

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
<b>Sample Size</b>	<b>3901</b>	<b>384</b>	<b>507</b>	<b>658</b>	<b>547</b>	<b>588</b>

Q1.[Summary of Satisfied]Please indicate your satisfaction with the following things in your life and community today:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Job opportunities in your community	49%	47%	55%	34%	50%	57%
Your own personal financial situation	60%	53%	64%	48%	62%	73%
Your access to quality health care	71%	70%	77%	58%	73%	72%
Your family's access to quality education	80%	78%	85%	70%	81%	86%
The amount of crime in your community	66%	74%	72%	58%	64%	68%
The health of the environment in your community	76%	69%	82%	69%	80%	82%
How well new immigrants are integrating into your community	67%	77%	74%	62%	69%	62%
How welcome you feel as a part of the community you live in	83%	84%	86%	75%	83%	90%
And overall, how satisfied are you with the way things are going in Canada today?	64%	72%	76%	54%	62%	59%

Q1.[Summary of Dissatisfied]Please indicate your satisfaction with the following things in your life and community today:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Job opportunities in your community	51%	53%	45%	66%	50%	43%
Your own personal financial situation	40%	47%	36%	52%	38%	27%
Your access to quality health care	29%	30%	23%	42%	27%	28%
Your family's access to quality education	20%	22%	15%	30%	19%	14%
The amount of crime in your community	34%	26%	28%	42%	36%	32%
The health of the environment in your community	24%	31%	18%	31%	20%	18%
How well new immigrants are integrating into your community	33%	23%	26%	38%	31%	38%
How welcome you feel as a part of the community you live in	17%	16%	14%	25%	17%	10%
And overall, how satisfied are you with the way things are going in Canada today?	36%	28%	24%	46%	38%	41%

Q1.[Job opportunities in your community]Please indicate your satisfaction with the following things in your life and community today:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very Satisfied	7%	7%	7%	4%	9%	10%
Moderately Satisfied	42%	40%	48%	30%	40%	47%
Moderately Dissatisfied	34%	33%	31%	39%	36%	30%
Very Dissatisfied	17%	20%	14%	27%	15%	13%
Top2Box	49%	47%	55%	34%	50%	57%
Bottom2Box	51%	53%	45%	66%	50%	43%

Q1.[Your own personal financial situation]Please indicate your satisfaction with the following things in your life and community today:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very Satisfied	17%	13%	16%	8%	17%	28%
Moderately Satisfied	43%	40%	48%	40%	45%	45%
Moderately Dissatisfied	25%	29%	25%	26%	23%	18%
Very Dissatisfied	16%	18%	11%	26%	15%	10%
Top2Box	60%	53%	64%	48%	62%	73%
Bottom2Box	40%	47%	36%	52%	38%	27%

Q1.[Your access to quality health care]Please indicate your satisfaction with the following things in your life and community today:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very Satisfied	23%	25%	24%	16%	24%	26%
Moderately Satisfied	48%	45%	54%	42%	49%	45%
Moderately Dissatisfied	19%	23%	17%	25%	18%	17%
Very Dissatisfied	10%	8%	6%	17%	9%	11%
Top2Box	71%	70%	77%	58%	73%	72%
Bottom2Box	29%	30%	23%	42%	27%	28%

Q1.[Your family's access to quality education]Please indicate your satisfaction with the following things in your life and community today:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very Satisfied	29%	27%	33%	17%	33%	33%
Moderately Satisfied	50%	50%	53%	53%	48%	53%
Moderately Dissatisfied	14%	16%	12%	18%	12%	10%
Very Dissatisfied	6%	6%	3%	13%	6%	4%
Top2Box	80%	78%	85%	70%	81%	86%
Bottom2Box	20%	22%	15%	30%	19%	14%

Q1.[The amount of crime in your community]Please indicate your satisfaction with the following things in your life and community today:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very Satisfied	23%	33%	23%	15%	22%	28%
Moderately Satisfied	43%	41%	50%	43%	43%	39%
Moderately Dissatisfied	24%	18%	21%	27%	26%	22%
Very Dissatisfied	10%	8%	7%	15%	10%	10%
Top2Box	66%	74%	72%	58%	64%	68%
Bottom2Box	34%	26%	28%	42%	36%	32%

Q1.[The health of the environment in your community]Please indicate your satisfaction with the following things in your life and community today:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very Satisfied	19%	11%	20%	13%	25%	26%
Moderately Satisfied	57%	58%	62%	57%	55%	56%
Moderately Dissatisfied	19%	24%	14%	24%	17%	15%
Very Dissatisfied	5%	7%	4%	7%	3%	3%
Top2Box	76%	69%	82%	69%	80%	82%
Bottom2Box	24%	31%	18%	31%	20%	18%

Q1.[How well new immigrants are integrating into your community]Please indicate your satisfaction with the following things in your life and community today:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very Satisfied	14%	17%	15%	11%	13%	11%
Moderately Satisfied	54%	60%	59%	51%	56%	52%
Moderately Dissatisfied	22%	19%	19%	22%	23%	23%
Very Dissatisfied	11%	4%	7%	16%	8%	14%
Top2Box	67%	77%	74%	62%	69%	62%
Bottom2Box	33%	23%	26%	38%	31%	38%

