

Privy Council Office
Quantitative and Qualitative
-Spring 2015 Research Report-



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Prepared for:
Privy Council Office

Ce rapport est aussi disponible en français

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Executive Summary

Harris/Decima is pleased to present this report of research findings to the Privy Council Office. This project involved researching Canadians' impressions of a number of current issues affecting Canada and Canadians, and efforts that the government might pursue to address those issues.

Harris/Decima assessed, through qualitative and quantitative means, the perceptions of Canadians on the state of current events. This report details qualitative research findings only. Quantitative research tables are provided under separate cover and are included as part of the submission of this report.

Objectives

Through the use of a survey and focus groups, PCO explored the perceptions of Canadians on the state of current events, which included, for example, their opinions on the current state of the economy.

This input was needed because complex issues are often difficult to communicate to the Canadian public in a manner that is easily and clearly understood. By carrying out this research, PCO was able to ensure a better understanding of the views and concerns of the public so as to develop effective communications strategies and products.

The total contract value of the research was \$149,976.94 (including HST).

Methodology

Harris/Decima conducted a two-part research program for PCO during the spring of 2015. The research program included a comprehensive survey with 3,000 adult Canadians, and focus groups across the country. This approach was in line with PCO's expectations.

Qualitative Phase

The focus group component of the research was conducted with members of the general population in seven locations across the country. In each location, one group was composed of individuals living in lower and middle income households, and one group of those in higher income households, utilizing a formula that weighs two-income and single income households appropriately.

A series of fourteen focus groups were conducted between May 20 and June 1, 2015. Two groups were conducted in each of Edmonton, AB; North Vancouver, BC; Abbotsford, BC; Kitchener, ON; Scarborough, ON, Moncton, NB and Quebec City, QC. Groups in Quebec City were conducted in French; and in all other locations in English.

The sessions were standard in-person focus groups of two hours in length. Twelve people were recruited and confirmed, aiming for between eight and ten participants. They each received an honorarium of \$75 in appreciation for their time. Depending on the day of week, sessions were either conducted in the evening or during the day.

The following table summarizes the specifics of the project:

City	Date	Group 1: Lower/ Middle income Number of participants	Group 1: Higher income Number of participants	Language
Edmonton, AB	May 20, 2015	10	7	English
North Vancouver, BC	May 21, 2015	9	8	English
Abbotsford, BC	May 23, 2015	9	7	English
Kitchener, ON	May 25, 2015	8	8	English
Scarborough, ON	May 26, 2015	11	7	English
Moncton, NB	May 27, 2015	9	10	English
Quebec City, QC	June 1, 2015	10	10	French
		66	57	

Appended to this report are the recruitment screeners (see Appendix A) and discussion guides (see Appendix B) in both official languages.

NOTE: For the purposes of this report, it is important to note that focus group research is a form of scientific, social, policy and public opinion research. Focus groups are structured, restricted, group interviews that proceed according to a careful research design and attention to the principles of group dynamics. They should be distinguished from “discussion groups”, “problem-solving groups”, “buzz groups”, or “brainstorming groups”. They are not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the nature of focus of focus groups (e.g. the impact of group dynamics, a lack of standardization in how questions are asked, etc.), findings cannot be assumed to be representative of the larger population.

Quantitative Phase

The 11-minute quantitative survey was conducted by Harris/Decima and is based on 3,010 telephone interviews conducted between May 20 and June 1, 2015. The sampling method was designed to complete 3,000 interviews with the target audience of Canadians 18 years of age and over. From within each multi-person 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 sample was stratified to ensure meaningful data and analysis at the provincial level. The data was statistically weighted by region, gender and age according to the most recently available Census information (2011). The margin of error for a sample of 3,010 is +/- 1.8 percentage points, in 19 times out of 20 (margin of error is greater for subgroups).

A more detailed description of the methodology is presented at the back of the report (see Appendix C), along with a copy of the questionnaire in both official languages (see Appendix D). Quantitative research tables are provided under separate cover and are included as part of the submission of this report.

Key Findings

Participants in the sessions felt that the Government of Canada should focus on a number of areas. These include:

- **Employment.** Participants in the sessions identified job creation as well as helping those who are underemployed to secure long-term employment as areas of focus.
- **Security.** Some participants were concerned with security in Canada. These participants tended to reference the shooting on Parliament Hill as an example of why national security should be a focus for the federal government.
- **Natural Resources.** Some participants felt that there should be a focus on diversifying natural resources, as well as ensuring that the oil extraction process is conducted responsibly.
- **Oil Prices.** In some sessions, oil prices were identified by participants as an area of focus for the federal government. In particular, they were concerned with the potential impact of lower oil prices on the overall economy.
- **Immigration.** A number of participants wanted the federal government to focus on immigration. This sentiment was specific to credential recognition for those who have recently come to Canada.
- **Infrastructure.** Some mentioned that infrastructure should be a priority. These participants focused on the need to ensure adequate funding for infrastructure maintenance. It was also suggested that the federal government make public transportation a priority.

The general sentiment about the economy was cautious. There was a sense that the economy was slowing down when compared to previous years. Two factors primarily contributed to this impression:

- **Oil prices.**
- **Value of the Canadian dollar.**

While many were cautious in describing the Canadian economy, a number of participants felt that Canada was doing better in comparison to other countries. However, some felt that the economy of the United States was gaining more momentum than the Canadian economy.

When asked if they had seen or heard about a group called “the Islamic State of Iraq and Syria, known as ISIS”, there was a high degree of awareness of the group by name.

Some only knew the name whereas others offered views on what ISIS is doing worldwide. The perception of Canada’s role was vague, with few clearly articulating specific roles or steps that the Government of Canada has taken. When asked if they support or oppose the Canadian Armed Forces to launch air strikes against ISIS and train soldiers on the ground in Iraq, participants were polarized and there was no clear consensus on what approach the Government of Canada should take.

