



Parks Canada Tracking Study – Pilot

Methods Report

Prepared for Parks Canada Agency

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This report presents the methodological details for the *Parks Canada Tracking Study Pilot* conducted by Advanis on behalf of the Parks Canada Agency. The study involved questions added to two probability-based omnibus surveys (September and December 2022) administered to members of the Canadian public aged 18 or older.

Ce rapport est aussi disponible en français sous le titre : *Sondage pilote de suivi de Parcs Canada*

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Executive Summary

Parks Canada protects and presents nationally significant examples of Canada's natural and cultural heritage on behalf of the people of Canada, and fosters public understanding, appreciation and enjoyment in ways that ensure the ecological and commemorative integrity of these places for present and future generations.

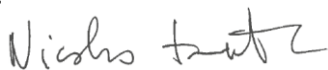
The study used Advanis' proprietary online omnibus, a probability-based tool administered to a nationally representative sample of 1,000 adult Canadians 18 years of age and older. The omnibus employs Advanis' proprietary interactive voice response system to conduct random digit dialing to cell phone numbers. A question about Parks Canada's corporate symbol was added to each of the September and December waves. The September wave occurred between September 7 and September 30, 2022, and the December wave occurred on November 28 and December 19, 2022.

A total of 1,032 and 1,136 Canadians answered the Parks Canada question of the September and December omnibus surveys respectively. Response rates were 26% and 21% percent respectively, and the margin of error was +/- 3.1% (19 times out of 20, at a 95 percent confidence interval) for the September wave, and +/- 2.9% (19 times out of 20, at a 95 percent confidence interval) for the December wave. The data was weighted to the general population (age, gender, region) using the 2021 Canadian Population Census. The total cost of the study was \$4,350, including taxes.

Political Neutrality Statement and Contact Information

I hereby certify as a Senior Officer of Advanis that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research.

Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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1. Background and Objectives

Parks Canada protects and presents nationally significant examples of Canada's natural and cultural heritage on behalf of the people of Canada, and fosters public understanding, appreciation and enjoyment in ways that ensure the ecological and commemorative integrity of these places for present and future generations.

Parks Canada undertakes tracking studies to understand the short-term success of its proactive efforts on Canadians' awareness and understanding of the Agency and the work it does, and to measure corporate performance indicators. Tracking surveys have occurred since September 2010 on a quarterly basis using a standard set of questions, except where interruptions occur (e.g., federal elections).

Public recognition of Parks Canada's corporate symbol has been a frequent indicator on tracking surveys. To date, measurement has used telephone surveys where participants were asked to identify the symbol through an open-ended question (top of mind recall). The tracking surveys shifted from telephone to an online format in 2021, which complicated continued tracking of symbol recognition. Including symbol questions ahead of awareness questions biases awareness responses; similarly, including symbol recognition questions after a participant is made aware of Parks Canada in turn biases recognition responses. To address the methodological issue associated with shifting from telephone to online, Parks Canada sought a separate tool to track symbol recognition.

This study was exploratory in nature in that it served as a pilot test of question formats and administration. It tested open and closed-ended versions of a recognition question. It involved a separate tracking survey (omnibus) but is aligned with the field period of the Agency's current standalone awareness tracking. The results will be used to inform selection of a final question for use in longitudinal tracking.

2. Methodology

Parks Canada was seeking to test, and eventually resume, recognition tracking of its corporate symbol. Procurement of a standalone survey with one question was not deemed efficient nor economical to pursue. Therefore, Parks Canada sought an omnibus survey (probability-based, online), conducted at regular intervals, that reached a nationally representative sample of Canadians aged 18 years and older. The online omnibus employed here aligned with the methodological approach of the organization's current tracking surveys (probability-based, standalone online surveys). The omnibus also occurred regularly which would support collection of data in a similar time frame to current tracking surveys.



2.1 Survey Design

Unlike telephone surveys, online platforms are visual mediums. This means that a corporate symbol could be shown to participants rather than asking for top of mind recall. While Parks Canada employs the Government of Canada identifier (i.e., Canada wordmark), it has its own unique identifier (a beaver), which is used extensively on its information platforms (e.g., social media, website, apps), promotional material (e.g., visitor guides, advertising campaigns, newsletters), merchandise, entry fees (e.g., Discovery Passes, receipts), and signage (e.g., highway signs, wayfinding, entry signs). Telephone surveys yielded awareness levels of around 18 percent (participants correctly named beaver as the symbol) pre-2017, increasing to about 30 percent by 2019.

