



*2014-611 Nanos Survey on Democratic Renewal  
submitted by Nanos, November, 2014 (Submission 2014-611)*

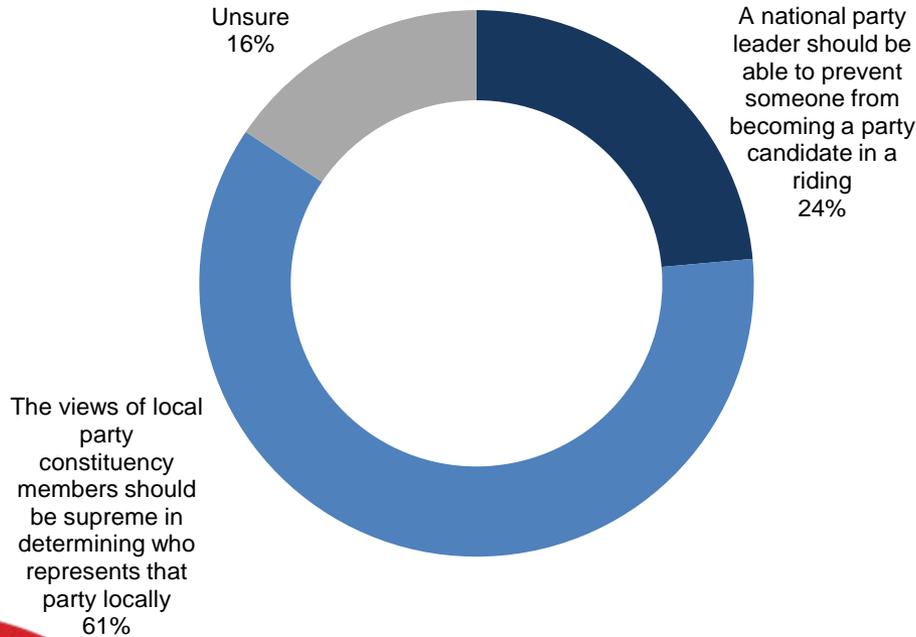
# *How Canadians want democracy to work*

A new survey conducted by Nanos Research for the University of Ottawa's iVote initiative suggests that Canadians want less power in the hands of party leaders. The key findings of the national survey include:

- **Local Candidates** - by a margin of more than two to one, Canadians want the power of local members to reign supreme (61 per cent) over the power of the party leader to prevent someone from being a candidate in a local riding;
- **Removing a Party Leader** - in the case where a party leader was unpopular, seven of ten Canadians would prefer that the leader be removed through a vote by party members while only 26 per cent believed that a vote of party caucus members should have the power to remove a party leader; and,
- **Expelling a Caucus Member** – in terms of the serious situation where an MP may be expelled from his or her own caucus, a very strong majority of Canadians prefer that it be done through a vote of caucus MPs (73 per cent) as opposed to the decision being made as a result of the unilateral decision of a party leader (17 per cent).

# Selection of Candidates

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 15 to 18, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