Research Firm: Harris/Decima Inc.

Contract Number: 35035-155026/001/CY

Contract award date: May 11, 2015

Harris/Decima Inc. certifies that the final deliverables comply with the political neutrality requirement in section 6.2.4 of the Procedures for Planning and Contracting Public Opinion Research in the Government of Canada.

Megan Tam, Vice President

Harris/Decima Inc.

Detailed Findings

General Context

At the outset of the sessions, participants were asked to identify issues that they felt the Government of Canada should focus on most. The results reveal that there are a number of areas of focus, irrespective of actual jurisdictional responsibility. Issues highlighted are outlined below.

- **Employment.** In most sessions, some participants raised employment as a key area of focus for the federal government. Employment was generally discussed in two contexts. The first was helping people obtain employment, in essence, job creation. Others discussed employment in the context of *underemployment*. In this vein, they referred to assisting those with higher levels of education to obtain employment that matches their skill set. This focus was particularly on those who have just finished post-secondary education where it was perceived to be a challenge to find a job in their trained field.
- **Security.** Some participants were concerned with security in Canada. These participants tended to reference the shooting on Parliament Hill as an example of why national security should be a focus for the federal government. The general opinion was that the federal government should focus primarily on securing its borders.
- **Natural Resources.** Participants who raised the topic of natural resources spoke about it in a few contexts, the first of which was diversification. This group of participants are looking to the federal government to provide guidance on diversifying resources and investing in energy alternatives. The second aspect of this focus was on responsible practices with Canada's natural resources. In this context, they wanted to ensure that the natural resource extraction process is conducted in the most responsible way possible.
- **Oil Prices.** In some sessions, participants identified oil prices as an area of focus for the federal government, especially with regard to the potential impact of lower oil prices on the Canadian economy.

- **Immigration.** A number of participants wanted the federal government to focus on immigration. This sentiment was specific to credential recognition for those who have recently come to Canada.
- **Infrastructure.** Some participants mentioned that infrastructure should be a priority. These participants focused on ensuring adequate funding for infrastructure maintenance and public transportation to reduce congestion in major centres.

A number of other issues were mentioned by fewer participants, including post-secondary education tuition, the environment, debt management, affordable housing, and Aboriginal issues, among others.

Economic Situation

Participants were given a handout with a number of adjectives (see Appendix B) and asked to pick two or three that they felt best described the Canadian economy today.

The words “stagnant”, “decline”, “weak”, and “fragile” were most commonly used to describe the state of the economy.

Generally, a number of participants in each focus group were cautious when describing their views of the economy. There was sense that the economy was slowing down and not as robust as in recent years. The following factors contributed to this impression.

- **Oil Prices:** Participants raised concerns about oil prices in virtually all sessions. Some were concerned that the decrease in oil prices would result in direct and indirect job losses. Others thought that it may benefit them personally as it may lead to more disposable income from lower fuel prices and cheaper goods due to a lower cost of transportation. That said, there was cynicism that cheaper prices at the pump would translate into lower costs of goods overall.

Few felt that the perceived decline in revenues from the reduced price of oil could be made up in other industries, such as manufacturing and exports.

There was also a perception that the success of Canada’s economy relies heavily on the resource industry, and particularly the oil sector. Participants who were concerned felt that oil prices were closely tied to the economy and the value of the Canadian dollar. Moreover, the expectation is that lower oil prices will have a negative impact on the overall economy, as the cost of imports would increase.

- **Value of the Canadian Dollar:** In addition, a low Canadian dollar was raised as a potential challenge facing the overall economy. A number of participants felt that the price of oil and the value of the Canadian dollar were inextricably linked. Therefore, the current decline in oil prices was

perceived to be having a negative impact on the overall economy. While some thought a low dollar might benefit some sectors of the economy, such as manufacturing and exports, few felt that this would outpace the perceived decline in the resource sector.

A number of participants felt that Canada was doing better in comparison to other countries. However, some felt that the economy of the United States was gaining more momentum than the Canadian economy. Among the few favourable perspectives shared across most group discussions (“stable,” “good”) was the sense that Canada’s economy is in a better situation than that of many other countries. Greece was frequently cited as an example where the economy is much worse than in Canada.

Those who expressed positive feelings about the economy were all quick to point out the relative prosperity of Canadians and the relative stability of the Canadian economy in times when other parts of the world have been in more significant turmoil. While often citing the context of what participants felt others were enduring, participants noted that they felt grateful for living in Canada, most notably due to Canada’s stringent banking system weathering the economic downturn of 2008-2009, universal healthcare and the social safety net.

In terms of federal government initiatives to support the economy and jobs, many of the items participants recalled stemmed from the budget. These included the increase to the Tax-Free Savings Account contribution limit, changes to the Universal Child Care Benefit and tax credits in general. A few participants noted that the Canadian government was making efforts to negotiate trade deals internationally to open new markets for Canadian exports.

On that note, some participants said that the federal government should focus on to help the economy. The general recognition that most of our trade is limited to specific countries, notably the US and Europe, and given the perception that our economy is not as diversified as it should be, led many to conclude that it made good business sense to negotiate free trade agreements with other international markets.

There was less agreement on how diversification should happen. While some felt that trade agreements were positive, there was some hesitation about the benefits that Canadian companies realize from these agreements.

Counter-Terrorism

Participants were asked if they had seen or heard about a group called “the Islamic State of Iraq and Syria, also known as ISIS”. Indeed, most in each session were familiar with the group at least by name.

Some participants offered views on what ISIS is doing worldwide. They had heard about terrorism in relation to ISIS, recruiting youth to join the organization, including Canadian youth, and large scale casualties in the countries where it operates.

