

**Social Values and Politics in Canada**  
**-- Final Draft (December 13<sup>th</sup>) --**

**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]

QB1. Families [T]

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

QB2. Diversity[T]

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

QB3. Religion [T]

In Canada, we should...

Keep God and religion completely out of public life

OR

Publicly celebrate the role of faith in our collective lives

QB4. Gender equality [T]

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

QB5. Free Market [T]

Overall, it would be better to...

Leave the economy more to the free market

OR

Have more government involvement and regulation of the economy

QB6. Assisted Dying [T]

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

QB7. Security vs Privacy [T]

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

QB8. Abortion

In Canada....

Women should have access to legal abortion at any time during a pregnancy

OR

There should be a law prohibiting abortion during the third trimester of a pregnancy unless the health of the mother is in danger

QB9. Bill 21

Would you say....

Public sector employees should NOT be allowed to wear religious symbols or clothing while they are on the job

OR

Public sector employees SHOULD be allowed to wear religious symbols or clothing while they are on the job

QB10. Gay Pride

Would you say...

Gay pride parades are not for me, they reflect values and attitudes I find offensive

OR

I believe in gay pride parades – they help make society more accepting of LGBTQ2 people

QB11. Public Prayer

Would you say....

Public meetings (such as at a municipal council meeting) should open with a non-denominational prayer to God for good guidance

OR

There is no place for any prayer at a public meeting

### **E. Impact on Vote Choice – Both camps**

[TEXT]

Here are some different opinions or positions a Canadian political party leader might hold. In each case, we'd like to know if the party leader holding that particular view or position would:

Make it impossible for you to support that party

Make you less likely to support that party

Make no difference/You wouldn't care

[Programming Note: This series is linked to Part B.

For each topic, respondents will be asked to consider *either* position #1 *or* position #2, whichever *opposes* the option they chose in Part B. So:

Position #1 will be asked of those choosing the first response for that topic in Part B;

Position #2 will be asked of those choosing the second option.]

#### QE1.

A party leader who...

#### **[rows]**

##### Families

A party leader who.....

#1:

Is okay with spousal benefits for same-sex couples, but opposes fully equal marriage rights

#2:

Does not emphasize the primacy of family-oriented values such as traditional marriage

Would make it.....

##### Religion

A party leader who.....

#1:

Believes in celebrating the role of faith in public life

#2:

Believes God and religion should be kept completely out of public life

Would make it.....

##### Gender equality

A party leader who.....

#1:

Opposes requirements on large corporations to recruit more women into senior management roles

#2:

Would support legislation requiring large companies to recruit and hire women to senior management

Would make it.....

### Assisted Dying

A party leader who.....

#1:

Wants lots of safeguards kept in place to limit doctor-assisted death

#2:

Wants to make doctor-assisted death much more readily available

Would make it.....

### Abortion

A party leader who.....

#1:

Is in favour of prohibiting abortions in the third trimester of a pregnancy except when the mother's health is in danger

#2:

Is in favour of ensuring women are able to access an abortion whenever they want one

Would make it.....

### Bill 21

A party leader who.....

#1:

Opposes new rules restricting public sector employees from wearing religious symbols or clothing on the job

#2:

Supports new rules restricting public sector employees from wearing religious symbols or clothing on the job

Would make it.....

### Gay pride

A party leader who.....

#1:

Makes a point of NOT attending gay pride parades

#2:

Makes a point of attending gay pride parades

Would make it.....

Public prayer

A party leader who.....

#1:

Objects to having public meetings begin with a prayer

#2:

Supports having public meetings begin with a prayer

Would make it.....

**[columns]**

Would make it impossible for you to support that party

Would make you less likely to support that party

Would make no difference/You wouldn't care

**G. Additional Questions for Analysis**Religion/Spirituality

[STANDALONE SCREEN]

These next questions are about you and your own personal beliefs. As always there are no right or wrong answers – we just want to understand people better.

QG9. In politics, people talk about being on "the right" and "the left". Overall, where would you put yourself on that political spectrum?

[SLIDER]

Very left

Leaning left

In the middle

Leaning right

Very right