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## Departmental Tracking Survey - Wave 2 Final Report March 2008

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[por-rop@hrsdc-rhdsc.gc.ca](mailto:por-rop@hrsdc-rhdsc.gc.ca)

Prepared by: Ipsos Reid Corporation

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Ipsos Reid Public  
Affairs  
One Nicholas Street  
Suite 1400  
Ottawa ON K1N 7B7  
Tel: 613.241.5802  
Fax: 613.241.5460  
[www.ipsos.ca](http://www.ipsos.ca)

Project Authority:

Human Resources and Social Development Canada  
Strategic Communications  
Place Vanier, Tower B - Floor: 6 - Room: 6-139  
355 North River Road  
Mail Stop: VB605  
Ottawa, Ontario  
K1A 0J9

Attn: Guy Schryburt (or the authorized representative)

Telephone: 613-957-2796  
Fax: 613-957-4400  
Email: [guy.schryburt@hrsd-rhdsc.gc.ca](mailto:guy.schryburt@hrsd-rhdsc.gc.ca)

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# 1. Methodology

The methodology for this research involved online interviews with Canadian adults 18 years of age and over, across all regions of the country in both official languages.

This survey was conducted from February 1 to 7, 2008. In total, 1,500 interviews were completed.

The table below outlines the regional distribution of the sample.

	Sample Size
Canada	1,500
British Columbia	242
Alberta	137
Sask./Man.	92
ON	592
QC	310
Atlantic Canada	127

The survey data was weighted to ensure the sample's age and gender and regional composition reflects that of the actual adult Canadian population according the Statistics Canada census data.

## 2. Introduction

This study had three objectives:

- To better understand what priorities Canadians feel are the most important among twenty-two issues, all part of the mandate of Human Resources and Social Development Canada (HRSDC).
- To try and understand what guides their choices and the extent to which Canadians are guided by either altruism or personal interest when they assess the priority of these issues.
- To gauge Canadians' awareness of two HRSDC programs and more specifically how their perceptions change once they have been provided with further communication about the programs.

## 3. Data Calculation

There are two different methods that have been used to calculate the ultimate ranking of the priorities (Q3):

1. **Most Important Priority Ranking**: Determining the top six according to the number of people who put each priority into **first** place at Q3. This is what we might call a narrower and deeper approach, in that it brings to the fore those issues that matter most to a smaller number of people.
2. **Weighted Mean Priority Ranking**: Developing a weighted score based upon the number of respondents who put each social or economic priority into the top six and then multiply this by the importance score they gave it from 1 to 6 at Q3. This takes into account both the overall number who say it is a priority and also their strength of feeling.

## 4. Executive Summary

### Prioritizing among the social and economic issues

Previous tracking studies indicated that Canadians have a hard time prioritizing among the issues; they believe all issues are a priority. Therefore, in order to better understand what priorities Canadians feel are the most important, and why, this online study was designed to ‘force’ respondents to choose one priority over another.

The 22 priorities were divided into subsets of eight social priorities and fourteen economic priorities. Respondents were then asked to prioritize among the eight social issues by sorting them into different virtual ‘buckets’, which were labeled Level One through Level Four. Respondents were only allowed to allocate two issues per level of priority, i.e. two issues in Level One, two issues in Level Two and so on. This same exercise was then repeated for the fourteen economic issues. However, in this case, given the larger number of issues, respondents were allowed to allocate four issues to the Levels One through Three buckets and two issues for the Level Four bucket. Again, this forced respondents to make decisions as to which issues are a higher priority.

The social issue that respondents most often identified as a Level One priority was ‘Addressing child poverty in Canada’, with two in five respondents saying that it should be a Level One priority. This is followed by a cluster of other issues that also relate to measures for alleviating poverty. Roughly a third of respondents feel that ‘Helping low-income families’, ‘Helping the working poor’ or ‘Addressing poverty among older Canadians’ should be a Level One priority. Whereas child poverty strikes a powerful chord with respondents, issues surrounding child care are much less likely to be seen as Level One priorities, with only about one in ten identifying either ‘Helping Canadians with the costs of child care’ or ‘Increasing the number of child care spaces in Canada’ as a Level One priority.

When looking at the economic issues, six in ten respondents choose ‘Ensuring the sustainability of the CPP and OAS’ as a Level One priority for the government. It is evident that this is an important issue with forty percent more respondents choosing it over the second highest priority. A set of issues relating mostly to education and the training of Canada’s workforce occupy a second tier of priority, with between one in three and two in five Canadians supporting each of them. The issues in this second tier include higher education, namely ‘Enabling more Canadians to get a post-secondary education’; preparation for the skilled trades, namely ‘Enabling more Canadians to access apprenticeships and enter into one of the skilled trades’; and basic level education, namely ‘Promoting literacy’. This second tier of issues also includes pragmatic considerations such as ‘Ensuring that the skills taught in post-secondary education match those that are in demand in the job market’, ‘Helping Canadians to find good jobs’, and ‘Ensuring that Canadians’ training is recognized nationwide’.

The issues that are least often cited as Level One priorities are those that could be said to serve the interests of specific target audiences, be it immigrants, people with disabilities, older Canadians or Aboriginal people.

## Top priorities overall

Once respondents had prioritized the social and economic issues, they were shown the top two social issues and top four economic issues they had selected and were asked to rank these from most important to least important. This sorting was the basis for an examination of the top six issues according to the number of people who said an issue is the most important.

Two issues dominate this first place ranking: 'Ensuring the sustainability of the Canada Pension Plan and Old Age Security Program', cited by one in four respondents as the most important issue, and 'Addressing child poverty', cited by 16 percent of respondents as the most important issue. These issues are at least twice to three times as frequently cited as the most important issue than are any of the other issues.

The first, 'Ensuring the sustainability of the CPP and OAS', is relevant to a broader group as it will affect all Canadians at some point in their life. The other, 'Addressing child poverty', may be the ultimate 'motherhood' priority, an expression of altruism. Both issues achieve their prominence by virtue of the fact that they are important across demographic segments.

The issues which round out the top six most important ranking are 'Helping low-income families', 'Helping the working poor', 'Helping Canadians find good jobs', and 'Promoting literacy'.

In addition to examining the ranking of the issues that were deemed most important, a weighted score, based upon the number of respondents who put each social or economic priority into the top six and then weighted according to the importance score they gave it from one to six, was developed to assess the ultimate priority of each issue. This takes into account both the overall number who say it is the most important and also their strength of feeling.

In this analysis, the top three issues remain the same: 'Addressing child poverty in Canada', 'Ensuring the sustainability of the CPP and OAS' and 'Helping low-income families' but the issues that round out the top six change, reflecting a strong focus on issues relating to the alleviation of poverty: 'Addressing homelessness', 'Helping the working poor' and 'Addressing poverty among older Canadians'.

It is interesting to note the dominance of the social issues in this method of analyzing the ranking. Among the twenty-two issues shown to respondents, only eight of the issues had a more social focus versus fourteen that had a more economic focus. As a result, respondents were made to place twice as many economic priorities as social into their Level One bucket. Yet five of the top six issues according to the weighted mean have a social focus.

## ***A closer look at the top three priorities***

**Ensuring the sustainability of the CPP and OAS** is the highest priority issue when looking across the 22 issues. Over four in five respondents feel that it is a Level One or Level Two priority.

When respondents who selected this issue as the most important are asked their reason for choosing it, a number of different explanations are offered. The most frequently provided answers include the importance of sustaining the CPP and OAS for everyone, the fact that seniors are dependent on fixed pensions, poverty among seniors, the fact that baby boomers are reaching retirement and that the people who are now dependent on these programs built Canada and ought to have their past contributions honoured.

Seven in ten respondents feel **addressing child poverty in Canada** is a Level One or Level Two priority, while one in ten respondents feel it is a Level Four priority.

When respondents who said this was the most important issue were asked why, over half of respondents mention that it is important because child poverty exists or make mention of the necessity of making provision for the children's future.

Nearly seven in ten respondents feel **helping low-income families** is a Level One or Level Two priority.

When respondents were asked why they think this issue should be the most important issue, a third of respondents mention that addressing this issue will be good for people with low incomes. One in five cite the higher cost of living and around ten percent mention that addressing this issue would also alleviate child poverty and poverty in general. In addition, a focus on this issue would make it easier for families to afford housing.

Who benefits from a focus on this priority?

Canadians were asked to determine who would benefit more from a focus on each of the issues; would it be Canada as a whole or them personally. As expected, respondents feel that all the issues would benefit Canada as a whole if they were addressed. There are two issues where respondents are particularly emphatic about a benefit to Canada. These are 'Promoting literacy' and 'Addressing child poverty'. In terms of issues that respondents see as benefiting them, 'Ensuring the sustainability of the CPP and OAS', 'Examining ways to support friends and family members in providing unpaid care', 'Helping Canadians deal with the costs of child care', and 'Increasing the number of child care spaces in Canada' top the list. As well, there are a few issues that a small proportion of respondents feel do not benefit either Canada as a whole or them personally, most prominent among these are 'Increasing the number of child care spaces', 'Helping Canadians with the costs of child care', and 'Helping Aboriginal people fully participate in Canada's economy'.

Taking a closer look at the way that a few specific demographic segments assess the priority of the issues against the benefit that they see arising from them highlights the fact that, unsurprisingly, personal benefit plays a role in underpinning respondents' assessments of priority.



## Focus on Specific Programs

Four in five respondents have not heard of the **Aboriginal Skills and Employment Partnership Program**, whereas just over one in ten indicate that they have.

