SIMON FRASER UNIVERSITY

CENTRE FOR DIALOGUE

FORUM RESEARCH INC.

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1 INTRODUCTION

Forum Research was commissioned to complete a two-phased recruitment project for Simon Fraser University's Centre for Dialogue (SFU). The recruited participants were to proportionally represent national and regional perspectives on energy policy, geographically diverse and demographic characteristics. In total, 171 individuals were recruited through a random digit dial (RDD) methodology. This report addresses the methodological details of the study pertaining to the time-period between June 30th, 2017 and September 11th, 2017.

2 RECRUITMENT PURPOSE

Simon Fraser University's Centre for Dialogue has been selected by Natural Resources Canada to independently design and implement five Regional Citizens' Dialogues and one National Citizens' Dialogue as part of Canada's Generation Energy public consultation. For a complete list of all dialogues, please see Table 1. The dialogues are intended to produce high quality citizen input into Canada's energy future through the use of deliberative dialogue techniques. The citizen dialogues are also intended to reflect Canada's geographic, attitudinal and demographic diversity and promote dialogue around conversations on energy.

The purpose of this study was to provide SFU with a representative sample of 38 interested deliberative dialogue participants across each of the five regions in Canada. The recruited participants proportionally represent the Canadian population on a selection of attitudinal, demographic, and geographic attributes.

3 OVERALL APPROACH

SFU, in consultation with Forum Research, developed a recruitment questionnaire which was administered using interactive voice response (IVR) recruitment methodology and live agent recruiters in both official languages to the Canadian population through landline and cellphone communication.

3.1 PHASE ONE

Phase one included the development of a recruitment questionnaire that would provide SFU with a representative sample of Canadians on attitudes towards energy policy, demographics, and geographic regions. Once the questionnaire was finalized, it was programmed and thoroughly tested. This provided a baseline pool to establish an attitudinal baseline.

3.2 PHASE TWO

Phase two included the implementation of the multi-mode sampling strategy. This involved interactive voice response recruitment, and live agent telephone recruitment. Cellphone and landlines were randomly dialed with the IVR questionnaire and if respondents met conditions for participation, they were transferred to a live agent to confirm their contact information and commitment to participate. Responses from participants were moved into a database and participants were selected to fulfill a representative sample of selected characteristics. Those who were interested, and met specific characteristics were then called back to confirm their continued interested, and asked for permission to provide their contact information to SFU.

4 QUESTIONNAIRE DESIGN

Forum Research worked collaboratively with SFU to develop the required recruitment questionnaires to fulfill all project goals and objectives. Once the final questionnaire was drafted and provided to SFU, revisions were made and finalized and then translated into French. The final IVR questionnaire can be found in the Appendix A – IVR Screeners and Callback. Live agents followed a script to provide interested participants with more information about the dialogues and to assess commitment to participate in the regional and national focus groups. Those interested or potentially interested were entered into the pool of candidates to be selected for participation. At the end of recruitment, there was a pool of 3,728 respondents who qualified and were eligible for participation.

Once an individual was selected based on their characteristics, a callback script was employed by live agent recruiters confirming that the selected participant was still interested in attending. The final callback script can be found in Appendix A - Callback Script. Those interested were selected as confirmed focus group participants and their information was provided to SFU.

Survey questionnaires were programmed into computer-assisted telephone interview (CATI) format to be used throughout Forum's recruitment efforts. Thorough pre-testing of the recruitment questionnaire was conducted in English and French.

The recruitment questionnaire was designed to communicate the confidentiality and purpose of the recruitment program to all potential participants. As well, it was communicated to potential participants that financial support would be available to all participants in order to ease the burden of participating in the dialogues. Furthermore, an accessibility budget was available to help with needs such as childcare, eldercare, or sign language interpretation. An assessment of commitment in attending the regional and national dialogues was put in place by Forum Research. Only those committed to attending their regional dialogue and open to attending the national dialogue were confirmed as recruited participants. As part of the questionnaire and live recruitment process, participants agreed to review the discussion guide in advance of their regional dialogue. Contact information for each participant was collected for the purpose of SFU communications, and participant demographic and attitudinal data was used to assure representativeness of participants.

5 SAMPLE DESIGN

Sample bias is a type of bias that describes members of a population – namely that the members of the sample differ from the larger population in some systematic fashion. Sample bias occurs in various forms, one of which is **selection bias.** If a group is given a disproportionately high or low chance of being selected into the sample, a selection bias will occur.[1] To minimize selection bias, a few key steps were taken:

- The population of interest was defined prior to drawing the sample, and defined based on their significant characteristics (attitudinal and demographic characteristics, and regions to be proportionally sampled)

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[1] Johnny Blair, Ronald F. Czaja, Edward Blair, *Designing Surveys: A Guide to Decisions and Procedures* (Thousand Oaks, California: SAGE Publications, 2014).

- The population coverage was maximized by way of the appropriate sample frame

- The sample was selected based on representativeness of the population of interest

Participation bias, a type of sample bias, is a situation in which a sample is not representative because participants of the sample have certain characteristics that influence them in participating. The result is that those who do respond to recruitment are somehow different from those who do not respond. Participation bias was mitigated by way of:

- Using the appropriate data collection tool for the population from which the sample was drawn (the inclusion of 40% cell-phone only sample ensured that younger demographics were not overlooked in the recruitment campaign)

- Ensured effective communication strategies with respondents were employed

- Ensured incentives were appropriate for all recruits (including accessibility support to help with needs such as childcare, eldercare, or sign language interpretation)

- Facilitated low respondent burden by making the questionnaire short (5 to 7 minutes in length)

A **multi-channel data collection strategy** was proposed to minimize potential participation bias. Interactive voice response was implemented first to gather regional, attitudinal, and demographic information on participants. Once requirements were met, respondents were transferred to a live agent for further interviewing. This allowed access to recruit groups traditionally under-served by the public engagement process, such as youth aged 18 to 24, Indigenous peoples, and individuals with lower than average household incomes.

There were also opportunities for **non-response bias**[2] during this project. **Item non-response** defines participants who choose not to answer question in a survey, while **unit non-response** defines the inability to contact or convince a randomly selected respondent to take part in the survey. To ensure non-response was mitigated, the following strategies were employed:

- Questionnaires were thoroughly pre-tested (concise and informative introductions)

- Questionnaires had carefully worded question and answer options

- Flexibility during data collection: calling and call-backs were conducted based on respondents' schedules to decrease non-response.

- Follow up calls and call backs were optimized: landline households were called back 8 times (if necessary), and CPO households 5 times (if necessary), with each follow-up call separated by at least 24 hours.

- Emphasis was placed on the confidential nature of participation. Participants were made aware that all information they provided would be kept confidential and no personally identifying information would be reported on.

