HARRIS/DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS

Your Canada, Your Constitution

February 13, 2013

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Harris/Decima TeleVox Methodology

Interviewing

Data collection for the Harris/Decima teleVox is conducted via CATI (Computer Assisted Telephone Interviewing) from dialing facilities in Montreal and Ottawa. Approximately 65 CATI stations, in total, are used to facilitate timely completion.

Data collection for this study was conducted January 31st to February 11th 2013.

Quotas

Each month a random sample is generated and the quotas for each region are disproportionately allocated as follows:

Region	N=1000*		N=2000*	
	Interviews	**Error interval**	**Interviews**	**Error interval**
Atlantic	100	+/- 9.8%	200	+/- 6.9%
Quebec	250	+/- 6.2%	500	+/- 4.4%
Ontario	325	+/- 5.4%	650	+/- 3.8%
Manitoba/Saskatchewan	100	+/- 9.8%	200	+/- 6.9%
Alberta	100	+/- 9.8%	200	+/- 6.9%
British Columbia	125	+/- 8.8%	250	+/- 6.2%
Total Canada	**1000**	**+/- 3.1%**	**2000**	**+/- 2.2%**

Note*: If your questions were on the teleVox for one week, please use N=1000 for your estimated error interval. If your questions were on for two weeks, please use N=2000.

Within the regional quotas assigned for Quebec, Ontario and British Columbia, CMA (Census Metropolitan Area) quotas are instilled to maintain an adequate number of completed interviews in Canada's three largest markets; Toronto, Vancouver and Montreal. The data is weighted in tabulation to replicate actual population distribution by age and sex within region according to the 2011 Census data.

Respondent Qualification

Interviewers must adhere to quotas to ensure that an accurate representation of male and female respondents, 18 years of age or older, are obtained within each region.

All interviewing across the country is conducted by fully bilingual interviewers. The language of interview is "as it falls" on a national basis, which means that the respondent has the opportunity to complete the interview in either English or French, which ever they prefer.

Sampling Techniques

The Harris/Decima TeleVox uses the most up-to-date and accurate sample available on the market. Households selected for inclusion in the study are done so at random, and new telephone exchanges are added monthly to account for growth.

Quality Control

Harris/Decima Research experience and expertise in public opinion and market research extend to the quality and standards of the Harris/Decima TeleVox. Interviews are conducted by experienced staff who are thoroughly briefed by supervisors to ensure a complete understanding of the questionnaire content and flow. Detailed interviewing instructions form the basis for all briefings and are strictly adhered to, guaranteeing quality and efficiency in results.

Detailed verification and validation procedures at each stage of the process ensure field and data accuracy.

Data Analysis and Delivery

The data is cross-tabulated against a standard set of demographic characteristics including the following:

- *Region*
- *Language*
- *Gender*
- *Age of the respondent*
- *Employment status of the respondent (multimention question)*
- *CMA/Non-CMA*
- *Household income*
- *Education*
- *Marital status*
- *Household size*

YC2. If a change to the constitution will need to be made anyway, would you rather continue to have a member of the British Royal family as Canada's head of state, or see a
Canadian born person chosen by Canadians as Canada's head of state?
BASE: Representative adults
BANNER 1

	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Emp. Total	Self Emp.	Emp. FT	Emp. PT	Unemp. & Look	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
WEIGHTED 'N'	2,024	147	495	785	134	220	243	985	1,039	153	381	303	443	367	360	1,391	372	1,066	360	72	527	164	320	1,577	447
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,024	212	502	652	202	201	255	1,016	1,008	69	188	311	452	499	487	1,300	374	1,000	328	60	698	89	317	1,563	461
Canadian born	1,109	72	389	385	61	107	95	551	558	101	229	170	239	194	171	775	206	592	195	48	268	105	187	754	355
	55%	49%	79%	49%	46%	49%	39%	56%	54%	66%	60%	56%	54%	53%	47%	56%	55%	56%	54%	66%	51%	64%	58%	48%	79%
			BDEFG	G						NO	O	O				U				U		U	U		X
British Royal family	694	58	66	309	52	81	130	332	362	39	100	99	152	139	158	471	123	371	117	15	213	42	96	641	53
	34%	39%	13%	39%	39%	37%	53%	34%	35%	25%	26%	33%	34%	38%	44%	34%	33%	35%	32%	20%	40%	25%	30%	41%	12%
		C		C	C	C	BCDEF				K		K	JK	JKLM	T		T			QRSTVW P			Y	
Don't know/refused	221	18	40	91	21	32	19	101	119	14	51	34	52	34	31	144	43	103	48	10	46	17	37	181	39
	11%	12%	8%	12%	16%	14%	8%	10%	11%	9%	13%	11%	12%	9%	9%	10%	12%	10%	13%	13%	9%	10%	12%	12%	9%
					CG	CG																			

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BANNER 2

	Total	CMA/Non-CMA		Household Income					Highest Level of Education					Marital Status			Household Size			
		CMA	Non-CMA	<40k	40-60k	60-80k	80-100k	100k+	<=HS	College	Univ.	Post Grad	Current Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,024	1,371	653	486	350	370	180	409	532	519	579	240	129	404	1,266	331	357	666	338	630
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,024	1,302	722	496	367	369	173	401	570	513	606	235	72	303	1,304	395	420	748	300	526
Canadian born	1,109	750	359	279	192	206	101	214	301	300	290	122	85	230	689	180	184	353	200	359
	55%	55%	55%	57%	55%	56%	56%	52%	57% K	58% K	50%	51%	66% KL	57%	54%	54%	51%	53%	59%	57%
British Royal family	694	480	214	145	130	132	65	149	172	167	227	94	30	129	438	119	133	241	105	206
	34%	35%	33%	30%	37%	36%	36%	37%	32%	32%	39% IJM	39% M	23%	32%	35%	36%	37%	36%	31%	33%
Don't know/refused	221	141	80	62	29	32	14	46	59	51	63	24	14	45	139	32	40	72	34	64
	11%	10%	12%	13%	8%	9%	8%	11%	11%	10%	11%	10%	11%	11%	11%	10%	11%	11%	10%	10%