTED SAMPLE	2022	999	1023	329	568	614	473	130	109	919	1057	85	255	528
WEIGHTED SAMPLE	2022	971	1051	369	602	534	485	144	121	906	1072	87	242	521
A major contribution	27	28	27	27	26	29	29	24	46	33	22	29	28	28
A moderate contribution	45	43	47	51	46	43	43	51	29	46	44	48	47	46
Little contribution	19	20	18	17	21	20	18	12	18	14	24	13	20	19
No contribution at all	4	5	3	2	4	5	4	6	1	2	5	6	2	3
Depends	1	*	2	1	1	1	1	1	3	1	1	2	1	1
DK/NA	3	3	3	2	3	3	5	6	2	3	3	2	3	2

Q14. GENERAL IMPRESS/STATCAN IN STATCAN SURV      Q17. PARTICIPAT IMPRESS/STATCAN IN STATCAN SURV

	TOTAL	Posi-	Nega-	Yes	No
		tive	tive		
UNWEIGHTED SAMPLE	2022	1394	214	715	1225
WEIGHTED SAMPLE	2022	1398	210	678	1261
A major contribution	27	33	7	30	26
A moderate contribution	45	50	35	46	45
Little contribution	19	13	44	16	20
No contribution at all	4	1	13	4	3
Depends	1	*	1	1	1
DK/NA	3	2	*	2	4

17S. Have you ever been contacted about, or participated in, a survey conducted by Statistics Canada?

	TOTAL	REGION					SUB-REGION							COMMUNITY SIZE				
		Atl. Prov	Que.	Ont.	Prai ries	B.C.	Tor.	Mtl.	Van.	Man.	Sask	Alb.	Que.	Can. Excl	1 M+ 100K	5K- 1M	5K- 100K	Less Than 5K
UNWEIGHTED SAMPLE	2022	252	500	602	450	218	272	217	95	125	125	200	1522	584	520	423	495	
WEIGHTED SAMPLE	2022	156	488	771	342	264	348	212	116	75	66	201	1534	675	510	400	436	
Yes	29	41	27	23	39	27	22	23	24	37	42	38	29	22	27	32	38	
No	62	51	69	65	52	63	65	75	66	53	50	53	60	68	63	60	55	
Participation in census only	5	4	2	7	4	5	10	1	5	5	3	4	6	6	6	4	2	
DK/NA	4	4	2	5	5	4	4	1	5	5	6	5	5	3	4	4	5	

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME			
		Full Time	Part Time	Home makr	Unem ploit	Reti red	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ Deg.	Eng.	Fre.	Othr	
UNWEIGHTED SAMPLE	2022	875	192	94	90	402	241	420	706	402	240	297	590	258	619	1468	470	76
WEIGHTED SAMPLE	2022	875	190	96	84	404	232	419	716	419	223	285	605	264	631	1483	450	82
Yes	29	29	34	22	24	28	28	28	29	29	26	27	30	27	30	30	27	24
No	62	61	58	70	69	62	65	65	60	61	68	66	63	63	57	60	69	70
Participation in census only	5	6	3	3	2	6	4	4	5	7	2	2	3	4	9	6	2	3
DK/NA	4	4	5	5	5	4	3	4	5	3	3	4	4	6	4	5	2	3

	TOTAL	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER		
		Fe- Male	Female	18- 29	30- 44	45- 59	60+ 60+	Eu- rope	Othr	Sat' fied	Dis sati	Pri- vate	Pub- lic	Hs- hld
UNWEIGHTED SAMPLE	2022	999	1023	329	568	614	473	130	109	919	1057	85	255	528
WEIGHTED SAMPLE	2022	971	1051	369	602	534	485	144	121	906	1072	87	242	521
Yes	29	29	29	23	30	32	27	23	19	29	29	42	30	32
No	62	63	62	72	62	56	63	65	80	63	62	51	61	60
Participation in census only	5	5	5	2	4	8	5	8	-	4	5	2	7	5
DK/NA	4	4	5	4	4	4	5	4	1	4	4	5	1	3

Q14. GENERAL IMPRESS/STATCAN Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi- tive	Nega- tive	Yes	No
UNWEIGHTED SAMPLE	2022	1394	214	715	1225
WEIGHTED SAMPLE	2022	1398	210	678	1261
Yes	29	32	31	86	-
No	62	59	61	-	100
Participation in census only	5	5	6	14	-
DK/NA	4	4	2	-	-

18S. If you were contacted by Statistics Canada in the future to request your participation in a survey intended to anonymously collect information from a random sample of Canadians, would you definitely, likely, likely not, or definitely not participate?

	TOTAL	REGION					SUB-REGION							COMMUNITY SIZE			
		Atl.		Prai			Tor.	Mt.l.	Van.	Man.	Sask	Alb.	Can. Excl. Que.	100K 5K- 1M 100K 5K			Less Than 5K
		Prov	Que.	Ont.	ries	B.C.								1 M+	- 1M	100K	
UNWEIGHTED SAMPLE	2022	252	500	602	450	218	272	217	95	125	125	200	1522	584	520	423	495
WEIGHTED SAMPLE	2022	156	488	771	342	264	348	212	116	75	66	201	1534	675	510	400	436
Definitely participate	42	44	46	41	39	38	40	47	35	36	39	40	40	41	46	40	39
Likely participate	45	45	37	45	49	51	48	37	56	50	42	51	47	46	42	44	46
Likely not participate	6	7	5	6	7	8	6	6	6	7	12	6	7	6	6	6	7
Definitely not participate	4	2	7	4	3	2	2	5	1	6	4	2	3	3	4	5	5
Depends	3	1	6	3	2	1	4	4	1	1	4	2	2	4	2	5	3
DK/NA	*	*	*	1	*	-	*	*	-	1	-	-	*	*	*	*	*