Q1.[How welcome you feel as a part of the community you live in]Please indicate your satisfaction with the following things in your life and community today:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very Satisfied	34%	34%	36%	25%	31%	43%
Moderately Satisfied	49%	50%	50%	49%	52%	47%
Moderately Dissatisfied	13%	14%	13%	18%	13%	8%
Very Dissatisfied	4%	3%	1%	8%	3%	2%
Top2Box	83%	84%	86%	75%	83%	90%
Bottom2Box	17%	16%	14%	25%	17%	10%

Q2.And overall, how satisfied are you with the way things are going in Canada today?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very Satisfied	9%	15%	12%	5%	10%	8%
Moderately Satisfied	55%	58%	63%	49%	52%	51%
Moderately Dissatisfied	25%	22%	19%	30%	26%	29%
Very Dissatisfied	11%	6%	5%	16%	12%	12%
Top2Box	64%	72%	76%	54%	62%	59%
Bottom2Box	36%	28%	24%	46%	38%	41%

Q3.Thinking about your life overall... For you, personally, what is more important - opportunity or security?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
OPPORTUNITY is much more important	11%	12%	11%	11%	11%	9%
OPPORTUNITY is somewhat more important	19%	24%	18%	20%	18%	17%
SECURITY is somewhat more important	34%	33%	30%	35%	35%	37%
SECURITY is much more important	31%	25%	38%	29%	29%	33%
Don't know	5%	6%	4%	6%	7%	4%
Top2Box	30%	37%	29%	30%	29%	27%
Bottom2Box	65%	58%	68%	63%	64%	70%

Q4.[Summary of Optimistic]Overall, would you say you are optimistic or pessimistic about each of the following?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Your own future	76%	76%	80%	68%	76%	82%
The future of your province	50%	48%	60%	39%	54%	50%
The future of Canada	63%	79%	74%	51%	61%	61%
The future of the next generation	44%	54%	53%	27%	50%	46%

Q4.[Summary of Pessimistic]Overall, would you say you are optimistic or pessimistic about each of the following?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Your own future	24%	24%	20%	32%	24%	18%
The future of your province	50%	52%	40%	61%	46%	50%
The future of Canada	37%	21%	26%	49%	39%	39%
The future of the next generation	56%	46%	47%	73%	50%	54%



Q4.[Your own future]Overall, would you say you are optimistic or pessimistic about each of the following?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very Optimistic	21%	22%	27%	13%	21%	24%
Moderately Optimistic	54%	54%	53%	55%	55%	58%
Moderately Pessimistic	18%	18%	15%	23%	17%	13%
Very Pessimistic	6%	6%	5%	9%	7%	5%
Top2Box	76%	76%	80%	68%	76%	82%
Bottom2Box	24%	24%	20%	32%	24%	18%

Q4.[The future of your province]Overall, would you say you are optimistic or pessimistic about each of the following?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very Optimistic	7%	9%	11%	4%	7%	7%
Moderately Optimistic	43%	39%	49%	35%	47%	44%
Moderately Pessimistic	32%	37%	29%	42%	28%	26%
Very Pessimistic	18%	15%	10%	19%	17%	24%
Top2Box	50%	48%	60%	39%	54%	50%
Bottom2Box	50%	52%	40%	61%	46%	50%

Q4.[The future of Canada]Overall, would you say you are optimistic or pessimistic about each of the following?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very Optimistic	12%	18%	17%	7%	8%	10%
Moderately Optimistic	52%	61%	57%	45%	52%	51%
Moderately Pessimistic	26%	17%	20%	34%	30%	28%
Very Pessimistic	10%	4%	5%	15%	10%	11%
Top2Box	63%	79%	74%	51%	61%	61%
Bottom2Box	37%	21%	26%	49%	39%	39%

Q4.[The future of the next generation]Overall, would you say you are optimistic or pessimistic about each of the following?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very Optimistic	6%	7%	10%	4%	7%	4%
Moderately Optimistic	38%	47%	43%	23%	42%	42%
Moderately Pessimistic	38%	35%	37%	45%	34%	36%
Very Pessimistic	18%	11%	10%	28%	16%	18%
Top2Box	44%	54%	53%	27%	50%	46%
Bottom2Box	56%	46%	47%	73%	50%	54%

Q5.[Families]Canadian society should work towards...

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Greater acceptance of people who are LGBTQ (lesbian, gay, bi-sexual, transgender, queer)	64%	89%	83%	64%	36%	54%
More recognition of the importance of traditional families where a man is married to a woman	36%	11%	17%	36%	64%	46%

Q6.[Cultural diversity]On diversity...

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Minorities should do more to fit in better with mainstream Canadian society	68%	39%	66%	77%	64%	86%
We should encourage cultural diversity with different groups keeping their own customs and languages	32%	61%	34%	23%	36%	14%

Q7.[Immigration] Canada's immigration and refugee policies should...

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Give priority to people in crisis abroad	21%	78%	6%	9%	20%	11%
Give priority to Canada's own economic and workforce needs	79%	22%	94%	91%	80%	89%

Q8.[Religion]In Canada, we should...

