

CANADIAN VALUES

ARE

PROGRESSIVE VALUES

A SNAPSHOT OF THE VIEWS OF NEW AND CANADIAN-BORN
URBAN/SUBURBAN CANADIANS, 2013

Poll Commissioned by the Broadbent Institute
May, 2013



broadbentinstitute.ca

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About the Broadbent Institute

The Broadbent Institute was founded in 2011 to fuel progress. It amplifies the voices and actions of progressive citizens who imagine a better future: an equal, compassionate and sustainably productive Canada.

More than a think tank, the Broadbent difference engages and activates citizens with the vision, mission and tools to support the progressive ideas that will build the country the majority of Canadians want—today and for generations to come.

To see how you can make progress get involved at weareprogress.ca.

Executive Summary

As evidenced by the recent re-election of President Obama, progressive values – including respect for equality, sustainability and justice – are gaining traction around the world. A new poll commissioned by the Broadbent Institute and conducted by Environics Research Group in April 2013 demonstrates that urban/suburban Canadian attitudes mirror this global trend. On issues ranging from taxation and trust in public institutions, to social values and views regarding Canada's role on the world stage, progressive ideals are supported by strong majorities in the largest urban/suburban areas across the country, which are increasingly the hardest fought battlegrounds for federal elections. On the vast majority of issues we explored there was no statistically significant difference in the views of Canadian-born and foreign born urban/suburban residents these include:

- a preference for bigger government over small
- publicly-funded pensions for seniors
- the need for regulation of the banking sector
- support for publicly-funded health care
- a willingness to pay to protect social programs
- a desire for the government to take the lead on addressing climate change, and ensuring anti-pollution regulations are followed and the food supply is safe
- pro-union attitudes
- crime prevention over law enforcement
- peacekeeping and mediation over a stronger military and more free trade
- support for a system of provincial equalization
- belief in a collective responsibility to reduce poverty
- the perception that wealth is increasingly concentrated among the very few at the top

Foreign-born residents are more conservative than Canadian-born residents on such social issues as same-sex marriage, abortion and personal use of marijuana.

In some instances, however, the attitudes of immigrants are demonstrably more progressive than those of Canadian-born respondents. Where immigrant values may be less progressive than those of Canadian-born respondents, these differences tend to be erased in as little as a decade. Finally, when it comes to second generation Canadians, there is clear evidence to suggest that their attitudes are as progressive, or even more progressive, than the children of Canadian-born parents. These findings are at odds with recent reports speculating that Canadians are becoming more conservative in their views. This poll, and other available data, would suggest the opposite is in fact the case.

Though it is never a good idea to conclude that demographic trends are inexorable, because clearly good policy and politics are important, the commitment of the Canadian population to progressive values is deep and lasting. Progressive political parties and governments can only be aided by this receptivity.

Introduction: The Global Progressive Trend and Survey Objective

Many of the icons of Canadian identity are important progressive achievements. Medicare. The Charter of Rights and Freedoms. Canada's role as a global peacekeeper. More recently, Canada's leadership on same-sex rights has positioned our country as a global leader.

Outside of Canada's borders, progressive values are gaining traction. As recently as April 2013, New Zealand became the first country in the Asia-Pacific region to legalize same sex-marriage. In the same month, the French parliament became the 14th country to legalize it. In the European Union, and in nations as disparate as Australia and Mexico, ambitious targets are being set for greenhouse gas emission reduction.

In the United States, President Barack Obama has successfully assembled a coalition of voters united around progressive principles, with all indications pointing to the fact that this coalition is growing. A host of demographic and social trends have prompted some authors to describe an "emerging Democratic majority" who embrace a multiracial, cross-class "progressive centrism" and who remain skeptical of Republican demands to privatize social security, ban abortion, and cut back environmental regulations.¹ Even on contentious issues such as same-sex marriage, with recent developments in such states as Rhode Island and Delaware, the United States is now exhibiting signs of a more progressive position.