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME			
		Full Time	Part Time	Home maker	Unem	Reti	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ	Eng.	Fre.	Othr	
		Time	Time	makr	ploy	red	\$20K	\$40K	\$80K	More	H.S.	H.S.	Coll	Univ	Deg.	Eng.	Fre.	Othr
UNWEIGHTED SAMPLE	2022	875	192	94	90	402	241	420	706	402	240	297	590	258	619	1468	470	76
WEIGHTED SAMPLE	2022	875	190	96	84	404	232	419	716	419	223	285	605	264	631	1483	450	82
Definitely participate	42	45	42	35	36	38	42	42	44	42	30	35	40	48	48	40	47	46
Likely participate	45	45	44	48	50	41	37	43	45	50	38	47	46	47	44	47	36	43
Likely not participate	6	5	7	8	6	8	6	7	6	6	10	9	8	3	3	7	5	4
Definitely not participate	4	3	4	6	-	8	8	4	2	1	15	3	4	1	2	3	6	5
Depends	3	2	3	2	8	4	4	3	3	1	6	5	2	1	3	3	6	2
DK/NA	*	*	-	1	-	1	2	*	*	-	*	*	*	*	-	*	-	1

18S. If you were contacted by Statistics Canada in the future to request your participation in a survey intended to anonymously collect information from a random sample of Canadians, would you definitely, likely, likely not, or definitely not participate?

	TOTAL	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER		
		Male	Female	18-29	30-44	45-59	60+	Eu-rop	Othr	Sat'fied	Disati	Pri-vate	Pub-lic	Hs-hld
UNWEIGHTED SAMPLE	2022	999	1023	329	568	614	473	130	109	919	1057	85	255	528
WEIGHTED SAMPLE	2022	971	1051	369	602	534	485	144	121	906	1072	87	242	521
Definitely participate	42	40	43	42	45	44	37	37	41	42	43	43	51	46
Likely participate	45	47	42	48	47	42	43	48	45	46	43	42	40	43
Likely not participate	6	6	7	5	5	6	8	8	4	5	6	6	4	5
Definitely not participate	4	4	4	2	2	4	8	6	3	4	4	4	1	3
Depends	3	3	3	4	2	4	3	1	6	3	4	5	4	3
DK/NA	*	*	*	-	-	*	1	1	*	*	*	-	-	-

Q14. GENERAL IMPRESS/STATCAN Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi-	Nega-		
		tive	tive	Yes	No
UNWEIGHTED SAMPLE	2022	1394	214	715	1225
WEIGHTED SAMPLE	2022	1398	210	678	1261
Definitely participate	42	47	27	48	39
Likely participate	45	46	43	41	46
Likely not participate	6	3	17	6	7
Definitely not participate	4	1	11	3	5
Depends	3	3	1	2	3
DK/NA	*	*	1	*	*

19aS. Why would you agree to participate in such a survey? Anything else?

Subsample: Those who would definitely or likely participate in any Statistics Canada survey.

	TOTAL	REGION					SUB-REGION							COMMUNITY SIZE			
		Atl. Prov	Que.	Ont.	Prai ries	B.C.	Tor.	Mtl.	Van.	Man.	Sask	Alb.	Can. Excl Que.	1 M+ - 1M	100K 5K- 100K	5K - 5K	Less Than 5K
UNWEIGHTED SAMPLE	1736	224	411	521	387	193	239	182	87	107	100	180	1325	508	455	356	417
WEIGHTED SAMPLE	1744	139	403	668	299	234	306	178	106	65	53	181	1341	590	448	335	370
Important that everyone participate to ensure good data	38	37	42	36	34	48	40	33	50	36	29	35	37	40	41	37	35
Want to have my say/be counted	21	16	25	20	24	18	18	26	13	13	23	28	20	20	24	17	25
Civic duty/every citizen should do his/her part	19	23	21	20	17	17	24	25	14	24	20	13	19	22	19	19	16
Enjoy doing surveys	8	6	11	8	7	5	8	12	4	9	5	7	7	9	5	10	9
Like to know what the government is studying	7	8	8	6	7	7	6	9	7	6	8	7	7	7	7	9	5
It's useful/helpful/valuable	6	6	*	8	6	8	5	1	9	4	7	7	7	4	8	6	5
Helps gov't make decisions	5	6	1	6	6	7	5	2	8	5	6	6	6	5	6	5	5
To know/understand what's going on/what Canadians want /think	4	2	2	6	3	3	2	2	4	5	2	3	4	2	5	5	3
Why not/nothing to lose/no reason not /doesn't hurt	3	3	1	5	3	3	6	2	4	4	-	4	4	4	2	2	3
Want to help them out	2	3	*	2	3	3	2	1	4	6	-	2	2	2	2	2	2
To help/educate Canadians/with my answers	2	2	*	3	2	1	3	-	1	2	2	2	2	2	2	1	2
Legal requirement/required by law to participate	2	3	4	1	1	1	*	3	1	1	1	1	1	1	2	2	2
Other	5	4	3	6	6	5	5	3	8	5	9	5	6	5	5	6	4
DK/NA	2	3	3	1	2	-	*	4	-	-	4	3	1	1	1	3	2



19aS. Why would you agree to participate in such a survey? Anything else?

Subsample: Those who would definitely or likely participate in any Statistics Canada survey.