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Keep God and religion completely out of public life	58%	78%	54%	75%	17%	75%
Publicly celebrate the role of faith in our collective lives	42%	22%	46%	25%	83%	25%

**Q9.[Women at work]In the Canadian workplace:**

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Large public companies should be required to recruit and hire women so they're equally represented in senior management	48%	63%	78%	54%	39%	14%
Leave it to large public companies to make their own hiring decisions, even if it means fewer women in senior management	52%	37%	22%	46%	61%	86%

**Q10.[Health Care]Regarding health care, we should...**

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Encourage private medical clinics outside of the public health care system to give Canadians more choice	56%	21%	65%	46%	62%	80%
Prohibit private medical clinics outside of the public health care system to preserve the principle of equal access	44%	79%	35%	54%	38%	20%

Q11.[Indigenous Canadians]Canada should...

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Expand policies aimed at improving the situation for Indigenous Canadians	59%	90%	78%	49%	51%	32%
Work to remove any special status and programs for Indigenous Canadians	41%	10%	22%	51%	49%	68%

Q12.[Social safety net vs work ethic]There should be...

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
More public support for the poor, the disadvantaged and those in economic trouble	51%	91%	61%	53%	51%	24%
More emphasis on a system that rewards hard work and initiative	49%	9%	39%	47%	49%	76%

Q13.[Environment]Overall, Canada's policies should...

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Emphasize environmental protection over economic growth	57%	83%	72%	74%	35%	33%
Emphasize economic growth over environmental protection	43%	17%	28%	26%	65%	67%

Q14.[Capitalism vs mixed economy]Overall, it would be better to...

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Leave the economy more to the free market	52%	33%	28%	41%	61%	83%
Have more government involvement and regulation of the economy	48%	67%	72%	59%	39%	17%

Q15.[Childcare]On childcare, would you say...

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
A national child care program is a needed investment in the next generation	51%	76%	76%	48%	39%	25%
Leave it as the responsibility of parents to work out their own best child care options	49%	24%	24%	52%	61%	75%

Q16.[Dopctor-assisted dying]When it comes to doctor-assisted dying...

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
It should be easier for individual Canadians to make their own end-of-life decisions	73%	78%	84%	91%	25%	90%
There should be lots of safeguards restricting access to doctor-assisted death	27%	22%	16%	9%	75%	10%



Q17.[Federalism]Would you say:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
The federal government should be more involved in areas such as health and higher education	66%	73%	80%	82%	53%	43%
The provinces should be left alone to run health and higher education with minimal federal government involvement	34%	27%	20%	18%	47%	57%

Q18.[International]Internationally, Canada should...

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Play an active role in military operations with our allies in global trouble spots	48%	40%	52%	30%	50%	71%
Avoid direct military involvement in other parts of the world	52%	60%	48%	70%	50%	29%

Q19.[Freedom vs Security]When you think about national security vs. personal privacy, would you say:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Security and anti-terrorism efforts mean we will have to infringe on civil liberties such as personal privacy	52%	33%	61%	41%	51%	76%
Security and anti-terrorism efforts don't justify weakening civil liberties such as personal privacy	48%	67%	39%	59%	49%	24%

Q20.[Justice]When it comes to the Canadian justice system, priority should be given to...

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Crime prevention and the rehabilitation of those convicted of crimes	53%	89%	57%	42%	57%	37%
Longer sentences to punish criminals	47%	11%	43%	58%	43%	63%

Q21.[Oil Industry]Do you think of Canada's oil industry in Alberta and other parts of the country as:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
An overall liability because of the environmental risk	32%	71%	27%	49%	21%	11%
An overall asset because of its contribution to the Canadian economy	68%	29%	73%	51%	79%	89%

Q22.[NAFTA]What is your overall view of NAFTA - the North American Free Trade Agreement?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
We should get out of NAFTA, it's hurting us	29%	23%	17%	57%	30%	12%
We should keep NAFTA, it's a benefit to us	71%	77%	83%	43%	70%	88%

Q23.How proud are you to be a Canadian?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very proud	52%	47%	64%	40%	53%	54%
Proud	27%	23%	22%	30%	27%	28%
Somewhat proud	14%	20%	10%	19%	13%	13%
Not very proud	4%	5%	1%	7%	4%	3%
Not proud at all	1%	3%	1%	2%	0%	1%
No opinion/Don't know	2%	2%	2%	2%	3%	1%
Top2Box	79%	70%	86%	70%	80%	81%
Bottom2Box	5%	8%	2%	9%	4%	5%

Q24.Which of the following statements best describes how you feel about Canada?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
I have a deep emotional attachment to Canada. I love the country and what it stands for	62%	63%	71%	53%	60%	59%
I am attached to Canada but only as long as it provides a good standard of living	31%	26%	27%	39%	33%	30%
I am not attached to Canada and would prefer to see the country split up into two or more smaller countries	5%	10%	2%	7%	4%	7%
I think Canada should join the United States	2%	1%	1%	1%	2%	4%

Q25.Do you personally identify more as a Canadian or as a [%Province\_ite%]?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Canadian	75%	70%	76%	72%	72%	73%
[%Province_ite%]	25%	30%	24%	28%	28%	27%

Q26.To what extent do you think others in this country see you as Canadian?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
All the time	41%	43%	42%	38%	43%	36%
Mostly	34%	32%	33%	33%	33%	38%
Sometimes	12%	11%	12%	13%	12%	13%
Rarely	4%	7%	3%	5%	2%	5%
Never	1%	1%	1%	2%	1%	0%
Don't Know	8%	7%	9%	10%	8%	7%
Top2Box	74%	74%	75%	70%	76%	74%
Bottom2Box	5%	8%	4%	6%	3%	5%