The perception of Canada’s role was vague, with few participants clearly articulating specific roles or steps that the Government of Canada has taken. Some identified participation in air strikes, while others mentioned actions such as revoking passports for those suspected of joining ISIS. A few noted Canada’s advisory role in training fighters in Iraq.

The moderator then informed participants that the Government of Canada recently announced it would join the international coalition fighting ISIS in Iraq.

When asked if they support or oppose the Canadian Armed Forces launching air strikes against ISIS, participants were polarized in their views and there was no clear consensus on which approach should be taken.

Those who supported Canada joining the international coalition did so for the following reasons:

- **Supporting a Coalition Effort.** This group felt that if our allies were involved in the coalition, then Canada has a role to play as well. They felt that if Canada were to be the only country *not* providing support, it could potentially harm our relationships with these nations. Support for Canada’s involvement in an international coalition tended to increase when participants were informed that the coalition included about 60 countries.
- **Protecting Canadians.** Those with this opinion agreed that Canada has to protect its citizens domestically. And, to do that, it would need to

assist in destabilizing ISIS. As well, it was seen as a global issue and therefore Canada needs to play a role in it.

- **Sense of Responsibility.** Some participants felt that Canada has a responsibility to protect those who are vulnerable and to fight “evil”. While it does not come without risk, these individuals felt that it was Canada’s responsibility to support this effort.

Those who opposed Canada’s involvement did so for the following reasons:

- **Perceived Change in Military Role.** A number of participants were proud of Canada’s peacekeeping role in other missions. They felt that Canada should provide support through peacekeeping and not combat.
- **Concern with Casualties.** Many participants were concerned about the number of casualties that could arise from a combat role. Perceptions on how veterans receive support following such a role were stated as well. Therefore, the view was that, on balance, it was not worth the risk of casualties and injuries.
- **Philosophical Views on “War”.** Participants also identified an ideological opposition to war as a reason for opposing Canada’s involvement. This prevailing view among these participants was not impacted by specific threats or conflicts. There was a fundamental opposition to entering into a combat role in any conflict.

Appendix A: Recruitment Screener

Hello, my name is _____. I'm calling from Harris/Decima, a national public opinion research firm. On behalf of the Government of Canada we're organizing a series of discussion groups to explore various issues of importance to the country.

EXPLAIN FOCUS GROUPS. About ten people like you will be taking part, all of them randomly recruited just like you. For their time, participants will receive an honorarium of \$75.00. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix and variety of people. May I ask you a few questions?

Yes **CONTINUE**
 No **THANK AND TERMINATE**

Participation is voluntary. We are interested in hearing your opinions, no attempt will be made to sell you anything or change your point of view. The format is a "round table" discussion lead by a research professional. All opinions expressed will remain anonymous and views will be grouped together to ensure no particular individual can be identified.

S1) Do you or any member of your household work in or has retired from:

	YES	NO
Market Research or Marketing	1	2
Public Relations or Media (TV, Print)	1	2
Advertising and communications	1	2
An employee of a political party	1	2
An employee of a government department or agency, whether federal or provincial	1	2

IF "YES" TO ANY OF THE ABOVE, THANK AND TERMINATE

S2) Are you a Canadian citizen at least 20 years old who normally resides in the [XX] area?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

S3) How long have you lived in
[CITY]? _____

TERMINATE IF LESS THAN 2 YEARS

S4) Are you the head or co-head of your household?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

S5) Have you ever attended a consumer group discussion, an interview or survey which was arranged in advance and for which you received a sum of money?

Yes	1	MAX. ½ PER GROUP
No	2	GO TO Q1

S6) How long ago was it? _____

TERMINATE IF IN THE PAST 6 MONTHS

S7) How many consumer discussion groups have you attended in the past 5 years?

TERMINATE IF MORE THAN 4 DISCUSSION GROUPS

ASK ALL

Q1) Could you please tell me what age category you fall in to? Are you...

Under 20	0	THANK AND TERMINATE
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20-24 years	1	}	ENSURE GOOD MIX PER GROUP
25-34 years	2		
35-44 years	3		
45-54 years	4		
55-64 years	5		
65+ years	6	}	THANK AND TERMINATE
Refuse	9		

Q2) Do you currently have children under the age of 18 living in the house with you? **[RECRUIT MIX]**

Yes	1
No	2

Q3) How many people above the age of 18 are there in your household?

One	1
More than one	2

Q4) Could you please tell me what is the last level of education that you have completed?

Some high school only	1	}	ENSURE GOOD MIX PER GROUP
Completed high school	2		
Some College/University	3		
Completed College/University	4		
RF/DK	9		

Q5) What is your current employment status?

Working full-time	1	}	MAX 3 PER GROUP
Working part-time	2		
Self-employed	3		
Retired	4		
Currently not working	5		
Student	6	}	
Other	7		
DK/RF	9		

Q6) **[IF EMPLOYED/RETIRED]** What is/was your current/past occupation?

_____ **(PLEASE SPECIFY)**

Q7a) [IF Q3=1 & RESIDE IN Edmonton, North Vancouver, Kitchener, Scarborough or Quebec City ASK] Was your household's income for 2014 greater or less than 75 thousand dollars?

\$75K or greater	1	Qualifies for group 2
Less than \$75K	2	Qualifies for group 1
Refused	9	THANK AND TERMINATE

Q7b) [IF Q3=1 & RESIDE IN Abbotsford or Moncton ASK] Was your household's income for 2014 greater or less than 60 thousand dollars?

\$60K or greater	1	Qualifies for group 2
Less than \$60K	2	Qualifies for group 1
Refused	9	THANK AND TERMINATE

Q7c) [IF Q3=2 & RESIDE IN Edmonton, North Vancouver, Kitchener, Scarborough or Quebec City ASK] Was your household's income for 2014 greater or less than 100 thousand dollars?