The questions for this study were designed by Parks Canada and supplied to Advanis who added them to existing omnibus instruments ensuring all required standards for public opinion research in the Government of Canada were met (e.g., notification regarding privacy, voluntary participation, options for participation by those with disabilities, web accessibility standards). Advanis conducted pre-tests of the complete omnibus survey and made any necessary internal adjustments to the survey. As the instrument is an omnibus, Parks Canada did not receive the results of the pre-test for review but was able to see the programmed questions prior to launch.

Two questions were tested – one open-ended version and one closed-ended version (Table 1). The open-ended question was piloted in September and the closed-ended question was piloted in December. The levels in the close-ended question were shown in a random order, except for the “Do not know” level (which was always shown last) The Parks Canada question was 1 of 65 questions on the September omnibus and 1 of 72 on the December omnibus. It is to note that not all questions were shown to respondents, depending on their profile and responses. However, all were shown the Parks Canada question.

Table 1: Pilot questions

Open ended		Which Canadian organization does this corporate logo belong to?
Close-ended		Which Canadian organization does this corporate logo belong to? [rotate] <input type="checkbox"/> Ontario Parks <input type="checkbox"/> Parks Canada <input type="checkbox"/> Hudson Bay's Company <input type="checkbox"/> Roots <input type="checkbox"/> Beaver Lumber <input type="checkbox"/> Canadian Pacific <input type="checkbox"/> BeaverTails Pastry <input type="checkbox"/> Do not know

2.2 Sampling and Administration

The target audience for Advanis’ omnibus surveys was Canadians, across all provinces and territories, who were 18 years and older. Anyone under the age of 18, anyone who did not live in Canada, and anyone working for a market research firm or other disqualified organization were filtered out.

The omnibus is proprietary to Advanis. Advanis uses its proprietary interactive voice response (IVR) system to conduct random digit dialling to cell phone numbers. When an individual answers their phone, the introductory message indicates that it is TellCityHall calling to get their feedback on a variety of topics, including mention of any specific topics, when relevant. Those who would like to participate in (consent to) a survey are informed that they will receive a text message with a link to the survey. Shortly thereafter, the respondent receives a text message with a link to a web survey that is mobile-optimized. Reminder text messages are sent three days after the initial invitation and up to three are sent. Respondents can opt out of participating at any time by replying “STOP” to the text message.

Table 2: Geographic targets and completes

Province/Region	Target	Completes (September)	Margin of error	Completes (December)	Margin of error
Atlantic provinces	67	90	10.3%	76	11.2%
Quebec	230	231	6.5%	349	5.3%
Ontario	386	364	5.1%	394	4.9%
Prairies (MB/SK)	64	95	12.3%	39	15.7%
Alberta	111	89	10.4%	87	10.5%
British Columbia	139	160	7.8%	189	7.1%
North	3	3	56.6%	2	69.3%
Total	1,000	1,032	3.1%	1,136	2.9%

Overall, 9,416 Canadians were invited to participate in the two omnibus surveys (3,983 in September and 5,433 in December). A total of 1,032 surveys were completed during the September data-collection period, yielding a response rate of 26% and a margin of error of +/- 3.1%, at a 95% confidence interval. A total of 1,136 surveys were completed during the December data-collection period, yielding a response rate of 21% and a margin of error of +/- 2.9%, at a 95% confidence interval. Some people were screened because they lived outside Canada or were under 18 years old.

Table 3. Invites sent, screened out respondents and completed surveys

	September	December
Invited	3,983	5,433
Screened out	35	24
Completed	1,032	1,136
Response rate	26%	21%
Margin of error	+/-3.1%	+/-2.9%

Inclusive participation is a requirement of public opinion research contracted by the Government of Canada. Online surveys are programmed for example to adapt to mobile devices, limit large tables of scaled questions, support screen readers, and support use of tab-key functions to navigate screens. Alternative formats (e.g., interviews) are also available if requested. The measures Advanis puts in place addressed the needs of participants who may have had challenges, as no one requested additional support.