However, after hearing a brief description of the Program, nearly three in five respondents say that the Aboriginal Skills and Employment Partnership Program is either very or somewhat important to them. Respondents were then asked why they feel the Program is important or not. Those who indicate that the Program is important to them offer many different reasons. Some of the most frequently offered reasons are that the Program leads to the development of skills for the work force; that it helps participants to become more self-sufficient and stand on their own or gets them off of the reservations and engaged in society; and that participants should be willing to work, get skills and an education, and contribute to society.

The reasons why respondents do not feel the Program is important are also varied. The more frequently cited responses are that Aboriginal people should be treated like everyone else; that the Program does not affect the respondent; that the respondent feels potential participants are not willing to work and get an education; and that the program either does not have personal relevance or other issues are more important.

Respondents were then shown a video clip that introduced a gentleman who participated in a program that enabled him to get a placement in a company that will allow him to complete his apprenticeship and get into his chosen trade. After seeing the provided video clip, almost half of the respondents indicated that they now feel differently about the program.

Those who felt the program was unimportant before seeing the clip are significantly more likely to say that seeing the clip has not changed their mind. Respondents feel that there ought to be equal opportunity for all Canadians (34%) and this program, in their estimation, appeals to a minority of the population (33%).

Conversely, those who felt the program was important before seeing the clip and who say that seeing the video has not changed their mind seem to indicate that the video has rather affirmed their views than changed them, with nearly half (47%) saying that they think the program is a good, worthwhile idea and nearly one in five (19%) saying the video had confirmed rather than altered their views.

Only a small proportion of respondents feel the Program could benefit a friend or family member.

Two thirds of respondents have not heard about the **Youth Employment Strategy**, whereas one quarter have heard of it. That said, after hearing a brief description of the Program, three quarters of Canadians feel that the Youth Employment Strategy is either very or somewhat important. Respondents were then asked why they hold this view of the Program. For those who indicate that the Program is important to them, the most frequently offered reasons are that the Program will help participants to find good and appropriate jobs; that it will help youth or even all Canadians; that it will develop skills for the work force; or simply indicate that they feel it is important because they have children in that age group. For those Canadians that do not feel this program is important, the biggest reasons why are because they see no need or benefit from this service or are not in that age group.

Half of the respondents say that seeing a video clip about the Program has made them feel differently about it. That said, seventy-five percent already felt the Program was important prior to seeing the video.

Those who felt the program was unimportant before seeing the clip are somewhat more likely to say that seeing the clip has changed their mind (not a statistically significant difference). In terms of why it has changed their mind, those who initially felt the program was unimportant say that seeing the clip has made it clear that the program helps young people to get into the workforce (42%) and that is good for young people (32%). Conversely for those who initially felt the program was unimportant and who say seeing the video has not changed their mind, the main reasons are that it does not apply to them (30%), or that it is not needed because people can get jobs without it (14%) or similar programs already exist (13%).

When respondents were asked whether they knew anybody who could benefit from this program, almost one in five said a friend could benefit. Ten percent mentioned a family member could benefit and three percent said they themselves could benefit.

## Conclusions

While there is a tendency to suppose that people are driven by self-interest when they assess the urgency of assessing an issue, the findings of this study seem at first glance to contradict this. The slate of issues in the top six ranked priorities includes broad societal goals that nearly no one identifies as directly relevant to their personal interests (addressing child poverty and addressing homelessness), and others, which if relevant to particular segments, still fall decidedly on the altruistic side of the balance, with their focus on measures to alleviate poverty (helping low-income families, helping the working poor, helping older Canadians). The one issue in the top six that stands in marked contrast to this altruistic focus is ensuring the sustainability of the CPP and OAS. This is the issue that was most often identified by respondents as being of personal benefit to them.

However, the fact is that respondents seem to have brought a blend of personal interest and altruism to their assessment of the issues. When one takes a closer look at particular demographic segments and what the top six priorities would look like if they were the only ones consulted, issues like increasing child care spaces (which was identified by parents with children in the home, by older Canadians and by those with less than \$35K annual household income as one of their top six in terms of issues where they see a personal benefit to themselves) are in their top six weighted mean priorities. However, when all respondents' views are taken into account, people's self-interest gets sublimated to the whole, i.e., the issues that rise to the top are the ones that are important to all Canadians; which means they include one priority which reflects the self-interest of all respondents (ensuring the sustainability of the CPP and OAS) and issues that are of broader societal interest. In other words, it is clear that self-interest is a significant driver of these issue priorities, but also that altruism – a sense of social good, and a desire to provide basic opportunities and assistance for all – cuts across all demographics and therefore in the aggregate trumps more narrow self-interest.

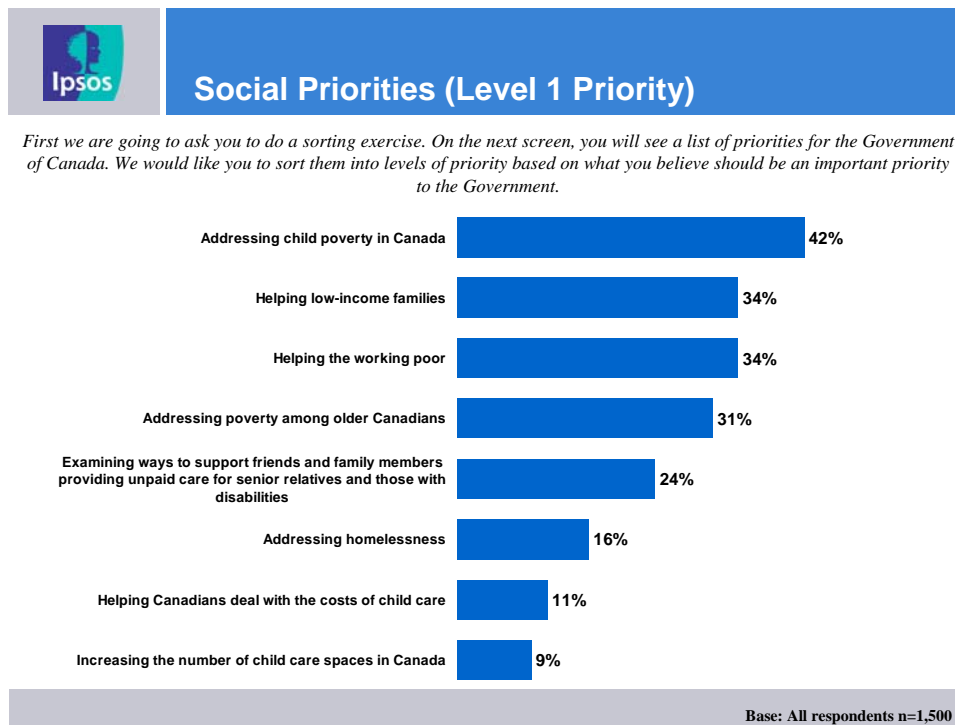
The focus on the specific programs (the Aboriginal Skills and Employment Partnership Program and the Youth Employment Strategy) was designed to measure the impact of various communications on the views of respondents. Although neither program was well-known at the outset, communications about the programs (the description that was read to respondents) created knowledge which made respondents consider them important; and seeing the video clips with concrete illustrations of the benefits of the program led many to view the programs more favourably. The video clip failed to change the views of many of those who, pre-video, were unfavourable. This is particularly true in the case of the ASEPP (which serves a small and very specific audience), a fact that these respondents attributed to the limited eligibility of the programs. This suggests that, here too, altruism is blended with self-interest, and that greater eligibility leads to higher support.

## 5. Detailed Findings

### Prioritizing the Social and Economic Issues

Respondents were presented with eight social priorities, all part of the mandate of Human Resources and Social Development Canada (HRSDC), and asked to prioritize among them by sorting them into different virtual 'buckets', which were labeled Level One through Level Four. Respondents were only allowed to allocate two issues per level of priority, i.e. two issues in Level One, two issues in Level Two and so on.

The social issue that respondents most often identified as a Level One priority was 'Addressing child poverty in Canada', with two in five (42%) respondents saying that it should be a Level One priority. This is followed by a cluster of other issues which also relate to measures for alleviating poverty. Roughly a third of respondents feel that 'Helping low-income families' (34%), 'Helping the working poor' (34%) or 'Addressing poverty among older Canadians' (31%) should be a Level One priority. Whereas child poverty strikes a powerful chord with respondents, issues surrounding child care are much less likely to be seen as Level One priorities, with only about one in ten identifying either 'Helping Canadians with the costs of child care' (11%) or 'Increasing the number of child care spaces in Canada' (9%) as a Level One priority.



Among regional and demographic subgroups, it is worth noting the following:

### Age

- Respondents between 18 and 34 years of age are more likely to think ‘Helping Canadians with the costs of child care’ (22%) and ‘Increasing the number of childcare space in Canada (16%) are Level One priorities for the Government.
- Those 55 years or older are more likely to think ‘Addressing poverty among older Canadians’ (49%) and ‘Examining ways to support friends and family members providing unpaid care for senior relatives and those with disabilities (30%) are Level one priorities for the Government.

### Income

- Those making less than \$35K a year are more likely to think ‘Helping low-income families’ (53%) should be a Level one priority for the Government.

### Region

- Those from British Columbia are more likely to think ‘Addressing homelessness’ (33%) is a Level One Priority.
- Those from Saskatchewan and Manitoba are more likely to think that ‘Helping the working poor’ (47%) is a Level One priority for the Government.
- Those from Quebec are more likely to believe ‘Helping low-income families’ (48%) is a Level One Priority but are less likely to believe that ‘Addressing homelessness’ (6%) is a Level One Priority.