Q27.[Summary of Agree]Do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
It seems like the values and ideals I care about most are losing ground	66%	43%	61%	70%	74%	70%
It's impossible for people like me to have any real influence on the political decisions that affect me	62%	43%	62%	70%	68%	62%
I feel as Canadian as anybody else	89%	87%	92%	85%	89%	89%
If you work hard, it is possible to be very successful in Canada no matter what your background	78%	69%	83%	69%	77%	88%
Politicians and the media have overblown the threat of homegrown terrorism in Canada	44%	67%	41%	52%	39%	32%
For me, it is important to own my own home to feel like I'm a real Canadian	59%	44%	60%	62%	62%	62%
I would feel uncomfortable if my son or daughter were planning to marry someone from a different cultural or religious background	27%	12%	19%	29%	38%	32%
I generally trust the government to act in the best interests of the people	53%	63%	74%	42%	52%	50%
The British monarch should continue to be Canada's official head of state for generations to come	50%	42%	53%	37%	60%	48%

Religion is very important in my day-to-day	36%	21%	35%	22%	71%	24%
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Q27.[Summary of Disagree]Do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
It seems like the values and ideals I care about most are losing ground	34%	57%	39%	30%	26%	30%
It's impossible for people like me to have any real influence on the political decisions that affect me	38%	57%	38%	30%	32%	38%
I feel as Canadian as anybody else	11%	13%	8%	15%	11%	11%
If you work hard, it is possible to be very successful in Canada no matter what your background	22%	31%	17%	31%	23%	12%
Politicians and the media have overblown the threat of homegrown terrorism in Canada	56%	33%	59%	48%	61%	68%
For me, it is important to own my own home to feel like I'm a real Canadian	41%	56%	40%	38%	38%	38%
I would feel uncomfortable if my son or daughter were planning to marry someone from a different cultural or religious background	73%	88%	81%	71%	62%	68%
I generally trust the government to act in the best interests of the people	47%	37%	26%	58%	48%	50%

The British monarch should continue to be Canada's official head of state for generations to come	50%	58%	47%	63%	40%	52%
Religion is very important in my day-to-day	64%	79%	65%	78%	29%	76%

Q27.[It seems like the values and ideals I care about most are losing ground]Do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	25%	12%	15%	28%	32%	28%
Moderately Agree	41%	31%	46%	42%	42%	42%
Moderately Disagree	27%	42%	32%	23%	22%	24%
Strongly Disagree	7%	15%	7%	7%	4%	6%
Top2Box	66%	43%	61%	70%	74%	70%
Bottom2Box	34%	57%	39%	30%	26%	30%

Q27.[It's impossible for people like me to have any real influence on the political decisions that affect me]Do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	21%	10%	16%	30%	22%	20%
Moderately Agree	41%	33%	46%	40%	46%	41%
Moderately Disagree	28%	39%	28%	21%	26%	30%
Strongly Disagree	9%	18%	9%	9%	5%	9%
Top2Box	62%	43%	62%	70%	68%	62%
Bottom2Box	38%	57%	38%	30%	32%	38%



Q27.[I feel as Canadian as anybody else]Do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	52%	54%	56%	46%	46%	55%
Moderately Agree	36%	33%	36%	39%	43%	34%
Moderately Disagree	8%	8%	4%	11%	8%	9%
Strongly Disagree	4%	5%	4%	4%	3%	2%
Top2Box	89%	87%	92%	85%	89%	89%
Bottom2Box	11%	13%	8%	15%	11%	11%

Q27.[If you work hard, it is possible to be very successful in Canada no matter what your background]Do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	34%	22%	35%	26%	33%	44%
Moderately Agree	45%	46%	48%	43%	44%	44%
Moderately Disagree	16%	22%	13%	21%	18%	9%
Strongly Disagree	6%	10%	4%	9%	5%	2%
Top2Box	78%	69%	83%	69%	77%	88%
Bottom2Box	22%	31%	17%	31%	23%	12%

Q27.[Politicians and the media have overblown the threat of homegrown terrorism in Canada]Do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	12%	27%	7%	16%	9%	6%
Moderately Agree	33%	40%	34%	36%	30%	27%
Moderately Disagree	36%	25%	42%	34%	42%	40%
Strongly Disagree	19%	8%	17%	14%	19%	28%
Top2Box	44%	67%	41%	52%	39%	32%
Bottom2Box	56%	33%	59%	48%	61%	68%

Q27.[For me, it is important to own my own home to feel like I'm a real Canadian]Do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	22%	12%	21%	28%	23%	25%
Moderately Agree	37%	32%	38%	35%	39%	37%
Moderately Disagree	27%	32%	26%	24%	26%	24%
Strongly Disagree	14%	24%	14%	14%	11%	14%
Top2Box	59%	44%	60%	62%	62%	62%
Bottom2Box	41%	56%	40%	38%	38%	38%