In light of broad progressive trends observed in the industrialized world, the Broadbent Institute commissioned Environics Research Group to measure the strength of progressive values in Canada. The Institute was particularly

interested in exploring the hypothesis that immigration is causing Canadians to become increasingly small "c" conservative.² Since the vast majority of recent immigration to Canada has been to the major urban centres, the study first controlled for all respondents being urban/suburban and then compared the attitudes of immigrants, the children of immigrants, and native-born Canadians within a metropolitan context. With fully 81% of Canadians now living in urban/suburban areas, these are the battlegrounds where many elections will be won and lost. The survey was in the field from April 10th to April 23rd 2013. Data were collected via a 12 minute internet-based questionnaire with a total sample of 1731 respondents who were recruited from eight of Canada's major urban areas including the GTA, Lower Mainland B.C., Greater Montreal, Ottawa/Gatineau, Calgary, Edmonton, Halifax, and Winnipeg. Exactly half the respondents were male, the other half female.³ Of the 529 people surveyed who were born outside of Canada, 344 have lived in Canada for more than 10 years and 185 have lived in Canada for less than 10 years. Among the 1,184 people surveyed who were born in Canada, 265 were children of immigrants.

In addition to commissioning original research, the Broadbent Institute also examined publicly available data from the non-profit Environics Institute for Survey Research's (an organization independent of Environics Research Group) long-running "Focus Canada" reports to discern whether there are any indications of Canadian attitudes becoming more conservative or more progressive over time.

¹ The Emerging Democratic Majority, John B. Judis and Ruy Teixeira. Simon and Schuster, Feb 3, 2004.

² See "The Big Shift: The Seismic Change in Canadian Politics Business and Culture and What it Means For Our Future" by Darrell Bricker and John Ibbitson.

³ This survey used a sample derived from an online panel that reflects the demographics of the urban/suburban Canadian population. Since the sample was not a random probability-based sample, a margin of error cannot be calculated.

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Survey Results: New vs. Canadian-born Canadians

Not only were the views of a strong majority of those Canadians surveyed progressive, but the political values of both Canadian-born respondents and those of non-Canadian-born respondents were very similar, and in most cases ‘tracked’ each other to the point where no statistical differences between the two groups could be discerned. Specific responses to questions in the Broadbent Institute poll were as follows:

Size of Government, Taxation and Government Regulation

In the case of taxation and the role of government regulation in society, new Canadians’ opinions conform closely to those of Canadian-born respondents. When polled, 72% of non-Canadian-born residents said they’d prefer a government that is more robust in the services provided over government that provides fewer services. 70% of Canadian-born respondents held the same view.

On questions of taxation, 61% of non-Canadian-born respondents said they would be “willing” or “very willing” to pay higher taxes if it meant that the money would go to fund social programs such as health care. On the same question, 60% of Canadian-born respondents answered in the same way.

Higher Taxes for Funding Social Programs

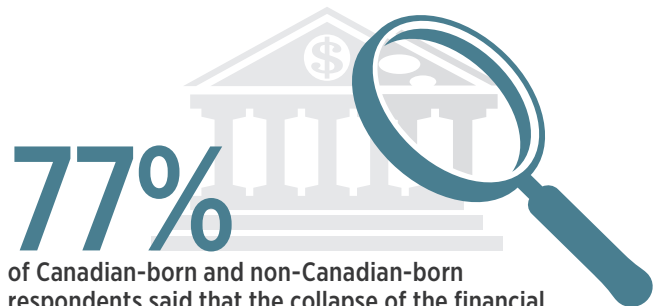
60%

Born in Canada agree

61%

Born elsewhere agree

Financial System Collapse: Lack of Government Oversight



of Canadian-born and non-Canadian-born respondents said that the collapse of the financial system was the result of a lack of government oversight.

When it comes to regulating the banking sector, 77% of non-Canadian-born respondents said that the collapse of the financial system was the result of a lack of government oversight and that they’d prefer government to strictly regulate the financial sector to ensure it doesn’t happen again, the same proportion of Canadian-born respondents held the same view.