2.3 Weighting and Data Cleaning

Survey results were weighted by 3 variables - region, gender and age. The data was weighted to the 2021 Canadian Population Census.

All demographic and derived variables used in the analysis and/or weighting were included in the dataset. The open-ended responses were coded to general themes and aggregated when the theme represented at least one percent of total responses for the question. Coded and original verbatim responses were maintained in the dataset. The two questions were crossed with themed categories to provide insight into the results. The themes included region, age, home life (kids at home), immigration status (whole life in Canada/not whole life in Canada), urbanity (urban/rural), and gender. Final banner tables included weighted and unweighted frequencies and percent.

2.4 Quality Control

Advanis employs a number of quality control measures to ensure success across the entire life cycle of the project. These measures are detailed below.

Survey Programming: Advanis utilizes technology to maximize quality control in survey programming. Having developed a proprietary survey engine tool, Advanis professionals are able to design and program a survey in a browser-based environment, eliminating the need to involve a programmer who is less familiar with the survey subject matter. Below are the steps followed to ensure the quality of the survey.

- The survey was thoroughly pre-tested by Advanis' project team members, as well as by non-team members (non-team members provide "fresh eyes").

Web Methodology: All Advanis web surveys are hosted internally by Advanis, and employ a rigorous and stringent set of data collection control mechanisms to ensure the highest quality for the data collected, including:

- Respondents have a unique access code to ensure that only that participant can complete the online survey.
- Web surveys are implemented using Advanis' proprietary software (which is designed to handle

complicated survey formats).

- Advanis administered a detailed internal test and an external pretest to ensure that the survey instrument was working as planned.

Data Handling and Reporting: For the data collected, Advanis develops rules to check the validity of the data.

These rules include items such as:

- Time taken to complete the survey
- Checking for verbatims that are gibberish or don't make sense
- And, of course, rigorous checks are completed to ensure the data is accurate and error-free according to the questionnaire logic (skip patterns).

Advanis staff have used the SPSS Statistics Software for over 20 years and are very proficient users of the software. All data cleaning performed on projects are outlined in syntax files with intermediate data files saved throughout the process. This ensures that the original raw data file is never overwritten, and that if an error is discovered in our code, we can quickly and easily rerun the syntax to produce a new data file. Individuals developing code incorporate internal checks in their code (e.g., crosstabs) to ensure the syntax had the desired effect. In addition, all syntax is reviewed by another team member or technical specialist for accuracy.

3. Non Response Bias

Non-response bias occurs when non-responders differ in a meaningful way from respondents and this difference impacts the information gathered. It is difficult to assess the presence of non-response bias since information about why non-responders did not participate is usually not available. That said, one way to gauge the potential impacts of non-response bias is to evaluate if the sample is representative by comparing the respondents' characteristics and gauge if they reflect known population characteristics. Where possible, we can check the distribution of respondents across various demographics (e.g., age and gender) and geographic categories and compare those distributions against known population characteristics. If the variation is fairly small and we have no reason to believe there are other factors impacting respondents' willingness to participate, we can conclude that the likelihood of non-response bias impacting the information gathered in the study is minimal. This is the case with the current study.

Several strategies were employed to increase response rates and reduce the effects of non-response bias. This includes:

- Recruiting respondents by telephone, which achieves a higher response rate compared to email invitations.
- Outpulsing a local phone number (rather than a toll-free number) and the name of the study sponsor, which increases pick-up rates (reducing call screening).
- Systematically setting the next call date and time based on the outcome of the current call, which ensures that each respondent is called methodically across days of the week and times of the day. Especially for respondents that are difficult to reach, this maximizes the likelihood of reaching them.
- Sending an SMS text message to recruits, which assures a seamless transition from the telephone survey to the online survey, as receipt can be confirmed in real time and encourages respondents to complete the survey as soon as the call ends.
- Offering the survey in both official languages to maximize ease of completion.

Appendix: Questionnaires

English Questionnaire

Note: since an omnibus was used, only the content relevant to Parks Canada is included here (i.e., introduction, demographics, and Parks Canada's questions)

Thank you for taking the time to have your say on issues important to all Canadians. We hope that you and your loved ones are safe and healthy at this time. This survey covers a variety of fun and relevant topics. Your input is valuable to us, and the survey will take approximately 7 minutes to complete. If you get interrupted while doing the survey, you can click on the same link to pick up right where you left off.