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[2] Statistics Canada, "Response and Nonresponse*"* (November 17, 2015) Retrieved from Statistics Canada: http://www.statcan.gc.ca/pub/12-539-x/2009001/response-reponse-eng.htm

6 GENERALIZATION OF DATA

Once the questionnaires were finalized and tested and biases were mitigated, quota sampling, a method of non-probability sampling, was employed as a method to estimate a representative Canadian sample of selected regional, demographic, and attitudinal characteristics. By sampling for the designated proportional amount of each target characteristic, a representative sample of 171 participants was pooled.

The recruitment targets (regional and demographic characteristics), complete with margin of error, were based off Canadian census data to ensure individuals selected represented the Canadian population. Attitudinal characteristics were estimated from a survey completed during phase one of the project. The results of this survey completed in phase one included a sample size of 1,287 weighted appropriately so as to reflect a representative sample of Canadians.

By using a non-probability quota sampling method, data collection was partitioned in the following ways: region, attitudes towards energy policy, and demographic characteristics.

6.1 REGIONS

The Canadian population was divided into five major regions, with the following host cities representing each of those five major regions: Vancouver, Calgary, Toronto, Montreal, and Halifax. Each regional dialogue included a northern or semi-northern presence (Yukon, Northwest Territories, Nunavut, Labrador, Norther Quebec).

Recruitment for each sub-region was proportionate to population statistics, with a minimum requirement to recruit at least two participants from each province and territory.

Table 1. Regions, provinces, and economic regions developed for recruitment

Region	Provinces included	Economic regions
Vancouver	British Columbia Yukon	Vancouver Island/Coast Mainland / South west Thompson / Okanagan / Kootenay North Central Yukon
Calgary	Alberta Saskatchewan Manitoba Northwest Territories	North East Alberta South West Alberta Saskatchewan Manitoba Northwest Territories
Toronto	Ontario Nunavut	Ottawa Region Toronto Southern Ontario Northern and Western Ontario Nunavut
Montreal	Quebec	Northern Quebec Montreal/Centre East Quebec Outaouaias / West Quebec

Region	Provinces included	Economic regions
Halifax	Newfoundland and Labrador Prince Edward Island New Brunswick Nova Scotia	Labrador Newfoundland Prince Edward Island New Brunswick Nova Scotia
Winnipeg	n/a – National Dialogue	n/a

6.2   ATTITUDINAL REPRESENTATION

Forum Research in consultation with SFU conducted a national survey on Canadians' perspectives on energy policy and their demographic characteristics using IVR methodology. During phase one (July 16-23, 2017), 1,288 respondents participated to provide a nationally representative sample of perspectives on energy policy as well as demographic characteristics. The full questionnaire can be found in Appendix B – Attitudinal Questionnaire. The data was then used to estimate national and regional response proportions of attitudes on energy policy.

6.3   CANADA-WIDE RECRUITMENT

Once the recruitment questionnaire and call-back scripts were finalized, proportions required for representativeness of the Canadian population were put in place for regional representation, attitudinal representation, and demographic representation. Specifically, demographic representation was estimated based on Canadian census data. The final questionnaire used can be found in SFU Dialogue IVR Screener. Recruitment (phase two) took place between July 24 and August 18, 2017.

7   DATA COLLECTION

To facilitate data collection, landlines and cellphones were dialed randomly, and the IVR recruitment questionnaire was administered. Individuals who completed all requirements and met demographic characteristics were added to the pool of potential participants selected for recruitment.

Participants were selected for confirmation of interest by Forum Research randomly, and their characteristics filled quotas to ensure representativeness of opinions and demographics in Canada. Once a quota was filled, other individuals who identified with that specific characteristics were no longer eligible for participation.

To ensure representativeness, primary and secondary recruitment objectives were identified.

In total, 190 individuals were selected for participation by Forum Research based on representativeness, and those individuals were then followed up by SFU for further confirmation and contact regarding participation.

Participation rates on a national level can be seen in the following tables:

- Table 2. Primary recruitment objectives to reduce participation bias (national)

- Table 3. Secondary recruitment objectives to reduce participation bias (national)

7.1 NATIONAL LEVEL PARTICIPATION RATES

Table 2. Primary recruitment objectives to reduce participation bias (national)

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Gender					
Male	49%	56%	95	55%	80
Female	51%	43%	74	44%	64
Transgender/Other	n/a	1%	2	1%	2
Age (years)					*
18-24	11%	12%	21	10%	14
25-44	32%	23%	40	19%	27
45-64	36%	42%	72	47%	66
65 and older	21%	22%	38	24%	34
Family Income (after tax)					
$0 to $29,999	25%	23%	40	23%	33
$30,000 to $49,999	21%	22%	38	20%	29
$50,000 to $79,999	24%	26%	45	27%	40
$80,000 and above	31%	28%	48	30%	44
Education					
High school or less	46%	27%	47	25%	37
Some post-secondary, incl. college or technical certificates or diplomas	34%	46%	78	45%	66
Bachelor's degree or higher	20%	27%	46	29%	43
Aboriginal identity					
Non-Aboriginal identity	95%	86%	147	88%	129
Aboriginal identity	5%	14%	24	12%	17
Visible Minority status					
Visible minority	16%	20%	34	18%	27
Caucasian/white	84%	80%	137	82%	119
Effect of climate change targets on personal financial situation?					
Very positive effect	13%	16%	28	16%	24
Somewhat positive effect	16%	24%	41	23%	33
No effect	36%	29%	49	29%	43
Somewhat negative effect	17%	19%	33	21%	31
Very negative effect	12%	9%	15	7%	10
Don't know	6%	3%	5	3%	5
Energy trade-offs: Environment, economy or both?					
The highest priority should be given to protecting the environment, even if it hurts the economy.	10%	13%	22	14%	21
Both the environment and the economy are important, but the environment should come first.	35%	33%	56	30%	44
Both the environment and the economy are important and balancing the two should be the highest priority.	39%	44%	75	43%	63
Both the environment and the economy are important, but the economy should come first.	12%	9%	15	10%	15
The highest priority should be given to economic considerations even if it hurts the environment.	2%	2%	3	2%	3
Don't know	1%	0%	0	0%	0

* Five participants chose not to disclose their correct age and are therefore not included in the age data.

