



## **Survey and Focus Groups - Winter 2013**

### **Draft Methodology Report**

### **Presented to the Privy Council Office**

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**Ce report est aussi disponible en français**

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## Introduction

Harris/Decima is pleased to present this methodology report to the Privy Council Office (PCO) highlighting the quantitative research among Canadians regarding their attitudes on current events.

The Communications and Consultations Secretariat of the PCO conducted quantitative and qualitative research with Canadians across the country, to gain a further understanding of the Canadian mood, and to help inform communications and policy over the coming months.

Harris/Decima administered a survey and focus groups to investigate Canadians' concerns and perceptions about current affairs, important challenges facing the country, and the role of government in addressing such challenges.

This report presents a detailed description of the quantitative survey methodology used to complete this research, including sample design, survey administration, response rates for the quantitative research (along with margin of error), and a discussion of non-response bias. It contains all details necessary to replicate this study in the future.

The total cost of the research was \$123,858.26 (including HST).

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# Study Methodology

Harris/Decima undertook a telephone survey with Canadian adults.

## Quantitative Research

### Overview of Methodology

This research consisted of a telephone survey with the Canadian adult general population. Specifically, 2,450 Canadians were interviewed by telephone using a Random Digit Dialing (RDD) approach and therefore utilized probability sampling. A sample of this size drawn from the Canadian population would be expected to provide results accurate to within plus or minus 2.0 percent in 19 out of 20 samples.

The sampling plan was designed to obtain a distribution reflective of the general population with quotas placed overall on age, gender and region.

Details regarding the approach used for completing this research are outlined below.

### Questionnaire Design

Harris/Decima reviewed the questionnaire provided by the PCO and recommended minimal revisions to ensure all questions were appropriately worded. The overall length of the survey was within the targeted length of 10 minutes and Harris/Decima collapsed and coded one open-ended and one “other specify” question.

### Survey Pre-tests

Prior to being finalized, the telephone survey was pre-tested on February 18, 2013 in both official languages to ensure it elicited the required information. In total, 10 interviews were conducted in English and 10 interviews were conducted in French. On average, the study took 7 minutes to complete. All calling was completed from Harris/Decima’s Ottawa call-centre.

Following the pretest, the data was reviewed by checking frequencies and skip logic to ensure the survey instrument was programmed properly. The pre-test completes were not included in the final dataset as two questions were added to the survey. Frequencies were monitored closely to ensure no issues were encountered with the newly programmed questions.

### Sample Design and Selection

The sample for this survey was designed to complete 2,450 interviews with Canadians. The sample was stratified by region, age and gender to allow for meaningful sub-group analysis and to ensure that weighting factors stayed within the acceptable research standards. Quotas were set as follows:

Spec	Quota	Total
Region		
Atlantic Canada	245	
Quebec	612	
Ontario	809	2,450
Prairies	245	
Alberta	245	

British Columbia/Territories	294	
<b>Gender</b>		
Male	1,225	2,450
Female	1,225	
<b>Age</b>		
18-34	494	
35-54	721	2,450
55 and over	1,235	

The sample was drawn using SurveySampler technology, which ensures that all residential listings in Canadian provinces have an opportunity to be selected for inclusion in the survey. Within those households selected, respondents 18 years or older were screened. Once a household was contacted, one individual was selected to be interviewed using the “most recent birthday” method (which means that in households with more than one eligible respondent, the person with the most recent birthday in the household is selected as the one to be interviewed).

### Survey Administration

The telephone survey was conducted with 2,450 respondents in English or French using computer-assisted-telephone-interviewing (CATI) technology, from Harris/Decima's facilities in Ottawa. The survey was completed between February 20, 2013 and March 3, 2013. The average length of time required to complete the survey was approximately 7 minutes. All interviewing was conducted by fully trained and supervised interviewers, and a minimum of 5 percent of all completed interviews were independently monitored and validated in real time, with 75 percent of the survey needing to be monitored to count towards the 5 percent.