This survey was designed and funded by Advanis (<http://advanis.net>) and uses its TellCityHall (<http://www.tellcityhall.ca>) data collection methodology.

© 2022 Privacy Policy (<http://www.tellcityhall.ca/privacy.html>) CRIC Pledge (<https://www.canadianresearchinsightsCouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf>)

September omnibus:



Which Canadian organization does this corporate logo belong to?

December omnibus:



Which Canadian organization does this corporate logo belong to?

- 1 Parks Canada *
- 2 Ontario Parks *
- 3 Roots *
- 4 Beaver Lumber*
- 5 Canadian Pacific*
- 6 Hudson Bay's Company*
- 7 Beaver Tails Pastry*
- 99 Do not know

Levels marked with * are randomized

On both:

We need to start by asking a couple quick questions because this survey isn't relevant for everyone, and we don't want to waste anyone's time.

First, what is your age?

18	18 to 29 years 18	42	40 to 49 years 42	66	60 to 69 years 66
19	18 to 29 years 19	43	40 to 49 years 43	67	60 to 69 years 67
20	18 to 29 years 20	44	40 to 49 years 44	68	60 to 69 years 68
21	18 to 29 years 21	45	40 to 49 years 45	69	60 to 69 years 69
22	18 to 29 years 22	46	40 to 49 years 46	70	70 to 79 years 70
23	18 to 29 years 23	47	40 to 49 years 47	71	70 to 79 years 71
24	18 to 29 years 24	48	40 to 49 years 48	72	70 to 79 years 72
25	18 to 29 years 25	49	40 to 49 years 49	73	70 to 79 years 73
26	18 to 29 years 26	50	50 to 59 years 50	74	70 to 79 years 74
27	18 to 29 years 27	51	50 to 59 years 51	75	70 to 79 years 75
28	18 to 29 years 28	52	50 to 59 years 52	76	70 to 79 years 76
29	18 to 29 years 29	53	50 to 59 years 53	77	70 to 79 years 77
30	30 to 39 years 30	54	50 to 59 years 54	78	70 to 79 years 78
31	30 to 39 years 31	55	50 to 59 years 55	79	70 to 79 years 79
32	30 to 39 years 32	56	50 to 59 years 56	80	80 to 89 years 80
33	30 to 39 years 33	57	50 to 59 years 57	81	80 to 89 years 81
34	30 to 39 years 34	58	50 to 59 years 58	82	80 to 89 years 82
35	30 to 39 years 35	59	50 to 59 years 59	83	80 to 89 years 83
36	30 to 39 years 36	60	60 to 69 years 60	84	80 to 89 years 84
37	30 to 39 years 37	61	60 to 69 years 61	85	80 to 89 years 85
38	30 to 39 years 38	62	60 to 69 years 62	86	80 to 89 years 86
39	30 to 39 years 39	63	60 to 69 years 63	87	80 to 89 years 87
40	40 to 49 years 40	64	60 to 69 years 64	88	80 to 89 years 88
41	40 to 49 years 41	65	60 to 69 years 65	89	80 to 89 years 89
				90	90 years or older

In which province or territory do you live?

- 1 Alberta
- 2 British Columbia
- 3 Manitoba
- 4 Newfoundland & Labrador
- 5 New Brunswick
- 7 Northwest Territories
- 6 Nova Scotia
- 8 Nunavut
- 9 Ontario
- 10 Prince Edward Island
- 11 Quebec
- 12 Saskatchewan
- 13 Yukon
- 14 I don't live in Canada

Do you identify yourself as...*?*

? Refers to current gender which may be different from sex assigned at birth and may be different than what is indicated on legal documents.

- 1 Male
- 2 Female
- 3 Another

Do you consider yourself a member of the LGBTQ+ community?

- 1 Yes
- 2 No
- 8 Prefer not to answer

Which of the following best describes where you live?

- 0 Urban (city, town, village)
- 1 Rural (estate lot/acreage, farm, country)

What is your current employment status?