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION					LANG. AT HOME		
		Full Time	Part Time	Home maker	Unem	Reti	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ	Univ Deg.	Eng.	Fre.	Othr
UNWEIGHTED SAMPLE	1736	785	165	76	79	319	190	358	624	366	164	243	504	243	567	1273	390	66
WEIGHTED SAMPLE	1744	788	163	79	72	321	184	358	634	385	152	233	518	250	579	1290	375	73
Important that everyone participate to ensure good data	38	39	38	33	36	37	36	35	40	42	30	31	35	41	46	37	41	44
Want to have my say/be counted	21	21	21	24	23	21	26	22	22	21	26	23	24	18	18	20	26	14
Civic duty/every citizen should do his/her part	19	21	18	15	18	17	21	18	19	18	17	19	17	22	22	19	22	14
Enjoy doing surveys	8	7	10	13	7	8	10	9	8	6	10	10	9	8	6	7	11	12
Like to know what the government is studying	7	7	8	10	5	8	8	8	6	6	6	6	9	6	6	7	7	7
It's useful/helpful/valuable	6	5	8	1	2	6	2	4	7	8	2	2	5	7	7	7	*	4
Helps gov't make decisions	5	6	1	-	9	4	3	4	6	6	3	5	4	3	7	5	3	7
To know/understand what's going on/what Canadians want /think	4	4	4	-	3	5	2	3	4	4	3	5	4	3	4	4	2	3
Why not/nothing to lose/no reason not /doesn't hurt	3	3	4	4	5	2	2	3	4	3	4	3	4	1	3	4	1	-
Want to help them out	2	2	4	1	3	1	2	2	2	2	3	2	1	2	2	2	*	4
To help/educate Canadians/with my answers	2	2	2	-	4	2	1	2	2	3	1	1	3	1	2	2	1	1
Legal requirement/required by law to participate	2	2	1	2	-	1	2	2	1	1	3	1	1	1	2	1	4	3
Other	5	4	5	4	5	5	4	4	4	6	4	5	3	7	6	6	2	3
DK/NA	2	1	-	5	5	2	1	3	1	1	5	1	1	*	1	1	3	2

19aS. Why would you agree to participate in such a survey? Anything else?

Subsample: Those who would definitely or likely participate in any Statistics Canada survey.

	TOTAL	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER		
		Male	Fe- male	18- 29	30- 44	45- 59	60+	Eu- rope	Othr	Sat' fied	Dis sati	Pri- vate	Pub- lic	Hs- hld
UNWEIGHTED SAMPLE	1736	871	865	296	516	525	375	109	92	805	900	73	233	471
WEIGHTED SAMPLE	1744	850	894	332	549	458	385	122	105	797	917	74	220	464
Important that everyone participate to ensure good data	38	37	40	36	37	44	36	38	40	41	36	47	42	44
Want to have my say/be counted	21	22	21	25	21	22	18	22	18	16	26	26	23	24
Civic duty/every citizen should do his/her part	19	22	17	20	18	22	18	22	17	20	19	24	22	20
Enjoy doing surveys	8	7	9	10	8	7	8	10	8	8	9	10	7	7
Like to know what the government is studying	7	7	7	5	6	8	7	9	10	6	7	6	6	6
It's useful/helpful/valuable	6	5	6	4	5	6	6	3	6	6	5	8	5	6
Helps gov't make decisions	5	5	5	5	5	5	5	4	7	6	4	2	6	4
To know/understand what's going on/what Canadians want /think	4	3	4	3	4	3	4	5	6	5	3	1	4	3
Why not/nothing to lose/no reason not /doesn't hurt	3	3	4	4	5	2	2	1	1	3	3	2	3	4
Want to help them out	2	3	1	4	2	1	2	2	2	2	2	-	3	3
To help/educate Canadians/with my answers	2	2	2	3	1	2	1	-	2	2	2	1	2	2
Legal requirement/required by law to participate	2	1	2	2	1	2	1	2	1	1	2	1	3	2
Other	5	4	6	6	5	4	5	5	6	6	4	2	4	5
DK/NA	2	1	2	2	2	1	1	-	-	2	1	1	1	1

19aS. Why would you agree to participate in such a survey? Anything else?

Subsample: Those who would definitely or likely participate in any Statistics Canada survey.

Q14. GENERAL IMPRESS/STATCAN Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi- tive	Nega- tive	Yes	No
UNWEIGHTED SAMPLE	1736	1290	148	629	1035
WEIGHTED SAMPLE	1744	1297	147	600	1071
Important that everyone participate to ensure good data	38	40	31	41	37
Want to have my say/be counted	21	21	24	20	23
Civic duty/every citizen should do his/her part	19	20	14	23	18
Enjoy doing surveys	8	8	8	7	8
Like to know what the government is studying	7	6	11	5	8
It's useful/helpful/valuable	6	6	5	6	5
Helps gov't make decisions	5	5	7	5	5
To know/understand what's going on/what Canadians want /think	4	4	3	5	3
Why not/nothing to lose/no reason not /doesn't hurt	3	3	4	3	3
Want to help them out	2	2	1	1	2
To help/educate Canadians/with my answers	2	2	3	2	1
Legal requirement/required by law to participate	2	1	3	2	2
Other	5	5	6	4	5
DK/NA	2	1	1	1	2

19bS. Why might you not agree to participate in such a survey? Anything else?

Subsample: Those who would not participate in any Statistics Canada survey.

