Canada’s Young Leaders
A special study by ARI in partnership with Cardus
July 26 to Aug. 2, 2021

Some questions held for future release.

[Standalone Text Box]

Today's survey looks at some different issues in our lives and society today. Remember that, as always, there are no right or wrong answers; we're just interested in your honest opinions.

This survey is longer than usual, but we really think you'll find it covers some interesting topics. (And the survey points reflect the extra time it will take.) Just a reminder that, if you do get interrupted, you can always close the survey. When you reopen it, you will automatically be returned to where you left off.

Thanks in advance for participating in this important survey.

A. LEADERSHIP

Issues Engagement

A1.
Base=All
Multiple choice

To start, what would you say are the most pressing issues that Canada needs to address over the next ten years?

Please select up to 3 of the following:

[Randomize]
Climate change
Racism
Economic inequality
Addiction
Poverty
Corruption
LGBTQ+ rights
Indigenous issues and Reconciliation
Economic growth
National security
Balancing the budget
Housing prices
National unity
Charter of Rights and Freedoms
Other [Text Box] [Anchor]
None of the above [Anchor – Exclusive]

A2.
Base=All
Single choice

Generally speaking, how closely do you follow these various social and economic issues? Would you say you:

Follow them closely in the news and discuss with friends and family
See some media coverage and have the odd conversation
Just scan the headlines
Don’t follow at all

A3.
Base=All
Multi Choice

Which of these sources, if any, do you consult at least once a week to try to keep up and stay informed on these issues? Please select all that apply.

[Randomize]
Social media (Facebook, Twitter, Reddit, Tiktok)
Print media (Newspapers, magazines)
Broadcast media (TV, radio)
News media websites
Friends, family, people you talk to regularly
Other: _____ [Anchor]
None of the above [Anchor][Exclusive]

A4a. [Adapted from ARI 2021 Religious Activism]
Base=All
**Multi Choice**
Thinking of the issues facing society today, have you yourself done any of the following in the past year or so?

[Rows - Randomize]
Contact a public official about an issue
Post on social media
Attend protests or demonstrations
Volunteer your time to a relevant organisation
Sign an online petition
None of the above

A4b.
Base=All
**Single choice**

And in the past five years or so, have you campaigned for a political party?

Yes
No

A5.
Base=All
**Multi Choice**

Do you currently belong to any of the following or have you belonged in the past in a substantial way? (Select all that apply)

[Rows – Randomize]
A political party
A labour union
A professional association
An ethnic or cultural group
A community organization
A charitable board
A religious organization (e.g. apart from regular worship)
Student politics
None of the above

A6.
Base=All
**Single choice**

Have you ever run for any kind of public office -- including when you were in school (e.g. class president, student council, student rep) or in your community or beyond?
No, never
Yes, once
Yes, two or more times

**Psychographic Questions**

*Standalone Text Box*

We’d now like to ask some questions about you. Please select the option that you feel best reflects who you are.

A8.
Base=All

(Randomize order of A8a – A8d)

A8a.
Single Choice

Which of these statements best describes you?

I love new experiences and seek them out
I like new experiences
New experiences are not important to me
I prefer to stay with what I know

A8b.
Single Choice Grid

How important are the following to you?

(Randomize)
Being liked
Being powerful

(Responses)
Very important
Moderately important
Not very important
Not at all important
A8c.

In stressful situations would you say you are:

- Very anxious
- More anxious than calm
- More calm than anxious
- Very calm

A8d.

People often talk about a spectrum going from extroverted on one end to introverted on the other. Where would you place yourself along this scale?

- Very extroverted
- Extroverted
- Introverted
- Very introverted

A8e.

**Single Choice Grid**

Please indicate your level of agreement or disagreement with these statements.

[Randomize]

My personal goals are more important to me than my professional ones
I’m satisfied with where I’m at in my life currently
I’m comfortable having a lot of responsibility for others

[Responses]

Strongly Disagree
Moderately Disagree
Moderately Agree
Strongly Agree

C. OUTLOOK ON SOCIETY

[Standalone Text Box]

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.