\$100K or greater	1	Qualifies for group 2
Less than \$100K	2	Qualifies for group 1
Refused	9	THANK AND TERMINATE

Q7d) [IF Q3=2 & RESIDE IN Abbotsford or Moncton ASK] Was your household's income for 2014 greater or less than 75 thousand dollars?

\$75K or greater	1	Qualifies for group 2
Less than \$75K	2	Qualifies for group 1
Refused	9	THANK AND TERMINATE

Q7e) [IF Q7a OR Q7b OR Q7c OR Q7d=2 ASK] And would that be:

Under \$20,000	1	} ENSURE GOOD MIX PER GROUP
Between \$20,000 and \$34,999	2	
Between \$35,000 and \$44,999	3	
Between \$45,000 and \$59,999	4	
[IF Q7a OR Q7c OR Q7d=2] Between \$60,000 and \$74,999	5	
[IF Q7c=2] Between \$75,000 and \$99,999	6	

Q8) DO NOT ASK – NOTE GENDER

Male	1	} ENSURE 50-50 SPLIT
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Female

2

- Q9) If you won a million dollars what would be the first two things you would do with the money? **(MUST HAVE TWO RESPONSES TO ACCEPT. TERMINATE IF FLIPPANT, COMBATIVE OR EXHIBITS DIFFICULTY IN RESPONDING)**

TERMINATE IF RESPONDENT OFFERS ANY REASON SUCH AS SIGHT OR HEARING PROBLEM, A WRITTEN OR VERBAL LANGUAGE PROBLEM, A CONCERN WITH NOT BEING ABLE TO COMMUNICATE EFFECTIVELY OR IF YOU HAVE A CONCERN.

Invitation

As I mentioned earlier, the group discussion will take place the evening of, **DATE @ TIME for 2 hours** and participants will receive **\$75.00** for their time. Would you be willing to attend?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

PRIVACY QUESTIONS

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

- P1) First, we will be providing the hosting facility and session moderator with a list of respondents' names and profiles (screener responses) so that they can sign you into the group. Do we have your permission to do this? I assure you it will be kept strictly confidential.

Yes	1	GO TO P2
No	2	READ RESPONDENT INFO BELOW

We need to provide the facility hosting the session and the moderator with the names and background of the people attending the focus group because only the individuals invited are allowed in the session and the facility and moderator must have this information for verification purposes. Please be assured that this information will be kept strictly confidential. **GO TO P1A**

P1a) Now that I've explained this, do I have your permission to provide your name and profile to the facility?

Yes	1	GO TO P2
No	2	THANK & TERMINATE

P2) An audio and/or video tape of the group session will be produced for research purposes. The tapes will be used by the research professional to assist in preparing a report on the research findings.

Do you agree to be audio and/or video taped for research purposes only?

Yes	1	THANK & GO TO P3
No	2	READ RESPONDENT INFO BELOW

It is necessary for the research process for us to audio/video tape the session as the researcher needs this material to complete his report. I assure you it is kept strictly confidential and it will be destroyed when the research is complete. **GO TO P2A**

P2a) Now that I've explained this, do I have your permission for audio/video taping?

Yes	1	THANK & GO TO P3
No	2	THANK & TERMINATE

P3) Each month Harris/Decima submits the names of individuals that have participated in our focus groups to the Marketing Research and Intelligence Association (www.mria-arim.ca<[http:// www.mria-arim.ca](http://www.mria-arim.ca)>) Qualitative Central system. Qualitative Central serves as a centralized database to review participation in qualitative research and focus groups. You will not be contacted for any reason whatsoever as a result of being on this list.

Do we have your permission to submit your name and phone number to MRIA's Qualitative Central system?

Yes	1	THANK & GO TO INVITATION
No	2	GO TO P3A

P3a) To participate in this focus group we must have your permission to add your name to the Qualitative Central system as it is the only way for us to ensure the integrity of the research process and track participation

in qualitative research. The system is maintained by the industry body, the Marketing Research Intelligence Association, and is solely used to track your participation in qualitative research (such as focus groups). You will not be contacted for any reason whatsoever as a result of being on this list.

Now that I've explained this do I have your permission to add your name to our qualitative central list?

Yes	1	THANK & GO TO INVITATION
No	2	THANK & TERMINATE AS REQUIRED,

ADDITIONAL INFO FOR THE INTERVIEWER:

Please be assured that this information is kept confidential and is strictly accessed and used by a professional market research firm to review participation and prevent “professional respondents” from attending sessions. Research firms participating in MRIA’s Qualitative Central require your consent to be eligible to participate in the focus group - the system helps ensure the integrity of the research process.

AS REQUIRED, NOTE ABOUT MRIA:

The Marketing Research and Intelligence Association is a non-profit organization for marketing research professionals engaged in marketing, advertising, social, and political research. The Society's mission is to be the leader in promoting excellence in the practice of marketing and social research and in the value of market information.

Invitation:

Do you have a pen handy so that I can give you the address where the group will be held? It will be held at:

Edmonton, AB Leger Marketing 10080 Jasper Avenue, Suite 801 Edmonton, AB T5J 1V9	Scarborough, ON Winning Research 10 Milner Business Ct #900 Toronto, ON M1B 3C6
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North Vancouver, BC NRG 1100 Melville St, Suite 1380 Vancouver, BC V6E 4A6	Moncton MQO Research 720 Main St., 3rd floor Moncton, NB E1C 1G2
Abbotsford, BC Sandman Hotel & Suites 32720 Simon Ave Abbotsford, BC V2T 0B8	Quebec City, QC Leger Marketing 580, Grande Allée E Québec, QC G1R 2K2
Kitchener PMG Intelligence 560 Parkside Dr. #3 Waterloo, ON N2L 5Z4	

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check in with the hosts. The hosts may be checking respondents' identification prior to the group, so please be sure to bring some personal identification with you (for example, a driver's license). If you require glasses for reading make sure you bring them with you as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at **[1-800-NUMBER]** at our office. Please ask for **[NAME]**. Someone will also call you the day before to remind you about the discussion.