	REGION						SUB-REGION						COMMUNITY SIZE				
	TOTAL	Atl. Prov	Que.	Ont.	Prai ries	B.C.	Tor.	Mtl.	Van.	Man.	Sask	Alb.	Can. Excl Que.	1 M+	100K - 1M	5K- 100K	Less Than 5K
UNWEIGHTED SAMPLE	286	28	89	81	63	25	33	35	8	18	25	20	197	76	65	67	78
WEIGHTED SAMPLE	278	17	85	103	43	30	42	33	10	10	13	20	193	85	62	65	66
Don't like to do surveys	19	25	32	12	11	17	10	27	51	13	10	11	13	21	20	22	13
Don't have time for surveys	17	21	21	16	12	16	22	30	13	18	3	16	16	24	13	15	15
Depends on personal circumstances (availability, mood, health)	16	7	20	18	12	12	26	20	13	-	14	17	15	22	9	12	20
Because my opinion won't count/won't make any difference	15	10	12	16	11	25	12	6	13	23	18	-	16	10	14	16	20
Don't understand/know enough to participate	8	5	-	15	8	8	13	-	13	-	12	10	12	8	12	13	-
Concerned about how information might be used	8	10	4	9	11	11	12	3	10	21	8	9	10	8	9	6	8
Invasion of privacy/questions are invasive	5	5	1	6	1	15	3	2	-	-	5	-	6	2	1	9	7
Waste of time/money/doesn't accomplish anything	4	4	-	2	16	7	-	-	-	4	15	24	6	-	9	4	6
Don't like the government	4	-	3	4	7	8	-	-	13	11	-	10	5	1	11	4	2
Don't trust Statistics Canada	3	7	5	3	3	-	3	-	-	13	-	-	3	1	4	6	4
Do too many surveys already	1	2	2	-	1	4	-	3	-	-	4	-	1	1	2	2	1
Negative previous experience	1	-	1	1	4	-	3	-	-	4	11	-	2	1	1	-	3
Age	1	-	2	-	3	-	-	-	-	-	9	-	1	-	3	-	2
Should compensate participants for their time	1	-	1	1	1	-	3	3	-	-	3	-	1	3	-	-	1
Other	5	13	5	6	6	-	3	6	-	-	3	10	6	4	10	4	4
DK/NA	3	3	4	4	1	-	3	3	-	4	-	-	2	3	2	2	4

19bS. Why might you not agree to participate in such a survey? Anything else?

Subsample: Those who would not participate in any Statistics Canada survey.

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME			
		Full Time	Part Time	Home maker	Unem	Reti	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ Deg.	Eng.	Fre.	Othr	
UNWEIGHTED SAMPLE	286	90	27	18	11	83	51	62	82	36	76	54	86	15	52	195	80	10
WEIGHTED SAMPLE	278	87	27	17	11	83	48	61	82	35	71	51	88	14	51	192	75	9
Don't like to do surveys	19	15	34	30	17	17	21	21	19	-	24	30	15	10	11	13	36	22
Don't have time for surveys	17	20	11	12	16	12	17	14	16	29	10	15	23	13	24	16	19	36
Depends on personal circumstances (availability, mood, health)	16	16	20	-	32	18	15	19	16	16	16	14	16	24	16	16	18	9
Because my opinion won't count/won't make any difference	15	8	29	23	-	22	11	23	16	12	18	15	14	14	12	16	13	7
Don't understand/know enough to participate	8	5	5	15	8	11	17	4	4	9	13	7	8	-	3	11	-	14
Concerned about how information might be used	8	10	4	-	4	7	4	6	8	19	3	12	9	10	10	10	5	-
Invasion of privacy/questions are invasive	5	4	2	-	13	7	4	6	3	3	8	3	1	23	4	7	-	-
Waste of time/money/doesn't accomplish anything	4	10	4	-	-	-	-	4	5	11	1	5	4	11	7	6	-	-
Don't like the government	4	6	-	-	-	5	4	2	5	5	7	2	2	-	8	4	4	7
Don't trust Statistics Canada	3	2	-	10	-	5	3	3	4	-	4	4	4	-	1	2	6	7
Do too many surveys already	1	2	-	-	10	2	2	-	2	3	1	2	2	-	1	1	3	-
Negative previous experience	1	2	-	3	-	-	-	2	1	4	2	-	1	6	-	2	1	-
Age	1	-	-	-	-	3	3	-	-	2	3	2	-	-	-	1	2	-
Should compensate participants for their time	1	-	-	-	-	3	1	-	3	-	-	1	1	-	2	1	1	-
Other	5	10	9	10	-	1	2	1	12	-	1	4	8	-	9	5	5	-
DK/NA	3	3	-	7	-	5	5	7	1	-	5	-	3	9	2	3	3	5

19bS. Why might you not agree to participate in such a survey? Anything else?

Subsample: Those who would not participate in any Statistics Canada survey.

	TOTAL	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER		
		Male	Fe- male	18- 29	30- 44	45- 59	60+	Eu- rope	Othr	Sat' fied	Dis sati	Pri- vate	Pub- lic	Hs- hld
UNWEIGHTED SAMPLE	286	128	158	33	52	89	98	21	17	114	157	12	22	57
WEIGHTED SAMPLE	278	120	158	37	53	76	100	22	16	110	154	13	22	57
Don't like to do surveys	19	20	19	41	18	17	14	10	13	25	16	34	23	24
Don't have time for surveys	17	17	18	33	25	16	10	17	35	19	16	17	30	22
Depends on personal circumstances (availability, mood, health)	16	15	18	18	15	19	13	6	24	14	18	26	10	15
Because my opinion won't count/won't make any difference	15	15	15	2	21	8	21	19	7	11	19	10	9	9
Don't understand/know enough to participate	8	5	10	5	5	5	14	29	-	13	4	-	6	4
Concerned about how information might be used	8	8	8	-	9	15	6	5	-	6	10	-	5	10
Invasion of privacy/questions are invasive	5	3	6	4	2	4	5	4	5	3	6	-	4	2
Waste of time/money/doesn't accomplish anything	4	5	4	2	2	7	3	-	4	3	6	9	17	10
Don't like the government	4	6	3	2	5	4	5	3	-	1	7	-	6	3
Don't trust Statistics Canada	3	3	4	-	4	2	4	-	4	*	6	6	-	1
Do too many surveys already	1	2	1	-	-	1	3	2	-	1	2	-	-	-
Negative previous experience	1	2	1	-	-	3	2	5	-	1	2	-	-	1
Age	1	*	2	-	-	-	2	-	-	2	1	-	-	-
Should compensate participants for their time	1	*	1	-	-	-	3	-	-	*	2	-	-	-
Other	5	4	7	9	5	9	-	8	7	8	4	8	13	13
DK/NA	3	6	1	-	4	1	5	-	3	3	1	-	-	-

19bS. Why might you not agree to participate in such a survey? Anything else?