Variable		Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Trustworthiness of environmental groups in predicting Canada's future energy needs?						
Very untrustworthy		25%	19%	32	18%	26
Somewhat untrustworthy		25%	26%	45	24%	35
Somewhat trustworthy		33%	39%	67	40%	59
Very trustworthy		11%	11%	19	12%	17
Don't know		6%	5%	8	6%	9
Trustworthiness of industry in predicting Canada's future energy needs?						
Very untrustworthy		20%	18%	31	18%	27
Somewhat untrustworthy		33%	37%	63	33%	48
Somewhat trustworthy		33%	36%	61	39%	57
Very trustworthy		9%	5%	9	5%	8
Don't know		5%	4%	7	4%	6
Subregions						
Yukon	Please see Table 4		1%	2	1%	2
Vancouver Island / Coast	Please see Table 4		4%	6	3%	5
Mainland / South west	Please see Table 4		12%	20	12%	18
Thompson / Okanagan / Kootenay	Please see Table 4		2%	3	2%	3
North Central	Please see Table 4		1%	2	1%	2
North East Alberta	Please see Table 6		5%	8	5%	7
South West Alberta	Please see Table 6		7%	12	6%	8
Manitoba	Please see Table 6		3%	5	3%	5
Saskatchewan	Please see Table 6		2%	4	2%	3
North West Territories	Please see Table 6		2%	3	2%	3
Nunavut	Please see Table 8		1%	2	1%	1
Ottawa Region	Please see Table 8		4%	7	4%	6
Toronto	Please see Table 8		6%	10	6%	9
Southern Ontario	Please see Table 8		8%	13	8%	11
Northern and Western Ontario	Please see Table 8		1%	2	1%	2
Northern Quebec	Please see Table 10		1%	2	1%	2
Montreal/Center	Please see Table 10		11%	19	12%	17
East Quebec	Please see Table 10		4%	6	3%	5
Outaouais / West Quebec	Please see Table 10		6%	10	6%	8
Newfoundland & Labrador	Please see Table 12		5%	9	4%	6
P.E.I.	Please see Table 12		1%	2	1%	2
New Brunswick	Please see Table 12		6%	10	6%	8
Nova Scotia	Please see Table 12		8%	14	8%	12

The following questions were also tracked, but were not emphasized as important characteristics to the representativeness of the sample.[3]

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[3] Although originally identified as a demographic characteristic to be tracked, Immigrant Status was removed at the beginning stages of data collection as an error occurred in the implementation of the criteria.

Table 3. Secondary recruitment objectives to reduce participation bias (national)

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Employment					
Unemployed	7%	14%	24	12%	18
Full Time	64%	41%	70	43%	63
Part Time	15%	26%	45	26%	37
Self Employed	14%	19%	32	18%	27
With children under 25 years of age in household?					
Yes	51%	36%	61	33%	48
No	49%	64%	110	68%	98
Did you vote in the last federal election?					
Yes	78%	87%	149	87%	127
No	22%	13%	22	13%	19
Level of familiarity with the federal government's plan for future energy?					
Very familiar	12%	13%	22	14%	20
Somewhat familiar	34%	47%	80	48%	70
Somewhat unfamiliar	37%	26%	44	25%	37
Very unfamiliar	12%	11%	19	10%	15
Don't know	5%	4%	6	3%	4

7.2   REGIONAL PARTICIPATION RATES

7.2.1   VANCOUVER PARTICIPATION RATES

Table 4. Primary recruitment objectives to reduce participation bias (Vancouver)

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Gender					
Male	49%	52%	17	50%	15
Female	51%	48%	16	50%	15
Transgender/Other	n/a	0%	0	0%	0
Age (years)					
18-24	10%	9%	3	7%	2
25-44	32%	21%	7	17%	5
45-64	36%	42%	14	47%	14
65 and older	22%	27%	9	27%	8
Family Income (after tax)					
$0 to $29,999	28%	24%	8	23%	7
$30,000 to $49,999	18%	27%	9	23%	7
$50,000 to $79,999	22%	27%	9	30%	9
$80,000 and above	32%	21%	7	23%	7
Education					
High school or less	44%	24%	8	20%	6
Some post-secondary, including college or technical certificates or diplomas	34%	45%	15	47%	14
Bachelor's degree or higher	22%	30%	10	33%	10
Aboriginal identity					
Non-Aboriginal identity	94%	88%	29	90%	27

Variable	Population (%)	Sample (%)	(n)	After attrition (%)	(n)
Aboriginal identity	6%	12%	4	10%	3
Visible Minority status					
Visible minority	27%	30%	10	27%	8
Caucasian/white	73%	70%	23	73%	22
Effect of climate change targets on personal financial situation?					
Very positive effect	12%	15%	5	13%	4
Somewhat positive effect	14%	18%	6	17%	5
No effect	41%	30%	10	33%	10
Somewhat negative effect	18%	24%	8	27%	8
Very negative effect	11%	9%	3	7%	2
Don't know	5%	3%	1	3%	1
Energy trade-offs: Environment, economy or both?					
The highest priority should be given to protecting the environment, even if it hurts the economy.	11%	9%	3	10%	3
Both the environment and the economy are important, but the environment should come first.	39%	36%	12	33%	10
Both the environment and the economy are important and balancing the two should be the highest priority.	40%	45%	15	47%	14
Both the environment and the economy are important, but the economy should come first.	9%	6%	2	7%	2
The highest priority should be given to economic considerations even if it hurts the environment.	1%	3%	1	3%	1
Don't know	0%	0%	0	0%	0
Trustworthiness of environmental groups in predicting Canada's future energy needs?					
Very untrustworthy	30%	24%	8	20%	6
Somewhat untrustworthy	23%	21%	7	20%	6
Somewhat trustworthy	30%	36%	12	40%	12
Very trustworthy	13%	12%	4	12%	4
Don't know	4%	6%	2	6%	2
Trustworthiness of industry in predicting Canada's future energy needs?					
Very untrustworthy	23%	21%	7	17%	5
Somewhat untrustworthy	29%	27%	9	30%	9
Somewhat trustworthy	32%	36%	12	40%	12
Very trustworthy	9%	6%	2	3%	1
Don't know	7%	9%	3	10%	3
Subregions					
Yukon	5%	6%	2	7%	2
Vancouver Island / Coast	16%	18%	6	17%	5
Mainland / South west	61%	61%	20	60%	18
Thompson / Okanagan / Kootenay	13%	9%	3	10%	3
North Central	5%	6%	2	7%	2

Table 5. Secondary recruitment objectives to reduce participation bias (Vancouver)

Variable	Population (%)	Sample (%)	(n)	After attrition (%)	(n)
Employment					
Unemployed	6%	6%	2	7%	2
Full Time	61%	42%	14	43%	13
Part Time	17%	27%	9	27%	8
Self Employed	16%	24%	8	23%	7
With children under 25 years of age in household?					
Yes	49%	42%	14	43%	13
No	51%	58%	19	57%	17
Did you vote in the last federal election?					
Yes	79%	85%	28	83%	25
No	21%	15%	5	17%	5
Level of familiarity with the federal government's plan for future energy?					
Very familiar	14%	12%	4	13%	4
Somewhat familiar	35%	39%	13	37%	11
Somewhat unfamiliar	36%	27%	9	30%	9
Very unfamiliar	11%	18%	6	17%	5
Don't know	4%	3%	1	3%	1