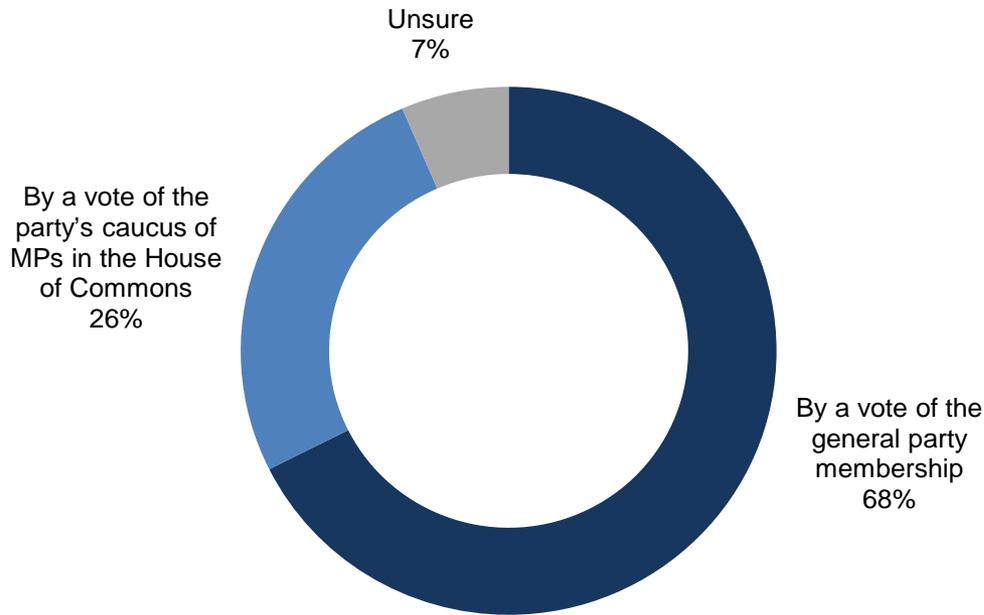
**\*Note: Charts may not add up to 100 due to rounding**

Subgroups	National Party leader able to prevent someone becoming party candidate
Atlantic (n=100)	16.3%
Quebec (n=250)	20.9%
Ontario (n=300)	26.0%
Prairies (n=200)	24.9%
British Columbia (n=150)	25.7%
Male (n=500)	26.6%
Female (n=500)	20.3%
18 to 29 (n=206)	20.4%
30 to 39 (n=169)	30.8%
40 to 49 (n=208)	24.5%
50 to 59 (n=178)	22.5%
60 plus (n=239)	20.8%

**QUESTION** – Thinking of how local party candidates are selected. Which of the following two opinions best reflects your personal view?

# Removing a Leader

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 15 to 18, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



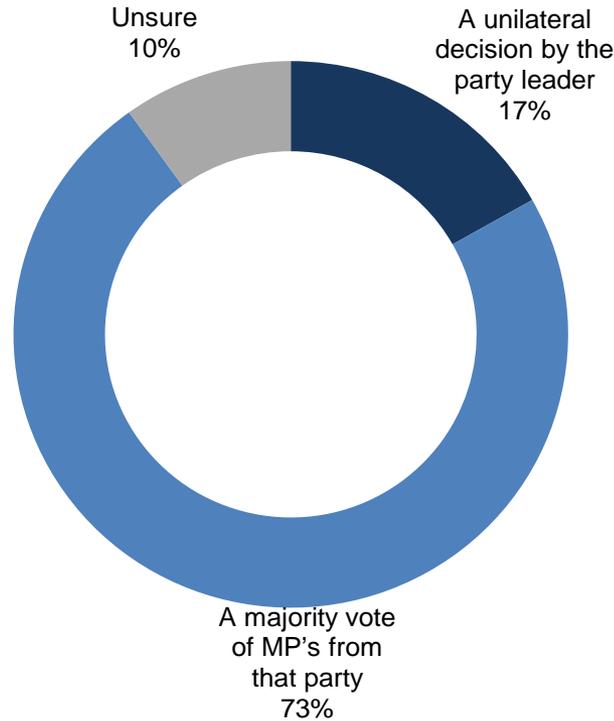
Subgroups	By a vote of the general party membership
Atlantic (n=100)	57.7%
Quebec (n=250)	69.6%
Ontario (n=300)	68.9%
Prairies (n=200)	69.1%
British Columbia (n=150)	66.6%
Male (n=500)	61.9%
Female (n=500)	73.4%
18 to 29 (n=206)	68.8%
30 to 39 (n=169)	67.1%
40 to 49 (n=208)	68.7%
50 to 59 (n=178)	66.7%
60 plus (n=239)	66.8%

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Let's suppose a party leader becomes unpopular but won't step aside. In your opinion, what would be the most appropriate way for a party to remove its leader?