### Education

- Those with less than a high school education are more likely to think that ‘Helping low-income families’ (44%) is a Level one Priority.
- Those with at least university education are more likely to think that ‘Helping Canadians deal with the cost of child care’ (18%) is a Level One Priority.

### Parenthood

- Parents are more likely to think that ‘Addressing child poverty’ (48%), ‘Helping low-income families’ (39%) and ‘Helping Canadians deal with the costs of child care’ (18%) are Level One Priorities.

Among key subgroups, it is worth noting the following:

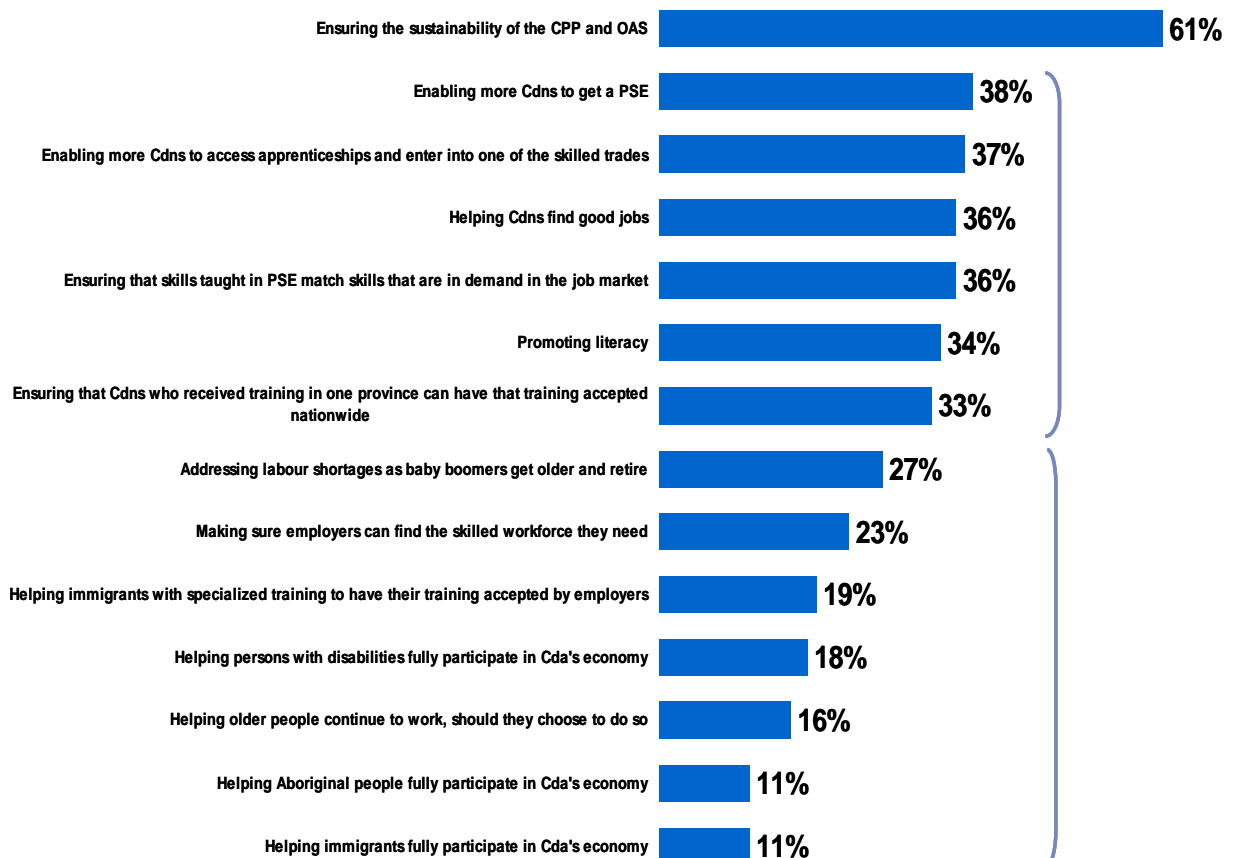
- Those who say the Aboriginal Skills and Employment program is important are more likely to think ‘Addressing homelessness’ (22%) is a Level One Priority.

When looking at the economic issues, six in ten respondents (61%) choose ‘Ensuring the sustainability of the CPP and OAS’ as a Level One priority for the government. It is evident that this is an important issue with forty percent more respondents choosing it over the second highest priority.

A set of issues relating mostly to education and the training of Canada’s workforce occupy what could be described as a second tier of priority, with between one in three and two in five Canadians supporting each of them. The issues in this second tier include higher education, namely ‘Enabling more Canadians to get a post-secondary education’ (38%); preparation for the skilled trades, namely ‘Enabling more Canadians to access apprenticeships and enter into one of the skilled trades’ (37%); and basic level education, namely ‘Promoting literacy’ (34%). This second tier of issues also includes practical considerations such as ‘Ensuring that the skills taught in post-secondary education match those that are in demand in the job market’ (36%) and ‘Ensuring that Canadians’ training is recognized nationwide’ (33%). Just over a third (36%) place ‘Helping Canadians to find good jobs’ as a Level One priority.

The issues that are least often cited as Level One priorities are those that could be said to serve the interests of specific target audiences, be it immigrants, people with disabilities, older Canadians or Aboriginal people.

#### LEVEL ONE PRIORITY



Among regional and demographic subgroups, it is worth noting the following:

### Age

- Those between 18 and 34 years of age are less likely to feel that ‘Ensuring the sustainability of the CPP and OAS’ (43%) is a Level One Priority for the Government.
- Those 55 years or older are less likely to feel that Level One Priorities for the Government should include the following:
  - ‘Enabling more Canadians to get a post-secondary education’ (27%); and
  - ‘Helping Canadians find good jobs’ (29%).
- Those 55 years or older are more likely to believe that ‘Helping older people continue to work, should they choose to do so’ (22%) should be a Level One priority for the Government.

### Income

- Those earning less than \$35K a year are more likely to feel that ‘Helping older people continue to work, should they choose to do so’ (22%) is a Level One Priority.

### Region

- Those from British Columbia are more likely to believe that ‘Enabling more Canadians to access apprenticeships and enter into one of the skilled trades’ (48%) should be a Level One Priority, and less likely to think that ‘Helping immigrants fully participate in Canada’s economy’ (5%) should be a Level One priority.
- Those from the Atlantic provinces are more likely to think that ‘Helping Canadians find good jobs’ (51%) is a Level One Priority, and less likely to think ‘Helping Aboriginal people fully participate in Canada’s economy’ (4%) is a Level One Priority.

### Education

- Those with less than a high school education are more likely to think that ‘Helping persons with disabilities fully participate in Canada’s economy’ (26%) is a Level One Priority.
- Those with at least a University education are more likely to think that ‘Ensuring the sustainability of the CPP and OAS’ (52%), ‘Helping immigrants with specialized training to have their training accepted in Canada’ (34%) and ‘Helping immigrants fully participate in Canada’s economy’ (20%) are Level One Priorities.

Note: 47% of respondents not born in Canada have at least some university versus 32% of respondents born in Canada

### Parenthood

- Parents with children in the home are more likely to think that ‘Enabling more Canadians to get a post-secondary education’ (43%) and ‘Addressing labour shortages as baby boomers get older and retire’ (32%) are Level One Priorities.

Among key subgroups, it is worth noting the following:

- Those not born in Canada are more likely to think the following issues are a Level One Priority:
  - ‘Helping immigrants with specialized training to have their training accepted by employers in Canada’ (32%); and
  - ‘Helping immigrants fully participate in Canada’s economy’ (21%).
- Visible minorities are more likely to feel that ‘Helping immigrants with specialized training to have their training accepted by employers in Canada’ (31%) and ‘Helping immigrants fully participate in Canada’s economy’ (22%) should be Level One Priorities.
- Persons with disabilities are more likely to feel that ‘Helping persons with disabilities fully participate in Canada’s economy’ (36%) should be a Level One Priority.
- Those who say the Aboriginal Skills and Employment program is important are more likely to think ‘Helping Aboriginal people fully participate in Canada’s economy’ (18%) is a Level One Priority.



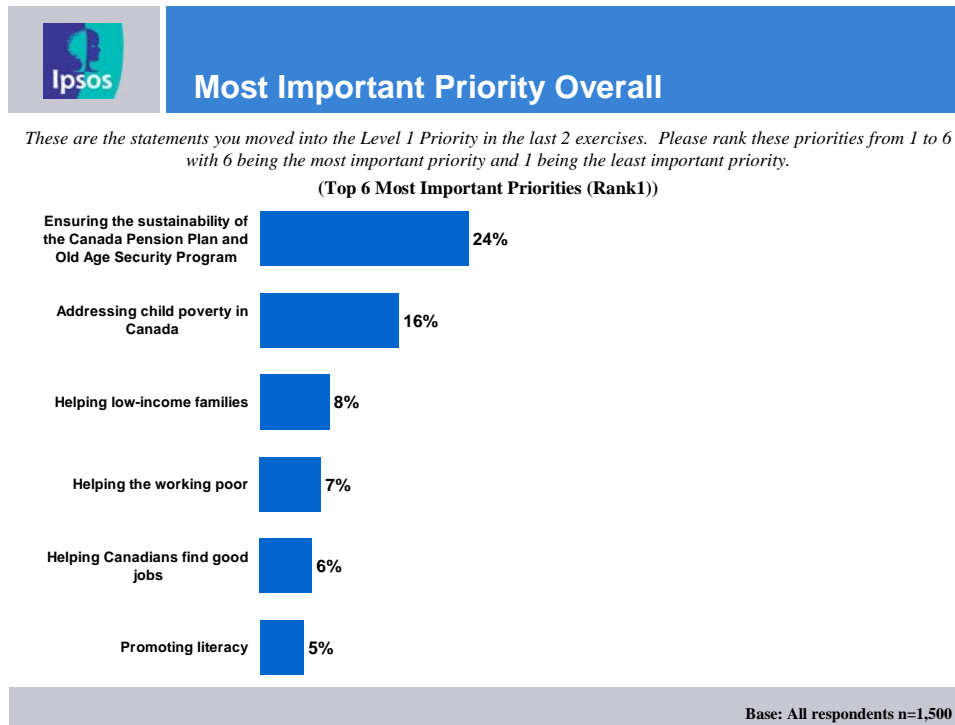
# Top Priorities Overall

Once respondents prioritized the social and economic issues, respondents were shown the top two social issues and top four economic issues they had selected and were asked to rank these from most important to least important. The ranking in the chart below, shows the top six issues according to the number of people who put this priority into **first** place.