Subsample: Those who would not participate in any Statistics Canada survey.

Q14. GENERAL IMPRESS/STATCAN IN STATCAN SURV      Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi- tive	Nega- tive	Yes	No
UNWEIGHTED SAMPLE	286	104	66	86	190
WEIGHTED SAMPLE	278	101	63	77	190
Don't like to do surveys	19	19	8	10	23
Don't have time for surveys	17	17	15	16	17
Depends on personal circumstances (availability, mood, health)	16	18	9	13	18
Because my opinion won't count/won't make any difference	15	14	15	17	15
Don't understand/know enough to participate	8	5	11	1	10
Concerned about how information might be used	8	8	16	13	6
Invasion of privacy/questions are invasive	5	7	5	5	4
Waste of time/money/doesn't accomplish anything	4	3	12	10	2
Don't like the government	4	2	5	3	5
Don't trust Statistics Canada	3	2	7	3	4
Do too many surveys already	1	2	3	4	*
Negative previous experience	1	2	3	4	*
Age	1	1	2	1	1
Should compensate participants for their time	1	*	2	3	-
Other	5	8	5	10	4
DK/NA	3	4	-	-	4

20S. In which of the following ways would you be willing to participate in a Statistics Canada survey?

a. Through an in-person interview conducted in your home

Subsample: Those who didn't mention "Definitely not participate" in Q18S.

	REGION						SUB-REGION						COMMUNITY SIZE				
	TOTAL	Atl.		Prai		B.C.	Tor.	Mt.L.	Van.	Man.	Sask	Alb.	Que.	Can. Excl.	Less Than		
		Prov	Que.	Ont.	ries										1 M+	1M - 5K	5K - 100K
UNWEIGHTED SAMPLE	1936	246	466	578	432	214	266	207	94	117	119	196	1470	567	498	402	469
WEIGHTED SAMPLE	1940	153	455	741	331	260	340	202	115	71	63	197	1484	657	490	379	414
Yes	34	39	29	32	43	38	31	28	33	43	36	46	36	30	37	34	38
No	63	58	67	66	55	60	67	68	66	56	63	52	62	67	60	64	59
Depends	2	2	4	2	1	2	1	4	1	1	1	1	2	2	3	2	2
DK/NA	*	1	*	*	1	*	*	-	-	-	-	1	*	*	-	*	1

	EMPLOYMENT						HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME			
	TOTAL	Full Time	Part Time	Home maker	Unem	Reti	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ Deg.	Eng.	Fre.	Othr	
		Time	Time	makr	plo	red	\$20K	\$40K	\$80K	More	H.S.	H.S.	Coll	Univ	Deg.	Eng.	Fre.	Othr
UNWEIGHTED SAMPLE	1936	850	184	88	90	369	222	401	688	395	206	286	567	253	608	1417	440	72
WEIGHTED SAMPLE	1940	852	182	90	84	372	213	401	699	414	190	275	582	261	620	1434	422	79
Yes	34	32	26	42	29	43	38	33	35	37	31	32	30	38	39	36	29	36
No	63	65	71	56	69	55	59	62	64	61	65	66	67	60	58	62	66	62
Depends	2	2	3	2	1	2	3	4	1	2	4	1	3	2	2	2	4	3
DK/NA	*	*	1	-	-	*	*	*	*	1	-	*	*	*	*	*	*	-

	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER			
	TOTAL	Fe- Male	18- 29	30- 44	45- 59	60+	Eu- rope	Othr	Sat' fied	Dis sati	Pri- vate	Pub- lic	Hs- hld	
		Male	male	29	44	59	60+	rope	Othr	fied	sati	vate	lic	hld
UNWEIGHTED SAMPLE	1936	960	976	323	557	588	435	122	105	886	1008	81	252	513
WEIGHTED SAMPLE	1940	935	1005	363	591	514	445	135	118	875	1025	83	238	507
Yes	34	38	31	27	30	37	45	47	39	38	32	46	35	34
No	63	60	66	70	68	59	53	50	58	59	65	50	62	63
Depends	2	2	3	2	2	3	2	1	3	2	2	4	2	3
DK/NA	*	*	*	*	1	*	*	1	-	*	*	-	*	1

Q14. GENERAL IMPRESS/STATCAN IN STATCAN SURV Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi- tive	Nega- tive	Yes	No
		ive	ive		
UNWEIGHTED SAMPLE	1936	1376	188	690	1165
WEIGHTED SAMPLE	1940	1381	186	657	1201
Yes	34	36	35	40	32
No	63	62	63	58	66
Depends	2	2	2	2	2
DK/NA	*	*	*	*	*



20S. In which of the following ways would you be willing to participate in a Statistics Canada survey?

b. By telephone

Subsample: Those who didn't mention "Definitely not participate" in Q18S.

