

**Survey Questionnaire**  
**(Final – September 1, 2016)**

Today's survey looks at some different issues regarding the challenges and opportunities in Canada today. Remember that there are no right or wrong answers; we're really just interested in everyone's opinions.

**A. Life Satisfaction/The Overall Context**

1. Please indicate your own personal level of satisfaction with the following specific things in your own life and your own community today:

[RANDOMIZE ITEMS]

Job opportunities in your community  
Your own personal financial situation  
Your access to quality health care  
Your family's access to quality education  
The amount of crime in your community  
The health of the environment in your community  
How well new immigrants are fitting in to your community  
How welcome you feel as a part of the community you live in

And overall, how satisfied are you with the way things are going in Canada today? [ANCHOR OF SERIES]

[COLUMNS]

Very Dissatisfied  
Moderately Dissatisfied  
Moderately Satisfied  
Very Satisfied

3.[AR] Thinking about your life overall... For you, personally, what is more important — opportunity or security?

OPPORTUNITY is much more important  
OPPORTUNITY is somewhat more important  
SECURITY is somewhat more important  
SECURITY is much more important  
Don't know

4. Overall, would you say you are optimistic or pessimistic about each of the following?

[ROWS – KEEP THIS ORDER]

Your own future

The future of your province

The future of Canada

The future of the next generation

[COLUMNS]

Very Pessimistic

Moderately Pessimistic

Moderately Optimistic

Very Optimistic

### **B. Personal Values Trade-offs**

Now we will present you with a series of paired statements on various subjects concerning life in Canada today. For each pair, please select the statement that more closely reflects your own beliefs, values and attitudes about that subject. (Even if you don't completely agree with that option, please choose the one *closest* to your view).

[Do not display issue labels] [Randomize presentation of pairs, and of statements within pairs]

#### Families

Q5. Canadian society should work towards...

Greater acceptance of people who are LGBTQ (lesbian, gay, bi-sexual, transgender, queer)

OR

More recognition of the importance of traditional families where a man is married to a woman

#### Cultural diversity

Q6. On diversity...

Minorities should do more to fit in better with mainstream Canadian society

OR

We should encourage cultural diversity, with different groups keeping their own customs and languages

#### Immigration

Q7. Canada's immigration and refugee policies should.....

Give priority to people in crisis abroad

OR

Give priority to Canada's own economic and workforce needs

Religion

Q8. In Canada, we should.....

Keep God and religion completely out of public life

OR

Publicly celebrate the role of faith in our collective lives

Women at work:

Q9. In the Canadian workplace:

Large public companies should be required to recruit and hire women so they're equally represented in senior management

OR

Leave it up to large public companies to make their own hiring decisions, even if it means fewer women in senior management

Health Care

Q10. Regarding health care, we should....

Encourage private medical clinics outside of the public health care system to give Canadians more choice

OR

Prohibit private medical clinics outside of the public health care system to preserve the principle of equal access

Indigenous Canadians

Q11. Canada should.....

Expand policies aimed at improving the situation for Indigenous Canadians

OR

Work to remove any special status and programs for Indigenous Canadians

Social safety net vs work ethic

Q12. There should be....

More public support for the poor, the disadvantaged and those in economic trouble

Or

More emphasis on a system that rewards hard work and initiative

Environment

Q13. Overall, Canada's policies should....

Emphasize environmental protection over economic growth

OR

Emphasize economic growth over environmental protection

Capitalism vs mixed economy

Q14. Overall, it would be better to.....

Leave the economy more to the free market

OR

Have more government involvement and regulation of the economy

Childcare

Q15. On childcare, would you say...

A national child care program is a needed investment in the next generation

OR

Leave it as the responsibility of parents to work out their own best child care options

Doctor-assisted Dying

Q16. When it comes to doctor-assisted dying ...

It should be easier for individual Canadians to make their own end-of-life decisions

OR

There should be lots of safeguards restricting access to doctor-assisted death

Federalism

Q17. Would you say:

The federal government should be more involved in areas such as health and higher education

OR

The provinces should be left alone to run health and higher education with minimal federal government involvement

International

Q18. Internationally, Canada should.....

Play an active role in military operations with our allies in global trouble spots

OR

Avoid direct military involvement in other parts of the world

Freedom vs security

Q19. When you think about national security vs. personal privacy, would you say:

Security and anti-terrorism efforts mean we may have to infringe on civil liberties such as personal privacy

OR

Security and anti-terrorism efforts don't justify weakening civil liberties such as personal privacy

### Justice

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

Crime prevention and the rehabilitation of those convicted of crimes

OR

Longer sentences to punish criminals

### Oil Industry

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

An overall liability because of the environmental risk

OR

An overall asset because of its contribution to the Canadian economy

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

We should get out of NAFTA, it's hurting us

OR

We should keep NAFTA, it's a benefit to us

### **C. Attachment to Canada/Being Canadian**

Q23. [GSS] How proud are you to be a Canadian?