So that we can call you to remind you about the focus group or contact you should there be any changes, can you please confirm your name and contact information for me? **[READ INFO WE HAVE AND CHANGE AS NECESSARY.]**

First name _____

Last Name _____

Email _____

Day time phone number _____

Night time phone number _____

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the focus group. If they still refuse THANK & TERMINATE.

Appendix B: Discussion Guide

INTRODUCTION (5 minutes)

WARM UP: General Context (25 minutes)

- Thinking of the issues facing Canada today, which one would you say the Government of Canada should focus on most? FLIP CHART – PROBE – [ENSURE PARTICIPANTS FOCUS ON CURRENT FEDERAL GOVERNMENT ISSUES]
- What makes you say that?

ECONOMIC SITUATION (40 minutes)

- **WORD ASSOCIATION EXERCISE ON ECONOMY – top three words and why chosen**
- Overall, how is Canada's economy doing? What makes you say that? Where do you think the Canadian economy is headed?
- What are the biggest threats to or concerns you have about Canada's economy? [FLIP CHART CONCERNS]
- What about the price of oil [MODERATOR PLEASE PROBE IF NECESSARY] Is this a good or a bad development for Canada's economy? Your province's economy? Why do you say that?
- Is Canada's national economic situation different from the economic situation in other countries? What is different? Do you feel that the situation in the US and/or Europe will have an impact on us here? What will that be?
 - What if their economic situation gets worse?
 - If you were the Government of Canada, what measures would you take to respond to the potential impact here?
- Are you aware of anything the Government of Canada has been doing recently to support the economy and jobs? Is there anything that jumps out? What should the Government be doing?
- Have you heard anything regarding Canada's efforts to expand trading relationships, beyond our traditional partners like the United States? [DISCUSS]
- What should the federal government do with respect to market diversification? PROBE AS NECESSARY: TRADE MISSIONS; TRADE AGREEMENTS; OTHERS)
- What benefits, if any, do you think there will be for Canada if we sign new trade agreements?

- What concerns, if any, do you have if Canada signs new trade agreements?
- Probe as necessary:
 - What about Canada’s agriculture industry?
 - e.g. beef, pork, canola, fisheries, food processing sector, others?
 - What about Canada’s auto industry?
 - Other areas?

COUNTER-TERRORISM (30 minutes)

- Have you read, seen or heard any news recently about a group called the Islamic State of Iraq and Syria, known as ISIS or ISIL? What was it that you read, saw or heard?
- And, have you read seen or heard any news recently about actions the Canadian Government has taken in reaction to a group called the Islamic State of Iraq and Syria, known as ISIS or ISIL? What was it that you read, saw or heard?
- I would like you to tell me what Canada’s role is in this issue – what are we doing?
- [AFTER UNAIDED DISCUSSION] What will be required of our role as advisors and launching airstrikes?
- The Federal Government of Canada recently announced that the Canadian Armed Forces would join the international coalition fighting ISIL in Iraq.
 - Do you support or oppose the Canadian Government sending Canadian Armed Forces to launch air strikes against ISIL? What makes you say that?

CONCLUSION [5 minutes]

We have covered a lot of topics today and really appreciate you taking the time and energy to come down here and give your opinion. Your input is very important and insightful!

- To conclude, I wanted to ask you whether you have any last thoughts that you want to give the Government of Canada.

WORDS USED FOR THE WORD ASSOCIATION EXERCISE

Ordinary
Proactive
Intertwined
Stagnant
Fair
Unreliable
Fragile
Strong
Dangerous
Global
Growing
Tepid
Stable
Balanced
Decline
Compassionate
Corporate
Sustainable
Safe
Recovered
Innovative
Recovering
Irresponsible
Adaptive
Competitive
Reactionary
Inactive
Practical
Growing
Best
Weak
Responsible
Excellent
Crisis
Independent
Your own word:

Appendix C: Quantitative Methodology

Overview of Methodology

This research consisted of a telephone survey with the Canadian adult general population. Specifically, 3010 Canadians were interviewed by landline (80%) and cellular phones (20%) using a Random Digit Dialing (RDD) approach and therefore representing a probability based sample. A sample of this size drawn from the Canadian population has a margin of error of +/- 1.79%, 19 times out of 20.

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

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

Questionnaire Design

Harris/Decima reviewed the questionnaire provided by PCO and recommended minimal revisions to ensure all questions were appropriately worded. The overall length of the survey was 11 minutes and included six open-ended questions.

Survey Pre-tests

Prior to being finalized, the telephone survey was pre-tested on May 20th, 2015 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 survey took 10 minutes to complete. All calling was completed from Harris/Decima's Montreal call-centre.

Following the pretest, the data was reviewed by checking frequencies and skip logic to ensure the survey instrument was programmed properly. No revisions were made to the questionnaire after the pretest.

Sample Design and Selection

The sample for this survey was designed to complete 3000 interviews with Canadians. The sample was stratified by region, with overall quotas set for gender and age, to allow for meaningful sub-group analysis and to ensure that weighting factors were within the acceptable research standards.

