



Background and Methodology

Ottawa, Oct. 28, 2003 – *Portraits of Canada* is an annual survey of public opinion in Canada conducted by the **Centre for Research and Information on Canada (CRIC)**. It tracks how the attitudes of Canadians have evolved on a range of issues relating to the nature and well-being of the country and its citizens. This is the seventh *Portraits* survey.

The 2003 edition is highly authoritative because it is based on a sample of 3,204. Canada's three northern territories have been included for the first time. The sample size is large enough to ensure that opinions in all regions of the country are accurately reflected.

As in past years, two separate surveys were conducted, one in Quebec and one in the rest of Canada. **Environics Research Group** surveyed 2,201 persons in the nine provinces outside of Quebec between September 16 and October 3, 2003. **CROP** surveyed 1,003 persons in Quebec between September 15 and October 2, 2003.

The results of surveys of this size have a margin of error of approximately plus or minus 1.7%, 19 times out of 20. The margin of error for smaller sub-samples within each survey are larger.

The data from the **CROP** and the **Environics Research Group** surveys were combined in order to establish results for the whole of Canada and weighted to reflect the actual proportions of the provinces and territories in the population.

CRIC is the research and communications program of the Canadian Unity Council, an independent and non-partisan organization with an educational mission to increase understanding among Canadians about the workings of the federation and the issues that affect it.

News Releases included in this kit, along with graphics, are available on CRIC's website at www.cric.ca.

Source: CRIC

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