

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

Important
 Not very important
 Not 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