Collective Responsibility: Seniors, Healthcare, Poverty

Similar results were obtained on questions that got to the heart of what Canadians see as their duty to others. For instance, 72% of non-Canadian-born respondents believe that all citizens should pay taxes to support a stronger pension system, one that supplements seniors’ income. At 76% among Canadian-born respondents, these statistics are nearly identical. When it comes to healthcare, 69% of foreign-born respondents said that they’d prefer a universally accessible and publicly paid-for system rather than paying lower taxes and asking citizens to seek out a private insurer; 72% of Canadian-born respondents held the same view, not a statistically different result. And finally, when it comes to reducing poverty, 66% agreed with the statement that Canadians have a collective responsibility to reduce poverty in our society, compared to 72% among Canadian-born residents.

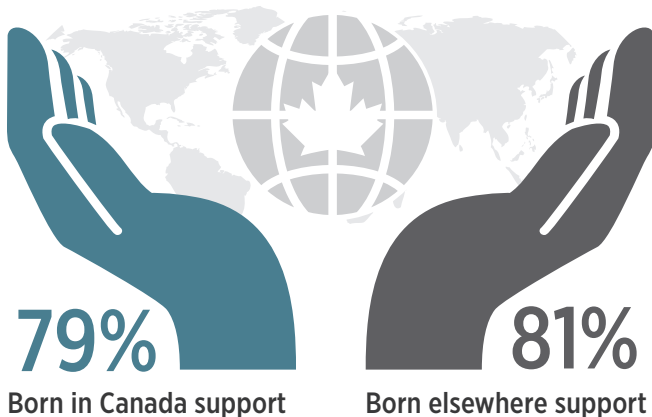
Crime

On some other key indicators, the results dovetailed. On the complex problem of crime prevention, 63% of non-Canadian-born respondents said prevention and investments into the social and economic determinants of crime was a better way to tackle crime in society rather than stricter sentences for offenders. This compares to 66% of Canadian-born residents who answered the same way, again, not statistically significant.

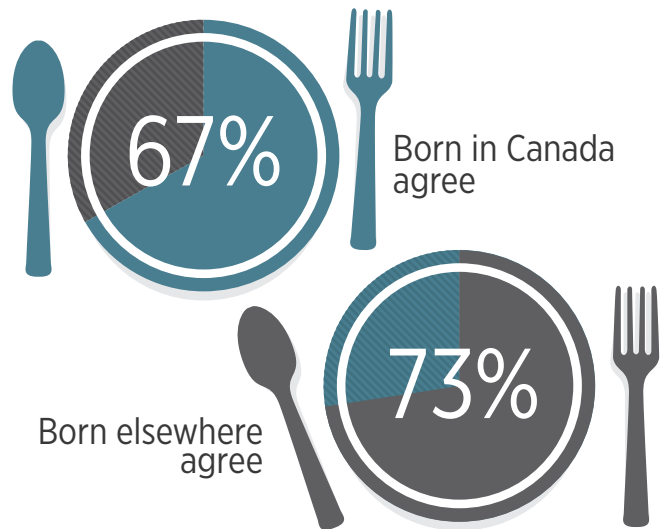
Canada's Place on the World Stage

When it comes to Canada's role on the world stage, it was peacekeeping, mediation and being a global leader on environmental and humanitarian issues that were overwhelmingly preferred by non-Canadian-born respondents, with an enormous 81% of immigrant respondents agreeing that the latter approach ought to be our global role rather than closer alliances with the United States, a larger role in NATO or greater emphasis on free trade. Exactly 79% of Canadian-born respondents answered the same way.