Q27.[I would feel uncomfortable if my son or daughter were planning to marry someone from a different cultural or religious background]Do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	8%	3%	6%	10%	11%	10%
Moderately Agree	19%	9%	14%	20%	27%	22%
Moderately Disagree	29%	21%	32%	25%	36%	33%
Strongly Disagree	44%	67%	48%	45%	26%	35%
Top2Box	27%	12%	19%	29%	38%	32%
Bottom2Box	73%	88%	81%	71%	62%	68%

Q27.[I generally trust the government to act in the best interests of the people]Do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	7%	7%	9%	4%	9%	6%
Moderately Agree	46%	56%	65%	38%	43%	44%
Moderately Disagree	29%	22%	20%	34%	29%	28%
Strongly Disagree	18%	15%	6%	23%	19%	22%
Top2Box	53%	63%	74%	42%	52%	50%
Bottom2Box	47%	37%	26%	58%	48%	50%

Q27.[The British monarch should continue to be Canada's official head of state for generations to come]Do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	19%	17%	17%	10%	24%	23%
Moderately Agree	31%	25%	37%	27%	36%	25%
Moderately Disagree	23%	25%	24%	26%	20%	22%
Strongly Disagree	27%	33%	23%	36%	20%	30%
Top2Box	50%	42%	53%	37%	60%	48%
Bottom2Box	50%	58%	47%	63%	40%	52%

Q27.[Religion is very important in my day-to-day]Do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	14%	10%	11%	6%	36%	9%
Moderately Agree	22%	11%	24%	17%	35%	15%
Moderately Disagree	21%	15%	26%	22%	15%	23%
Strongly Disagree	44%	64%	39%	55%	14%	54%
Top2Box	36%	21%	35%	22%	71%	24%
Bottom2Box	64%	79%	65%	78%	29%	76%

Q28.[Summary of Agree] And, do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
My province is respected by the rest of the country	54%	47%	66%	47%	60%	47%
My province is treated fairly by the national government	62%	65%	69%	53%	64%	56%
My province contributes more to the country than it gets back in return	62%	50%	66%	66%	63%	62%

Q28.[Summary of Disagree] And, do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
My province is respected by the rest of the country	46%	53%	34%	53%	40%	53%
My province is treated fairly by the national government	38%	35%	31%	47%	36%	44%
My province contributes more to the country than it gets back in return	38%	50%	34%	34%	37%	38%

Q28.[My province is respected by the rest of the country] And, do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	12%	11%	16%	9%	15%	7%
Moderately Agree	42%	37%	49%	39%	45%	40%
Moderately Disagree	29%	34%	25%	36%	24%	31%
Strongly Disagree	17%	18%	9%	17%	15%	22%
Top2Box	54%	47%	66%	47%	60%	47%
Bottom2Box	46%	53%	34%	53%	40%	53%

Q28.[My province is treated fairly by the national government] And, do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	11%	13%	13%	7%	11%	10%
Moderately Agree	51%	52%	56%	46%	53%	45%
Moderately Disagree	26%	24%	25%	31%	25%	28%
Strongly Disagree	12%	12%	6%	16%	11%	16%
Top2Box	62%	65%	69%	53%	64%	56%
Bottom2Box	38%	35%	31%	47%	36%	44%

Q28.[My province contributes more to the country than it gets back in return] And, do you agree or disagree with the following statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	21%	15%	15%	22%	23%	26%
Moderately Agree	41%	35%	52%	44%	40%	36%
Moderately Disagree	29%	41%	28%	26%	29%	22%
Strongly Disagree	9%	9%	5%	9%	8%	15%
Top2Box	62%	50%	66%	66%	63%	62%
Bottom2Box	38%	50%	34%	34%	37%	38%

Q29.[Summary of Agree]And, do you agree or disagree with these statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
The issue of Quebec sovereignty is settled and Quebec will remain in Canada into the future	68%	67%	72%	63%	73%	68%
I don't really feel much in common with people living in other parts of Canada	31%	25%	28%	35%	39%	31%
Ultimately, Quebec should stay in Canada	82%	85%	87%	74%	81%	79%
I am proud that Canada is officially bilingual - with English and French as the two official languages	71%	86%	78%	64%	67%	61%

Q29.[Summary of Disagree]And, do you agree or disagree with these statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
The issue of Quebec sovereignty is settled and Quebec will remain in Canada into the future	32%	33%	28%	37%	27%	32%
I don't really feel much in common with people living in other parts of Canada	69%	75%	72%	65%	61%	69%
Ultimately, Quebec should stay in Canada	18%	15%	13%	26%	19%	21%
I am proud that Canada is officially bilingual - with English and French as the two official languages	29%	14%	22%	36%	33%	39%

Q29.[The issue of Quebec sovereignty is settled and Quebec will remain in Canada into the future]And, do you agree or disagree with these statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	24%	20%	29%	25%	23%	27%
Moderately Agree	44%	47%	42%	38%	50%	41%
Moderately Disagree	22%	23%	21%	24%	18%	21%
Strongly Disagree	10%	9%	7%	13%	9%	11%
Top2Box	68%	67%	72%	63%	73%	68%
Bottom2Box	32%	33%	28%	37%	27%	32%