- 1 Working for an employer full-time, that is 35 or more hours per week
- 2 Working for an employer part-time, that is, less than 35 hours per week
- 3 Self-employed
- 4 Not employed, but looking for work
- 5 Retired
- 6 Full-time homemaker
- 7 Other

Do you own your home?

- 1 Yes
- 0 No

What was your total household income before taxes in 2021?

- 1 Less than \$20,000
- 2 \$20,000 to less than \$40,000
- 3 \$40,000 to less than \$60,000
- 4 \$60,000 to less than \$80,000
- 5 \$80,000 to less than \$100,000
- 6 \$100,000 to less than \$120,000
- 7 \$120,000 to less than \$140,000
- 8 \$140,000 to less than \$160,000
- 9 \$160,000 or more
- 8 Prefer not to answer

How many people live in your household, including you?

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 More than 6
- 8 Prefer not to answer

Show if More than one person in household

Are there any children under 18 in the household?

- 1 Yes
- 0 No
- 8 Prefer not to answer

Show if Have children in household

What age group(s) is the child / are the children in the household? Select all that apply.

- 1 Under 5 years old
- 2 5 to 11 years old
- 3 12 to 17 years old
- 8 Prefer not to answer

Show if More than one person in household

Are there any adults over 60 in the household?

- 1 Yes
- 0 No
- 8 Prefer not to answer

Show if under age under 40

Are you currently a student at a post-secondary institution or to be enrolled in September 2022/2023?

- 1 Yes, currently a student
- 2 Yes, to be enrolled in September 2022/2023
- 3 No

Do you consider yourself to have a disability?

Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others.

- 1 Yes
- 0 No
- 9 Not sure

How many years have you been a resident of Canada, in total?

If you have lived in Canada on and off, please enter the **total** number of years that you have ever lived here.

- 2 1 year or less
- 9 More than 1 but less than 6 years
- 10 6 to 9 years
- 4 10 to 14 years
- 5 15 to 19 years
- 6 20 years or more, but not my whole life
- 1 My whole life
- 99 Prefer not to answer

Which of the following do you identify as?

Again, this question is partly based on how Statistics Canada asks for this information.

- 18 Prefer not to answer (Exclusive)
- 17 Don't know/not sure (Exclusive)
- 1 First Nations
- 3 Métis
- 4 Inuk (Inuit)
- 5 White (Caucasian, or of European descent, e.g., English, German, Ukrainian, etc.)
- 19 Québécois, or French-Canadian
- 6 South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- 7 Chinese
- 8 Black
- 9 Filipino
- 10 Latin American
- 11 Arab
- 20 Jewish
- 12 Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)
- 13 West Asian (e.g., Iranian, Afghan, etc.)
- 14 Korean
- 15 Japanese
- 16 Other (specify):

What is the highest level of education that you have completed?

- 1 Completed high school or less
- 2 Some post-secondary or completed a college diploma
- 3 Completed university degree or post-graduate degree
- 8 Refused

French Questionnaire

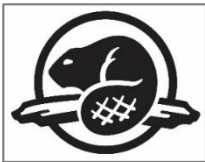
Merci de prendre le temps de vous exprimer sur des questions importantes pour tous les Canadiens. Nous espérons que vous et vos proches êtes en sécurité et en bonne santé en ce moment.

Cette enquête couvre une variété de sujets amusants et pertinents. Votre contribution nous est précieuse et l'enquête prendra environ 7 minutes à compléter.

Si vous êtes interrompu pendant le sondage, vous pouvez cliquer sur le même lien pour reprendre là où vous vous étiez arrêté.

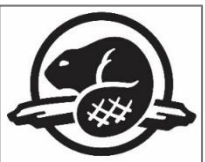
Cette enquête a été conçue et financée par Advanis (<https://www.advanis.net/fr>) et utilise sa méthodologie de collecte de données Ma Ville Écoute (<http://www.mavilleecoute.ca>). © 2022 Politique de confidentialité (<http://www.mavilleecoute.ca/privacy.html>) Engagement du CRIC (<https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/Engagement-du-CRIC-aupres-des-Canadiens.pdf>)

Septembre :



À quelle organisation canadienne appartient ce logo corporatif?

Décembre :



À laquelle organisation canadienne appartient ce logo corporatif?