Canada's Role in the world: Global Leaders of Environmental and Humanitarian Issues



Government enforced regulations for Food Inspection



Trust in Public Institutions vs. Corporate Interests

Also telling was new Canadians' faith in public institutions and regulators. On climate change and air pollution, 61% of foreign-born compared to 60% of Canadian-born residents said that it should be government who should take the lead on climate change rather than corporations and individuals. 80% of non-Canadian-born residents said that they trust the government the most in ensuring that environmental regulations are followed, this echoes the response of Canadian-born residents, with 77% answering the same way. On some questions, non-Canadian-born residents actually out-paced Canadian-born residents with respect to how progressive they were. A majority, 73% of non-Canadian-born respondents, said that it was the government's role to act in the public interest by inspecting food and enforcing regulation rather than entrusting this work to the food companies. This is slightly more than the 67% of Canadian-born respondents who answered the same way.

Distribution of Wealth and Income Equality

And finally, on the important question related to wealth and income equality, 88% of non-Canadian born respondents agreed that more and more it is the case that wealth is being concentrated in the hands of the richest 5% of the Canadian population compared to 91% among Canadian-born respondents. Similarly, when it comes to new Canadians' views on the widening gap between the rich and everyone else, fully 80% of respondents believed this was a problem that will have long-term consequences for society compared to 81% among Canadian-born respondents.

Wealth and Income Equality: Wealth in the Hands of the Rich



91% of Canadian-born respondents and **88%** of non-Canadian born respondents agreed that wealth is being concentrated in the hands of the richest 5% of the Canadian population.

Other data: Focus Canada's Insight Into Progressive Values Over Time

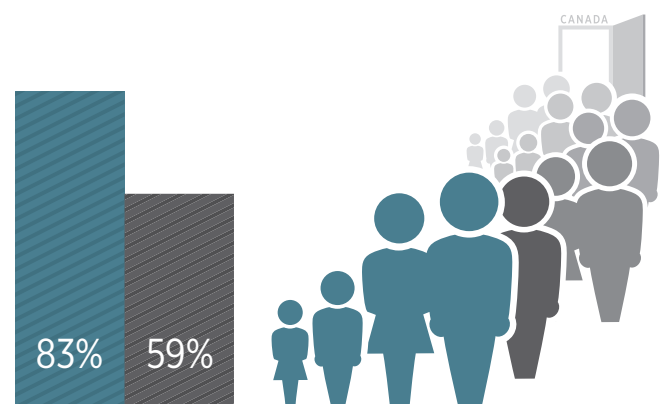
So how progressive are Canadian values over time? The publicly available, time-series data from the long-running non-profit Environics Institute for Survey Research's "Focus Canada" reports offers an insight into this question.⁴ In contrast to recent claims that a conservative shift in values has occurred⁵, and will increasingly occur, by and large Canadian views are progressive and becoming more so.

For instance, on the question of climate change, Focus Canada found an increasing majority (57%) of Canadians believe the scientific evidence confirming that climate change is happening and primarily caused by human activity. On the topic of climate change and the role of government, Canadians have consistently looked first to government to implement new standards and regulations (59%); this view has strengthened over the past year and now at the highest level since 2007. Canadians believe that government can be counted on to get serious about climate change.

The same story holds for questions of immigration. Canadians continue to hold largely positive views about the current level of immigration to this country. Six in ten (59%) disagree with the view that current immigration levels are too high (these numbers are essentially unchanged since 2011, and generally reflect the balance of opinion over the past decade, and in sharp contrast to views in the 1980s and 1990s). This also seems to be true when it comes to the effects of immigration on the Canadian economy, with more than eight in ten (83%) Canadians agreeing with the statement, "Overall, immigration has a positive impact on the economy of Canada." This figure is up three points since 2011 and matching the highest yet recorded (in 2003), compared with just 15% who disagree. This is a strong majority view across

the country, and has increased over the past year in Ontario, Manitoba and Alberta, while declining only among rural residents (of whom 71% still agree that immigration is good for the economy).

Immigration: Positive Impact on Canadian Economy



- Canadians who disagree that "immigration is too high."
- Canadians who agree that "Overall, immigration has a positive impact on the economy of Canada."

When it comes to a National Drug Plan, fully nine out of ten Canadians agree that "the government drug plans should provide coverage for any medications that patients and their doctor agree are the most effective treatment," unchanged from 2007. Only one in ten (11%) somewhat or strongly disagree with this type of plan.