Final sample targets were set as follows:

Spec	Target	Margin of Error	% Sample	% Population*
Total	3000	±1.79%	100%	---
Region				
Atlantic Canada	300	±5.66%	10%	7%
Quebec	750	±3.58%	25%	24%
Ontario	975	±3.14%	33%	38%
Prairies (MB/SK)	300	±5.66%	10%	6%
Alberta	300	±5.66%	10%	11%
British Columbia	375	±5.06%	13%	14%
Gender				
Male	1500	±2.53%	50%	48%
Female	1500	±2.53%	50%	52%
Age				
18-34	600	±4.00%	20%	28%
35-54	1050	±3.02%	35%	37%
55 and over	1350	±2.67%	45%	35%
Landline vs. Cell Phone Sample				
Landline	2400	---	80%	---
Cell phone	600	---	20%	---

*Based on the 2011 Census.

The landline sample was drawn using ASDE's Survey Sampler technology, which uses random digit dialing (RDD) to ensure that all residential listings in Canadian provinces have an opportunity to be selected for inclusion in the survey. For mobile phone sample, we currently purchase lists targeted for cell phone exchanges (the first 3-digits after the area code). This type of sample is the equivalent of RDD, as it is randomly pulled from dedicated cell phone exchanges. Within those households selected, respondents 18 years or older were screened and selected using the "last birthday" method.

Survey Administration

The telephone survey was conducted with 3,010 respondents in English or French using computer-assisted-telephone-interviewing (CATI) technology, from Harris/Decima's facilities in Montreal. The survey was completed between May 20 and June 1, 2015. The average length of time required to complete the survey

was 11 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% of the survey monitored to count towards the 5%).

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 participation in the study was voluntary and completely confidential. Furthermore, the survey was registered with the National Survey Registration System.

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

Sample Distribution

A sample of 3,010 drawn from the Canadian population would be expected to provide results accurate to within plus or minus 1.79 percent in 95 out of 100 samples, as presented below. Quotas were adjusted during field to meet an end date of June 1, 2015.

Spec	Target	Margin of Error	% Sample**	% Population*
Total	3,010	±1.79%	100%	---
Region				
Atlantic Canada	219	±6.62%	7%	7%
Quebec	804	±3.46%	27%	24%
Ontario	1,027	±3.06%	34%	38%
Prairies (MB/SK)	240	±6.33%	8%	6%
Alberta	338	±5.33%	11%	11%
British Columbia	382	±5.01%	13%	14%
Gender				
Male	1,475	±2.55%	49%	48%
Female	1,535	±2.50%	51%	52%
Age				
18-34	423	±4.76%	14%	28%
35-54	1,027	±3.06%	34%	37%
55 and over	1,560	±2.48%	52%	35%
Landline vs. Cell Phone Sample				
Landline	2,436	---	81%	---
Cell phone	574	---	19%	---

**Based on the 2011 Census.*

***Percentages may not total 100% due to rounding.*

****Data based on valid responses.*

Sample Disposition and Response Rate

Two sample sources, landline and cell phone, were used to complete the general population survey. A total of 46,054 Canadian households were dialed for the landline sample, of which 2,457 qualified as eligible and completed the survey (adults 18 years and older). The overall response rate achieved for this sample was 7.05%. For the cell phone sample (exchanges dedicated to cell phones), a total of 27,475 numbers were dialed. Of these, a total of 596 respondents qualified and completed the survey. The response rate for this sample was 3.78%, which is characteristic of cell samples.

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	Landline	Cell phone
Total Numbers Attempted	46,054	27,475
Invalid	413	157
NIS, fax/modem, business/non-res.	10,268	10,881
Unresolved (U)	17,495	10,820
Busy	744	151
No answer, answering machine	16,751	10,669
In-scope - Non-responding (IS)	14,889	4,338
Household refusal	2,748	617
Respondent refusal	9,422	2,871
Language problem	574	151
Illness, incapable	333	77
Selected respondent not available	1,652	584
Qualified respondent break-off	160	38
In-scope - Responding units (R)	2,457	596
Language disqualify	21	22
No one 18+		
Other disqualify		
Completed interviews	2,436	574
Response Rate = R/(U+IS+R)	7.05%	3.78%

Non-response bias

The calculated response rate of this survey was 7.05% for landline and 3.78% for cell phone, which is above average for a telephone survey of this type with a condensed field timeframe of less than two weeks. 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;
- Callback scheduling was varied to maximize the possibility of finding someone at home; and
- 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.

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:

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, to provide PCO with the ability to examine whether these had a statistically significant impact on the findings.

Comparison of Early and Late Responders. Using the information on the specific call attempt that 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 a University degree, certificate or diploma as well as those with income of \$80,000 per year or more.

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. It can be seen that Quebecois are more likely to complete the survey upon first contact while Ontarians were more likely to require two more attempts. Completes from all other provinces seem to be uniformly distributed. PCO can compare the statistically significant differences between the groups identified 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.

Characteristics	Sample Size (unweighted counts) ¹	Unweighted Sample ¹	Weighted Sample ¹	2011 Census	Type of responder (unweighted)	
					Early ² (n=961)	Late ² (n=2,049)
Province						
Newfoundland and Labrador	44	1%	2%	2%	1%	2%
Nova Scotia	97	3%	3%	3%	4%	3%