7.2.2 CALGARY PARTICIPATION RATES

Table 6. Primary recruitment objectives to reduce participation bias (Calgary)

Variable	Population (%)	Sample (%)	(n)	After attrition (%)	(n)
Gender					
Male	50%	63%	20	54%	14
Female	50%	38%	12	46%	12
Transgender/Other	n/a	0%	0	0%	0
Age (years)					
18-24	12%	13%	4	4%	1
25-44	37%	19%	6	12%	3
45-64	34%	44%	14	50%	13
65 and older	17%	25%	8	27%	7
Family Income (after tax)					
$0 to $29,999	19%	19%	6	15%	4
$30,000 to $49,999	21%	13%	4	12%	3
$50,000 to $79,999	24%	34%	11	38%	10
$80,000 and above	36%	34%	11	35%	9
Education					
High school or less	48%	25%	8	23%	6
Some post-secondary, including college or technical certificates or diplomas	32%	44%	14	38%	10
Bachelor's degree or higher	19%	31%	10	38%	10
Aboriginal identity					
Non-Aboriginal identity	90%	72%	23	69%	18
Aboriginal identity	10%	28%	9	31%	8
Visible Minority status					
Visible minority	15%	25%	8	23%	6

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Caucasian/white	85%	75%	24	77%	20
Effect of climate change targets on personal financial situation?					
Very positive effect	5%	16%	5	12%	3
Somewhat positive effect	11%	16%	5	19%	5
No effect	32%	22%	7	23%	6
Somewhat negative effect	22%	31%	10	38%	10
Very negative effect	27%	16%	5	8%	2
Don't know	3%	0%	0		0
Energy trade-offs: Environment, economy or both?					
The highest priority should be given to protecting the environment, even if it hurts the economy.	4%	9%	3	12%	3
Both the environment and the economy are important, but the environment should come first.	26%	19%	6	15%	4
Both the environment and the economy are important and balancing the two should be the highest priority.	44%	63%	20	62%	16
Both the environment and the economy are important, but the economy should come first.	21%	9%	3	12%	3
The highest priority should be given to economic considerations even if it hurts the environment.	5%	0%	0	0%	0
Don't know	1%	0%	0	0%	0
Trustworthiness of environmental groups in predicting Canada's future energy needs?					
Very untrustworthy	38%	25%	8	19%	5
Somewhat untrustworthy	25%	28%	9	27%	7
Somewhat trustworthy	28%	34%	11	38%	10
Very trustworthy	7%	13%	4	15%	4
Don't know	2%	0%	0	0%	0
Trustworthiness of industry in predicting Canada's future energy needs?					
Very untrustworthy	14%	16%	5	19%	5
Somewhat untrustworthy	22%	34%	11	31%	8
Somewhat trustworthy	42%	38%	12	42%	11
Very trustworthy	18%	9%	3	8%	2
Don't know	4%	3%	1	0%	0
Subregions					
North East Alberta	24%	25%	8	27%	7
South West Alberta	32%	38%	12	31%	8
Manitoba	21%	16%	5	19%	5
Saskatchewan	18%	13%	4	12%	3
North West Territories	5%	9%	3	12%	3

Table 7. Secondary recruitment objectives to reduce participation bias (Calgary)

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Employment					
Unemployed	7%	19%	6	15%	4
Full Time	64%	31%	10	35%	9

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Part Time	14%	34%	11	35%	9
Self Employed	15%	16%	5	15%	4
With children under 25 years of age in household?					
Yes	54%	41%	13	38%	10
No	46%	59%	19	62%	16
Did you vote in the last federal election?					
Yes	77%	88%	28	88%	23
No	23%	13%	4	12%	3
Level of familiarity with the federal government's plan for future energy?					
Very familiar	16%	28%	9	31%	8
Somewhat familiar	29%	44%	14	42%	11
Somewhat unfamiliar	37%	13%	4	12%	3
Very unfamiliar	13%	9%	3	8%	2
Don't know	6%	6%	2	8%	2

7.2.3 TORONTO PARTICIPATION RATES

Table 8. Primary recruitment objectives to reduce participation bias (Toronto)

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Gender					
Male	49%	56%	19	55%	16
Female	51%	41%	14	41%	12
Transgender/Other	n/a	3%	1	3%	1
Age (years)					
18-24	11%	15%	5	14%	4
25-44	32%	24%	8	24%	7
45-64	36%	41%	14	38%	11
65 and older	21%	21%	7	24%	7
Family Income (after tax)					
$0 to $29,999	22%	21%	7	21%	6
$30,000 to $49,999	19%	26%	9	24%	7
$50,000 to $79,999	23%	21%	7	21%	6
$80,000 and above	35%	32%	11	34%	10
Education					
High school or less	45%	26%	9	28%	8
Some post-secondary, including college or technical certificates or diplomas	31%	47%	16	45%	13
Bachelor's degree or higher	23%	26%	9	28%	8
Aboriginal identity					
Non-Aboriginal identity	97%	91%	31	93%	27
Aboriginal identity	3%	9%	3	7%	2
Visible Minority status					
Visible minority	26%	26%	9	28%	8
Caucasian/white	74%	74%	25	72%	21
Effect of climate change targets on personal financial situation?					
Very positive effect	14%	21%	7	24%	7

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Somewhat positive effect	19%	29%	10	31%	9
No effect	34%	24%	8	21%	6
Somewhat negative effect	18%	15%	5	14%	4
Very negative effect	9%	12%	4	10%	3
Don't know	6%	0%	0	0%	0
Energy trade-offs: Environment, economy or both?					
The highest priority should be given to protecting the environment, even if it hurts the economy.	8%	9%	3	10%	3
Both the environment and the economy are important, but the environment should come first.	38%	26%	9	31%	9
Both the environment and the economy are important and balancing the two should be the highest priority.	39%	50%	17	41%	12
Both the environment and the economy are important, but the economy should come first.	11%	12%	4	14%	4
The highest priority should be given to economic considerations even if it hurts the environment.	3%	3%	1	3%	1
Don't know	1%	0%	0		0
Trustworthiness of environmental groups in predicting Canada's future energy needs?					
Very untrustworthy	23%	12%	4	14%	4
Somewhat untrustworthy	21%	24%	8	24%	7
Somewhat trustworthy	36%	50%	17	45%	13
Very trustworthy	14%	12%	4	14%	4
Don't know	7%	3%	1	3%	1
Trustworthiness of industry in predicting Canada's future energy needs?					
Very untrustworthy	21%	15%	5	14%	4
Somewhat untrustworthy	36%	44%	15	41%	12
Somewhat trustworthy	32%	38%	13	41%	12
Very trustworthy	8%	3%	1	3%	1
Don't know	3%	0%	0	0%	0
Subregions					
Nunavut	14%	6%	2	3%	1
Ottawa Region	19%	21%	7	21%	6
Toronto	34%	29%	10	31%	9
Southern Ontario	18%	38%	13	38%	11
Northern and Western Ontario	9%	6%	2	7%	2

Table 9. Secondary recruitment objectives to reduce participation bias (Toronto)

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Employment					
Unemployed	6%	9%	3	10%	3
Full Time	64%	47%	16	48%	14
Part Time	15%	21%	7	17%	5
Self Employed	15%	24%	8	24%	7
With children under 25 years of age in household?					