# Expelling an MP

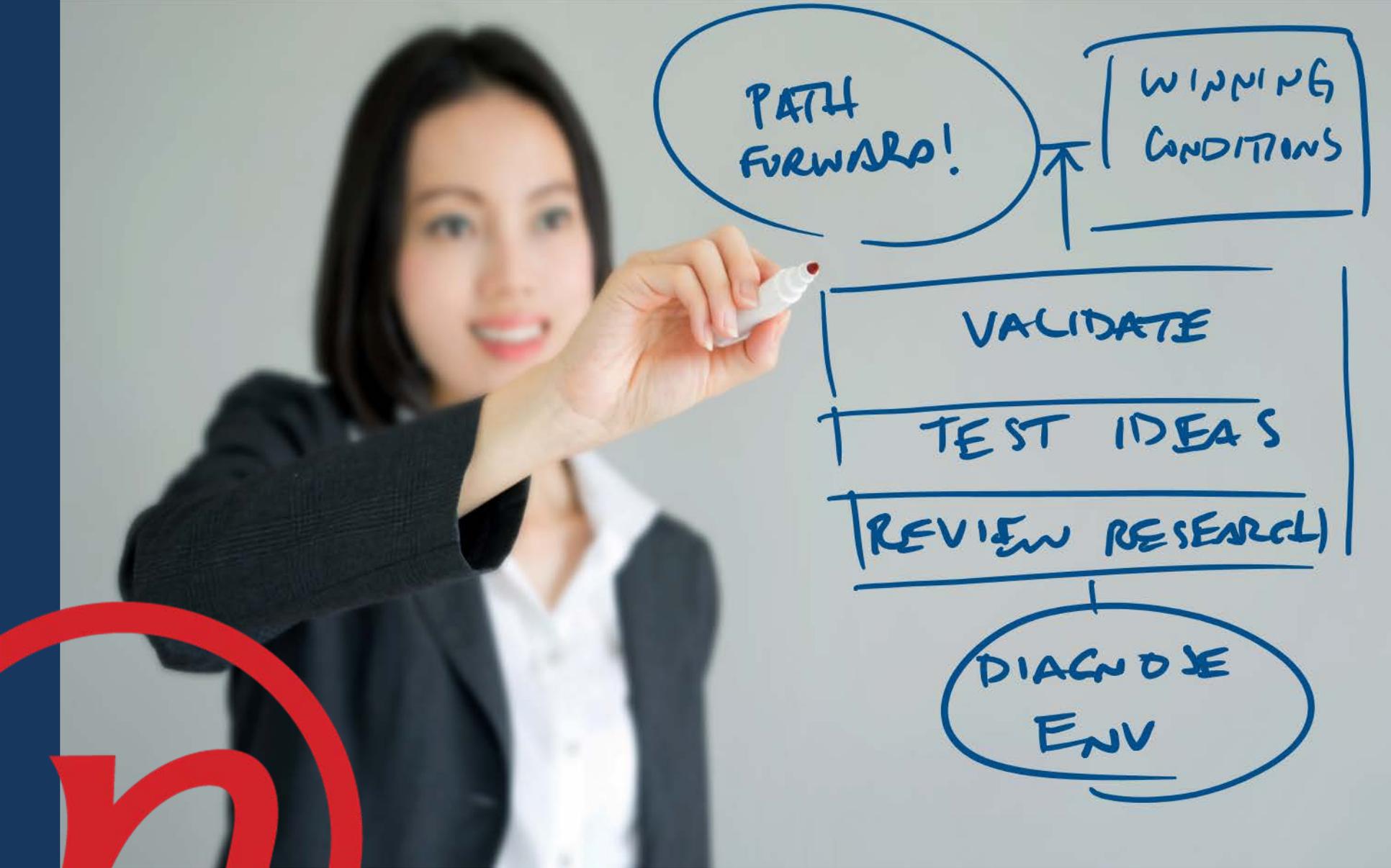
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 15 to 18, 2014, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	A unilateral decision by the party leader
Atlantic (n=100)	25.0%
Quebec (n=250)	17.9%
Ontario (n=300)	17.6%
Prairies (n=200)	13.8%
British Columbia (n=150)	12.1%
Male (n=500)	18.2%
Female (n=500)	15.5%
18 to 29 (n=206)	17.9%
30 to 39 (n=169)	13.0%
40 to 49 (n=208)	18.9%
50 to 59 (n=178)	15.9%
60 plus (n=239)	17.4%

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Thinking of an MP being expelled from his or her party caucus in the House of Commons, what would you say is the most appropriate way to do this?



