

## INTRODUCTION

### **[Intro Screen]**

Thank you for taking part in today's survey. We are looking at topics affecting you and your province and Canada today.

## FEDERAL ISSUES/LEADERSHIP

### **Q1.**

**BASE=ALL**

**(select up to three)**

Thinking of the various issues and challenges facing Canada, which ones do you personally care about the most? (Select up to 3 from the list below or choose 'other' or write in yours if it's not on our list.)

[Randomize issues]

The Deficit / Government spending  
The Economy  
Health Care  
Taxes  
Jobs / Unemployment  
Environment / Climate Change  
Income inequality / Poverty  
Indigenous issues / Reconciliation  
Energy / Natural Resources / Pipelines  
Ethics / Corruption  
Crime / Public safety  
Immigration / Refugees  
Housing affordability  
National Unity (Western Canada/Quebec)  
International Issues  
Relations with the U.S. including tariffs  
Cost of Living / Inflation  
Emergency preparedness  
**FIXED:** Other (specify)

## ECONOMICS

Thanks, next we have a few questions now about your personal financial situation and the economy. As always, please know that your responses are confidential and only looked at in aggregate. We respect your privacy.

**W1 [T, INDEX]**

**Base = Total**  
**[SINGLE CHOICE]**

Are you currently...?

- A full-time employee within a company
- A part-time / contract employee within a company
- A business owner – A company with one or more employees
- Self-employed
- Retired
- A student
- Unemployed – looking for employment
- Unemployed – about to start a business/be self-employed
- Unemployed – not looking for employment

**W2 [T, INDEX]**

**Base = Employed Full or Part (Code 1 and 2 in W1)**

**[SINGLE CHOICE]**

How secure do you feel about your current employment?

- Totally secure
- Mostly secure
- Mostly insecure
- Totally insecure
- Unsure

**W5 [T, INDEX]**

**Base: All**

**[SINGLE CHOICE]**

How would you describe your current household finances?

- Very good
- Good
- Poor
- Very poor
- Not sure/Can't say/N/A

**QM1. [T, INDEX]**

**BASE = ALL**

**SINGLE CHOICE**

All things considered, do you think you are financially better off or worse off than you were a year ago?

- Better now

The same as a year ago  
Worse now  
Not sure

**QM2. [T, INDEX]**  
**BASE = ALL**  
**SINGLE CHOICE**

And a year from now, do you think you will be financially better off or worse off than you are now?

Better a year from now  
The same as now  
Worse a year from now  
Not sure

**QM3. [T, INDEX]**  
**Base=All**  
**Single choice**

Thinking about grocery shopping and your household's food budget today, how easy or difficult would you say it is to feed your household?

Very easy  
Easy  
Difficult  
Very difficult  
Not sure/I don't do the grocery shopping

**QM4. [T, INDEX]**  
**Base=All**  
**Single choice**

And when it comes to your current living situation, whether you're paying a mortgage, renting, or otherwise, would you say the financial aspect of this is:

Easy – no worries at all  
Manageable  
Tough  
Very difficult  
Not applicable

**QM5. [T, INDEX]**  
**Base=Exclude Not Applicable in QM4**  
**Single choice**

And what best describes your living situation?

Rent your current residence

Own your current residence, paying a mortgage  
Own your current residence, not paying a mortgage  
Other

**QM6. [T, INDEX]**

**Base=All**

**Single choice**

When it comes to the debt – if any – that your household currently holds, would you say this amount is...

Not a problem at all  
A minor source of stress  
A major source of stress  
Don't have any debt