

# QUESTIONNAIRE

## June 2023 Technology Survey

1. How knowledgeable would you say you are about what is meant by the “tech sector”?

|                              |    |
|------------------------------|----|
| Very knowledgeable           | 1  |
| Somewhat knowledgeable       | 2  |
| Not very knowledgeable       | 3  |
| Not at all knowledgeable     | 4  |
| Don't know/Prefer not to say | 99 |

2. How important do you think the tech sector is to the future of the following? [RANDOMIZE]

- The economy of the province where you live
- The Canadian economy
- The people of Canada
- The planet as a whole

|                              |    |
|------------------------------|----|
| Very important               | 1  |
| Somewhat important           | 2  |
| Not very important           | 3  |
| Not at all important         | 4  |
| Don't know/Prefer not to say | 99 |

3. When thinking of the challenges facing society today, does the tech sector offer more problems or solutions? [REVERSE ORDER OF TOP TWO]

|  |    |
|--|----|
| More <b>problems</b> than solutions            | 1  |
| More <b>solutions</b> than problems            | 2  |
| About an equal number of problems as solutions | 3  |
| Don't know/Prefer not to say                   | 99 |

4. Based on your impressions, please indicate your sense of how competitive the tech sector is in each of the following countries? [RANDOMIZE]

- Canada
- Taiwan
- The United States
- The United Kingdom
- Germany
- Japan
- South Korea
- China
- Russia

|   |    |
|---|----|
| Has a tech sector that is among the world leaders | 1  |
| Not among the leaders, but competitive            | 2  |
| Has a tech sector, but it is not very competitive | 3  |
| No tech sector of significance                    | 4  |
| Don't know/Prefer not to say                      | 99 |

The next few questions about Canada's tech sector specifically.

5. From the list of words below, please select any that you feel describe **Canada's tech sector**: [SELECT ALL] [RANDOMIZE]

|   |    |
|---|----|
| Innovative  | 1  |
| Creative  | 2  |
| Behind the times  | 3  |
| Elitist   | 4  |
| Exciting  | 5  |
| Rewarding   | 6  |
| Risky   | 7  |
| Critical  | 8  |
| Disappointing   | 9  |
| Rewarding   | 10 |
| Naïve   | 11 |
| Advanced  | 12 |
| World renowned  | 13 |
| Immoral   | 14 |
| Don't know/Prefer not to say [ANCHOR][MUTUALLY EXCLUSIVE] | 99 |

6. Would you say Canada's tech sector is...?

|  |    |
|--|----|
| A great source of national pride                     | 1  |
| A source of some national pride                      | 2  |
| Neither a source of national pride nor embarrassment | 3  |
| A source of some national embarrassment              | 4  |
| A great source of national embarrassment             | 5  |
| Don't know/Prefer not to say                         | 99 |

7. Over the next 5-10 years, would you prefer to see Canada's tech sector grow, shrink, or stay the same size?

|                              |    |
|------------------------------|----|
| Grow a lot                   | 1  |
| Grow a little                | 2  |
| Stay the same                | 3  |
| Shrink a little              | 4  |
| Shrink a lot                 | 5  |
| Don't know/Prefer not to say | 99 |

8. When a Canadian tech company is bought by a larger company based in some other country, in your opinion, is this a win or a loss for Canada?

|                              |    |
|------------------------------|----|
| A significant win            | 1  |
| A minor win                  | 2  |
| Neither a win nor a loss     | 3  |
| A minor loss                 | 4  |
| A significant loss           | 5  |
| Don't know/Prefer not to say | 99 |

## Demographics

The final questions are for statistical purposes only.

9. Do you, or does anyone you know, work in the tech industry?

|  |    |
|--|----|
| I work in the tech industry                          | 1  |
| A friend or family member works in the tech industry | 2  |
| I don't know anyone who works in the tech industry   | 3  |
| Don't know/Prefer not to say                         | 99 |

This concludes the survey. Thank you for your participation!

### [Demographic variables included with omnibus]

- Gender
- Region
- Age
- Income
- Education
- Language
- Kids in HH
- Urban/Suburban/Rural