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Yes	54%	35%	12	34%	10
No	46%	65%	22	66%	19
Did you vote in the last federal election?					
Yes	76%	82%	28	83%	24
No	24%	18%	6	17%	5
Level of familiarity with the federal government's plan for future energy?					
Very familiar	16%	12%	4	10%	3
Somewhat familiar	35%	41%	14	45%	13
Somewhat unfamiliar	37%	38%	13	38%	11
Very unfamiliar	10%	9%	3	7%	2
Don't know	3%	0%	0	0%	0

7.2.4 MONTREAL PARTICIPATION RATES

Table 10. Primary recruitment objectives to reduce participation bias (Montreal)

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Gender					
Male	49%	57%	21	59%	19
Female	51%	41%	15	38%	12
Transgender/Other	n/a	3%	1	3%	1
Age (years)					
18-24	10%	11%	4	6%	2
25-44	31%	32%	12	28%	9
45-64	36%	41%	15	44%	14
65 and older	23%	16%	6	19%	6
Family Income (after tax)					
$0 to $29,999	27%	27%	10	28%	9
$30,000 to $49,999	25%	22%	8	16%	5
$50,000 to $79,999	25%	22%	8	22%	7
$80,000 and above	23%	30%	11	34%	11
Education					
High school or less	44%	32%	12	28%	9
Some post-secondary, including college or technical certificates or diplomas	38%	43%	16	47%	15
Bachelor's degree or higher	19%	24%	9	25%	8
Aboriginal identity					
Non-Aboriginal identity	98%	86%	32	91%	29
Aboriginal identity	2%	14%	5	9%	3
Visible Minority status					
Visible minority	11%	11%	4	9%	3
Caucasian/white	89%	89%	33	91%	29
Effect of climate change targets on personal financial situation?					
Very positive effect	16%	19%	7	19%	6
Somewhat positive effect	20%	24%	9	22%	7
No effect	40%	38%	14	41%	13
Somewhat negative effect	12%	11%	4	13%	4

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Very negative effect	4%	3%	1	0%	0
Don't know	9%	5%	2	6%	2
Energy trade-offs: Environment, economy or both?					
The highest priority should be given to protecting the environment, even if it hurts the economy.	20%	24%	9	28%	9
Both the environment and the economy are important, but the environment should come first.	33%	35%	13	31%	10
Both the environment and the economy are important and balancing the two should be the highest priority.	33%	30%	11	28%	9
Both the environment and the economy are important, but the economy should come first.	9%	11%	4	13%	4
The highest priority should be given to economic considerations even if it hurts the environment.	3%	0%	0	0%	0
Don't know	1%	0%	0		0
Trustworthiness of environmental groups in predicting Canada's future energy needs?					
Very untrustworthy	16%	22%	8	22%	7
Somewhat untrustworthy	26%	22%	8	22%	7
Somewhat trustworthy	35%	38%	14	38%	12
Very trustworthy	12%	11%	4	9%	3
Don't know	10%	8%	3	9%	3
Trustworthiness of industry in predicting Canada's future energy needs?					
Very untrustworthy	25%	24%	9	25%	8
Somewhat untrustworthy	36%	38%	14	38%	12
Somewhat trustworthy	27%	27%	10	28%	9
Very trustworthy	5%	5%	2	6%	2
Don't know	7%	5%	2	3%	1
Subregions					
Northern Quebec	5%	5%	2	6%	2
Montreal/Center	53%	51%	19	53%	17
East Quebec	18%	16%	6	16%	5
Outaouais / West Quebec	24%	27%	10	25%	8

Table 11. Secondary recruitment objectives to reduce participation bias (Montreal)

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Employment					
Unemployed	6%	14%	5	9%	3
Full Time	66%	46%	17	50%	16
Part Time	16%	24%	9	25%	8
Self Employed	12%	16%	6	16%	5
With children under 25 years of age in household?					
Yes	50%	35%	13	28%	9
No	50%	65%	24	72%	23
Did you vote in the last federal election?					
Yes	78%	89%	33	94%	30

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
No	22%	11%	4	6%	2
Level of familiarity with the federal government's plan for future energy?					
Very familiar	8%	8%	3	9%	3
Somewhat familiar	31%	54%	20	59%	19
Somewhat unfamiliar	42%	24%	9	19%	6
Very unfamiliar	14%	11%	4	13%	4
Don't know	5%	3%	1	0%	0

7.2.5 HALIFAX PARTICIPATION RATES

Table 12. Primary recruitment objectives to reduce participation bias (Halifax)

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Gender					
Male	49%	51%	18	54%	15
Female	51%	49%	17	46%	13
Transgender/Other	n/a	0%	0	0%	0
Age (years)					
18-24	10%	14%	5	14%	4
25-44	28%	20%	7	11%	3
45-64	38%	43%	15	46%	13
65 and older	24%	23%	8	25%	7
Family Income (after tax)					
$0 to $29,999	28%	26%	9	29%	8
$30,000 to $49,999	21%	23%	8	21%	6
$50,000 to $79,999	24%	29%	10	25%	7
$80,000 and above	27%	23%	8	25%	7
Education					
High school or less	49%	29%	10	25%	7
Some post-secondary, including college or technical certificates or diplomas	34%	49%	17	50%	14
Bachelor's degree or higher	16%	23%	8	25%	7
Aboriginal identity					
Non-Aboriginal identity	96%	91%	32	93%	26
Aboriginal identity	4%	9%	3	7%	2
Visible Minority status					
Visible minority	3%	9%	3	4%	1
Caucasian/white	97%	91%	32	96%	27
Effect of climate change targets on personal financial situation?					
Very positive effect	17%	11%	4	14%	4
Somewhat positive effect	17%	31%	11	29%	8
No effect	36%	29%	10	29%	8
Somewhat negative effect	16%	17%	6	18%	5
Very negative effect	8%	6%	2	7%	2
Don't know	6%	6%	2	4%	1
Energy trade-offs: Environment, economy or both?					

