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 WITH IN 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

1. 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
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

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

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

Fewer than 10 years
10-20 years
20-30 years
30 years or more

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