- 1 Parcs Canada *
- 2 Parcs de l'Ontario *
- 3 Roots *
- 4 Beaver Lumber*
- 5 Canadien pacifique *
- 6 Compagnie de la baie d'Hudson *
- 7 Queues de castor *
- 99 Je ne sais pas

Les niveaux marqués d'un * sont présentés aléatoirement

Septembre et décembre

Nous devons commencer par poser quelques questions rapides, car cette enquête n'est pas pertinente pour tout le monde et nous ne voulons pas faire perdre de temps à qui que ce soit.

Tout d'abord, quel est votre âge?

18	18 à 29 ans 18	42	40 à 49 ans 42	66	60 à 69 ans 66
19	18 à 29 ans 19	43	40 à 49 ans 43	67	60 à 69 ans 67
20	18 à 29 ans 20	44	40 à 49 ans 44	68	60 à 69 ans 68
21	18 à 29 ans 21	45	40 à 49 ans 45	69	60 à 69 ans 69
22	18 à 29 ans 22	46	40 à 49 ans 46	70	70 à 79 ans 70
23	18 à 29 ans 23	47	40 à 49 ans 47	71	70 à 79 ans 71
24	18 à 29 ans 24	48	40 à 49 ans 48	72	70 à 79 ans 72
25	18 à 29 ans 25	49	40 à 49 ans 49	73	70 à 79 ans 73
26	18 à 29 ans 26	50	50 à 59 ans 50	74	70 à 79 ans 74
27	18 à 29 ans 27	51	50 à 59 ans 51	75	70 à 79 ans 75
28	18 à 29 ans 28	52	50 à 59 ans 52	76	70 à 79 ans 76
29	18 à 29 ans 29	53	50 à 59 ans 53	77	70 à 79 ans 77
30	30 à 39 ans 30	54	50 à 59 ans 54	78	70 à 79 ans 78
31	30 à 39 ans 31	55	50 à 59 ans 55	79	70 à 79 ans 79
32	30 à 39 ans 32	56	50 à 59 ans 56	80	80 à 89 ans 80
33	30 à 39 ans 33	57	50 à 59 ans 57	81	80 à 89 ans 81
34	30 à 39 ans 34	58	50 à 59 ans 58	82	80 à 89 ans 82
35	30 à 39 ans 35	59	50 à 59 ans 59	83	80 à 89 ans 83
36	30 à 39 ans 36	60	60 à 69 ans 60	84	80 à 89 ans 84
37	30 à 39 ans 37	61	60 à 69 ans 61	85	80 à 89 ans 85
38	30 à 39 ans 38	62	60 à 69 ans 62	86	80 à 89 ans 86
39	30 à 39 ans 39	63	60 à 69 ans 63	87	80 à 89 ans 87
40	40 à 49 ans 40	64	60 à 69 ans 64	88	80 à 89 ans 88
41	40 à 49 ans 41	65	60 à 69 ans 65	89	80 à 89 ans 89
				90	90 ans ou plus

Dans quelle province ou territoire habitez-vous?

- 1 Alberta
- 2 Colombie-Britannique
- 3 Manitoba
- 4 Terre-Neuve-et-Labrador
- 5 Nouveau-Brunswick
- 7 Territoires du Nord-Ouest
- 6 Nouvelle-Écosse
- 8 Nunavut
- 9 Ontario
- 10 Île-du-Prince-Édouard
- 11 Québec
- 12 Saskatchewan
- 13 Yukon
- 14 Je n'habite pas au Canada

Vous identifiez-vous comme...*?*

? Fait référence au sexe actuel, qui peut être différent du sexe assigné à la naissance et de ce qui est indiqué sur les documents légaux.

- 1 Masculin
- 2 Féminin
- 3 Autre

Vous considérez-vous comme un membre de la communauté LGBTQ+ ?

- 1 Oui
- 2 Non
- 8 Préfère ne pas répondre

Lequel des énoncés suivants décrit le mieux le lieu où vous habitez?

- 0 Urbain (ville, village)
- 1 Rural (campagne, ferme)

Quelle est votre situation d'emploi actuelle?