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
The highest priority should be given to protecting the environment, even if it hurts the economy.	9%	11%	4	11%	3
Both the environment and the economy are important, but the environment should come first.	39%	46%	16	43%	12
Both the environment and the economy are important and balancing the two should be the highest priority.	40%	34%	12	36%	10
Both the environment and the economy are important, but the economy should come first.	9%	6%	2	7%	2
The highest priority should be given to economic considerations even if it hurts the environment.	1%	3%	1	4%	1
Don't know	1%	0%	0		0
Trustworthiness of environmental groups in predicting Canada's future energy needs?					
Very untrustworthy	18%	11%	4	14%	4
Somewhat untrustworthy	28%	37%	13	32%	9
Somewhat trustworthy	38%	37%	13	39%	11
Very trustworthy	11%	9%	3	7%	2
Don't know	5%	6%	2	7%	2
Trustworthiness of industry in predicting Canada's future energy needs?					
Very untrustworthy	18%	14%	5	18%	5
Somewhat untrustworthy	39%	40%	14	29%	8
Somewhat trustworthy	33%	40%	14	46%	13
Very trustworthy	4%	3%	1	4%	1
Don't know	6%	3%	1	4%	1
Subregions					
Newfoundland & Labrador	18%	20%	7	21%	6
P.E.I.	5%	6%	2	7%	2
New Brunswick	32%	29%	10	29%	8
Nova Scotia	39%	40%	14	43%	12

Table 13. Secondary recruitment objectives to reduce participation bias (Halifax)

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Employment					
Unemployed	10%	23%	8	21%	6
Full Time	67%	37%	13	39%	11
Part Time	13%	26%	9	25%	7
Self Employed	11%	14%	5	14%	4
With children under 25 years of age in household?					
Yes	47%	26%	9	18%	5
No	53%	74%	26	82%	23
Did you vote in the last federal election?					
Yes	78%	91%	32	93%	26
No	22%	9%	3	7%	2
Level of familiarity with the federal government's plan for future energy?					
Very familiar	8%	6%	2	7%	2

Variable	Population (%)	Sample (%)	Sample (n)	After attrition (%)	After attrition (n)
Somewhat familiar	41%	54%	19	57%	16
Somewhat unfamiliar	32%	26%	9	25%	7
Very unfamiliar	11%	9%	3	7%	2
Don't know	7%	6%	2	4%	1

8   APPENDIX A – IVR SCREENERS AND CALLBACK

8.1.1   SFU DIALOGUE IVR SCREENER

_____

Hello, this is Access Research, calling on behalf of Forum Research. We're are calling to see if you are interested in attending a focus group taking place in [your city] on [date]. Only participants eligible to participate will be able to attend.

Participants will receive a $400 honorarium and their travel and expenses to the focus group will be covered.

A short survey to determine your eligibility will follow, and if you are interested, you will have the opportunity so speak to a live recruiter should you like to ask questions about this focus group.

To answer today's eligibility questions, please use the touchpad on your phone to select the correct answer when prompted. If you have any questions about this call, you can reach our firm, Access Research, at 1-855-561-3603 or at inquiry@access-research.com **WATCH REGIONAL QUOTAS**[4],[5] [Offer to switch languages]

_____

S.1   First of all, are you 18 years of age or older and eligible to vote in Federal elections?

         Press 1 for Yes   ➔ **GO TO QUESTION 1**
         Press 2 for No   ➔ **THANK AND TERMINATE AT T.1**

T.1   Thank you, that's all the questions I have. Have a great day.

We will now ask you a few questions determine if you are eligible to participate in the focus group. Please note your answers will remain confidential.

1.   Did you vote in the last Federal Election held in October 2015?

        Press 1 for Yes
        Press 2 for No
        Press 3 for Was not eligible to vote
        Press 4 for Don't know
        Press 9 to hear these answers again

---

[4] Remove emergency lines and healthcare facilities
[5] Calling hours (local) 10 am to 9:30 am weekdays, 10 am to 6 pm on weekends

2. Please describe your level of familiarity or unfamiliarity with the Federal Government's plans for the future of energy in Canada.

   Press 1 for very familiar
   Press 2 for somewhat familiar
   Press 3 for somewhat unfamiliar
   Press 4 for very unfamiliar
   Press 5 for don't know

3. In your opinion, how trustworthy or untrustworthy are Environmental groups on predicting Canada's future energy needs?

   Press 1 for very untrustworthy
   Press 2 for somewhat untrustworthy
   Press 3 for somewhat trustworthy
   Press 4 for very trustworthy
   Press 5 for don't know

4. In your opinion, how trustworthy or untrustworthy is Industry on predicting Canada's future energy needs?

   Press 1 for very untrustworthy
   Press 2 for somewhat untrustworthy
   Press 3 for somewhat trustworthy
   Press 4 for very trustworthy
   Press 5 for don't know

5. Energy policy can involve difficult trade-offs between the economy and the environment. Which of the following statements best describes your view?

   Press 1 for The highest priority should be given to protecting the environment, even if it hurts the economy.
   Press 2 for Both the environment and the economy are important, but the environment should come first.
   Press 3 for Both the environment and the economy are important and balancing the two should be the highest priority.
   Press 4 for Both the environment and the economy are important, but the economy should come first.
   Press 5 for The highest priority should be given to economic considerations even if it hurts the environment.
   Press 6 if you don't know
   Press 7 to hear these answers again

6. If Canada meets its climate change targets and reduces emissions from the burning of fossil fuels, do you think this will have a positive effect, a negative effect, or no effect at all on your personal financial situation?

   Press 1 for very positive effect
   Press 2 for somewhat positive effect

Press 3 for no effect
Press 4 for somewhat negative effect
Press 5 for very negative effect
Press 6 for don't know

D1. What is your gender?

Press 1 for Male
Press 2 for Female
Press 3 for neither male nor female

D2. How old are you?

Press 1 for Under 25 years
Press 2 for 25 to 44
Press 3 for 45 to 64
Press 4 for 65 and over

D3. Do you have children under the age of 25 in the household?

Press 1 for yes
Press 2 for no

D4. What is the highest level of education you completed?

Press 1 for high school or less
Press 2 for some post-secondary, including college or technical certificates or diplomas
Press 3 for bachelor's degree or higher

D5. What is the current-status of your employment?

Press 1 for unemployed
Press 2 for employed part time
Press 3 for employed full time
Press 4 for self-employed

D6. Do you identify as an Aboriginal person, that is First Nations, Metis, or Inuk (Inuit)?