⁴ Environics Institute for Survey Research is independent of Environics Research Group. "Focus Canada" reports available at EnvironicsInstitute.org.

⁵ See "The Big Shift: The Seismic Change in Canadian Politics Business and Culture and What it Means For Our Future" by Darrell Bricker and John Ibbitson.

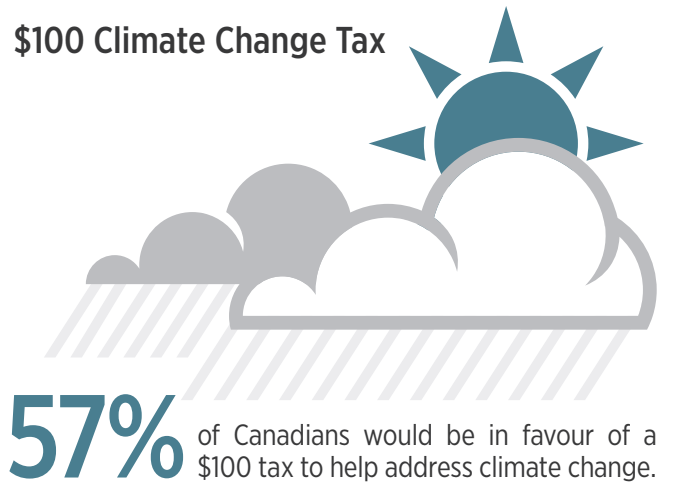
Meaningful Drug Plans



90% of Canadians agree that the the government should institute some type of meaningful drug plan.

When it comes to our national symbols, Canadians continue to place at the top of the list our national healthcare system, with 81% of respondents saying that it is the most important symbol to Canadian identity. Healthcare has topped the list since 1997, beating symbols such as the Queen, the RCMP and even the Canadian flag. Second place among Canadians' most important symbols is again the Charter of Rights and Freedoms at 73%, which has increased in importance by 1% since 1997 and has not relinquished its second place standing.

And when it comes to addressing climate change, a clear majority (57%) of Canadians say it is reasonable for households to pay an additional \$100 per year in higher taxes and prices to help address the issue, a rate which is up marginally from 2010 and 2011.



The Durability of Canadian Progressive Values

Previous studies have shown that, over time, the values and attitudes of newcomers do increasingly resemble those of the reference group, i.e. citizens born in Canada. This would appear to be the case with new Canadians.⁶ While clearly new arrivals to Canada bring with them a variety of political values and opinions, in most cases these values sit comfortably on the progressive end of the political spectrum. Where differences in values do exist, the Broadbent Institute's polling data indicate that in as little as 10 years many of the differences are cancelled out, with the views of new immigrants conforming to the values of Canadian-born respondents. In the rare instances where immigrants arrive to Canada with political attitudes more conservative than those of the Canadian mainstream (such as on questions of same-sex marriage and abortion), these attitudes becoming more progressive over time. Finally, our data show that the offspring of immigrants (second generation Canadians) often exhibit views even more progressive than those of their progressive parents.

Let's start by looking at the level of support for robust government, i.e. one that provides wide-ranging services to citizens, and compare it to the level of support for smaller, less generous government. Among non-Canadian-born respondents who have been in Canada fewer than 10 years, 83% are in favour of more government, by comparison, after residents have been in Canada for more than 10 years 65% of respondents are in favour of a more robust government. What is interesting is that the children of immigrants (second generation Canadians) are then 74% in favour of this more robust government compared to 64% support among children born to Canadian-born parents. This suggests that firstly, immigrants arrive with more

progressive values than Canadian-born residents and that though this lessens over time, the children of immigrants themselves become more progressive than the children of Canadian-born parents.

Despite some recent claims regarding the conservatism of recent immigrants, what this shows is that they are actually more progressive than older immigrants or people who are Canadian-born. From the table below, you will note that this is especially notable in their high support for people joining unions and their higher support for robust bigger government.