Very proud

Proud

Somewhat proud

Not very proud

Not proud at all

No opinion/Don't know

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

I have a deep emotional attachment to Canada. I love the country and what it stands for

I am attached to Canada but only as long as it provides a good standard of living

I am not attached to Canada and would prefer to see the country split up into two or more smaller countries

I think Canada should join the United States

Q25. [AR] Do you personally identify more as a Canadian or as a [Province-ite]? [Pipe-in respondent's province of residence, ie: British Columbian/Albertan etc]

Canadian

Province-ite

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

All the time

Mostly

Sometimes

Rarely

Never

Don't Know

### **E.Overall perspectives**

Q27. Do you agree or disagree with the following statements:

[ROWS]

It seems like the values and ideals I care about most are losing ground

It's impossible for people like me to have any real influence on the political decisions that affect me  
I feel as Canadian as anybody else

If you work hard, it is possible to be very successful in Canada no matter what your background

Politicians and the media have overblown the threat of homegrown terrorism in Canada

For me, it is important to own my own home to feel like I'm a real Canadian

I would feel uncomfortable if my son or daughter were planning to marry someone from a different  
cultural or religious background

I generally trust the government to act in the best interests of the people

The British monarch should continue to be Canada's official head of state for generations to come

Religion is very important in my day-to-day life

[COLUMNS]

Strongly Disagree

Moderately Disagree

Moderately Agree

Strongly Agree

Regionalism/Unity:

Q28. And, do you agree or disagree with the following statements:

My province is respected by the rest of the country  
 My province is treated fairly by the national government  
 My province contributes more to the country than it gets back in return

Strongly Disagree  
 Moderately Disagree  
 Moderately Agree  
 Strongly Agree

Q29. And, do you agree or disagree with these statements:

[ROWS]

The issue of Quebec sovereignty is settled and Quebec will remain in Canada into the future  
 I don't really feel much in common with people living in other parts of Canada  
 Ultimately, Quebec should stay in Canada  
 I am proud that Canada is officially bilingual - with English and French as the two official languages

[COLUMNS]

Strongly Disagree  
 Moderately Disagree  
 Moderately Agree  
 Strongly Agree

### **F. Canada in the World – Comparison and Reputation**

Let's look outside this country for a moment...

Comparison:

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

Much better  
 Better  
 About the same  
 Worse  
 Much worse

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

Moving way ahead

Edging up  
 Standing still  
 Slipping  
 Falling way behind

Reputation:

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

Very good reputation  
 Good  
 Average  
 Poor  
 Very poor reputation

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

Improved  
 Stayed about the same  
 Worsened

US Election:

Q34. Now, looking south to the United States and their upcoming Presidential election....

All things considered, do you like or dislike:

[Rotate:]  
 Hillary Clinton  
 Donald Trump

Dislike very much  
 Dislike  
 Like  
 Like very much

**G. Personality/Psyche Assessment**

Authoritarianism gauge

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

Independence  
 OR

Obedience

36. Good manners

OR

Curiosity

#### H. General Outlook on life

37. Now you'll see some more paired statements having to do with one's own general outlook on life. For each pair, please select the statement that you personally consider *most* important in your own general outlook. (Again, you may feel positive about both choices, but we want you to select the one that's *most* important for you.)

[RANDOMIZE PAIRS. ROTATE STATEMENTS WITHIN PAIRS]

37a. What would you say is the better way to get ahead:

Obey the rules

OR

Bend the rules

37b. And in terms of individual success, would you say:

People who are rich mostly got there through hard work

OR

People who are rich mostly got there through family connections or luck

37c. Would you say:

I prefer to express my views even if others don't agree

OR

I prefer to keep my views to myself

37d. And, in your view:

Most of the stories you see in the news can't be trusted

OR

News media do a good job presenting the facts

37e. Would you say:

I think it is important to have new experiences that challenge you

OR

I prefer to stay with what I know

37f. And would you describe yourself as:

Someone who doesn't worry very much

OR

Someone who is often anxious

**I. Defining Demo's/The Canadian makeup**

Just wrapping up now...

**Home Ownership:**

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

Very important to you

Fairly important

Not very important

Not important at all

[ASK NON-OWNERS:]

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

Very likely

Quite likely

Not very likely

Not likely at all

**Family History:**

We have some quick additional questions that will help us with our survey analysis.

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

In Canada

In another country

[IF BORN IN CANADA AT Q2:]

Q41. Were your parents born in Canada?

Yes, both parents born here

One parent here, one elsewhere

No, both parents born outside Canada

Not Sure

[IF BOTH PARENTS BORN HERE:]

Q42. And what about your grandparents – do you know how many of them were born in Canada?

3 or 4 grandparents born here

1 or 2 grandparents born here

All grandparents born elsewhere

Not Sure/Don't Know

[IF BORN IN ANOTHER COUNTRY AT Q2:]

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

As a child

As an adult

[IF BORN IN ANOTHER COUNTRY AT Q2:]

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

Fewer than 10 years

10-20 years

20-30 years

30 years or more

[ASK ALL:]

Q45. And just to confirm – are you:

A Canadian citizen

Not a Canadian citizen

A dual Canadian citizen/passport holder

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

No, only fluent in this language

Yes, fluently bilingual - English and French

Yes, fluent in another language(s)

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

Yes

No

Exposure to Canada/Abroad:

Q48. Have you ever lived in any province or territory in Canada other than [PROVINCE]?

Yes

No

Q49. And we want a rough idea of how much people have travelled. What about you and your travel to:

[Rows, keep this order:]

Other provinces in Canada

Within North America (the USA and Mexico)

Outside of North America (that is, beyond the USA and Mexico)

Columns:

Not at all

A few (1 to 5) short trips

Many (6+) short trips

Travelled extensively there

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

Roman Catholic

United Church

Anglican

Lutheran

Presbyterian

Baptist

Pentecostal

Other evangelical Christian

Other Christian

Muslim

Hindu

Jewish

Sikh

Buddhist

No religious identity

Other (Specify)

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

More than once a week

Once a week

Once or twice a month

A few times a year  
Seldom  
Never

Basic Demographics:

Gender  
Age  
Education  
HH Income  
Region/City/Sub-region (rural/suburb etc)  
2015 Federal Vote  
Ethnicity  
Household Children  
Home Ownership