

# HARRIS/DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS

**Your Canada, Your Constitution**

December 12<sup>th</sup>, 2012

*Prepared by:*



**405-2345 Yonge Street  
Toronto, ON  
M4P 2E5**

## 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 November 29<sup>th</sup> through December 9<sup>th</sup>, 2012.

### Quotas

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

Region	<b>N=1000*</b>	
	Interviews	Error interval
Atlantic	100	+/- 9.8%
Quebec	250	+/- 6.2%
Ontario	325	+/- 5.4%
Manitoba/Saskatchewan	100	+/- 9.8%
Alberta	100	+/- 9.8%
British Columbia	125	+/- 8.8%
<b>Total Canada</b>	<b>1000</b>	<b>+/- 3.1%</b>

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 2006 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, whichever 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*

**HARRIS/DECIMA TELEVOX: YCYC**

Table YCYC1 Page 1

November 29 - December 10, 2012

YCYC1. Do you think Canada's constitutional convention rules should be written down so that the powers of the Prime Minister and provincial premiers are clearly defined and restricted, and so the rules can be enforced?

BASE: Representative adults

BANNER 1

	Region						Gender		Age Group							Employment					Language				
	Total	Atl.	Que.	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.
				Ont.	Sask.																				
(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'	2,013	147	495	771	134	216	250	988	1,025	157	368	288	454	342	383	1,342	327	1,044	335	64	532	140	255	1,565	448
	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	2,013	201	501	656	203	201	251	1,003	1,010	77	190	291	450	461	523	1,218	319	944	307	59	705	85	262	1,561	452
4 - Strongly agree	964	72	210	381	65	111	125	507	457	62	185	137	224	180	166	667	152	535	157	27	235	56	115	779	186
	48%	49%	42%	49%	49%	51%	50%	51%	45%	40%	50%	48%	49%	52%	43%	50%	46%	51%	47%	42%	44%	40%	45%	50%	41%
				C				I						JO		U		U						Y	
3 - Agree	737	54	202	268	52	82	78	337	400	73	125	107	168	112	149	495	127	369	137	25	199	63	91	551	186
	37%	37%	41%	35%	39%	38%	31%	34%	39%	46%	34%	37%	37%	33%	39%	37%	39%	35%	41%	39%	37%	45%	36%	35%	41%
			DG					H		N														X	
2 - Disagree	132	10	32	49	5	12	25	73	60	11	24	22	27	22	25	90	21	70	22	4	36	10	16	103	29
	7%	7%	6%	6%	4%	5%	10%	7%	6%	7%	7%	8%	6%	6%	6%	7%	6%	7%	6%	6%	7%	7%	6%	7%	7%
							E																		
1 - Strongly disagree	48	5	14	18	6	3	3	28	20	2	5	9	12	12	9	26	9	25	1	5	16	-	10	35	13
	2%	3%	3%	2%	4%	1%	1%	3%	2%	1%	1%	3%	3%	3%	2%	2%	3%	2%	*%	7%	3%		4%	2%	3%
								S							S	S	S			S			S		
Don't know/Refused	132	6	37	55	5	8	20	43	88	9	28	13	24	17	35	63	18	45	19	3	47	12	24	98	34
	7%	4%	7%	7%	4%	4%	8%	4%	9%	6%	8%	4%	5%	5%	9%	5%	5%	4%	6%	5%	9%	8%	10%	6%	8%
								H							LMN					FR			FR		
Agree [T2B]	1,701	126	412	649	117	194	203	844	857	135	311	244	392	292	315	1,162	279	904	293	52	434	119	205	1,329	372
	84%	86%	83%	84%	87%	90%	81%	85%	84%	86%	84%	85%	86%	85%	82%	87%	85%	87%	88%	81%	81%	85%	81%	85%	83%
						CG										UW		UW	UW						
Disagree [B2B]	180	14	46	67	11	14	27	101	79	13	29	31	39	33	34	117	30	95	23	9	52	10	25	138	43
	9%	10%	9%	9%	9%	7%	11%	10%	8%	8%	8%	11%	9%	10%	9%	9%	9%	9%	7%	14%	10%	7%	10%	9%	9%
MEAN	3.39	3.38	3.33	3.41	3.37	3.45	3.41	3.40	3.38	3.32	3.45	3.35	3.40	3.41	3.35	3.41	3.36	3.42	3.42	3.21	3.34	3.36	3.34	3.41	3.31
						C													T					Y	

**HARRIS/DECIMA TELEVOX: YCYC**

November 29 - December 10, 2012

YCYC1. Do you think Canada's constitutional convention rules should be written down so that the powers of the Prime Minister and provincial premiers are clearly defined and restricted, and so the rules can be enforced?

BASE: Representative adults

BANNER 2

	CMA/Non-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	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'	2,013	1,302	711	495	316	388	157	426	546	523	591	200	126	413	1,247	337	360	699	356	582
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,013	1,248	765	522	326	360	160	401	587	510	595	216	76	321	1,279	395	430	788	311	468
4 - Strongly agree	964	611	353	229	166	190	80	215	241	283	278	99	50	173	618	167	163	352	169	276
	48%	47%	50%	46%	53%	49%	51%	50%	44%	54%	47%	50%	40%	42%	50%	50%	45%	50%	47%	47%
										IKM					N					
3 - Agree	737	469	268	187	106	148	63	152	219	173	216	68	58	169	441	124	134	240	130	229
	37%	36%	38%	38%	34%	38%	40%	36%	40%	33%	37%	34%	46%	41%	35%	37%	37%	34%	36%	39%
									J											
2 - Disagree	132	100	32	23	25	26	5	38	25	29	48	19	11	29	87	15	26	42	25	39
	7%	8%	5%	5%	8%	7%	3%	9%	5%	6%	8%	10%	9%	7%	7%	5%	7%	6%	7%	7%
		C						DG			I	I								
1 - Strongly disagree	48	33	15	19	4	7	3	9	19	6	14	8	-	12	31	4	10	18	11	10
	2%	3%	2%	4%	1%	2%	2%	2%	3%	1%	2%	4%		3%	3%	1%	3%	3%	3%	2%
				E					J											
Don't know/Refused	132	89	42	37	14	17	6	13	41	32	35	5	7	30	70	26	27	47	22	29
	7%	7%	6%	7%	4%	4%	4%	3%	8%	6%	6%	3%	5%	7%	6%	8%	7%	7%	6%	5%
				H					L	L	L									
Agree [T2B]	1,701	1,080	621	416	273	338	143	367	461	456	494	168	108	342	1,059	291	296	592	298	505
	84%	83%	87%	84%	86%	87%	91%	86%	84%	87%	84%	84%	86%	83%	85%	86%	82%	85%	84%	87%
			B				D													
Disagree [B2B]	180	133	47	42	29	33	8	46	44	35	62	27	11	41	118	20	36	59	36	48
	9%	10%	7%	8%	9%	8%	5%	11%	8%	7%	10%	14%	9%	10%	9%	6%	10%	8%	10%	8%
		C						G			J	IJ			P					
MEAN	3.39	3.37	3.44	3.37	3.44	3.41	3.45	3.39	3.35	3.49	3.36	3.33	3.33	3.31	3.40	3.46	3.35	3.42	3.37	3.39
			B							IKL						N				