Press 1 for yes
Press 2 for no

D7. Are you a landed immigrant (A landed immigrant is one who has been granted the right to live in Canada permanently by immigration authorities)?

Press 1 for yes
Press 2 for no

D8.   Would you describe yourself as a visible minority?

Press 1 for yes
Press 2 for no

D9.   What is the combined annual income for all individuals living in your household before taxes?

        Press 1 for Less than $30,000
        Press 2 for $30,000 to less than $50,000
        Press 3 for $50,000 to less than $80,000
        Press 4 for $80,000 and above

Note for Forum Programmers:
Income question is unique for this survey.

D10.   Finally, would you be interested in participating in a/an [FRENCH LANGUAGE / ENGLISH
        LANGUAGE] focus group on [REGIONDATE]? If yes, you will be transferred to a live recruiter
        that can answer your questions and take your information so we can confirm your interest in
        joining focus group.

        Press 1 for yes
        Press 2 for no
        Press 3 for unsure

T.2   Thank you very much for your assistance. Your opinion is very valuable to us. If you
        have any questions about this call, you can reach our firm, Forum Research, at 1-855-
        235-7872 or at 180 Bloor St. W., Suite 1400, Toronto, ON M5S 2V6. Thank you.

8.1.2   SFU DISCUSSION GUIDE FOR LIVE INTERVIEWERS

PROGRAMMER NOTE: IF [D10] = 1

INTERVIEWER NOTE: Participant has agreed to attend

Hi my name is _____ and I work for Forum Research. Who am I speaking with today?

P1. First Name: _____
Thank you for your interest in the Simon Fraser University regional citizen dialogues on the
future of energy in Canada. The University's Centre for Dialogue is looking to secure the
participation of a diverse group of Canadians to join this conversation.

The regional citizen dialogues will be held over two days in [REGIONMONTH] and provide
participants with an exciting opportunity to influence critical issues related to energy, climate
change, and the economy.

You don't need to be an expert in any of these subjects; we're looking to speak to Canadians
like you, to get your honest opinions. We'll give you all the information you need to contribute.

The two day [English language in Toronto, Halifax, Calgary, Vancouver] or [French language in
Montreal] dialogue is happening in [REGION] on [REGIONDATE and REGIONDATE].

Are you interested in joining us? If you are selected, the university would provide an honourarium of $400 as mentioned and cover reasonable expenses for your travel. Additionally, an accessibility fund is available to help with requirements such as American Sign language, and childcare, or eldercare.

It is important to us that we ensure these dialogues are open and inclusive to everyone who attends.

Do you have any questions?

PROGRAMMER NOTE: Please provide a link to the FAQ Document (as of July 12th we are still waiting on client approval of FAQ Document)
Please click here to open recruitment FAQ document to answer any participant questions.

PROGRAMMER NOTE: Please provide a field to input an email address to send respondents information package (as of July 12th we are waiting on client approval of info package).

1. Yes participant would like to sign up. -> Continue to D1
2. No the participant is not interested -> Thank and Terminate
3. Participant is unsure or would like some additional time to think about it -> Continue to Schedule callback section

D1 If selected, would you agree to review a discussion guide prior to the date of the dialogue you would attend? The guide is approximately 40 pages long, but does include images and graphs, it isn't just pages and pages of text.

Yes, continue to national dialogue section

No, terminate

Unsure, Continue to Schedule callback section

PROGRAMMER NOTE: IF [D10] = 2

INTERVIEWER NOTE: Participant is unsure whether they will attend

Hi my name is _____ and I work for Forum Research. Who am I speaking with today?

P1. First Name: _____
Thank you for your interest in the Simon Fraser University regional citizen dialogues on the future of energy in Canada. The University's Centre for Dialogue is looking to secure the participation of a diverse group of Canadians to join this conversation.

The regional citizen's dialogues will be held over two days in [REGIONMONTH] and provide participants with an exciting opportunity to influence critical issues related to energy, climate change, and the economy.

You don't need to be an expert in any of these subjects; we're looking to speak to Canadians like you, to get your honest opinions. We'll give you all the information you need to contribute.

The two day [English language in Toronto, Halifax, Calgary, Vancouver] or [French language in Montreal] dialogue is happening in [REGION] on [REGIONDATE and REGIONDATE].

Are you interested in joining us? If you are selected, the university would provide an honourarium of $400 as mentioned and cover reasonable expenses for your travel. Additionally, an accessibility fund is available to help with requirements such as American Sign language, and childcare, or eldercare.

It is important to us that we ensure these dialogues are open and inclusive to everyone who attends.

Do you have any questions?

PROGRAMMER NOTE: Please provide a link to the FAQ Document (as of July 12th we are still waiting on client approval of FAQ Document)
Please click here to open recruitment FAQ document to answer any participant questions.

PROGRAMMER NOTE: Please provide a field to input an email address to send respondents information package (as of July 12th we are waiting on client approval of info package).

1.   Yes participant would like to sign up. -> Continue to D1
2.   No the participant is not interested -> Thank and Terminate
3.   Participant is unsure or would like some additional time to think about it -> Continue to Schedule callback section

D1 If selected, would you agree to review a discussion guide prior to the date of the dialogue you would attend? The guide is approximately 40 pages long, but does include images and graphs, it isn't just pages and pages of text.

Yes, continue to national dialogue section

No, terminate

Unsure, Continue to Schedule callback section

8.1.3   CALLBACK SCRIPT

INTERVIEWER NOTE: Participant previously indicated interest in attending the regional citizen dialogue

Hi my name is _____ and I am calling on behalf of Forum Research, may I please speak with [PARTICIPANT NAME]?

PARTICIPANT IS AVAILABLE SCRIPT

Hello [PARTICIPANT NAME], I am calling to let you know that you have been selected to participate in the regional citizen dialogue hosted by Simon Fraser University's Centre for Dialogue happening in [REGION] on [REGIONDATE and REGIONDATE].

You may recall that this [ENGLISH/FRENCH] dialogue will occur over two days and is an exciting opportunity to influence critical issues related to energy, climate change, and the economy.

Reasonable travel expenses to [REGION] will be covered and you will be provided an honourarium of $400 by the university for participating.

Are you still interested in attending this dialogue?

No [Terminate]

Yes [Continue]

Excellent, I'm happy you're still interested. We will provide your information to the University's Centre for Dialogue and they will contact you directly to help arrange the details for your travel and provide further information related to the regional citizen dialogue.

Before you go, please let me confirm your name, address, and contact information.

[SHOW CONTACT INFORMATION]

Is this accurate?

Yes [continue]

No [allow for corrections]

Finally, would you prefer the university contact you by telephone or e-mail?