Two issues dominate this first place ranking: 'Ensuring the sustainability of the Canada Pension Plan and Old Age Security Program', cited by 24 per cent of respondents as the most important issue, and 'Addressing child poverty', cited by 16 per cent of respondents as the most important issue. These issues are at least twice to three times as frequently cited as the most important issue than are any other issues.

The first, 'Ensuring the sustainability of the CPP and OAS', is relevant to a broader group as it will affect all Canadians at some point in their life. The other, 'Addressing child poverty', may be the ultimate 'motherhood' priority, an expression of altruism. Both issues achieve their prominence by virtue of the fact that they are important across demographic segments.

The issues which round out the top six most important ranking are 'Helping low-income families' (8%), 'Helping the working poor' (7%), 'Helping Canadians find good jobs' (6%), and 'Promoting literacy' (5%).

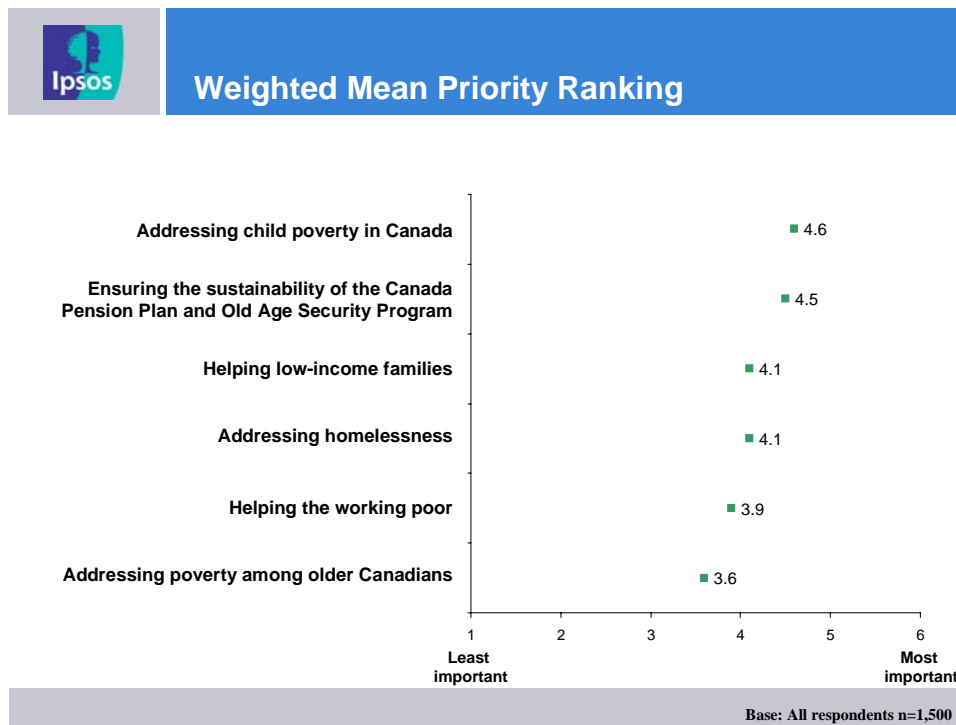


While the chart above looks at the ranking of issues in terms of the number of times each was cited as the most important issue, there is another way to assess the ultimate priority of the various issues.

This involves developing a weighted score based upon the number of respondents who put each social or economic priority into the top six and then weighting according to the importance score they gave it from one to six. This takes into account both the overall number who say it is a priority and also their strength of feeling.

In this analysis, the top three issues remain the same: 'Addressing child poverty in Canada', 'Ensuring the sustainability of the CPP and OAS' and 'Helping low-income families' but the issues that round out the top six change, reflecting a strong focus on issues relating to the alleviation of poverty: 'Addressing homelessness', 'Helping the working poor' and 'Addressing poverty among older Canadians'.

It is interesting to note the dominance of the social issues in this method of analyzing the ranking. Among the twenty-two issues shown to respondents, only eight of the issues had a more social focus versus fourteen that had a more economic focus. As a result, respondents were made to place twice as many economic priorities as social into the Level One bucket. Yet five of the top six issues according to the weighted mean have a social focus.



Most Important Priority Ranking (Narrow)	Weighted Mean Priority Ranking (Broad)
Ensuring sustainability of CPP and OAS	Addressing child poverty in Canada
Addressing child poverty in Canada	Ensuring sustainability of CPP and OAS
Helping low-income families	Helping low-income families
Helping the working poor	Addressing homelessness
Helping Canadians find good jobs	Helping the working poor
Promoting literacy	Addressing poverty among older Canadians

## A closer look at the top three priorities

### Ensuring the Sustainability of the Canada Pension Plan and Old Age Security Program

'Ensuring the sustainability of the CPP and OAS' is the highest priority issue when looking across the 22 issues. Over four in five respondents (83%) feel that it is a Level One or Level Two priority.



*First we are going to ask you to do a sorting exercise. On the next screen, you will see a list of priorities for the Government of Canada. We would like you to sort them into levels of priority based on what you believe should be an important priority to the Government.*

Ensuring the sustainability of the Canada Pension Plan and Old Age Security Program



Base: All respondents n=1,500

The following groups are more likely to say that 'Ensuring the sustainability of the CPP and OAS' is a Level One priority:

- Those who are 35 to 54 years (67%) and those who are 55 years or older (71%) compared to 18 to 34 year olds (43%);
- Those with a high school education (67%) compared to those with a university education (52%); and
- Those who are self-employed (67%) or retired (68%).

When respondents are asked why they chose this issue as their most important priority, a number of different explanations are offered. The most frequently provided answers include the importance of sustaining the CPP and OAS for everyone (45%), the fact that seniors are dependent on fixed pensions (18%), poverty among seniors (15%), the fact that baby boomers are reaching retirement (14%), and that the people who are now dependent on these programs built Canada and ought to have their past contributions honoured (12%).



### Concerns are for current seniors but also for those (including themselves) to come

*Please explain why you chose 'Ensuring the sustainability of the Canada Pension Plan and Old Age Security Program' as the number one priority*

Sustaining the Canada Pension Plan and the Old Age Security Program for everyone	45%
Seniors dependent on fixed pensions (CPP, OAS)	18%
Poverty among seniors	15%
Baby boomers are reaching retirement	14%
They built Canada/ their past contributions should be recognized	12%
Aging population	8%
Lack of other retirement plans	8%
I am approaching that age/ will be retiring soon	7%
Higher cost of living	7%
Very important (unspecified)	5%

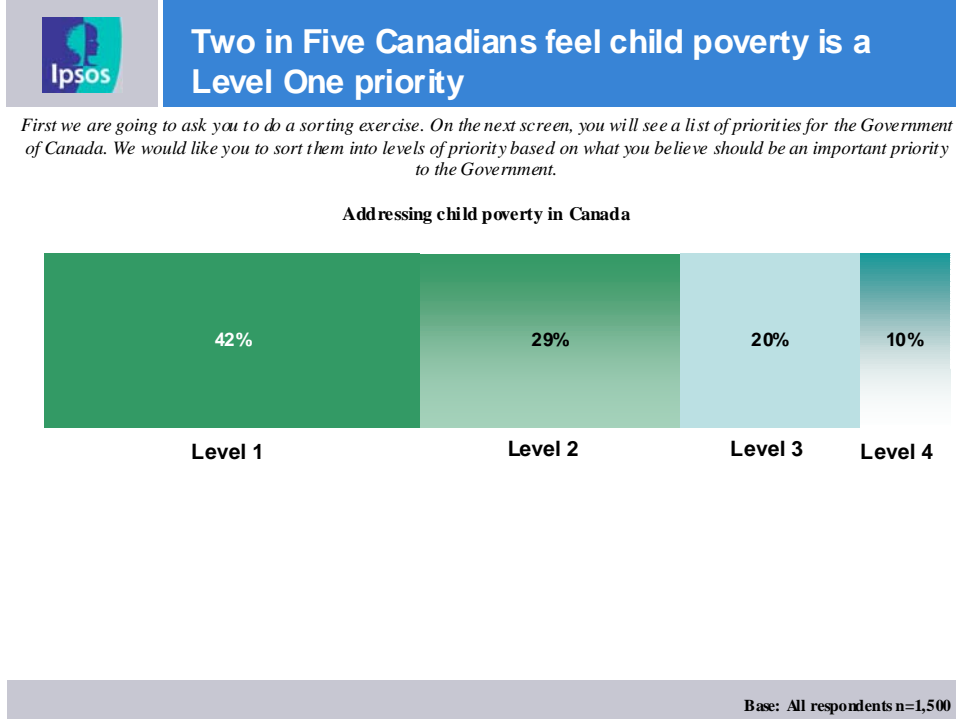
Base: Respondents who said ensuring the sustainability of the CPP and OAS was the highest priority n=392

*“Seniors on fixed pensions are not able to keep up with the cost of living increases. Savings are being eroded if they have any!!”*

*“For many Canadians, this will be their only reliable source of income in their retirement years and there will be a lot of them coming soon as the boomers attain retirement age.”*

## Addressing Child Poverty in Canada

Seven in ten respondents (71%) feel 'Addressing child poverty in Canada' is a Level One or Level Two priority, while one in ten respondents feel it is a Level Four priority.