Notable also is that recent immigrants are less socially progressive on issues like marijuana decriminalization and same sex marriage, but after 10 years their opinions shift more closely to the Canadian average. Also notable from the table below is that children of immigrants have the exact same socially progressive views as everyone else.

The following table illustrates this trend across a variety of questions:

⁶ This has been demonstrated in various independent studies including "Ties that Bind: Social Cohesion and Diversity in Canada," in Keith Banting, Thomas J. Courchene and F. Leslie Seidle, eds., *The Art of the State III: Belonging? Diversity, Recognition and Shared Citizenship in Canada*. Montreal: Institute for Research in Public Policy

Survey Question	Immigrants in Canada less than 10 years	Immigrants in Canada more than 10 years	Children of Immigrants (Second Generation)	Children of Canadian-Born Parents
Trust the government to take the lead on climate change.	74%	83%	77%	77%
Trust the government to ensure that the food we buy is safe, as opposed to corporations.	67%	76%	69%	66%
The best way to deal with crime in society is to tackle issues of poverty, racism and addiction.	69%	60%	66%	63%
Believe that Canada's foreign policy should be based on peacekeeping, mediation and being a global leader on the environment.	83%	79%	78%	79%
Disagree (either somewhat or strongly) that it is a mistake to legalize same-sex marriage.	47%	59%	75%	75%
Agree (either somewhat or strongly) that if a woman wants to get an abortion, the decision rests with she and her doctor.	71%	79%	88%	84%
Agree (either somewhat or strongly) that marijuana should be decriminalized.	44%	55%	63%	67%
Agree (either somewhat or strongly) that more and more in Canada that wealth is being concentrated among the richest 5%.	85%	89%	91%	90%
Agree (either somewhat or strongly) that the widening income gap will have long-term negative consequences for society.	78%	81%	77%	83%
Believe that the collapse of the financial system was the result of a lack of government oversight and that they'd prefer government to strictly regulate the financial sector to ensure it doesn't happen again.	72%	79%	74%	77%
Agreed that we should all pay taxes to support a stronger public pension system, one that supplements their incomes.	68%	74%	70%	77%
Believe that Canadians have a collective responsibility to address issues of poverty.	61%	69%	68%	73%
Would be willing to pay slightly higher taxes to improve social programming such as health care, pensions and PSE.	61%	61%	55%	60%
Would prefer a system based on people paying higher taxes but having access to universal public health care.	71%	67%	68%	72%
Believe that unions are good and that they lead to better wages and more equality.	65%	47%	55%	56%
Would rather have a more robust government that provides more services to people and regulates business more.	83%	65%	71%	74%

Conclusion

Canada is progressive and becoming more so. Available data, including the Broadbent Institute's recent poll and publicly-available Focus Canada reports, are at odds with recent work that has tried to portray the political trend lines of the country as being necessarily conservative.⁷ On key issues such as taxation and trust in public institutions, to social programs and Canada's role on the world stage, Canadian values are progressive values. The values of non-Canadian born residents mostly tend to mimic those of Canadian-born residents and at times exceed them with respect to their progressivism. Moreover, when there were political differences in the values of immigrants, these were mostly erased within the first decade of arriving in Canada.

Though it is never a good idea to conclude that demographic trends are inexorable, because clearly good policy and politics are important, the data presented in this report indicate that the commitment of the Canadian population to progressive values is deep and lasting. Progressive political parties and governments can only be aided by this receptivity.

⁷ See "The Big Shift: The Seismic Change in Canadian Politics Business and Culture and What it Means For Our Future" by Darrell Bricker and John Ibbitson.

Appendix:

Broadbent Institute National Survey on the Role of Government Questionnaire

INTRODUCTION

Welcome to this survey about important issues facing Canadians. Your individual responses will be kept absolutely confidential; results will be reported in aggregate form only. We very much appreciate your participation.