Q29.[I don't really feel much in common with people living in other parts of Canada]And, do you agree or disagree with these statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	6%	6%	7%	7%	8%	7%
Moderately Agree	25%	19%	22%	28%	31%	24%
Moderately Disagree	47%	50%	48%	46%	42%	48%
Strongly Disagree	22%	25%	24%	19%	19%	21%
Top2Box	31%	25%	28%	35%	39%	31%
Bottom2Box	69%	75%	72%	65%	61%	69%

Q29.[Ultimately, Quebec should stay in Canada]And, do you agree or disagree with these statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	52%	63%	54%	44%	48%	51%
Moderately Agree	30%	22%	32%	30%	33%	28%
Moderately Disagree	10%	6%	8%	14%	12%	11%
Strongly Disagree	9%	9%	5%	13%	7%	10%
Top2Box	82%	85%	87%	74%	81%	79%
Bottom2Box	18%	15%	13%	26%	19%	21%

Q29.[I am proud that Canada is officially bilingual - with English and French as the two official languages]And, do you agree or disagree with these statements:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Strongly Agree	33%	48%	38%	26%	25%	28%
Moderately Agree	38%	38%	40%	37%	42%	33%
Moderately Disagree	18%	12%	15%	19%	21%	20%
Strongly Disagree	11%	2%	7%	17%	12%	18%
Top2Box	71%	86%	78%	64%	67%	61%
Bottom2Box	29%	14%	22%	36%	33%	39%

Q30.All things considered, would you say Canada is overall doing better, worse, or about the same as other similarly developed countries?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Much better	14%	13%	19%	9%	14%	11%
Better	42%	48%	38%	38%	42%	40%
About the same	35%	32%	37%	38%	35%	41%
Worse	8%	6%	5%	14%	7%	6%
Much worse	1%		0%	1%	1%	2%
Top2Box	56%	61%	57%	48%	56%	52%
Bottom2Box	9%	6%	5%	15%	9%	8%

Q31. And generally speaking, would you say Canada is falling behind or moving ahead of other countries like us?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Moving way ahead	5%	5%	10%	2%	8%	3%
Edging up	34%	43%	41%	29%	34%	28%
Standing still	40%	32%	39%	42%	38%	46%
Slipping	18%	17%	9%	24%	15%	19%
Falling way behind	3%	2%	1%	3%	6%	3%
Top2Box	40%	49%	51%	31%	41%	32%
Bottom2Box	20%	19%	10%	27%	20%	23%

Q32. Overall, what kind of reputation would you say Canada has internationally?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very good reputation	31%	32%	40%	25%	33%	29%
Good	47%	51%	45%	48%	42%	47%
Average	18%	15%	12%	23%	20%	19%
Poor	3%	2%	2%	3%	3%	5%
Very poor reputation	1%		0%	1%	2%	1%
Top2Box	79%	83%	86%	73%	75%	75%
Bottom2Box	4%	2%	2%	4%	5%	5%

Q33.And, would you say Canada's international image or reputation has improved or worsened in the past 15 or 20 years?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Improved	29%	24%	38%	22%	34%	28%
Stayed about the same	48%	34%	47%	46%	50%	54%
Worsened	23%	41%	15%	32%	16%	18%

Q34.[Summary of Like]Now, looking south to the United States and their upcoming Presidential election....All things considered, do you like or dislike:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Hillary Clinton	45%	57%	61%	37%	40%	37%
Donald Trump	14%	1%	7%	14%	21%	24%

Q34.[Summary of Dislike]Now, looking south to the United States and their upcoming Presidential election....All things considered, do you like or dislike:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Hillary Clinton	55%	43%	39%	63%	60%	63%
Donald Trump	86%	99%	93%	86%	79%	76%

Q34.[Hillary Clinton]Now, looking south to the United States and their upcoming Presidential election....All things considered, do you like or dislike:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Like very much	7%	10%	14%	6%	4%	4%
Like	38%	48%	47%	31%	36%	33%
Dislike	31%	31%	29%	35%	31%	31%
Dislike very much	24%	11%	10%	28%	29%	32%
Top2Box	45%	57%	61%	37%	40%	37%
Bottom2Box	55%	43%	39%	63%	60%	63%

Q34.[Donald Trump]Now, looking south to the United States and their upcoming Presidential election....All things considered, do you like or dislike:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Like very much	4%	0%	1%	4%	7%	7%
Like	10%	1%	6%	10%	14%	17%
Dislike	18%	6%	14%	16%	24%	21%
Dislike very much	68%	93%	79%	70%	55%	55%
Top2Box	14%	1%	7%	14%	21%	24%
Bottom2Box	86%	99%	93%	86%	79%	76%

Q35. For each of the pairs below, please indicate which one you think is more important for a child to have:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Independence	58%	89%	48%	57%	36%	62%
Obedience	42%	11%	52%	43%	64%	38%

Q36. For each of the pairs below, please indicate which one you think is more important for a child to have:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Good manners	56%	13%	73%	64%	75%	46%
Curiosity	44%	87%	27%	36%	25%	54%

Q37a. [Rules] What would you say is the better way to get ahead:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Obey the rules	67%	55%	88%	43%	86%	67%
Bend the rules	33%	45%	12%	57%	14%	33%

Q37b.[Luck v. work]In terms of individual success, would you say:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
People who are rich mostly got there through hard work	43%	28%	67%	15%	45%	64%
People who are rich mostly got there through family connections or luck	57%	72%	33%	85%	55%	36%