Harris/Decima informed all survey participants of the general purpose of the research, identified both the sponsor (Government of Canada) and the research supplier, and informed participants that their responses would remain anonymous. Furthermore, the survey was registered with the National Survey Registration System.

Harris/Decima used VOXCO's “Interviewer” CATI program for data collection. The software provided complete control over entry flow, including skips, valid ranges, and logical error-trapping. The “Interviewer” system imported sample directly from databases – no need for re-entry and no entry errors. Moreover, the system automated all scheduling and call-back tasks, ensuring that every appointment was set within project time limitations and that an interviewer was available for every call-back.

### Sample Distribution

A sample of 2,450 drawn from the Canadian population would be expected to provide results accurate to within plus or minus 2.0 percent in 95 out of 100 samples, as presented below.

Sample (Telephone survey)	Population*	Sample Size	Margin of Error
Canadian adult population	26,579,060	2,450	2.0%
Atlantic Provinces	1,892,330	245	6.3%
Quebec	6,356,525	612	4.0%
Ontario	10,157,965	809	3.5%

Sample (Telephone survey)	Population*	Sample Size	Margin of Error
Manitoba/Saskatchewan	1,717,790	245	6.3%
Alberta	2,818,960	245	6.3%
British Columbia/Territories	3,635,455	294	5.7%

\* Based on 2011 Census counts

### Sample Disposition and Response Rate

A total of 74,637 Canadian households were dialed for this study, of which 2,450 qualified as eligible and completed the survey (adults 18 years and older). The overall response rate achieved for the telephone study was 5.09%. The following report on sample disposition and response rate follows MRIA guidelines, which are set up to establish consistency in reporting across the market research industry.

Empirical Calculation for Data Collection	
<b>Total Numbers Attempted</b>	<b>74,637</b>
Invalid	14,650
NIS, fax/modem, business/non-res.	4,493
<b>Unresolved (U)</b>	<b>35,579</b>
Busy	1458
No answer, answering machine	34,121
<b>In-scope - Non-responding (IS)</b>	<b>17,076</b>
Household refusal	488
Respondent refusal	7,889
Language problem	807
Illness, incapable	4309
Selected respondent not available	3377
Qualified respondent break-off	206
<b>In-scope - Responding units (R)</b>	<b>2,821</b>
Language disqualify	371
No one 18+	
Other disqualify	
<sup>1</sup> Completed interviews	2,450
<b>Response Rate = R/(U+IS+R)</b>	<b>5.09%</b>

<sup>1</sup>Twenty pre-test completions were removed from the final dataset. The response rate is 5.12% when including these interviews.

## Non-response bias

The calculated response rate of this survey was 5.09% (or 5.12% when including the pre-test completions that were removed from the study), which is expected for a telephone survey of this type with a comparable field length of less than two weeks, where a response rate of between 5% and 10% is typical. In order to maximize the response rate while undertaking the study within the constraints of field time, sample size and budget, the following steps were taken:

- A minimum of eight callbacks were made to each listing before it was retired; however, just over half (52%) answered on the first call attempt;
- Callback scheduling was varied to maximize the possibility of finding someone at home;
- Flexible callbacks and appointments were offered to respondents so they could respond to the survey at their most convenient time. Daytime interviewing was scheduled to pick up any appointments that were made for daytime hours; and
- Refusal conversions were attempted.

Response rates for telephone surveys in Canada and elsewhere have been steadily declining for many years and the trend appears to be continuing. Research has thus far indicated that response rates are a poor indicator of survey quality, yet there remains a valid concern that the universe of individuals ultimately providing responses has an increasing chance of being different from those who are not included in the final dataset. Fundamentally, once a household's phone number is drawn into the sample frame, there are only three ways that the number ends up as a non-response:

- The phone number is not attempted at a time when the potential respondent is available;
- The survey sample is completed before the phone number needs to be attempted or re-attempted; or
- The respondent chooses not to answer or participate.