1. Are you...?

- 01 – Male
- 02 – Female

2. In what year were you born?

Year _____

3. Were you born in Canada or in another country?

- 01 – Born in Canada
 - 02 – Born in another country
- SKIP TO Q. 5

IF BORN IN ANOTHER COUNTRY:

4. How many years ago did you first move to Canada? Was it...?

- 01 – Within the 5 years
- 02 – 5 to 10 years ago
- 03 – 10 to 20 years ago
- 04 – More than 20 years ago

ASK ALL WHO WERE BORN IN CANADA

5. Where were your parents born?

- 01 – Both parents born in Canada
- 02 – Both parents born in another country
- 03 – One parent born in Canada and one in another country

ASK ALL

6. Thinking about the role of government in Canadian society, which ONE of the following would you rather have?

- 01 – A smaller government that provides fewer services to people and regulates businesses less.
- 02 – A bigger government that provides more services to people and regulates businesses more.

7. How personally willing would you be to pay slightly higher taxes if that's what it would take to protect and improve our social programs like health care, pensions and access to post-secondary education?

- 01 – Very willing
- 02 – Somewhat willing
- 03 – Not very willing
- 04 – Not at all willing

8. As you know, there was a major crisis in the global financial and banking sector in 2008 that led us into a recession. Which ONE of these two points of view about the crisis is closest to your own?

01 – The root cause of the crisis was a lack of government oversight of the banking sector. We need governments to strictly regulate the banks and financial institutions to make sure it doesn't happen again.

02 – The crisis was caused by forces beyond anyone's control and more government regulation of banks will just create red tape and do nothing to prevent another crisis.

9. Thinking about health care in Canada, would you prefer...?

01 – A system based on people paying lower taxes, but having to buy some of their own private health insurance.

02 – A system based on people paying higher taxes, but having access to universal public health care.

10. When senior citizens retire in Canada do you feel that...?

01 – They should mainly take responsibility for themselves and live off what they have saved.

02 – We should all pay taxes to support a stronger public pension system that supplements their incomes.

11. Which of these statements about poverty in Canada is closest to your point of view...?

01 – We as Canadians have a **collective responsibility** to reduce poverty in our society.

02 – Each person has an **individual responsibility** to avoid being poor, it's not up to society.

12. If we are to make serious progress over the next few years in addressing the climate change problem in Canada, who needs to take the lead? Should it be...?

01 – Individuals by voluntarily adjusting their lifestyles and consumer behaviour

02 – Corporations by voluntarily changing their practices and cutting emissions

03 – Governments by implementing new standards and regulations to require consumers and industry to make the necessary changes

13. Who do you trust more to make sure that regulations on industrial air and water pollution are being followed?

01 – The government because it's their role to act in the public interest by inspecting industries and enforcing regulations.

02 – Manufacturing and resource companies because they want to be good corporate citizens and protect their reputations.

14. Who do you trust more to make sure the food you buy at a grocery store is safe?

01 – The government because it's their role to act in the public interest by inspecting food companies and enforcing regulations.

02 – Food companies because it's in their interest to protect their reputations by selling safe products.

15. Thinking about labour unions, which of the following points of view is closest to your own? Do you think that when people in a workplace decide to unionize it is ...?

01 – Generally a good thing since it leads to better wages, more equality in society and it strengthens the middle class.

02 – Generally a bad thing since it drives up costs for business, leads to more strikes and creates a less business-friendly environment.

16. What do you think is the best way for the government to deal with crime in our society? Is it through more...?

01 – Law enforcement (stricter laws, longer sentences, more police and more prisons)

02 – Crime prevention (education and programs addressing root causes of crime, such as poverty, racism, addictions and other social problems)

17. Which one of the following do you think should characterize Canada's foreign policy and role in the world?

01 – A foreign policy based on a stronger military, being strongly allied with the United States and NATO and pushing for more free trade agreements.

02 – A foreign policy based on peacekeeping and mediation and being a global leader on environmental and humanitarian issues.

18. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements:

- 01 – Strongly agree
- 02 – Somewhat agree
- 03 – Somewhat disagree
- 04 – Strongly disagree

- _____ a. It was a mistake to legalize same-sex marriage in Canada. We should go back to marriage only being allowed between a man and woman.
- _____ b. If a woman wants to have an abortion, the decision should be between her and her doctor.
- _____ c. The personal use of marijuana should be decriminalized.
- _____ d. Overall there is too much immigration to Canada.
- _____ e. More and more of the wealth in Canada is getting concentrated among the richest 5% of the population.

19. Which of the following statements best reflect your point of view on a widening income gap between the rich and everyone else?

- 01 – There’s nothing wrong with a widening income gap, it just means people have to work harder at being rich themselves.
- 02 – A widening income gap is a big problem for Canada that will have a lot of long-term consequences for society.

20. In Canada we currently have a system called “equalization”. This means that the federal government redistributes revenue it collects from the richer provinces to the provincial governments of the poorer provinces. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the principle of “equalization”?

- 01 – Strongly agree
- 02 – Somewhat agree
- 03 – Somewhat disagree
- 04 – Strongly disagree

VOTE INTENTION

21. Are you eligible to vote in Canadian elections?

- 01 – Yes
- 02 – No *SKIP TO Q. A*

22. If a Canadian federal election were held today, which one of the following parties would you vote for?

- 01 – The Liberal Party
- 02 – The Conservative Party
- 03 – The New Democratic Party (NDP)
- 04 – QUEBEC ONLY: The Bloc Québécois
- 05 – The Green Party
- 06 – Undecided *GO TO Q.23*
- 07 – Would not vote

IF UNDECIDED IN Q.22, ASK Q. 23, OTHERWISE SKIP TO Q. A

**23. Even though you are undecided, is there a party you might be leaning towards supporting or are you totally undecided?
SELECT ONE ONLY**

- 01 – Leaning to Liberal Party
- 02 – Leaning to Conservative Party
- 03 – Leaning to New Democratic Party (NDP)
- 04 – QUEBEC ONLY: Leaning to Bloc Québécois
- 05 – Leaning to Green Party
- 06 – Totally undecided

To finish up, we have a few questions about you and your household to help us group your answers with other survey participants.

A. Which of the following best describes your own present employment status?

- 01 – Working full-time
- 02 – Working part-time
- 03 – Unemployed or looking for a job
- 04 – Self-employed
- 05 – Stay at home full-time
- 06 – Student
- 07 – Retired
- 08 – Disability pension

**B. In addition to being Canadian, which of the following best describes your ethnic background or nationality?
[Allow up to 2 responses – Check Quotas]**

- 01. British Isles (English, Scottish, Irish, Welsh)
- 02. French
- 03. Other European (i.e., German, Italian, Ukrainian, Polish, Dutch, etc.)
- 04. Aboriginal/First Nation/Métis
- 05. Chinese
- 06. Other East or Southeast Asian (i.e. Japanese, Korean, Vietnamese, Filipino, etc.)
- 07. South Asian (i.e., Indian, Pakistani, Sri Lankan, or Bangladeshi)
- 08. African/Black
- 09. Latin American
- 10. Other (SPECIFY) _____

**C. What is the highest level of education that you have reached?
SELECT ONE ONLY**

- 01 – Some elementary
- 02 – Completed elementary
- 03 – Some high school
- 04 – Completed high school
- 05 – Community college/ vocational/ trade school/ commercial/ CEGEP
- 06 – Some university
- 07 – Completed university
- 08 – Post graduate university degree or professional designation

D. To better understand how results vary by communities of different sizes, please provide your 6-digit postal code.

RECORD:

E. Language of this survey

- 01 – English
- 02 – French

F. CITY

G. Which of the following categories best corresponds to the combined total annual income, before taxes, of all members of your household for 2012?

- 01 – Under \$30,000
- 02 – \$30,000 to \$60,000
- 03 – \$60,000 to \$80,000
- 04 – \$80,000 to \$100,000
- 05 – \$100,000 to \$125,000
- 06 – Over \$125,000