Q37c.[Expressiveness]Would you say:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
I prefer to express my views even if others don't agree	62%	82%	53%	65%	41%	75%
I prefer to keep my views to myself	38%	18%	47%	35%	59%	25%

Q37d.[Trust in media]In your view:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Most of the stories you see in the news can't be trusted	52%	47%	20%	75%	61%	45%
News media do a good job presenting the facts	48%	53%	80%	25%	39%	55%

Q37e.[Openness]Would you say:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
I think it is important to have new experiences that challenge you	67%	82%	72%	65%	53%	63%
I prefer to stay with what I know	33%	18%	28%	35%	47%	37%



Q37f.[Anxiety]Would you describe yourself as:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Someone who doesn't worry very much	51%	49%	61%	41%	39%	63%
Someone who is often anxious	49%	51%	39%	59%	61%	37%

Q38.Just wrapping up now... How important is the concept of "owning your own home" to you personally?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very important to you	53%	39%	51%	51%	54%	59%
Fairly important	30%	35%	31%	30%	31%	26%
Not very important	12%	16%	13%	14%	12%	9%
Not important at all	5%	10%	5%	5%	4%	6%
Top2Box	83%	75%	82%	81%	85%	85%
Bottom2Box	17%	25%	18%	19%	15%	15%

Q39. And how likely do you think it is that you will own your own home in the future? Would you say that is:

<b>Sample Size</b>	1323	159	195	270	208	129
	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Very likely	22%	22%	21%	24%	22%	12%
Quite likely	28%	26%	29%	26%	31%	26%
Not very likely	25%	22%	25%	24%	23%	34%
Not likely at all	25%	30%	25%	26%	23%	28%
Top2Box	50%	48%	50%	50%	53%	38%
Bottom2Box	50%	52%	50%	50%	47%	62%

Q40. Were you born in Canada or in another country?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
In Canada	87%	87%	89%	91%	85%	90%
In another country	13%	13%	11%	9%	15%	10%

**Q41. Were your parents born in Canada?**

<b>Sample Size</b>	<b>3407</b>	<b>335</b>	<b>450</b>	<b>596</b>	<b>467</b>	<b>530</b>
	<b>Total</b>	<b>Segmentation</b>				
		<b>Permissive Reformists</b>	<b>Public Sector Proponents</b>	<b>Cautious Skeptics</b>	<b>Faith Based Traditionalists</b>	<b>Free Enterprise Enthusiasts</b>
<b>Yes, both parents born here</b>	<b>77%</b>	<b>83%</b>	<b>81%</b>	<b>79%</b>	<b>72%</b>	<b>78%</b>
<b>One parent here, one elsewhere</b>	<b>12%</b>	<b>9%</b>	<b>10%</b>	<b>11%</b>	<b>14%</b>	<b>14%</b>
<b>No, both parents born outside Canada</b>	<b>10%</b>	<b>7%</b>	<b>10%</b>	<b>9%</b>	<b>13%</b>	<b>8%</b>
<b>Not Sure</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>	

**Q42. And what about your grandparents - how many of them were born in Canada?**

<b>Sample Size</b>	<b>2627</b>	<b>279</b>	<b>363</b>	<b>472</b>	<b>337</b>	<b>411</b>
	<b>Total</b>	<b>Segmentation</b>				
		<b>Permissive Reformists</b>	<b>Public Sector Proponents</b>	<b>Cautious Skeptics</b>	<b>Faith Based Traditionalists</b>	<b>Free Enterprise Enthusiasts</b>
<b>3 or 4 grandparents born here</b>	<b>70%</b>	<b>77%</b>	<b>67%</b>	<b>67%</b>	<b>70%</b>	<b>70%</b>
<b>1 or 2 grandparents born here</b>	<b>16%</b>	<b>16%</b>	<b>21%</b>	<b>18%</b>	<b>14%</b>	<b>15%</b>
<b>All grandparents born elsewhere</b>	<b>9%</b>	<b>5%</b>	<b>7%</b>	<b>10%</b>	<b>9%</b>	<b>13%</b>
<b>Not Sure</b>	<b>4%</b>	<b>1%</b>	<b>4%</b>	<b>6%</b>	<b>7%</b>	<b>2%</b>

Q43.And, did you first arrive in Canada as a child or an adult?

Sample Size						
	494	49	57	62	80	58
	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
As a child	49%	38%	51%	50%	52%	43%
As an adult	51%	62%	49%	50%	48%	57%

Q44.And, how many years have you lived in Canada?