This issue is considered a Level One Priority across all the groups and particularly among parents with children in the home (48%).

When respondents were asked why they think this issue should be the most important priority, over half of respondents mention that it is a priority because child poverty exists (52%) or make mention of the importance of making provision for the children's future (51%).

Fifteen percent of respondents mention that child poverty must be addressed so that children may have an education.



## The very existence of child poverty is why it should be a priority

*Please explain why you chose 'Addressing child poverty in Canada' as the number one priority*

Child poverty	52%
Provision for the children's future	51%
Education (Incl. post-secondary)	15%
The problem is getting worse/ won't go away	6%
Crime (Incl. drugs, violence, etc)	6%
Taking care of this fixes more than one issue	5%
Poverty (unspecified)	5%

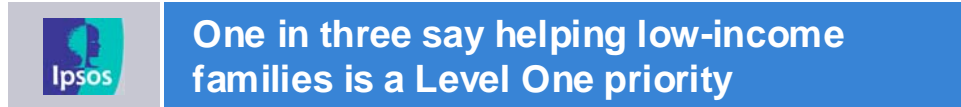
Base: Respondents who said addressing child poverty in Canada was the highest priority n=223

*« Ils [les enfants] sont notre avenir alors ils doivent avoir accès à la gratuité de l'éducation, la place à la garderie à prix très abordable pour les mères à faible revenu qui travaillent au salaire minimum »*

*"Because a child growing up in poverty is much less likely to seek out post-secondary education, and improve their lives as adults in that way."*

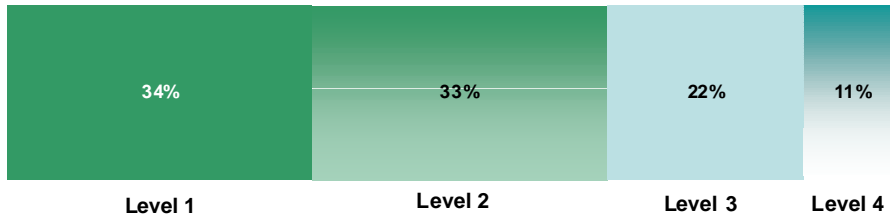
## Low-income Families

Nearly seven in ten respondents (67%) believe 'Helping low-income families' is Level One or Level Two priority, one in three see it as a lower level priority including one in five (22%) who indicate it is a Level Three and one in ten (11%) who say it is a Level Four priority.



*First we are going to ask you to do a sorting exercise. On the next screen, you will see a list of priorities for the Government of Canada. We would like you to sort them into levels of priority based on what you believe should be an important priority to the Government.*

### Helping low-income families



Base: All respondents n=1,500

When looking at demographic subgroups, the following individuals are more likely to say that helping low-income families is a Level One priority:

- Those who are self-employed: 42%;
- Parents with children in the home: 39%;
- Those earning less than \$35K: 53%;
- Those living in Quebec: 48%; and
- Those with less than a high school education: 44%.



When respondents were asked why they chose this issue as the most important priority, they mention it would be 'good for people with low incomes' as well as because of the 'higher cost of living'. One in five respondents (21%) mention 'child poverty' and 'providing for the children's future'.



**A focus on this issue would help with the higher cost of living and would also alleviate child poverty**

*Please explain why you chose 'Helping low-income families' as the number one priority.*

Good for people with low incomes	32%
Higher cost of living	19%
Child poverty	12%
Poverty (unspecified)	11%
Housing/affordable housing	10%
Hard living on minimum wage/ low income	9%
Provision for the children's future	7%
Taking care of this fixes more than one issue	7%
Healthcare	7%
Education (Incl. post-secondary)	7%
Helpful for the working poor	5%

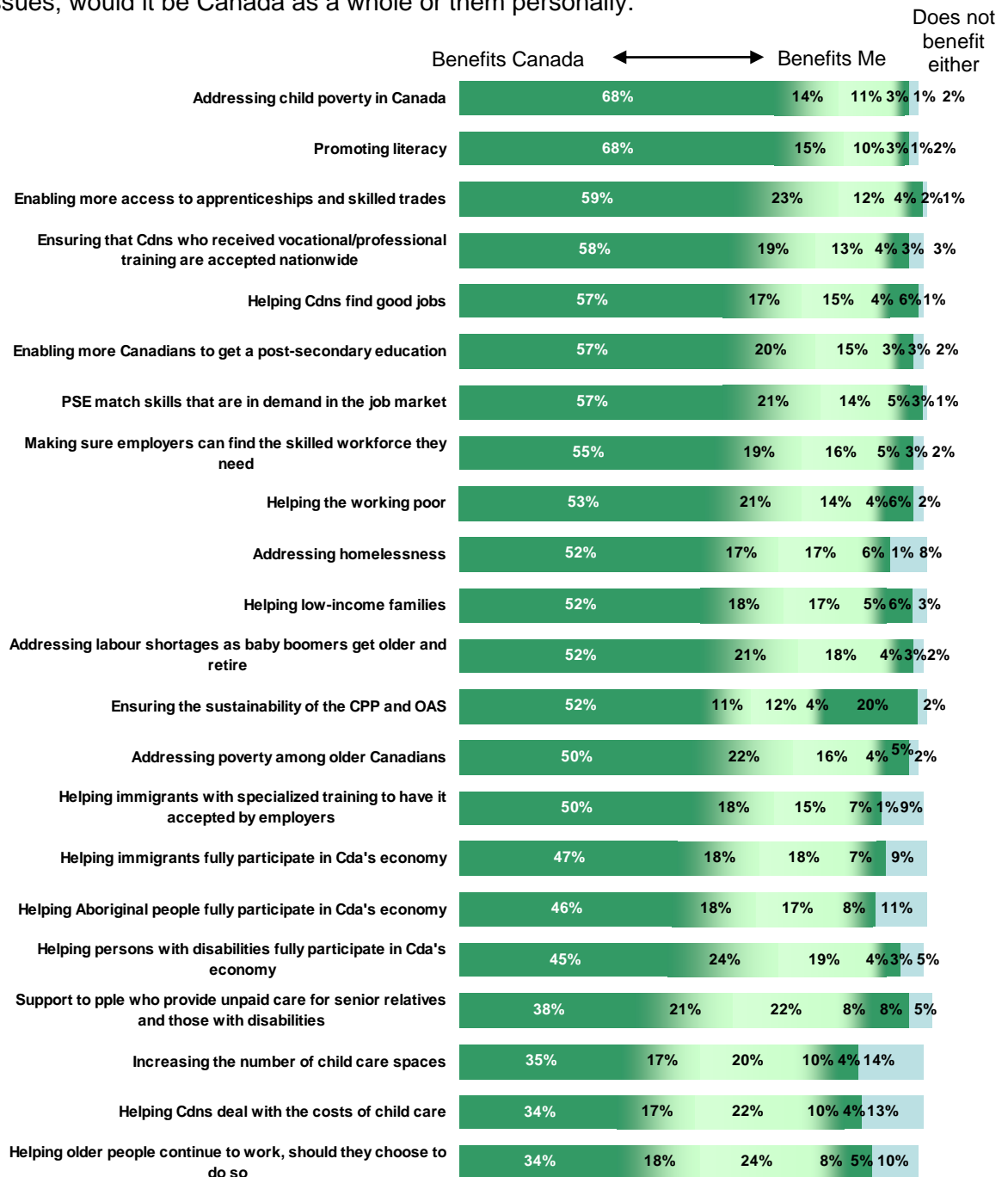
Base: Respondents who said helping low-income families was the highest priority n=104

*"Many of the other problems would be addressed in solving this problem. Help to low income families would provide for children. It is all one big circle!"*

*"Low income families often cannot afford dental care, or proper nutrition, let alone any extras."*

# Who Benefits From This Priority?

Canadians were asked to determine who would benefit more from a focus on each of the issues; would it be Canada as a whole or them personally.



\*Bars may not add up to 100% due to rounding.

As expected, respondents feel that all the issues would benefit Canada as a whole if they were addressed. There are two issues where respondents are particularly emphatic about a benefit to Canada. These are 'Promoting literacy' and 'Addressing child poverty'. As well, there are a few issues that a small proportion of respondents feel do not benefit either Canada as a whole or them personally, most prominent among these are 'Increasing the number of child care spaces', 'Helping Canadians with the costs of child care' and 'Helping Aboriginal people full participate in Canada's economy'.

Taking a closer look at the way that a few specific demographic segments assess the priority of the issues against the benefit that they see arising from them highlights the fact that, unsurprisingly, personal benefit plays a role in underpinning respondents' assessments of priority.