**C1. [T from ARI-CBC 2016]**
Base=All
Single Choice

[Randomize presentation of pairs, and of statements within pairs]

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

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

Overall, Canada's policies should:

Emphasize environmental protection over economic growth
OR
Emphasize economic growth over environmental protection

**[New Additions]**

In Canada, we should:

Keep God and religion completely out of public life
OR
Canadians who hold public positions should feel free to speak and act based on their religious beliefs

Which would you say should be our highest priority as a society?

Individual rights and freedoms
OR
The common good
When thinking of the future, would you say that:

I can imagine a future in which we have overcome many of the biggest problems we face
OR
Human nature means we’ll always be dealing with a lot of big problems

When it comes to Canada’s international presence, do you think that:

Canada should make it a priority to work with partners and allies on solving global problems
OR
Canada should be focused here at home and not be concerned with problems outside our borders

Would you say:

White people benefit from advantages in society that Indigenous people and visible minorities do not have
OR
All people regardless of their background enjoy the same advantages in society

Do you believe:

It’s impossible for people like me to have any real influence on the issues that affect me
OR
Anyone can make a real difference if they put their mind to it

Which is closer to how you feel about Canada?

I have a deep emotional attachment to Canada – I love the country and what it stands for
OR
Canada is where I live, but it wouldn’t bother me to leave for more opportunity elsewhere

[Text Box]
That’s the end of those paired statements.

C4.
Base=All
Single Choice

Changing the subject now...

How important is reconciliation between Indigenous communities and Canadians to you?

Very important
**D. GENERATIONAL PERSPECTIVE**

[Text Box]

Now moving towards the end of the survey, we have a few questions concerning the different generations or age groups here in our society.

**D2.**
**Base=All**
**Single Choice**

Let’s think for a moment about your own generation and the opportunities available to it here in Canada. All things considered, would you say it has been lucky or unlucky compared to other generations?

My generation has been very lucky, with plenty of opportunities
Moderately lucky
Moderately unlucky
My generation has been very unlucky, and lacking in opportunities
Don’t know/Can’t say

**D3a.**
**Base=Those who say “lucky”**
**Multi Choice**

Would you highlight any of the following as areas where your own generation has been particularly **lucky**? You can select as many or as few as you wish.

[Randomize List]
Property ownership
Career advancement
Financial opportunities
Educational opportunities
Overall quality of life
Opportunities for travel
Social acceptance/equality (e.g. sexual orientation, race)
State of the environment
Other (Specify ______)
All of the above [Anchor, exclusive]

D3b.
Base=Those who say “unlucky”
Multi Choice

Would you highlight any of the following as areas where your own generation has been particularly unlucky? You can select as many or as few as you wish.

[Randomize List]
Property ownership
Career advancement
Financial opportunities
Educational opportunities
Overall quality of life
Opportunities for travel
Social acceptance/equality (e.g. sexual orientation, race)
State of the environment
Other (Specify ______)
All of the above [Anchor, exclusive]

D4.
Base=All
Single Choice

Baby Boomers today are between the ages of 57 and 75, so their priorities and choices have had a lot of influence on today’s society. Overall, how would you describe the Baby Boomers’ legacy – that is, what they are leaving for future generations?

Very positive
Positive
Negative
Very negative

D5.
Base=All
Single Choice

Millennials meanwhile are between the ages of 25 and 40 today. Looking to the future, do you expect the Millennial generation to leave things in better or worse shape than the Baby Boomers?
Better than Baby Boomers
Worse than Baby Boomers
The same as Baby Boomers

D6.
Base=All
Single Choice

And, when thinking about the future development of Canadian society, which of these three broad approaches do you think the upcoming generations should be mostly focused on:

Building on the achievements of previous generations
Fixing the past mistakes of previous generations
Starting new and restructuring society differently