# Methodology

# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between November 15<sup>th</sup> and 18<sup>th</sup>, 2014 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was conducted for iVote.

Note: Charts may not add up to 100 due to rounding.



# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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# Tabulation

**S**  
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**2014-611 - iVote - STAT SHEET**

Question 1 - Thinking of how local party candidates are selected. Which of the following two opinions best reflects your personal view?

		Total	A national party leader should be able to prevent someone from becoming a party candidate in a riding	The views of local party constituency members should be supreme in determining who represents that party locally	Unsure
		Responses	Percentage	Percentage	Percentage
Region	Canada 2014-11	1000	23.5	60.9	15.6
	Atlantic Canada	100	16.3	63.4	20.3
	Quebec	250	20.9	63.1	16.0
	Ontario	300	26.0	59.3	14.7
	Prairies	200	24.9	60.1	15.0
	British Columbia	150	25.7	59.7	14.7
Gender	Male	500	26.6	63.4	10.0
	Female	500	20.3	58.3	21.4
Age	18 to 29	206	20.4	61.5	18.2
	30 to 39	169	30.8	51.4	17.8
	40 to 49	208	24.5	60.8	14.7
	50 to 59	178	22.5	59.8	17.7
	60 plus	239	20.8	68.0	11.2

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between November 15<sup>th</sup> and 18<sup>th</sup>, 2014. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.



2014-611 - iVote - STAT SHEET

Question 2 – Let’s suppose a party leader becomes unpopular but won’t step aside. In your opinion, what would be the most appropriate way for a party to remove its leader:

		Total	By a vote of the general party membership	By a vote of the party’s caucus of MPs in the House of Commons	Unsure
		Responses	Percentage	Percentage	Percentage
Region	Canada 2014-11	1000	67.6	25.9	6.5
	Atlantic Canada	100	57.7	35.8	6.5
	Quebec	250	69.6	23.3	7.1
	Ontario	300	68.9	25.5	5.6
	Prairies	200	69.1	24.8	6.1
	British Columbia	150	66.6	25.9	7.5
Gender	Male	500	61.9	32.2	5.9
	Female	500	73.4	19.6	7.0
Age	18 to 29	206	68.8	27.0	4.3
	30 to 39	169	67.1	27.3	5.6
	40 to 49	208	68.7	22.5	8.8
	50 to 59	178	66.7	24.6	8.7
	60 plus	239	66.8	28.0	5.2

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**2014-611 - iVote - STAT SHEET**

Question 3 – Thinking of an MP being expelled from his or her party caucus in the House of Commons, what would you say is the most appropriate way to do this:

		Total	A unilateral decision by the party leader	A majority vote of MP's from that party	Unsure
		Responses	Percentage	Percentage	Percentage
Region	Canada 2014-11	1000	16.8	73.2	9.9
	Atlantic Canada	100	25.0	65.7	9.3
	Quebec	250	17.9	69.6	12.6
	Ontario	300	17.6	73.1	9.3
	Prairies	200	13.8	75.0	11.2
	British Columbia	150	12.1	82.3	5.6
Gender	Male	500	18.2	72.9	8.9
	Female	500	15.5	73.6	11.0
Age	18 to 29	206	17.9	71.7	10.4
	30 to 39	169	13.0	77.7	9.3
	40 to 49	208	18.9	70.4	10.7
	50 to 59	178	15.9	72.7	11.3
	60 plus	239	17.4	74.3	8.3

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