Sample Size						
	494	49	57	62	80	58
	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Fewer than 10 years	16%	6%	17%	18%	14%	9%
10-20 years	19%	10%	26%	24%	29%	7%
20-30 years	13%	14%	10%	19%	13%	11%
30 years or more	52%	70%	46%	39%	45%	73%

How long have you/your family been in Canada

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
3rd generation (3 or 4 grandparents born in Canada)	47%	56%	48%	48%	43%	49%
2nd generation (at least 2 grandparents born outside of Canada)	17%	16%	21%	20%	14%	19%
one parent born outside Canada	11%	8%	9%	10%	12%	13%
1st generation (both parents born outside of Canada)	9%	6%	8%	8%	11%	8%
Immigrant (been in Canada 20+ yrs)	8%	11%	6%	6%	8%	8%
Immigrant (been in Canada btw 10-20 yrs)	2%	1%	3%	2%	4%	1%
Immigrant (been in Canada <10 yrs)	2%	1%	2%	2%	2%	1%
Not sures	3%	1%	3%	5%	5%	2%

Q45.And just to confirm - are you:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
A Canadian citizen	95%	94%	96%	96%	93%	95%
Not a Canadian citizen	2%	1%	2%	2%	3%	1%
A dual Canadian citizen/passport holder	3%	5%	2%	3%	5%	4%

Q46. Would you describe yourself as bilingual – that is, fluent in any other language?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
No, only fluent in this language	71%	64%	73%	70%	73%	75%
Yes, fluently bilingual - English and French	20%	28%	23%	22%	16%	19%
Yes, fluent in another language(s)	10%	10%	6%	9%	12%	8%

Q47. Would you say you are a member of a visible minority (in terms of your ethnicity/heritage/race)?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Yes	16%	12%	18%	17%	18%	11%
No	84%	88%	82%	83%	82%	89%

Q48. Have you ever lived in any province or territory in Canada other than [%arf\_Province\_Rollup%]?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Yes	32%	38%	29%	32%	32%	37%
No	68%	62%	71%	68%	68%	63%

Q49.[Other provinces in Canada]And we want a rough idea of how much people have travelled. What about you and your travel to:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Not at all	12%	7%	12%	11%	17%	9%
A few (1 to 5) short trips	43%	36%	50%	45%	41%	38%
Many (6+) short trips	25%	30%	22%	26%	25%	29%
Travelled extensively there	20%	27%	16%	18%	17%	24%

Q49.[Within North America (the USA and Mexico)]And we want a rough idea of how much people have travelled. What about you and your travel to:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Not at all	16%	13%	21%	19%	18%	8%
A few (1 to 5) short trips	40%	43%	44%	41%	43%	33%
Many (6+) short trips	28%	25%	25%	25%	27%	32%
Travelled extensively there	17%	19%	10%	14%	13%	27%

Q49.[Outside of North America (that is, beyond the USA and Mexico)]And we want a rough idea of how much people have travelled. What about you and your travel to:

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Not at all	37%	29%	44%	42%	46%	32%
A few (1 to 5) short trips	39%	41%	34%	41%	34%	39%
Many (6+) short trips	12%	13%	11%	8%	10%	12%
Travelled extensively there	12%	18%	11%	9%	10%	17%

Q50.Which one of the following best describes your religion?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Roman Catholic	29%	18%	38%	26%	31%	30%
United Church	7%	5%	9%	6%	4%	7%
Anglican	6%	4%	7%	4%	4%	8%
Lutheran	2%	1%	1%	2%	2%	2%
Presbyterian	2%	0%	2%	1%	2%	1%
Baptist	2%	1%	1%	1%	5%	3%
Pentecostal	1%	1%	0%		2%	0%
Other evangelical Christian	2%	2%	1%	0%	7%	1%
Other Christian	7%	6%	5%	5%	13%	6%
Muslim	1%	1%	0%	0%	2%	0%
Hindu	0%	1%	1%	0%	0%	
Jewish	1%	2%	1%	1%	0%	2%
Sikh	0%	0%	0%	0%	0%	0%
Buddhist	1%	1%	2%	1%	0%	0%
No religious identity	34%	49%	28%	46%	19%	37%
Other (Specify):	5%	8%	3%	7%	6%	2%



Q51.Aside from weddings and funerals, how often do you attend religious services?

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
More than once a week	3%	1%	1%	2%	9%	1%
Once a week	8%	6%	6%	2%	23%	4%
Once or twice a month	5%	6%	3%	3%	7%	5%
A few times a year	12%	8%	12%	9%	17%	8%
Seldom	28%	26%	38%	26%	21%	28%
Never	44%	53%	39%	59%	23%	54%

Q50.[COLLAPSED]Religion

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Roman Catholic	29%	18%	38%	26%	31%	30%
Mainline Protestant	16%	11%	18%	12%	13%	18%
Evangelical Protestant	5%	4%	2%	1%	15%	4%
Other Christian	7%	6%	5%	5%	13%	6%
Other religious identity	9%	13%	8%	10%	9%	5%
No religious identity	34%	49%	28%	46%	19%	37%

Q50/51.Religious Practice

	Total	Segmentation				
		Permissive Reformists	Public Sector Proponents	Cautious Skeptics	Faith Based Traditionalists	Free Enterprise Enthusiasts
Practicing Roman Catholic	11%	7%	11%	6%	20%	5%
Practicing Mainline Protestant	5%	4%	4%	5%	6%	7%
Practicing Evangelical	4%	2%	2%	0%	13%	2%
Practicing Other Christian	3%	3%	2%	1%	9%	1%
Non-practicing Roman Catholic	19%	11%	27%	20%	11%	25%
Non-practicing Mainline Protestant	10%	7%	14%	7%	7%	11%
Non-practicing Evangelical	1%	2%	1%	1%	2%	2%
Non-Practicing Other Christian	4%	3%	3%	4%	4%	5%
Other Religion	9%	13%	8%	10%	9%	5%
No religious identity	34%	49%	28%	46%	19%	37%