By implementing the callback measures described above, the risk of failing to provide a viable opportunity for an interview is mitigated.

However, the concern remains that the high proportion of households that are ultimately non-participants in a study may be different from the survey sample in a way that influences the results of the survey.

In order to investigate whether non-response bias may be having an impact on the results, two forms of tests have been applied:

1. **Comparing Sample Profile to Universe Profile.** Using Statistics Canada data from the 2011 Census as the factual description of the universe being sampled, the demographic characteristics of the weighted final sample were examined in order to identify any differences and where any may exist, examine whether these had a statistically significant impact on the findings.
2. **Comparison of Early and Late Responders.** Using the information on the specific call attempt which resulted in the completed interview, an analysis was undertaken to investigate whether those who responded on the first attempt differed from those who responded only after at least one callback attempt. The callback strategy is specifically implemented to mitigate the risk that non-response is caused by an insufficient sampling attempt. This is built upon the logical hypothesis that those who require multiple attempts in order to be a respondent may be

different from those who respond immediately and therefore may be at least somewhat similar to non-responders. At the very least, it is clear that if multiple attempts had not been made to contact these households, the respondent would have been considered a non-responder. Therefore, an analysis was undertaken to identify any differences and, where any may exist, examine whether these had a statistically significant impact on the findings.

### Comparing Sample Profile to Universe Profile

The profile of the final sample (both weighted and unweighted) of Canadians was compared to the available population data. As is typically found with telephone surveys in Canada, the final sample over-represents those with higher levels of education.

Using this information, PCO will be able to compare education groups and identify significant differences, if any exist.

### Comparison of Early and Late Responders

A comparison of “early” and “late” responders to the survey was undertaken. Early responders are those who completed the survey upon first contact; late responders required two or more callbacks in order to secure their participation. For this survey, a comparison of these two groups across demographic variables reveals that early responders were somewhat less likely than later responders to live in Quebec, to be older (55+), and to have an apprenticeship or trades certificate or diploma. PCO can compare the statistically significant differences between the groups and determine whether the differences would have made an impact on the overall analysis.

### Non-Response Bias Data

The following table presents a profile of the final weighted and unweighted sample and how it compares to the Canadian population (18 years and over) on measured regional and demographic characteristics, based on the most recent (2011) census figures. Please note, since education and income data have not been released for the 2011 census, we have included figures from the 2006 census.

Characteristics	Sample Size (unweighted)	Unweighted Sample % <sup>1</sup>	Weighted Sample % <sup>1</sup>	2011 Census %	Type of responder (unweighted)	
					Early % <sup>2</sup> (n=1,278)	Late % <sup>2</sup> (n=1,172)
<b>Province</b>						
Newfoundland and Labrador	52	2	2	2	2	2
Nova Scotia	89	4	3	3	4	3
Prince Edward Island	16	1	1	<1	1	<1
New Brunswick	88	4	3	2	4	3
Quebec	612	25	24	24	23	27
Ontario	809	33	38	38	33	33
Manitoba	130	5	3	4	5	6
Saskatchewan	115	5	3	3	4	5
Alberta	245	10	11	11	10	10