### Parents with Children in the Home

<u>Top Six Weighted Mean Priorities</u>	<u>Top 6 Priorities that Benefit Me Personally</u>
Addressing child poverty	<b>Helping Canadians deal with the costs of child care</b>
<b>Helping low-income families</b>	<b>Ensuring the sustainability of the CPP and OAS</b>
<b>Ensuring the sustainability of the CPP and OAS</b>	Increasing the number of child care spaces
Addressing homelessness	Examining ways to support friends and family members providing care for seniors and those with disabilities
<b>Helping Canadians deal with the costs of child care</b>	<b>Helping low-income families</b>
<b>Helping the working poor</b>	<b>Helping the working poor</b>

### Older Canadians (55 years or older)

<u>Top Six Weighted Mean Priorities</u>	<u>Top 6 Priorities that Benefit Me Personally</u>
<b>Ensuring the sustainability of the CPP and OAS</b>	<b>Ensuring the sustainability of the CPP and OAS</b>
Addressing child poverty	Helping older people continue to work, should they choose to do so
Addressing homelessness	Examining ways to support friends and family members providing care for seniors and those with disabilities
Helping the working poor	<b>Addressing poverty among older Canadians</b>
<b>Increasing the number of child care spaces</b>	<b>Increasing the number of child care spaces</b>
<b>Addressing poverty among older Canadians</b>	Helping Canadians deal with the costs of child care

## Those earning less than \$35K

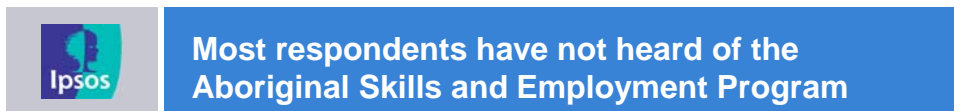
<u><i>Top Six Weighted Mean Priorities</i></u>	<u><i>Top 6 Priorities that Benefit Me Personally</i></u>
Addressing child poverty	<b>Ensuring the sustainability of the CPP and OAS</b>
<b>Ensuring the sustainability of the CPP and OAS</b>	<b>Helping low-income families</b>
<b>Helping low-income families</b>	<b>Helping the working poor</b>
<b>Helping the working poor</b>	Examining ways to support friends and family members providing care for seniors and those with disabilities
Addressing homelessness	Helping Canadians deal with the costs of child care
<b>Increasing the number of child care spaces</b>	<b>Increasing the number of child care spaces</b>

## Focus on Specific Programs

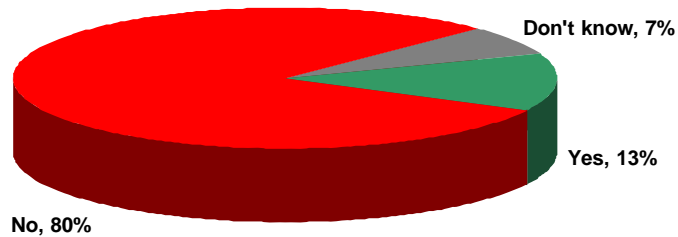
Respondents were presented with a series of questions on one of two specific programs using a split sample approach so that roughly one half of the respondents were asked a module of questions on the Aboriginal Skills and Employment Partnership Program while the other half were asked about the Youth Employment Strategy.

### The Aboriginal Skills and Employment Partnership

Four in five respondents have not heard of the Aboriginal Skills and Employment Partnership Program, whereas just over one in ten (13%) indicate that they have.



*Have you ever heard of The Aboriginal Skills and Employment Partnership Program?*

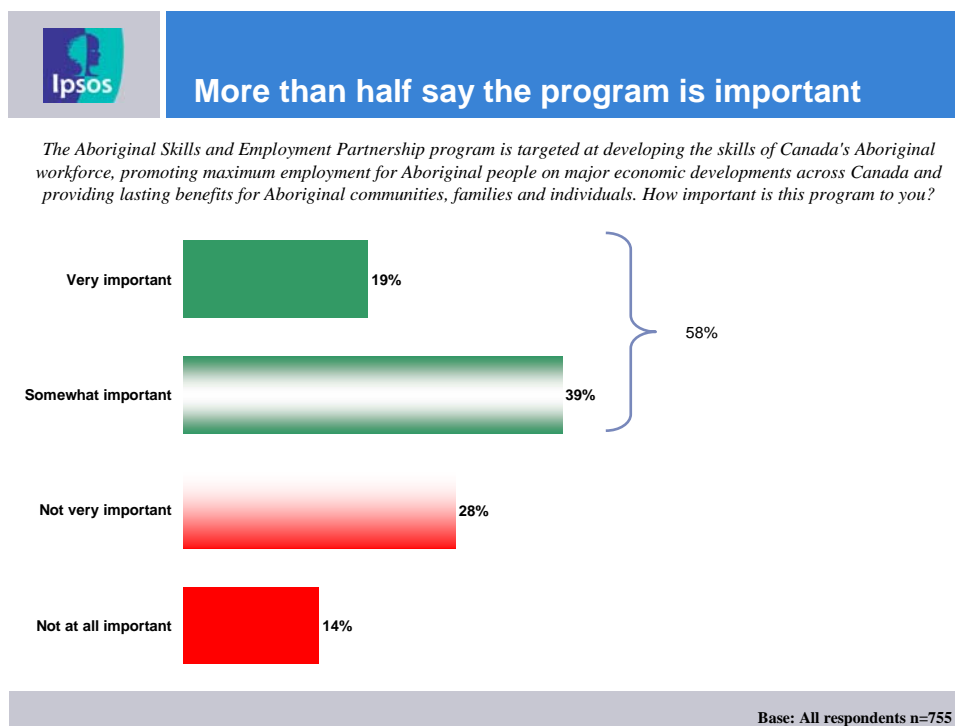


Base: All respondents n=755

When looking specifically into demographics, the following subgroups are least likely to have heard of the program:

- Those 18 to 34 years of age (86%) compared to those 55 years and older (74%); and
- Those living in Quebec (94%) compared to those from British Columbia (74%), Alberta (75%), Saskatchewan/Manitoba (75%) and Ontario (75%).

However, after hearing a brief description of the Program, nearly three in five (58%) respondents say that the Aboriginal Skills and Employment Partnership Program is either very (19%) or somewhat (39%) important to them. Conversely, three in ten (28%) describe the Program as not very important and 14 per cent say it is not at all important to them.



Respondents were then asked why they feel the Program is important or not. Those who indicate that the Program is important to them offer many different reasons. Some of the most frequently offered reasons are that the Program leads to the development of skills for the work force (13%); that it helps participants to become more self-sufficient and stand on their own (10%) or gets them off the reservations and engaged in society (9%); and that participants should be willing to work, get skills and an education, and contribute to society (8%).

The reasons why respondents do not feel the Program is important are also varied. Some frequently cited responses are that Aboriginal people should be treated like everyone else (17%); that the Program does not affect the respondent (13%); that the respondent feels potential participants are not willing to work and get an education (13%), and that the program either does not have personal relevance or that other issues are more important (5%).

The following demographic subgroups feel this program is very/somewhat important:

- Those 55 years or older: 68%;
- Those from British Columbia: 65%; and
- Those who are retired: 72%.

Respondents were then shown a video clip that introduced Tim who participated in a program that enabled him to get a placement in a company which will allow him to complete his apprenticeship and get into his chosen trade. After seeing the provided video clip, almost half of the viewers (45%) indicated that they now feel differently about the program.

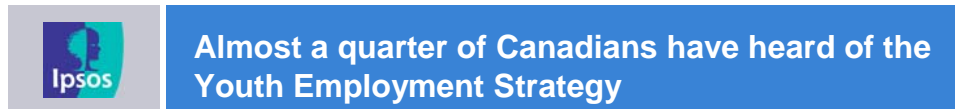
Those who felt the program is unimportant before seeing the clip are significantly more likely to say that seeing the clip has not changed their mind. Respondents feel that there ought to be equal opportunity for all Canadians (34%) and this program, in their estimation, appeals to a minority of the population (33%).

Conversely, those who felt the program was important before seeing the clip and who say that seeing the video has not changed their mind seem to indicate that the video has rather affirmed their views than change them, with nearly half (47%) saying that they think the program is a good, worthwhile idea and nearly one in five (19%) saying the video had confirmed rather than altered their views.

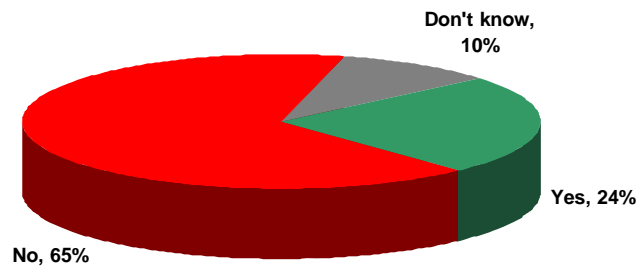
A few respondents who saw the video clip for the Aboriginal Skills and Employment Partnership Program said it could benefit a friend (15%) or family member (8%).

## Youth Employment Strategy

Two thirds (65%) of respondents have not heard about the Youth Employment Strategy, whereas one quarter (24%) have heard of it.