	REGION						SUB-REGION						COMMUNITY SIZE				
	TOTAL	Atl.		Prai		B.C.	Tor.	Mt.L.	Van.	Man.	Sask	Alb.	Que.	Can. Excl.	Less Than		
		Prov	Que.	Ont.	ries										1 M+	1M - 5K	5K - 100K
UNWEIGHTED SAMPLE	1936	246	466	578	432	214	266	207	94	117	119	196	1470	567	498	402	469
WEIGHTED SAMPLE	1940	153	455	741	331	260	340	202	115	71	63	197	1484	657	490	379	414
Yes	78	80	77	77	81	80	79	78	78	84	71	84	79	79	83	76	73
No	19	17	18	21	17	19	20	16	21	16	27	14	20	19	15	21	23
Depends	2	3	6	2	1	1	1	6	1	-	2	2	1	2	2	2	3
DK/NA	*	-	-	1	*	*	*	-	-	-	-	*	*	*	*	1	*

	EMPLOYMENT						HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME			
	TOTAL	Full Time	Part Time	Home mkr	Unem	Reti	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ Deg.	Eng.	Fre.	Othr	
		Time	Time	makr	plo	red	\$20K	\$40K	\$80K	More	H.S.	H.S.	Coll	Univ	Deg.	Eng.	Fre.	Othr
UNWEIGHTED SAMPLE	1936	850	184	88	90	369	222	401	688	395	206	286	567	253	608	1417	440	72
WEIGHTED SAMPLE	1940	852	182	90	84	372	213	401	699	414	190	275	582	261	620	1434	422	79
Yes	78	82	77	79	71	68	76	76	78	83	70	75	76	85	81	79	75	76
No	19	16	21	19	24	28	21	21	20	15	24	24	22	13	16	19	19	20
Depends	2	2	1	2	4	4	1	3	2	2	6	1	2	2	3	2	6	3
DK/NA	*	*	-	-	1	-	2	-	*	-	-	-	1	-	*	*	-	-

	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER			
	TOTAL	Fe- Male	18- 29	30- 44	45- 59	60+	Eu- rope	Othr	Sat' fied	Dis sati	Pri- vate	Pub- lic	Ho- mld	
		Male	male	29	44	59	60+	rope	Othr	fied	sati	vate	lic	hld
UNWEIGHTED SAMPLE	1936	960	976	323	557	588	435	122	105	886	1008	81	252	513
WEIGHTED SAMPLE	1940	935	1005	363	591	514	445	135	118	875	1025	83	238	507
Yes	78	80	77	84	84	77	68	76	75	81	76	79	78	80
No	19	19	20	14	14	19	29	21	23	17	20	20	18	17
Depends	2	2	3	2	2	3	3	4	2	2	3	1	3	2
DK/NA	*	*	1	-	*	1	-	-	-	*	*	-	1	*

Q14. GENERAL IMPRESS/STATCAN IN STATCAN SURV Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi- tive	Nega- tive	Yes	No
		tive	tive	Yes	No
UNWEIGHTED SAMPLE	1936	1376	188	690	1165
WEIGHTED SAMPLE	1940	1381	186	657	1201
Yes	78	81	72	80	77
No	19	16	27	17	21
Depends	2	2	1	2	3
DK/NA	*	*	*	*	*

20S. In which of the following ways would you be willing to participate in a Statistics Canada survey?

c. Over the Internet

Subsample: Those who didn't mention "Definitely not participate" in Q18S.

	TOTAL	REGION					SUB-REGION						COMMUNITY SIZE				
		Atl.		Prai			Tor.	Mt.L.	Van.	Man.	Sask	Alb.	Can. Excl. Que.	1 M+	5K-1M	Less Than 100K	5K
		Prov	Que.	Ont.	ries	B.C.											
UNWEIGHTED SAMPLE	1936	246	466	578	432	214	266	207	94	117	119	196	1470	567	498	402	469
WEIGHTED SAMPLE	1940	153	455	741	331	260	340	202	115	71	63	197	1484	657	490	379	414
Yes	51	47	44	55	51	54	59	46	57	49	43	55	53	55	54	51	43
No	47	52	54	43	47	44	39	53	42	50	57	43	45	44	44	48	55
Depends	1	1	2	1	1	1	1	1	-	-	1	1	1	1	1	1	1
DK/NA	*	-	-	1	1	-	1	-	-	1	-	1	1	*	*	-	1

	TOTAL	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME			
		Full Time	Part Time	Home maker	Unem	Reti	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ Deg.	Eng.	Fre.	Othr	
		Time	Time	makr	ploy	red	\$20K	\$40K	\$80K	More	H.S.	H.S.	Coll	Univ	Deg.	Eng.	Fre.	Othr
UNWEIGHTED SAMPLE	1936	850	184	88	90	369	222	401	688	395	206	286	567	253	608	1417	440	72
WEIGHTED SAMPLE	1940	852	182	90	84	372	213	401	699	414	190	275	582	261	620	1434	422	79
Yes	51	57	49	46	52	25	37	43	54	68	26	38	48	62	64	53	42	65
No	47	41	48	51	46	74	61	56	44	31	72	60	51	38	34	45	56	34
Depends	1	1	3	2	2	1	1	*	1	1	2	2	1	-	2	1	2	-
DK/NA	*	*	-	2	-	*	1	*	*	*	-	1	*	-	1	*	-	1

	TOTAL	GENDER		AGE			IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER			
		Fe-Male	Fe-male	18-29	30-44	45-59	60+	Eu-rope	Othr	Sat'fied	Dis-sati	Pri-vate	Pub-lic	Hs-hld
		Male	male	29	44	59	60+	rope	Othr	fied	sati	vate	lic	hld
UNWEIGHTED SAMPLE	1936	960	976	323	557	588	435	122	105	886	1008	81	252	513
WEIGHTED SAMPLE	1940	935	1005	363	591	514	445	135	118	875	1025	83	238	507
Yes	51	54	49	69	62	51	25	50	57	57	46	49	56	58
No	47	44	50	31	37	46	74	48	41	41	52	47	42	40
Depends	1	2	1	-	1	2	1	1	2	1	1	2	2	2
DK/NA	*	*	*	1	-	*	1	1	-	1	*	1	1	1

Q14. GENERAL IMPRESS/STATCAN IN STATCAN SURV Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi-tive	Nega-tive		
		Yes	No	Yes	No
UNWEIGHTED SAMPLE	1936	1376	188	690	1165
WEIGHTED SAMPLE	1940	1381	186	657	1201
Yes	51	56	42	52	51
No	47	42	56	46	47
Depends	1	1	2	1	1
DK/NA	*	*	*	1	*

20S. In which of the following ways would you be willing to participate in a Statistics Canada survey?

d. On a paper survey form sent to you by mail

Subsample: Those who didn't mention "Definitely not participate" in Q18S.