BC	267	11	12	13	11	10
Yukon	14	1	1	<1	1	<1
NWT	6	<1	<1	<1	<1	<1
Nunavut	7	<1	1	<1	1	<1
<b>Gender</b>						
Male	1,225	50	49	49	49	51
Female	1,225	50	52	52	51	49
<b>Age group<sup>4</sup></b>						
18-34 years	494	20	28	28	25	15
35-54 years	721	29	37	37	30	29
55 years plus	1,235	50	35	35	46	56
<b>Education level<sup>3</sup></b>						
No certificate, diploma or degree	132	5	5	20 <sup>4</sup>	5	6
High school certificate or equivalent	552	23	22	25 <sup>4</sup>	24	22
Apprenticeship or trades certificate or diploma	208	9	8	12 <sup>4</sup>	7	11
College, CEGEP or other non-university certificate or diploma	605	25	26	19 <sup>4</sup>	26	24
University certificate, diploma or degree	926	38	40	25 <sup>4</sup>	38	38
<b>Household income<sup>3</sup></b>						
Under \$20,000	178	8	7	7 <sup>5</sup>	9	8
\$20,000 to under \$40,000	405	19	17	18 <sup>5</sup>	18	20
\$40,000 to under \$80,000	737	35	34	36 <sup>5</sup>	35	35
\$80,000 and over	809	38	42	39 <sup>5</sup>	38	38

<sup>1</sup> Among those providing valid responses.

<sup>2</sup> Early responders = those answering the survey on first contact.

Late responders = answered after two or more callbacks.

<sup>3</sup> Excludes dk/na responses.

<sup>4</sup> 2006 Census reports % among those 20+ years of age. The survey reports % all respondents 18+.

<sup>5</sup> Based on all economic families, 2006 Census.

## Conclusion

Harris/Decima has provided PCO with a discussion of the non-response bias. PCO will be responsible for determining whether the non-response to this survey has affected the final weighted sample to the extent that different conclusions would have been drawn from this study.

## Data Analysis

Upon completion of data collection, Harris/Decima cleaned, coded, and weighted the data. As requested by the PCO, a weighted data file and set of cross-tabulation banners were provided. Our data analysis procedures are outlined below:

**Data Validity and Integrity Checks:** Our custom system immediately identifies cases where the interview length is unrealistically short, contradicts established facts or presents patterns of response deserving attention. As a result, we can determine whether a case should be excluded from the final sample if necessary. All of these checks are performed manually and cleaned out of the data in the back end of the project. Harris/Decima uses a checklist to ensure all data that is delivered to the client has gone through a rigorous quality control process.

**Data Cleaning:** Harris/Decima analysts have considerable experience in cleaning data files, conducting statistical routines, producing tabular output, and weighting data to provide an accurate measure of the population as a whole.

The following are the basic steps taken when cleaning data files:

- Ensure that all coded questions have updated codes and multiple mentions do not have duplicate codes;
- Create all new variables as a result of programming;
- Confirm that all relevant variables are included in the data file;
- Final frequency check (for out-of-range values) and recodes created, including those for outliers;
- Verify that variable names and question numbers match the final version of the questionnaire; and
- Create and verify new variable creations (against source variables) as outlined in the analysis plan and perform spell check on all variables.

In addition to these generic rules, project specific requirements are also taken into account. It is also noteworthy that because the CATI software controls the questionnaire flow and data entry, data are typically quite clean from the outset.

**Coding Procedures:** The following details our coding procedures, which were performed on this study. The coding department takes the verbatim responses and creates a numeric code list of common answers. Our head coder, in close conjunction with the consulting team, collapses lists of responses to open-ended variables into categories. A single coder is used to maximize consistency on this task. The rough frequencies obtained from this exercise are used to develop a code list. Once final approval is granted, the code list is annotated with specific examples so that accurate coding is assured.

The annotated code list is provided to our coding team, which attaches codes directly to the electronic coding file. This exercise can also be performed in a two-pass format, by two different coders. The head coder reconciles inconsistencies, guaranteeing consistent and accurate reporting of open-ended responses. In general, Harris/Decima aims for less than 10% of responses remaining under a 'other

specify' code category, creating codes for any mentions that add up to 1% or more of total responses. The resulting data file is exported to the statistical package to quantify the responses for statistical analysis. The generated code lists are submitted to the client for approval and subsequently we use our internal quality assurance lists to verify that all approved codes have been coded correctly.