*Have you ever heard of Youth Employment Strategy?*



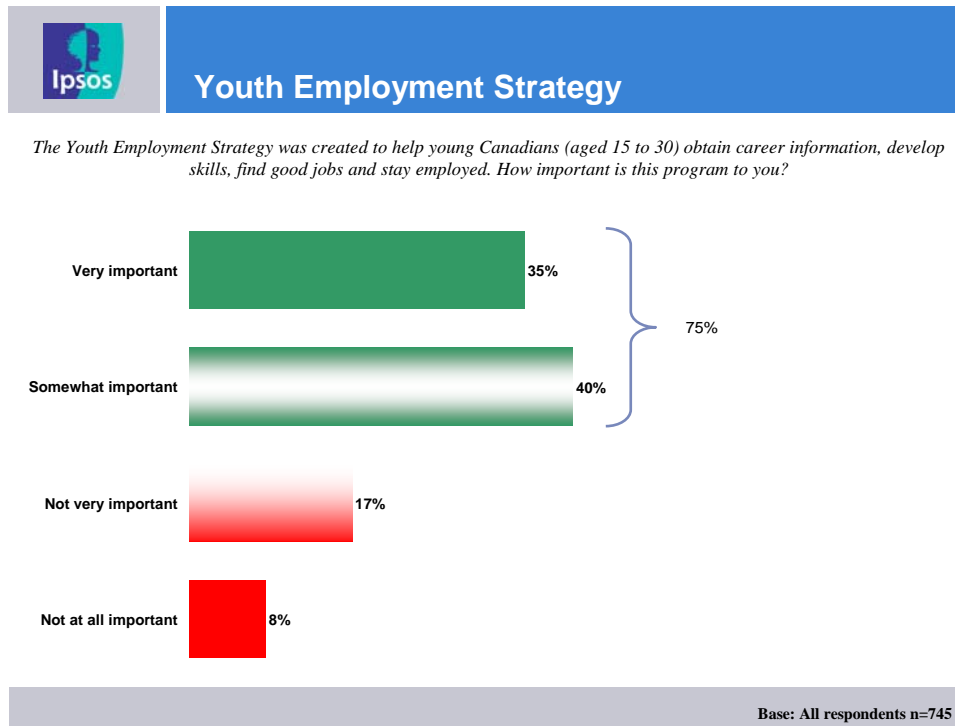
Base: All respondents n=745

When looking specifically into demographics, the following subgroups are least likely to have heard of the program:

- Those from Quebec: 78%;
- Those who are not working: 70%; and
- Those with a high school education (71%) or less than a high school education (74%).



That said, after hearing a brief description of the Program, three quarters of Canadians feel that the Youth Employment Strategy is either very (35%) or somewhat (40%) important, in contrast to the one in four (25%) who say it is either not very (17%) or not at all (8%) important.



Respondents were then asked why they feel the Program is important or not. Those who indicate that the Program is important to them offer many different reasons. Some of the most frequently offered reasons are that the Program will help participants to find good and appropriate jobs (33%); that it will help youth or even all Canadians (30%); that it will develop skills for the work force (10%); or simply indicate that they feel it is important because they have children in that age group (9%).

And for those Canadians that do not feel this program is important, the biggest reasons why are because they see no need or benefit from this service (41%) or are not in that age group (51%).

Respondents were then shown a video about the program, which introduced Cindy, who went to her local government office and met with someone who helped her get into a special program designed for youth between 15 and 30 years of age who have barriers or disabilities to employment. Cindy is now working at Wal Mart. After seeing the video, half of the viewers say that seeing the clip has made them feel differently about the program. That said, seventy-five percent already felt the Program was important prior to seeing the video.

Those who felt the program was unimportant before seeing the clip are somewhat more likely to say that seeing the clip has changed their mind (not a statistically significant difference). In terms of why it has changed their mind, those who initially felt the program was unimportant say that seeing the clip has made it clear that the program helps young people to get into the workforce (42%) and that it is good for young people (32%). Conversely for those who initially felt the program was unimportant and who say seeing the video has not changed their mind, the main reasons are that it does not apply to them (30%) or that it is not needed because people can get jobs without it (14%) or similar programs already exist (13%).

When respondents were asked whether they knew anybody who could benefit from this program, almost one in five (19%) said a friend could benefit. Ten percent mentioned a family member could benefit and only three percent said they could benefit.

## 6. Conclusions

### **Objective 1: Determining the priorities**

The first objective of this study was to determine Canadians' top priorities among a list of twenty-two issues that fall under the mandate of HRSDC. Data presented in this report illustrate that the top two issues for Canadians interviewed for this study are first, ensuring the sustainability of the CPP and OAS, and second, addressing child poverty in Canada.

Economic issues of greatest importance to respondents tend to entail providing stability and opportunity for Canadians as a whole. In addition to ensuring the sustainability of the CPP and OAS, respondents support training for skills that are in demand, help with finding work, and promoting literacy. Lower in the ranking are issues that involve specific groups; those who are disabled or elderly, Aboriginal people, and immigrants.

Similarly, for social issues, respondents rank child poverty, helping low-income families and the working poor, and addressing poverty among older Canadians most highly in importance. Helping those who provide unpaid care for senior and disabled relatives, and addressing homelessness are comparatively less important. Interestingly, child care issues are ranked lowest, suggesting that child care costs and availability are not considered to be a pressing problem at this time.

When social and economic issues are combined, the top priorities for respondents are those that would maintain widespread economic stability – the sustainability of the CPP and the OAS – and assist struggling Canadians by providing financial support and opportunities for escaping from poverty.

## **Objective 2: What drives the priorities?**

The second objective of this study was to investigate the extent to which these priorities are informed by self-interest, or by an altruistic sense of the social good. Data in this report illustrate that those affected by a given issue are more likely to prioritize it highly. That is, parents emphasize child care; those from low-income families prioritize assistance to Canadians in a similar financial position; immigrants stress recognition of foreign credentials and the opportunity to participate fully in the economy, and so on. These findings, coupled with the high support across all demographic groups for sustaining the CPP and OAS, strongly implies self-interest in the rankings of these issues.

That said, it is clear that respondents are guided by a combination of self and social interest, ultimately leading to an emphasis on universal economic stability for themselves and for Canada as a whole, as well as a desire to provide favourable conditions for struggling Canadians to lift themselves out of poverty. This altruism is most often applied to broadly sympathetic groups; children, low-income families, the working poor. By contrast, assistance for narrower categories of Canadians – Aboriginals, the disabled, immigrants – enjoys less widespread support than those for larger groups. It may be that respondents rank the importance of these issues on a utilitarian principle; broader categories present a greater, and therefore more imperative, need.

Ultimately, when data are aggregated across issues and demographic groups, the distinct self-interested priorities of the demographic groups get sublimated to the whole, i.e., the issues that rise to the top are the ones that are important to all Canadians, which means they include one priority which reflects the self-interest of all respondents (ensuring the sustainability of the CPP and OAS) and issues that are of broader societal interest. In other words, it is clear that self-interest is a significant driver of these issue priorities, but also that altruism – a sense of social good, and a desire to provide basic opportunities and assistance for all – cuts across all demographics.

## **Objective 3: Understanding respondents' awareness of two HRSDC programs, and how perceptions change with more information**

The third objective for this study was to gauge awareness of two HRSDC programs, the Aboriginal Skills and Employment Partnership Program (ASEPP), and the Youth Employment Strategy (YES), and to investigate whether – and how – perceptions of these programs change when respondents are presented with further information about them. Awareness of both programs is not high; just over one in ten had heard of the ASEPP, and one quarter had heard of YES. However, a brief description of the programs led a majority of respondents to agree that both programs are important to them.

The importance of both programs seems to be driven largely by an altruistic sense that the programs provide a needed service to assist individuals – Aboriginals or youth – in acquiring skills and training to qualify for good jobs. Direct self-interest plays a relatively small role; few respondents reported that they have or will have any direct involvement with either program. The value of the programs was judged, instead, on their intrinsic ability to help people “stand on their own feet”. Interestingly, though, for those who did not perceive the programs as important, an oft-cited reason was their lack of personal connection to the programs.

Furthermore, viewing a short video clip caused around half of respondents to change their minds about each program, by providing new information that, in many cases, led them to view the programs more positively.

However, respondents who felt the ASEP program was unimportant before seeing the clip were significantly more likely to say that seeing the clip had not changed their mind, with their reason being that, in their estimation, the program serves a very small minority of the population. For the YES program, the reverse was true; that is, those who felt the program was unimportant before seeing the clip were somewhat more likely to say that seeing the clip had changed their mind (not a statistically significant difference); that seeing the clip made the attributes and benefits of the program more clear. But similarly to the reaction to the ASEP program, those who initially felt the program was unimportant and who say seeing the video had not changed their mind, offer the fact that it does not apply to them as the main reason for their continued view that the program is unimportant.

In short, while communications about the programs (the description that was read to respondents) created knowledge which made respondents consider them important, and seeing the video clips with concrete illustrations of the benefits of the program led many to view the programs more favourably, the video clip failed to change the views of many of those who, pre-video, were unfavourable. This is particularly true in the case of the ASEP program, a fact that these respondents attribute to the limited eligibility of the programs. This suggests that, here too, while altruism is an important driver, self-interest plays a not inconsiderable role and greater eligibility leads to higher support.

# Appendix I – Questionnaire

## English

**Public Opinion Online Survey**  
**Human Resources and Social Development Canada**  
**Wave 2, Draft Questionnaire**  
**Revised January 24, 2008**

We have several questions about important public issues. This study is being conducted on behalf of the Government of Canada. Please be assured that the federal Government will receive statistical results only. Any information you provide will be administered in accordance with the Privacy Act and other applicable privacy laws. Your participation is voluntary and your decision to participate or not will not affect any dealings you may have with the federal Government in any way.

