**Portraits of Canada-2001**

**Background and Methodology**

*Portraits of Canada* is an annual tracking poll that follows the evolution of Canadians’ attitudes to a range of issues that affect the federation.

It is commissioned by the Centre for Research and Information on Canada (CRIC). CRIC oversees the research, communications and citizen-participation activities of the council for Canadian Unity.

This is the fifth *Portraits* tracking poll.

Two were conducted in 1998, one in the spring and one in the autumn. A third was conducted in the fall of 1999 and a fourth in the fall of 2000.

The 2001 edition of the survey is more authoritative than ever because it is based on the largest sample size yet, **2,940 people**. The survey’s sample size has been doubled in Western Canada, and tripled in Atlantic Canada.

As in previous years, two separate telephone surveys were conducted, one in Quebec and one in the rest of Canada. *Envirorionics Research Group* surveyed 1,939 people in the nine provinces outside of Quebec between October 1 and October 10, 2001. *CROP* surveyed 1,001 people in Quebec between September 28 and October 14, 2001. The data from the two surveys were combined in order to calculate results for the whole of Canada.

The results of surveys of this size have a margin of error of approximately plus or minus 1.8 %, 19 times out of 20. The margin of error for smaller sub-samples within the survey are larger.

*Source: Centre for Research and Information on Canada*