Characteristics	Sample Size (unweighted counts) ¹	Unweighted Sample ¹	Weighted Sample ¹	2011 Census	Type of responder (unweighted)	
					Early ² (n=961)	Late ² (n=2,049)
Prince Edward Island	10	0%	0%	<1%	0%	0%
New Brunswick	68	2%	2%	2%	3%	2%
Quebec	804	27%	24%	24%	31%	25%
Ontario	1027	34%	38%	38%	29%	37%
Manitoba	127	4%	4%	4%	4%	5%
Saskatchewan	113	4%	3%	3%	3%	4%
Alberta	338	11%	11%	11%	12%	11%
BC	382	13%	13%	13%	13%	12%
Territories	---	---	---	---	---	---
Gender						
Male	1475	49%	48%	49%	47%	50%
Female	1535	51%	52%	52%	53%	50%
Age group						
18-34 years	423	14%	28%	28%	14%	14%
35-54 years	1027	34%	37%	37%	33%	35%
55 years plus	1560	52%	35%	35%	53%	51%
Education level^{3,4}						
No certificate, degree or diploma	43	1%	1%	13%	1%	2%
High school certificate or equivalent	698	23%	23%	23%	24%	23%
Apprenticeship or trades certificate or diploma	250	8%	8%	12%	7%	9%
College, CEGEP or other non-university certificate or diploma	722	24%	25%	21%	25%	24%
University degree, certificate or diploma	1258	42%	43%	31%	42%	43%
Household income						
Under \$20,000	187	7%	7%	7%	8%	7%
\$20,000 to under \$40,000	451	17%	17%	19%	17%	17%
\$40,000 to under \$80,000	862	33%	33%	31%	34%	32%
\$80,000 and over	1106	42%	43%	37%	41%	43%

¹ Among those providing valid responses.

² Early responders = those answering the survey on first contact.

Late responders = answered after two or more callbacks.

³ To allow comparison to Census, survey multiple mention question converted to single mention using highest level of education selected.

⁴ 2011 Census reports % among those 20+ years of age. The survey reports % among qualified respondents 18+.

Conclusion

Harris/Decima has provided PCO with a discussion of the non-response bias. PCO will further investigate 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 PCO, a weighted data file and a 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, who attach 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 based on 2011 Census data. This ensured the findings from the research can 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 a strictly 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 strata 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).

The weights applied to the final data set are outlined in the table, below. The highest weight used to bring the sample in line with demographic proportions seen in the general population was 2.90.

	Atlantic	Quebec	Ontario	Man/Sask	Alberta	BC
Male, 18-34 years	2.88	1.46	1.96	2.90	2.04	2.47
Female, 18-34 years	2.42	1.49	2.53	1.30	2.06	2.58
Male, 35-54 years	1.00	0.84	1.27	0.90	0.95	1.17
Female, 35-54 years	1.16	0.83	1.28	1.02	1.07	1.73
Male, 55+ years	0.67	0.73	0.76	0.48	0.55	0.59
Female, 55+ years	0.66	0.76	0.72	0.53	0.57	0.68

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 at the 90% and 95% confidence level was shown between all banner points in the data tables. The analysis plan included banners for the key segments, including region, age, gender, income, education, and urban/rural.

Appendix D: Final Questionnaire

BASE: ALL

qq_HELLO

Hello, my name is _____ and I am calling from Harris/Decima, a public opinion research company. We are conducting a brief study for the Government of Canada on issues affecting Canadians. Please be advised that we are not selling or soliciting anything. Your participation is important if the results of the survey are to be accurate and your answers will be kept strictly confidential. This survey is registered with the National Survey Registration System.

CONFIRM WHETHER RESPONDENT WOULD LIKE TO BE INTERVIEWED IN ENGLISH OR FRENCH

IF ANGLOPHONE INTERVIEWER AND RESPONDENT WANTS TO RESPOND IN FRENCH: Je vous remercie. Quel qu'un vous r'appellera bientôt pour mener le sondage en français.

[BASE: CELL PHONE SAMPLE]

- C1. Are you in a safe place to talk?
Yes [CONTINUE]
No [THANK AND TERMINATE]
- C2. Is this a good time to call?
Yes [CONTINUE]
No [IF NO - OFFER TO CALL BACK ON ANOTHER LINE]
- C3. Have I reached you on a cellular phone?
Yes [CONTINUE]
No [CODE AS LANDLINE]

[BASE: LANDLINE SAMPLE]

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 - 1 (CONTINUE TO qq_QB)
- No - 2 (ASK TO SPEAK TO 'ELIGIBLE' PERSON – RE-INTRODUCE)
- REFUSED - 9 (THANK AND TERMINATE)

[BASE: ALL]

qq_QB.

QB. Your participation in this survey is voluntary, but would be extremely helpful. Would you be willing to take part in this survey? We can do it now or at a time more convenient for you.

YES, NOW - 1

(CONTINUE TO qq_GENDER)

YES, CALL LATER - 2

(SET CALLBACK)

REFUSED - 9

(THANK/DISCONTINUE)

[BASE: qq_QB=1]

qq_GENDER

GENDER. [DO NOT READ] RECORD GENDER BY OBSERVATION

Male – 1

Female - 2

[BASE: ALL]

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

Record response (RECORD FULL YEAR)	----
[Do not read] Prefer not to say / Don't know / No answer	9999

[BASE: D1=9999]

D2B. Which of the following age categories do you fall into:

READ LIST

18-34

35-54

55+

DO NOT READ: Refused

[PROGRAMMING: CREATE 'KAGE' AS A BACKGROUND VARIABLE FOR TRACKING AGE QUOTAS]

KAGE. Age Quota

1. 18 to 34 [IF D1=1980 TO 1996 OR D2B=1]
2. 35 to 54 [IF D1=1960 TO 1979 OR D2B=2]
3. 55+ [IF D1=1900 TO 1959 OR D2B=3]

[BASE: CELL PHONE SAMPLE ONLY]

C4. In which province or territory do you live?

(DO NOT READ RESPONSES, CODE ONE RESPONSE ONLY)

British Columbia
Alberta
Saskatchewan
Manitoba
Ontario
Quebec
New Brunswick
Nova Scotia
Prince Edward Island
Newfoundland and Labrador
Yukon [TERMINATE]
Northwest Territories [TERMINATE]
Nunavut [TERMINATE]

[PROGRAMMING: CREATE 'CPROV' AS A BACKGROUND VARIABLE FOR TRACKING REGION QUOTAS. CPROV=C4 RESPONSE FOR CELL, ELSE USE SPROV]

[BASE: ALL]

qq_Q1A

Q1A. Thinking of the issues facing Canada today, which one would you say the Government of Canada should focus on most?