**Weighting:** At the conclusion of the data collection and cleaning Harris/Decima weighted the data by each stratum (in this case, region, age and gender) to reflect the actual proportions found in the population. This ensured the findings from the research could be extrapolated to the entire population with accuracy. Harris/Decima uses a standard procedure for calculating weighting factors, based on established methodological standards and extensive experience in sample weighting over literally hundreds of projects (including many for the Government of Canada).

This procedure involves calculating the actual population within each segment and the true proportion of the sample that would fall into each segment if the survey were conducted on strictly a random basis. Into this number is divided the actual segment sub-sample to produce a weighting factor that is then used to "weight" the data for that segment. While there are various ways of accomplishing this task, this procedure is the most straightforward and effective.

The stratums selected for the project were as follows:

- Region (Atlantic, Quebec, Ontario, Manitoba/Saskatchewan, Alberta, and British Columbia/Territories);
- Gender (male and female); and
- Age (18 to 34, 35 to 54, and 55 plus).

**Data Analysis:** Harris/Decima prepared an analysis plan that included key banner breaks as required. Once the survey data had been collected and cleaned Harris/Decima ran a series of data tables that provided results for all questions in the survey, both overall and broken down by selected "banners." This permitted the comparison of results from various sub-group segments of interest; statistical significance testing was shown between all banner points in the data tables. The analysis plan included banners for the key segments including region, gender, age, income, education and urban/rural location.

## Appendix A – Survey Instrument

### English

#### INTRODUCTION

Hello my name is \_\_\_\_\_ and I am calling from Harris/Decima, a national public opinion research company. We are conducting a research survey on behalf of the Government of Canada on issues of interest to Canadians. The survey will take about 10 minutes and is registered with the national survey registration system. Your responses will remain anonymous. May I continue?

A. May I please speak to a member of the 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 A CALLBACK]

- |           |                                   |
|-----------|-----------------------------------|
| • Yes     | CONTINUE                          |
| • No      | ASK TO SPEAK TO 'ELIGIBLE' PERSON |
| • REFUSED | THANK/DISCONTINUE                 |

**[DO NOT READ] RECORD GENDER BY OBSERVATION**

#### MAIN QUESTIONNAIRE

1a. Thinking of the issues facing Canada today, which one would you say the Government of Canada should focus on most? **[CAPTURE FIRST MENTION]**

1b. Any others? **[MULTIPLE MENTIONS]** [IF NEEDED: Thinking of the issues facing Canada today, which one would you say the Government of Canada should focus on most?]

**[NO PRE-CODED LIST - INTERVIEWER NOTE: TOP ANSWER MUST BE RECORDED FIRST]**

**[ROTATE QUESTIONS 2, 3 – THEN ASK Q3B, FOLLOWED BY Q4]**

2. How would you rate the current state of the Canadian economy? Please use a scale from 1 to 10, where 1 is terrible and 10 is excellent.

1-10

Don't know (Do not read)

3. How would you rate the current state of the United States economy? (Please use a scale from 1 to 10, where 1 is terrible and 10 is excellent.).

1-10

Don't know (Do not read)

4. How would you rate the current state of the [INSERT PROVINCE] economy? Please use a scale from 1 to 10, where 1 is terrible and 10 is excellent.

1-10

Don't know (Do not read)

5. How would you rate the current state of the economy of China? Please use a scale from 1 to 10, where 1 is terrible and 10 is excellent.