- 1 Employé à temps plein, soit 35 heures ou plus par semaine
- 2 Employé à temps partiel, soit moins de 35 heures par semaine
- 3 Travailleur autonome
- 4 Sans emploi, mais à la recherche d'un emploi
- 5 Retraité
- 6 Au foyer à temps plein
- 7 Autre

Êtes-vous propriétaire de votre résidence?

- 1 Oui
- 0 Non

Quel était le revenu total de votre ménage avant impôts en 2021?

- 1 Moins de 20,000 \$
- 2 20,000 \$ à moins de 40,000 \$
- 3 40,000 \$ à moins de 60,000 \$
- 4 60,000 \$ à moins de 80,000 \$
- 5 80,000 \$ à moins de 100,000 \$
- 6 100,000 \$ à moins de 120,000 \$
- 7 120,000 \$ à moins de 140,000 \$
- 8 140,000 \$ à moins de 160,000 \$
- 9 160,000 \$ ou plus
- 8 Préfère ne pas répondre

En vous incluant, combien de personnes habitent dans votre foyer?

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 Plus de 6
- 8 Préfère ne pas répondre

Montrer si Plus d'une personne dans le foyer

Y a-t-il des enfants de moins de 18 ans au sein de votre ménage?

- 1 Oui
- 0 Non
- 8 Préfère ne pas répondre

Montrer si Enfants au sein du foyer

À quel(s) groupe(s) d'âge l'enfant ou les enfants du ménage appartiennent-ils? Sélectionnez tout ce qui s'applique.

- 1 Moins de 5 ans
- 2 5 à 11 ans
- 3 12 à 17 ans
- 8 Préfère ne pas répondre

Montrer si Plus d'une personne dans le foyer

Y a-t-il des adultes de plus de 60 ans dans votre ménage?

- 1 Oui
- 0 Non
- 8 Préfère ne pas répondre

Montrer si Moins de 40

Êtes-vous présentement étudiant dans un établissement postsecondaire ou y êtes-vous inscrit pour septembre 2022/2023?

- 1 Oui, présentement étudiant
- 2 Oui, inscrit pour septembre 2022/2023
- 3 Non

Vous considérez-vous comme ayant un handicap?

Les personnes avec un handicap incluent celles qui ont des déficiences physiques, mentales, intellectuelles ou sensorielles à long terme qui, en interaction avec divers obstacles, peuvent entraver leur participation pleine et effective à la société sur un pied d'égalité avec les autres.

- 1 Oui
- 0 Non
- 9 Incertain

Au total, depuis combien d'années êtes-vous résident du Canada?

Si vous avez vécu au Canada de façon intermittente, veuillez entrer le nombre d'années **total** vécu ici.

- 2 1 an ou moins
- 9 Plus d'un an, mais moins de 6 ans
- 10 6 à 9 ans
- 4 10 à 14 ans
- 5 15 à 19 ans
- 6 20 ans ou plus, mais pas ma vie entière
- 1 Ma vie entière
- 99 Préfère ne pas répondre

Parmi les catégories suivantes, à laquelle vous identifiez-vous?

Encore une fois, cette question est en partie basée sur la façon dont Statistique Canada demande cette information.

- 18 Préfère ne pas répondre (Exclusif)
- 17 Ne sait pas/pas certain (Exclusif)
- 1 Premières Nations
- 3 Métis
- 4 Inuk (Inuit)
- 5 Blanc (caucasien ou d'origine européenne, par exemple Anglais, Allemand, Ukrainien, etc.)
- 19 Québécois ou Canadien-Français
- 6 Sud-Asiatique (par exemple, Indien, Pakistanais, Sri Lankais, etc.)
- 7 Chinois
- 8 Noir
- 9 Philippin
- 10 Latino-Américain
- 11 Arabe
- 20 Juif
- 12 Asiatique du Sud-Est (par exemple, Vietnamien, Cambodgien, Laotien, Thaïlandais, etc.)
- 13 Asiatique occidental (par exemple, Iranien, Afghane, etc.)
- 14 Coréen
- 15 Japonais
- 16 Autre (précisez) :

Quel est le niveau de scolarité le plus élevé que vous ayez complété?

- 1 École secondaire terminée ou moins
- 2 Quelques années d'éducation post secondaire ou diplôme d'études collégiales complété
- 3 Diplôme universitaire ou diplôme d'études supérieures complété
- 8 Préfère ne pas répondre