

**Canada Omnibus
Survey Report**

Prepared for

*Climate Action Network Canada – Réseau action climat Canada
(CAN-Rac Canada)*

By



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M e t h o d o l o g y & L o g i s t i c s

Overview

- The reports and database provided represent the findings from a telephone survey of 3040 Canadian residents 18 years of age and older. The survey was conducted by Oraclepoll Research Limited for *Climate Action Network Canada – Réseau action climat Canada (CAN-Rac Canada)*.

Confidence

- The margin of error for the total 3040-person survey is +/- 1.78%, 19/20 times.

Survey Method

- All surveys were conducted by telephone using live operators at the Oraclepoll call centre facility. The survey was conducted using person to person interviewing with computer-assisted techniques of telephone (CATI) and random number selection. The sample frame was inclusive of private numbers as well as cell phone only households. A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

Logistics

- Surveys were conducted between the days of March 12th and March 30th 2015
- Initial calls were made between the hours of 6:00 p.m. and 9:00 p.m. within each time zone. Subsequent call-backs of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 5 times (from 10:00 a.m. to 9:00 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact. If no contact was made at a number after the fifth attempt, the number was discarded and a new one supplanted it.

Sampling / Weighting

- The original base sample was $n = 2020$ with a representative distribution by region and province. There was then an over sample ($n = 1020$) of residents of Ontario, Quebec and New Brunswick in direct proportion to their population. The final completed survey universe was $n = 3040$.
- The $N=3040$ data was then weighted to ensure it mapped onto the census breakdown or percentage by region as outlined below.
- In addition, the findings contained in the results by question and the crosstabulations reports are weighted by region.

AREA	Census % Breakdown of Regions	Original Sample N	Oversampling N	Total N
Ontario	38%	760	590	1350
Quebec	24%	480	380	860
BC	13%	260	-	260
Prairies	18%	360	-	360 *
Maritimes	8%	160	50	210 #
Total	100%	2020	1020	3040

* (Alberta $n=260$, Saskatchewan $n= 59$ & Manitoba $n=81$)

(PEI $n=20$, Nova Scotia $n=60$, Newfoundland $n=40$ & New Brunswick $n=90$)