[CAPTURE FIRST MENTION]

Specify Response – 77 (collect Verbatim)

[DO NOT READ] Don't know/Refused - 99

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

[BASE: ALL]

qq_Q2

Q2. 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.).

(PROGRAMMER NOTE)

1 – Terrible
2
3
4
5

- 6
- 7
- 8
- 9
- 10 – Excellent
- 99 – [DO NOT READ] Don't know/Refused

[BASE: ALL]

qq_Q3

Q3. 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.).

(PROGRAMMER NOTE)

- 1 – Terrible
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 – Excellent
- 99 – [DO NOT READ] Don't know/Refused

[BASE: ALL]

qq_Q3B

Q3B. How would you rate the current state of the [FOR CELL SAMPLE: RECALL PROVINCE BASED ON RESPONSE TO C4/ FOR LANDLINE SAMPLE: RECALL PROVINCE BASED ON SAMPLE] economy? (Please use a scale from 1 to 10, where 1 is terrible and 10 is excellent.).

(PROGRAMMER NOTE)

- 1 – Terrible
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 – Excellent
- 99 – [DO NOT READ] Don't know/Refused

[BASE: ALL]

qq_Q4

Q4. 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.).

(PROGRAMMER NOTE)

1 – Terrible

2

3

4

5

6

7

8

9

10 – Excellent

99 – [DO NOT READ] Don't know/Refused

[BASE: ALL]

qq_Q5

Q5. 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 - 3

Weaker - 2

No change - 1

Don't know – 9

[BASE: ALL]

qq_Q6a

Q6A. What would you say is the biggest threat facing the Canadian economy?

[CAPTURE FIRST MENTION]

[DO NOT READ] Don't know/Refused - 99

Q7a. Now, what would you say is the biggest threat facing **[RECALL RESPONDENT'S PROVINCE]**'s economy? **[CAPTURE FIRST MENTION]**

[DO NOT READ] Don't know/Refused - 99

[BASE: ALL]

qq_Q8a

Q8A. In the last year, would you say that the Canadian federal government has been reducing taxes, raising taxes, or leaving taxes the same?

[RANDOMIZE OPTIONS 1 AND 2 BUT KEEP 3 FIXED. THE ROTATION IN THE CHOICE LIST SHOULD MATCH THE QUESTION TEXT.]

- Reducing taxes – 1
- Raising taxes – 2
- Leaving taxes the same – 3
- **[DO NOT READ]** Don't know/Refused – 9

[SPLIT SAMPLE 9b/9c]

9b. Have you read, seen or heard any news recently about a group called the Islamic State of Iraq and Syria, known as ISIS or ISIL?

- Yes – 1
- No – 2
- **[DO NOT READ]** Don't know/Refused – 9

[BASE: Q9B=1]

9b1. What was it that you read, saw or heard?

[DO NOT READ] Don't know/Refused - 99

9c. Have you read, seen or heard any news recently about actions the Canadian Government has taken in reaction to a group called the Islamic State of Iraq and Syria, known as ISIS or ISIL?

- Yes – 1
- No – 2
- **[DO NOT READ]** Don't know/Refused – 9

[BASE: Q9C=1]

9c1. What was it that you read, saw or heard?

[DO NOT READ] Don't know/Refused - 99

[BASE: ALL]

Q10a. As you may know, last fall, the Federal Government of Canada announced that the Canadian Armed Forces would join the international coalition fighting ISIL in the Middle East.

Do you support or oppose the Canadian Government sending Canadian Armed Forces to launch air strikes against ISIL? **[INTERVIEWER NOTE: PROBE TO ASK IF IT'S SOMEWHAT OR STRONGLY.]?**

Strongly support – 4

Somewhat support – 3

Somewhat oppose – 2

Strongly oppose – 1

[DO NOT READ] Don't know/Refused – 9

[Base: If Q10a=4 OR 3]

10b1. What is the main reason you support the Canadian Government sending Canadian Armed Forces to launch air strikes against ISIL?

[DO NOT READ] Don't know/Refused - 99

[Base: If Q10a=2 OR 1]

10b2. What is the main reason you oppose the Canadian Government sending Canadian Armed Forces to launch air strikes against ISIL?

[DO NOT READ] Don't know/Refused - 99

[BASE: ALL]

Q11a. And now, thinking about the Senate of Canada. Which is closer to what you feel should be done with the Senate? Should the Senate be..

[PROGRAMMER NOTE: RANDOMIZE OPTIONS]

- Abolished altogether – 1
- Reformed with changes such as elected senators and improved accountability measures – 2
- Kept as is – 3
- **[DO NOT READ]** Don't know/Refused – 9

[Base: Q11a ≠ 9]

Q11b. What is the main reason that is your preferred option for the Senate?

[INTERVIEWER NOTE: IF NEEDED REPEAT ANSWER FROM Q11a]

Specify Response – 77 (collect Verbatim)

[DO NOT READ] Don't know/Refused - 99**DEMOGRAPHIC QUESTIONS****[BASE: ALL]**

qq_D2

D2. Now I have just a few final questions for statistical purposes only. What is the highest level of formal education that you have completed? **[READ LIST, ACCEPT ONE RESPONSE]**

High School diploma or less	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
[Read only if participants has not said yes to any of the above] None of the above	98
[Do not read] Prefer not to say / Don't know / No answer	99

[BASE: ALL]

qq_D3

D3. Which of the following categories best describes your total household income for the year 2014? 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

[BASE: ALL]

qq_D4

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

[BASE: ALL]

qq_FIN

FIN. 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.

Appendix E: 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.