	REGION						SUB-REGION						COMMUNITY SIZE				
	TOTAL	Atl.		Prai		B.C.	Tor.	Mt.L.	Van.	Man.	Sask	Alb.	Que.	Can. Excl.	Less Than		
		Prov	Que.	Ont.	ries										1 M+	5K- 1M	5K
UNWEIGHTED SAMPLE	1936	246	466	578	432	214	266	207	94	117	119	196	1470	567	498	402	469
WEIGHTED SAMPLE	1940	153	455	741	331	260	340	202	115	71	63	197	1484	657	490	379	414
Yes	79	78	75	82	75	79	78	74	74	79	73	74	80	76	78	81	80
No	19	21	21	17	22	19	21	21	24	20	26	22	19	22	19	17	19
Depends	2	1	4	1	2	2	*	5	2	1	1	3	1	2	3	2	1
DK/NA	*	-	-	*	*	*	-	-	-	-	1	1	*	-	*	1	*

	EMPLOYMENT						HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME			
	TOTAL	Full	Part	Home	Unem	Reti	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ Deg.	Eng.	Fre.	Othr	
		Time	Time	makr	ployp	red												
UNWEIGHTED SAMPLE	1936	850	184	88	90	369	222	401	688	395	206	286	567	253	608	1417	440	72
WEIGHTED SAMPLE	1940	852	182	90	84	372	213	401	699	414	190	275	582	261	620	1434	422	79
Yes	79	80	75	89	73	84	78	81	80	76	76	76	83	74	79	79	76	75
No	19	17	25	10	25	13	19	17	18	22	20	24	15	25	19	19	21	25
Depends	2	2	*	2	1	3	1	2	1	2	4	1	1	2	2	2	3	-
DK/NA	*	*	-	-	1	-	1	-	*	*	-	-	1	-	*	*	-	-

	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER			
	TOTAL	Fe-	18- 29	30- 44	45- 59	60+	Eu- rope	Othr	Sat' fied	Dis sati	Pri- vate	Pub- lic	Hs- hld	
		Male												male
UNWEIGHTED SAMPLE	1936	960	976	323	557	588	435	122	105	886	1008	81	252	513
WEIGHTED SAMPLE	1940	935	1005	363	591	514	445	135	118	875	1025	83	238	507
Yes	79	77	80	71	79	82	82	84	70	79	78	78	81	81
No	19	21	18	28	19	16	15	16	30	19	20	18	17	18
Depends	2	2	2	1	2	2	3	-	1	2	2	3	2	2
DK/NA	*	*	*	*	*	1	-	-	-	*	*	-	-	-

Q14. GENERAL IMPRESS/STATCAN IN STATCAN SURV Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi-	Nega-	Yes	No
		tive	tive		
UNWEIGHTED SAMPLE	1936	1376	188	690	1165
WEIGHTED SAMPLE	1940	1381	186	657	1201
Yes	79	81	73	80	78
No	19	17	24	17	20
Depends	2	1	2	2	2
DK/NA	*	*	*	*	*

21S. Of the methods you just indicated, which one of them would you most prefer as a way to participate in a Statistics Canada survey? (COMBINED)

Subsample: Those who mentioned "yes" to at least one in Q20S.

	REGION						SUB-REGION						COMMUNITY SIZE				
	TOTAL	Atl.		Prai		B.C.	Tor.	Mt.L.	Van.	Man.	Sask	Alb.	Can. Excl. Que.	Less Than			
		Prov	Que.	Ont.	ries									1 M+	1M - 5K	5K - 100K	100K +
UNWEIGHTED SAMPLE	1877	241	445	565	419	207	262	198	92	114	113	192	1432	552	487	386	452
WEIGHTED SAMPLE	1884	150	435	724	323	251	335	193	112	69	60	194	1448	641	480	364	399
Paper survey	39	36	41	41	34	37	37	40	31	32	42	32	38	37	36	43	42
Over the Internet	26	23	19	31	24	32	33	17	43	26	23	24	29	30	27	25	21
Telephone	26	27	29	22	31	24	24	34	23	34	24	32	25	27	28	22	24
In-person interview	7	10	7	5	10	6	4	7	2	6	9	11	7	5	7	9	9
All equally preferred	1	2	2	1	*	*	1	1	-	-	1	*	1	1	1	*	2
No preference	1	2	2	*	*	-	1	1	-	1	1	-	*	1	*	1	1
Depends	*	1	*	-	1	*	-	1	-	1	-	1	*	*	*	*	*

	EMPLOYMENT					HOUSEHOLD INCOME				EDUCATION				LANG. AT HOME				
	TOTAL	Full Time	Part Time	Home mkr	Unem	Reti	Less \$20K	20K- \$40K	40K- \$80K	\$80K More	Less H.S.	Comm H.S.	Some Coll	Univ	Univ Deg.	Eng.	Fre.	Othr
		Time	Time	makr	ploy	red	\$20K	\$40K	\$80K	More	H.S.	H.S.	Coll	Univ	Deg.	Eng.	Fre.	Othr
UNWEIGHTED SAMPLE	1877	833	176	85	84	354	213	393	670	389	195	274	552	248	592	1379	421	70
WEIGHTED SAMPLE	1884	836	175	87	77	357	205	393	679	409	179	263	566	257	606	1398	403	76
Paper survey	39	37	39	45	33	54	41	44	40	28	45	46	46	30	31	38	44	27
Over the Internet	26	31	26	18	29	11	15	20	29	39	9	17	23	37	35	28	17	45
Telephone	26	26	25	23	31	20	28	24	24	28	33	25	23	28	25	26	27	17
In-person interview	7	5	8	10	7	12	13	10	6	4	10	9	6	4	7	7	7	9
All equally preferred	1	1	1	4	-	1	1	1	1	1	1	1	1	1	1	1	2	1
No preference	1	*	1	1	-	1	1	1	*	2	2	*	1	*	*	3	-	-
Depends	*	*	-	-	-	1	*	1	*	-	-	*	*	-	1	*	-	-

21S. Of the methods you just indicated, which one of them would you most prefer as a way to participate in a Statistics Canada survey? (COMBINED)

Subsample: Those who mentioned "yes" to at least one in Q20S.