1-10

Don't know (Do not read)

6. Over the next six months, do you think the Canadian economy will be stronger, weaker or will there be no change?

**[NOTE TO INTERVIEWER: IF RESPONDENT SAYS "HOPE" IT WILL BE STRONGER, CLARIFY WHETHER S/HE MEANS HOPE OR ACTUALLY THINK]**

- Stronger
- Weaker
- No change
- Don't know (Do not read)

7. Which of the following do you feel is the most serious threat facing Canada's economy? **[READ LIST – RANDOMIZE LIST – ACCEPT ONLY ONE RESPONSE]**

- Unemployment and jobs
- Higher taxes
- The federal budget deficit
- Slow economic growth
- Value of the Canadian dollar
- Don't know/Refused (Do not read)

9. Which do you think is a better description of Canada's job market right now?

**READ AND ROTATE**

- There is a shortage of quality jobs available
- There is a shortage of people with the right skills or training for the jobs that are available

8. Thinking of Canada's economy, how effective do you think each of the following measures are when it comes to creating jobs and economic growth? Please use a 10-point scale, where 10 means very effective, and 1, means very ineffective **[RANDOMIZE LIST]**

- Investing in infrastructure projects such as roads and bridges
- Assisting the unemployed, by providing more financial support and job skills training
- Lowering personal taxes in Canada/lowering business taxes in Canada **[SPLIT SAMPLE]**
- Encouraging more foreign trade with new markets such as China and India
- Eliminating the federal budget deficit

**DEMOGRAPHIC QUESTIONS**

Now I have just a few final questions for statistical purposes only.

D1. In what year were you born? **[RECORD 4 DIGIT YEAR]**

Record response	XXXX
Prefer not to say / Don't know / No answer	9999

D2. What is the highest level of education you have completed? **[READ LIST; SELECT ONE RESPONSE]**

High School diploma or equivalent	1
Registered Apprenticeship or other trades certificate or diploma	2
College, CEGEP or other non-university certificate or diploma	3
University degree, certificate or diploma	4
<b>[Read only if participants has not said yes to any of the above]</b>	98
None of the above	
Prefer not to say / Don't know / No answer	99

D3. Which of the following categories best describes your total household income for the year 2012? That is, the total income of all persons in your household combined, before taxes? (Please stop me when I reach your category). **[READ LIST IF NECESSARY; STOP READING ONCE RESPONSE PROVIDED]**

Less than \$20,000	1
\$20,000 to just under \$30,000	2
\$30,000 to just under \$40,000	3
\$40,000 to just under \$50,000	4
\$50,000 to just under \$60,000	5
\$60,000 to just under \$70,000	6
\$70,000 to just under \$80,000	7
\$80,000 to just under \$90,000	8
\$90,000 to just under \$100,000	9
\$100,000 to just under \$120,000	10
\$120,000 to just under \$140,000	11
\$140,000 to just under \$160,000	12
\$160,000 to just under \$180,000	13
\$180,000 to just under \$ 200,000	14
\$200,000 or over	15
[Do not read] Prefer not to say / Don't know / No answer	99

D4. Which of the following categories best describes your current employment status? **[READ LIST; STOP READING ONCE RESPONSE PROVIDED]**

Self-employed	1
Employed full time	2
Employed part time	3
Unemployed	4
Student	5
Retired	6
Homemaker	7
Other: specify	77
[Do not read] Prefer not to say / Don't know / No answer	99

That concludes the survey. On behalf of the Government of Canada I thank you very much for taking part in this study; it is appreciated.

## Français

### INTRODUCTION

Bonjour/Bonsoir, je m'appelle \_\_\_\_\_ et je vous téléphone de Harris/Décima, une firme nationale de recherche sur l'opinion publique. Nous effectuons un sondage de recherche pour le compte du gouvernement du Canada sur des enjeux d'intérêt pour les Canadiens. Il vous faudra environ 10 minutes pour répondre et le sondage est enregistré dans le système national d'enregistrement des sondages. Vos réponses demeureront anonymes. Puis-je poursuivre?