[Telephone]

[E-mail]

Thank you so much for agreeing to participate in the regional citizen dialogue hosted by Simon Fraser University's Centre for Dialogue.

Goodbye.

PARTICIPANT IS NOT AVAILABLE SCRIPT

[PARTICIPANT NAME] expressed interest in attending a dialogue on energy, climate change, and the economy and I am calling to let them know that they were selected, is there a better time that I could reach them?

[SCHEDULE CALLBACK]

I will try back again then.

Thank you, goodbye.

9 APPENDIX B – ATTITUDINAL QUESTIONNAIRE

Question	Response option
1. **Did you vote in the last Federal Election held in October 2015?**	• Yes • No • Was not eligible to vote • Don't know • hear these answers again
2. **Overall, which of the following issues would you say is the most important one facing Canada today?**	• education • the economy • healthcare • the environment • immigration issues • national security • building infrastructure • other • hear these answers again
3. **Please describe your level of familiarity or unfamiliarity with the way energy is produced in Canada.**	• very familiar • somewhat familiar • somewhat unfamiliar • very unfamiliar • don't know
4 **Please describe your level of familiarity or unfamiliarity with the way energy is transported in Canada.**	• very familiar • somewhat familiar • somewhat unfamiliar • very unfamiliar • don't know
5. **Please describe your level of familiarity or unfamiliarity with the way energy is used in Canada.**	• very familiar • somewhat familiar • somewhat unfamiliar • very unfamiliar • don't know
6. **Please describe your level of familiarity or unfamiliarity with the role of energy in the Canadian economy.**	• very familiar • somewhat familiar • somewhat unfamiliar • very unfamiliar • don't know
7. **Please describe your level of familiarity or unfamiliarity with the role of energy in the production of greenhouse gases.**	• very familiar • somewhat familiar • somewhat unfamiliar • very unfamiliar • don't know
8. **Please describe your level of familiarity or unfamiliarity with the Federal Government´s plans for the future of energy in Canada.**	• very familiar • somewhat familiar • somewhat unfamiliar • very unfamiliar • don't know
9. **In your opinion, how likely or unlikely is it that Canada can develop an energy policy that meets the needs of all regions?**	• very likely • somewhat likely • somewhat unlikely • very unlikely • don't know

Question	Response option
10. **In your opinion, how likely or unlikely is it that Canada can develop an energy policy that reflects the different perspectives on energy that exist in Canada?**	- very likely - somewhat likely - somewhat unlikely - very unlikely - don't know
11. **In your opinion, how trustworthy or untrustworthy are Scientists on predicting Canada´s future energy needs?**	- very untrustworthy - somewhat untrustworthy - somewhat trustworthy - very trustworthy - don't know
12. **In your opinion, how trustworthy or untrustworthy are Environmental groups on predicting Canada´s future energy needs?**	- very untrustworthy - somewhat untrustworthy - somewhat trustworthy - very trustworthy - don't know
13. **In your opinion, how trustworthy or untrustworthy is the media on predicting Canada´s future energy needs?**	- very untrustworthy - somewhat untrustworthy - somewhat trustworthy - very trustworthy - don't know
14. **In your opinion, how trustworthy or untrustworthy is Industry on predicting Canada´s future energy needs?**	- very untrustworthy - somewhat untrustworthy - somewhat trustworthy - very trustworthy - don't know
15. **In your opinion, which of the following approaches should the government take to address Canada´s future energy needs?**	- Reduce the use of fossil fuels such as coal, oil, and natural gas as quickly as possible and transition immediately to renewable energy - Use economic benefits from the development of Canada's fossil fuels to fund a gradual transition toward renewable energy - Expand the development of fossil fuels to maximize the wealth created for Canadians - None of the above - don't know - hear these answers again
16. **Energy policy can involve difficult trade-offs between the economy and the environment. Which of the following statements best describes your view?**	- The highest priority should be given to protecting the environment, even if it hurts the economy. - Both the environment and the economy are important, but the environment should come first. - Both the environment and the economy are important and balancing the two should be the highest priority. - Both the environment and the economy are important, but the economy should come first. - The highest priority should be given to economic considerations even if it hurts the environment. - Don't know - hear these answers again

Question	Response option
17. If Canada meets its climate change targets and reduces emissions from the burning of fossil fuels, do you think this will have a positive effect, a negative effect, or no effect at all on Canada´s economy?	• very positive effect • somewhat positive effect • no effect • somewhat negative effect • very negative effect • don't know
18. If Canada meets its climate change targets and reduces emissions from the burning of fossil fuels, do you think this will have a positive effect, a negative effect, or no effect at all on the economy of your local community?	• very positive effect • somewhat positive effect • no effect • somewhat negative effect • very negative effect • don't know
19. If Canada meets its climate change targets and reduces emissions from the burning of fossil fuels, do you think this will have a positive effect, a negative effect, or no effect at all on your personal financial situation?	• very positive effect • somewhat positive effect • no effect • somewhat negative effect • very negative effect • don't know
D1. Finally, just a couple of question to help us group the data. What is your gender?	• Male • Female • Other
D2. How old are you?	• Under 25 years • 25 to 34 • 35 to 44 • 45 to 54 • 55 to 64 • 65 and over
D3. Do you have children under the age of 18 in the household?	• Yes • No
D4. What is the highest level of education you completed?	• Secondary school or less • Some college or university • Completed college or university • Post graduate studies
D7. Have I reached you on a landline or on a cell phone?	• Landline • Cellphone
D8. In addition to your cell phone, do you also have a landline in your household or not?	• Also have a landline • Don't have a landline
D7. And finally, what is the combined annual income for all individuals living in your household before taxes?	• Less than $20,000 • $20,000 to $40,000 • $40,000 to $60,000 • $60,000 to $80,000 • $80,000 to $100,000 • $100,000 to $250,000 • More than $250,000 • Prefer not to answer • repeat these answers

10 APPENDIX C – DEMOGRAPHIC QUESTIONNAIRE

Demographic characteristic	Response option
Gender	• Male • Female • Transgender/Other
Age	• 18-24 • 25-44 • 45-64 • 65 and older
Family Income (after tax)	• $0 to $29,999 • $30,000 to $49,999 • $50,000 to $79,999 • $80,000 and above
Employment	• Unemployed • Full Time • Part Time • Self Employed
Education	• High school or less • Some post-secondary, including college or technical certificates or diplomas • Bachelor's degree or higher
Presence of children under 25 years of age in household?	• Yes • No
Aboriginal Identity	• Non-Aboriginal identity • Aboriginal identity
Immigration	• Non-immigrant • Immigrant
Visible Minorities	• Visible minority • Caucasian/white