	TOTAL	GENDER		AGE				IMMIGRANT		FED GOV'T SATISFACT		UNION MEMBER		
		Male	Female	18-29	30-44	45-59	60+	Eu-rop	Othr	Sat'fied	Dis-sati	Pri-vate	Pub-lic	Hs-hld
UNWEIGHTED SAMPLE	1877	929	948	318	547	565	417	120	100	860	977	77	245	500
WEIGHTED SAMPLE	1884	907	977	357	580	495	427	133	112	850	995	79	232	494
Paper survey	39	34	43	26	35	42	51	43	33	37	41	39	40	38
Over the Internet	26	30	23	35	32	26	12	29	31	30	23	27	31	32
Telephone	26	27	25	33	27	21	23	16	29	26	26	24	22	22
In-person interview	7	7	7	4	4	9	11	10	7	6	8	9	6	6
All equally preferred	1	1	1	1	1	1	2	-	*	1	1	1	1	*
No preference	1	1	1	*	*	1	1	1	-	*	1	-	1	1
Depends	*	*	*	*	*	-	1	1	-	*	*	-	-	-

Q14. GENERAL IMPRESS/STATCAN Q17. PARTICIPAT IN STATCAN SURV

	TOTAL	Posi-tive	Nega-tive	Yes	No
UNWEIGHTED SAMPLE	1877	1348	178	669	1129
WEIGHTED SAMPLE	1884	1354	177	639	1166
Paper survey	39	38	35	40	38
Over the Internet	26	29	21	24	28
Telephone	26	24	33	26	25
In-person interview	7	6	9	8	6
All equally preferred	1	1	1	1	1
No preference	1	1	1	1	1
Depends	*	*	*	*	*

## **Methodology**

## Methodology

The results are based on omnibus questions placed on an Environics' FOCUS CANADA survey, conducted with a representative sample of adult Canadians between March 11 and April 6, 2005.

### Question design

The questions were designed by Environics senior researchers in conjunction with Statistics Canada. The questions were pre-tested as part of the overall survey, prior to being finalized. The

### Sample selection

The sampling method was designed to complete approximately 2,020 interviews within households randomly selected across Canada. The sample is drawn in such a way that it represents the Canadian population with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut, or in institutions (armed forces barracks, hospitals, prisons).

The sampling model relies on the stratification of the population by ten regions (Atlantic Canada, Metropolitan Montreal, the rest of Quebec, the Greater Toronto Area, the rest of Ontario, Manitoba, Saskatchewan, Alberta, the Greater Vancouver Regional District and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants). The final sample was distributed as follows.

<b>Sample distribution</b>				
	2001 Census*	Weighted N=2,022	Unweighted N=2,022	Margin of Error
CANADA	100	2,022	2,022	+/- 2.2%
Atlantic Canada	8	156	252	+/- 6.2%
Quebec	24	488	500	+/- 4.4%
Ontario	38	771	602	+/- 4.0%
Manitoba	4	75	125	+/- 8.8%
Saskatchewan	3	66	125	+/- 8.8%
Alberta	10	201	200	+/- 6.9%
British Columbia	13	264	218	+/- 6.6%

\* Canadians aged 18 years or over in 2001, excluding those in Nunavut, the Northwest Territories and the Yukon

Enviro-nics uses a sampling method in which sample is generated using the RDD (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a recent electronic phonebook database to retrieve geographic location, business indicator and “do not call” status.

The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a “most probable” postal code based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

### **Telephone interviewing**

Interviewing for this survey was conducted at Enviro-nics’ central facilities in Toronto and Montreal. Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations – CAMRO (now the Marketing Research and Intelligence Association – MRIA). A minimum of eight calls were made to a household before classifying it as a “no answer.”

From within each household contacted, respondents 18 years of age and older were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly. The complete Focus Canada interviews averaged 40 minutes in length, with the Statistics Canada questions presented in the fifth minute and requiring three minutes to complete.

### **Completion results**

A total of 2,022 interviews were completed between March 11 and April 6, 2005. A sample of this size will produce a sampling error of plus or minus 2.2 percentage points, 19 times out of 20. The margin of error is greater for results pertaining to regional or socio-demographic subgroups of the total sample.

The effective response rate is six percent: the number of completed interviews (2,022) divided by the total dialled sample (44,142) minus the non-valid/non-residential numbers, the numbers not in service, and ineligible households as well as those that presented a language barrier (12,432). The



actual completion rate is 12 percent: the number of completed interviews (2,022) divided by the number of qualified respondents contacted directly (17,225). The following table presents the detailed completion results.

<b>Completion results</b>		
	N	%
A. Total sample dialled	44,142	100
Household not eligible	0	0
Non-residential/not in service	11,453	26
Language barrier	979	2
B. Subtotal	12,432	28
C. New base (A – B)	31,710	100
D. No answer/line busy/not available	14,485	46
Refusals	14,980	47
Mid-interview refusals	223	1
E. Subtotal	29,688	94
F. Net completions (C – E)	2,022	6
Completion rate (F / [C – D])		12

Note: totals may not sum to 100 due to rounding.