A. Puis-je parler à la personne de votre ménage qui a 18 ans ou plus et qui a été la dernière à célébrer son anniversaire? Est-ce vous? **[SI CETTE PERSONNE N'EST PAS DISPONIBLE, FIXEZ UN RENDEZ-VOUS]**

- Oui
- Non
- REFUS

CONTINUER

DEMANDEZ DE PARLER À LA PERSONNE « ADMISSIBLE »

REMERCIEZ ET TERMINEZ

**[NE LISEZ PAS] NOTEZ LE SEXE AU SON DE LA VOIX**

### QUESTIONNAIRE PRINCIPAL

1a. Si vous songez aux enjeux avec lesquels le Canada est aux prises en ce moment, sur lequel de ces enjeux le gouvernement du Canada devrait-il le plus axer ses efforts, selon vous? **[NOTEZ LA PREMIÈRE RÉPONSE]**

1b. Y en a-t-il d'autres? **[ACCEPTER PLUSIEURS RÉPONSES]** [AU BESOIN : Si vous songez aux enjeux avec lesquels le Canada est aux prises en ce moment, sur lequel de ces enjeux le gouvernement du Canada devrait-il le plus axer ses efforts, selon vous?]

**[PAS DE LISTE PRÉCODÉE – NOTE À L'INTERVIEWEUR : IL FAUT D'ABORD NOTER LA PREMIÈRE RÉPONSE]**

**[ALTERNEZ LES QUESTIONS 2 ET 3 – POSEZ ENSUITE Q3B, PUIS Q4]**

2. Comment évaluez-vous l'état actuel de l'économie du Canada? Veuillez répondre sur une échelle de 1 à 10, où 1 signifie « très mauvais » et 10, « excellent ».

1-10

Ne sait pas (Ne lisez pas)

3. Comment évaluez-vous l'état actuel de l'économie des États-Unis? Veuillez répondre sur une échelle de 1 à 10, où 1 signifie « très mauvais » et 10, « excellent ».

1-10

Ne sait pas (Ne lisez pas)

4. Comment évaluez-vous l'état actuel de l'économie [INSÉREZ LA PROVINCE]? Veuillez répondre sur une échelle de 1 à 10, où 1 signifie « très mauvais » et 10, « excellent ».

1-10

Ne sait pas (Ne lisez pas)

5. Comment évaluez-vous l'état actuel de l'économie de la Chine? Veuillez répondre sur une échelle de 1 à 10, où 1 signifie « très mauvais » et 10, « excellent ».

1-10

Ne sait pas (Ne lisez pas)

6. Au cours des six prochains mois, croyez-vous que l'économie du Canada se s'améliorera, se détériorera ou ne changera pas?

**[NOTE À L'INTERVIEWEUR : SI LE RÉPONDANT DIT QU'IL « ESPÈRE » QU'ELLE S'AMÉLIORERA, DEMANDEZ-LUI DE PRÉCISER S'IL VEUT DIRE QU'IL ESPÈRE QU'ELLE S'AMÉLIORERA OU S'IL PENSE VRAIMENT QU'ELLE S'AMÉLIORERA.]**

- S'améliorera
- Se détériorera
- Ne changera pas
- Ne sait pas (Ne lisez pas)

7. Selon vous, lequel des dossiers suivants est le plus menaçant pour l'économie du Canada? [LISEZ LA LISTE – PRÉSENTEZ DE FAÇON ALÉATOIRE – ACCEPTEZ UNE SEULE RÉPONSE]

- Le chômage et les emplois
- Les hausses d'impôts
- Le déficit du budget fédéral
- La croissance économique au ralenti
- La valeur du dollar canadien
- Ne sait pas (Ne lisez pas)

9. Lequel des énoncés suivants décrit le mieux le marché de l'emploi au Canada à l'heure actuelle?

LISEZ DE FAÇON ALÉATOIRE

- Il y a une pénurie d'emplois de qualité
- Il y a une pénurie de travailleurs possédant les compétences ou la formation nécessaires pour occuper les emplois disponibles

8. Si vous songez à l'économie du Canada, dans quelle mesure estimez-vous que chacune des mesures suivantes est efficace pour créer des emplois et stimuler la croissance économique? Veuillez répondre sur une échelle de 10 points, où 10 signifie très efficace et 1, très inefficace. **[PRÉSENTEZ DE FAÇON ALÉATOIRE]**