### **Social - Priority Sorting**

1. First we are going to ask you to do a sorting exercise. On the next screen, you will see a list of priorities for the Government of Canada. We would like you to sort them into levels of priority based on what you believe should be an important priority to the Government.

To sort the statements, click on the statement and then drag and drop it into the appropriate area on the grid.

To move individual statements around the grid, click on the statement and then drag and drop.

To put a statement back in the list, click on it, then drag and drop it back into the list column.

Each statement can only be included in one group, and all items must be sorted into the four boxes.

When you are finished, click the ">>" button.

You must choose 2 statements for each box.

[ROTATE Q1 AND Q2]

*[Label boxes LEVEL 1 Priority, LEVEL 2 Priority, LEVEL 3 Priority and LEVEL 4 Priority]*

*[randomize list]*

Increasing the number of child care spaces in Canada

Helping Canadians deal with the costs of child care

Addressing homelessness

Examining ways to support friends and family members providing unpaid care for senior relatives and those with disabilities.

Addressing child poverty in Canada

Helping low-income families

Helping the working poor

Addressing poverty among older Canadians

## Economic - Priority Sorting

Again we are going to do the same exercise but among another set of priorities.

2. You must choose 4 statements for the first 3 boxes and 2 statements for the last box.

*[Label boxes LEVEL 1 Priority, LEVEL 2 Priority, LEVEL 3 Priority and LEVEL 4 Priority]*

*[randomize list]*

Helping Canadians find good jobs

Making sure employers can find the skilled workforce they need

Addressing labour shortages as baby boomers get older and retire

Enabling more Canadians to get a post-secondary education

Ensuring that skills taught in post-secondary education match skills that are in demand in the job market

Enabling more Canadians to access apprenticeships and enter into one of the skilled trades

Helping Aboriginal people fully participate in Canada's economy

Helping immigrants fully participate in Canada's economy

Helping persons with disabilities fully participate in Canada's economy

Helping older people continue to work, should they choose to do so

Promoting literacy

Helping immigrants with specialized vocational or professional training to have their training accepted by employers in Canada

Ensuring that Canadians who received vocational or professional training in one province can have that training accepted by employers nationwide in every province and territory

Ensuring the sustainability of the Canada Pension Plan and Old Age Security Program

## Combined Social and Economic Issues - Priority Sorting

*Top two issues from social and top four issues from economic to account for different size of lists*

3. These are the statements you moved into the Level 1 Priority in the last 2 exercises. Please rank these priorities from 1 to 6 with 1 being the most important priority and 6 being the least important priority?

[ONLY SHOW STATEMENTS FROM FIRST PRIORITY BOX at Q1 and Q2 AND ALLOW RESPONDENT TO GIVE A NUMBER 1-6 – ONLY ALLOWED TO WRITE IN A NUMBER ONCE]

4. Below is the priority to which you gave the highest ranking. Please explain why you chose this priority. [RANDOMIZE STATEMENTS]

[INSERT STATEMENT]

\_\_\_\_\_ OPEN END

*Based on all 22 issues*

5. The following question looks at the same priorities once again, but this time with a view to understanding who you feel benefits from a focus on this priority

Please click on the box between the two ends of the scale that best represents your view of whether the priority is of benefit to you personally or of benefit to Canada as a whole.

[RANDOMIZE]

Increasing the number of child care spaces in Canada

Helping Canadians deal with the costs of child care

Addressing homelessness

Examining ways to support friends and family members providing unpaid care for senior relatives and those with disabilities.

Addressing child poverty in Canada  
Helping low-income families  
Helping the working poor  
Addressing poverty among older Canadians  
Helping Canadians find good jobs  
Making sure employers can find the skilled workforce they need  
Addressing labour shortages as baby boomers get older and retire  
Enabling more Canadians to get a post-secondary education  
Ensuring that skills taught in post-secondary education match skills that are in demand in the job market  
Enabling more Canadians to access apprenticeships and enter into one of the skilled trades  
Helping Aboriginal people fully participate in Canada's economy  
Helping immigrants fully participate in Canada's economy  
Helping persons with disabilities fully participate in Canada's economy  
Helping older people continue to work, should they choose to do so  
Promoting literacy  
Helping immigrants with specialized vocational or professional training to have their training accepted by employers in Canada  
Ensuring that Canadians who received vocational or professional training in one province can have that training accepted by employers nationwide in every province and territory  
Ensuring the sustainability of the Canada Pension Plan and Old Age Security Program

[RANDOMIZE THE FOLLOWING 3 SETS OF QUESTIONS (6/7), AND ONLY ASK ONE PROGRAM PER RESPONDENT, SPLIT SAMPLE, N=750 PER CLIP]

ABORIGINAL SKILLS AND EMPLOYMENT PARTNERSHIP PROGRAM,  
YOUTH EMPLOYMENT STRATEGY

6. Have you ever heard of The Aboriginal Skills and Employment Partnership Program?

Yes  
No  
Dk

b) The Aboriginal Skills and Employment Partnership program is targeted at developing the skills of Canada's Aboriginal workforce, promoting maximum employment for Aboriginal people on major economic developments across Canada and providing lasting benefits for Aboriginal communities, families and individuals. How important is this program to you?

Very important  
Somewhat important  
Not very important  
Not at all important

c) Why is that?

7. Have you ever heard of Youth Employment Strategy?

Yes  
No  
Dk

b) The Youth Employment Strategy was created to help young Canadians (aged 15 to 30) obtain career information, develop skills, find good jobs and stay employed. How important is this program to you?

Very important  
Somewhat important  
Not very important  
Not at all important

c) Why is that?

Now we are going to show you a video clip about the program we just described to you. Please ensure your volume is turned on because there is audio on this video clip.

[SHOW CLIP CORRESPONDING TO THE PROGRAM ASKED ABOUT IN PREVIOUS SET OF QUESTIONS ]

The video will take up to a minute to load. Please wait until it is completely downloaded.

[BELOW CLIP, INSERT PLEASE "CLICK ON '>>' WHEN THE VIDEO IS DONE TO CONTINUE"]

Were you able to clearly see and hear the video?

Yes

No

8. Now that you have seen the video clip, do you feel any differently about [INSERT PROGRAM]. Just a reminder the + EXPLANATION AT 6B OR 7B]

Yes, why is that?

No, why is that?

b) Do you know anybody who could benefit from this program?

Yourself

Family Member

Co-worker

Friend

Other (please specify)

None of the above

***We just have a few final questions for statistical purposes only.***

### **POSITIONING QUESTIONS**

9. We would like to know whether any of the following statements applies to you. [RANDOMIZE]

I am looking for a job, or will be within the next 12 months.

I have a child in non-parental child care or will within the next 12 months.

I provide care to an elderly friend or relative that occupies at least five hours of my time per week

I have been on social assistance or welfare in the past

I, or a close family member, are disabled

**NEW - I need to retrain or go back to school in order to upgrade my skills**

Yes, applies to me

No, does not apply to me

### **DEMOGRAPHIC QUESTIONS**

10. In what year were you born? [RANGE: 1900-1989]

11. What is the highest level of formal education that you have completed? [READ LIST]

Grade 8 or less

Some high school

Complete high school

Technical, vocational post-secondary

Some university

Complete university degree

Post graduate degree



12. What is your current employment status? Are you [READ ALL ITEMS + ACCEPT ONE ANSWER ONLY]?

- Employed Full-Time for pay on a year-round basis
- Employed Full-Time for pay on a seasonal basis
- Employed Part-Time for pay
- Student
- Self-Employed
- Currently Seeking Work
- Not working
- Homemaker
- Retired
- Other
- Don't know/Refused

[IF Q12= CURRENTLY SEEKING WORK OR NOT WORKING CONTINUE, ELSE SKIP TO Q14]

13. Are you currently receiving any form of government income support?

- Yes
- No

14. Do you have any children under the age of 18 currently living in your household?

- Yes
- No

[IF "YES" AT Q16, CONTINUE, ELSE SKIP TO Q18]

15. And what are the ages of each of the children under 18 who are currently living in your household? DO NOT READ LIST. RECORD ALL AGES AND ROUND UP OR DOWN IF NECESSARY.

- Under 1 year old
- One year old
- Two years old
- Three years old
- Four years old
- Five years old
- Six years old
- Seven years old
- Eight years old
- Nine years old
- Ten years old
- Eleven years old
- Twelve years old
- Thirteen years old
- Fourteen years old
- Fifteen years old
- Sixteen years old
- Seventeen years old

16. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes;

- Less than \$15,000



\$15,000 to just under \$25,000  
\$25,000 to just under \$35,000  
\$35,000 to just under \$45,000  
\$45,000 to just under \$55,000  
\$55,000 to just under \$65,000  
\$65,000 to just under \$75,000  
\$75,000 to just under \$100,000  
More than \$100,000  
Refused

17. Which of the following describe your citizenship status

Born in Canada  
Immigrated to Canada and became a Canadian citizen  
Landed Immigrant or Permanent Resident

[IF Q19 DOES NOT EQUAL "BORN IN CANADA" CONTINUE; ELSE SKIP TO Q21]

18. For how many years have you lived in Canada? [RANGE: 0-99]

19. Are you a member of any of the following groups...? [READ LIST]

Aboriginal, First Nations, Métis or Inuit  
Visible Minority  
Person with a disability

Yes  
No

20. Are you currently a...? [READ LIST- ACCEPT ONE RESPONSE]

Homeowner  
Renter  
Live with parents (not a homeowner or renter)  
Other

21. Gender [DO NOT ASK, RECORD MALE/FEMALE]

**Thank you for your time.**