- Investir dans des projets d'infrastructures comme les routes et les ponts
- Aider les sans emploi en leur offrant plus de soutien financier et de formation sur les compétences d'emploi
- Réduire les impôts des particuliers./Réduire les impôts des entreprises. **[DIVISEZ L'ÉCHANTILLON]**
- Favoriser davantage le commerce extérieur dans de nouveaux marchés comme la Chine et l'Inde.
- Éliminer le déficit budgétaire fédéral.

## QUESTIONS DEMOGRAPHIQUES

En terminant, j'aimerais vous poser quelques questions à des fins statistiques seulement.



D1. Quelle est votre année de naissance? **[NOTEZ LES 4 CHIFFRES DE L'ANNÉE]**

Notez la réponse	XXXX
Préfère ne pas répondre/Ne sait pas/Pas de réponse	9999

D2. Quel est le plus haut niveau de scolarité que vous avez complété? **[LISEZ LA LISTE; SÉLECTIONNEZ UNE RÉPONSE]**

Diplôme d'études secondaires ou l'équivalent	1
Apprentissage enregistré ou diplôme ou certificat d'une école de métiers	2
Diplôme d'études collégiales ou certificat ou diplôme non universitaire	3
Certificat ou diplôme d'études universitaires	4
<b>[Lisez seulement si le participant n'a dit oui à aucune des options ci-dessus]</b> Aucune de ces réponses	98
Préfère ne pas répondre/Ne sait pas/Pas de réponse	99

D3. Laquelle des catégories suivantes correspond le mieux au revenu total de votre ménage pour l'année 2012, c'est-à-dire la somme des revenus avant impôts de tous les membres de votre ménage? Veuillez m'arrêter quand je nommerai la bonne catégorie. **[LISEZ LA LISTE AU BESOIN; ARRÊTEZ DE LIRE DÈS QUE VOUS OBTENEZ UNE RÉPONSE]**

Moins de 20 000 \$	1
De 20 000 \$ à moins de 30 000 \$	2
De 30 000 \$ à moins de 40 000 \$	3
De 40 000 \$ à moins de 50 000 \$	4
De 50 000 \$ à moins de 60 000 \$	5
De 60 000 \$ à moins de 70 000 \$	6
De 70 000 \$ à moins de 80 000 \$	7
De 80 000 \$ à moins de 90 000 \$	8
De 90 000 \$ à moins de 100 000 \$	9
De 100 000 \$ à moins de 120 000 \$	10
De 120 000 \$ à moins de 140 000 \$	11
De 140 000 \$ à moins de 160 000 \$	12
De 160 000 \$ à moins de 180 000 \$	13
De 180 000 \$ à moins de 200 000 \$	14
200 000 \$ ou plus	15
Préfère ne pas répondre/Ne sait pas/Pas de réponse	99

D4. Laquelle des catégories suivantes décrit le mieux votre situation d'emploi actuelle? **[LISEZ LA LISTE AU BESOIN; ARRÊTEZ DE LIRE DÈS QUE VOUS OBTENEZ UNE RÉPONSE]**

Travailleur(euse) autonome	1
Employé(e) à temps plein	2
Employé(e) à temps partiel	3
Sans emploi	4
Étudiant(e)	5
Retraité(e)	6
Personne à la maison	7
Autre : Veuillez préciser	77
Préfère ne pas répondre/Ne sait pas/Pas de réponse	99

Voilà qui met fin au sondage. Au nom du gouvernement du Canada, nous vous remercions infiniment d'avoir participé à cette étude. Vos opinions sont importantes.

## Appendix B – Deliverables

### Set of Tabulated Data

Please find the full set of tabulated data in Word format, attached under a separate cover.

### Data File

Please find the final data file in SPSS format, attached under a separate cover.