

Human rights trump jobs for Canadians in Saudi arms deal

National survey released February, 2016, Project 2016-769B

THE GLOBE AND MAIL[🍁]



> *Human rights trump jobs by 2 to 1 in Saudi arms deal*

According to a recent survey conducted by Nanos Research on behalf of the Globe and Mail, Canadians have an overall negative impression of the Government of Saudi Arabia and feel Canada should sell arms only to countries that respect human rights.

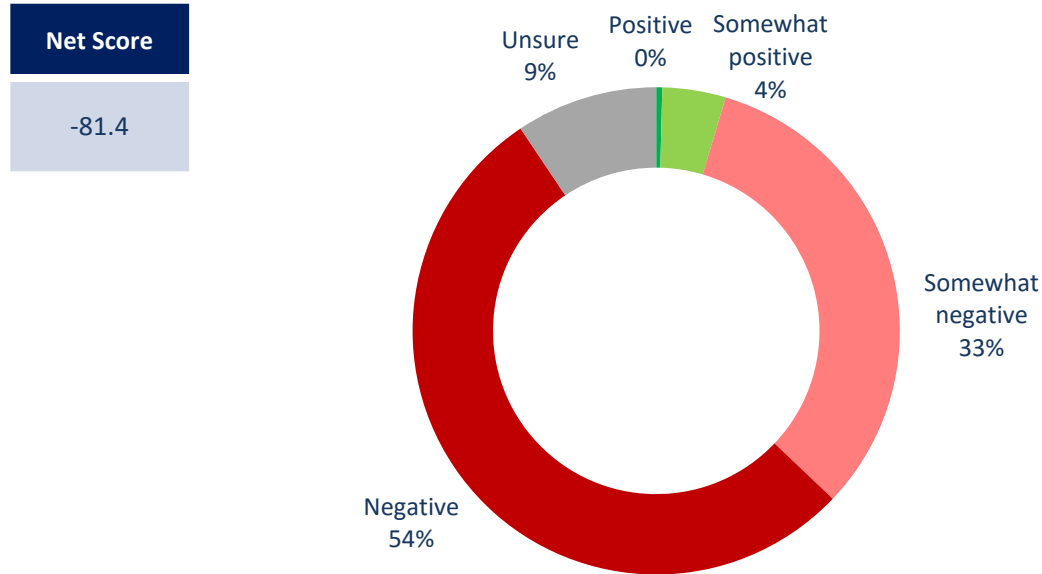
- **Impression of the Government of Saudi Arabia** – More than four fifths of Canadians say that they have either a negative (54%) or somewhat negative (33%) opinion of the Government of Saudi Arabia, while almost one in ten (9%) are undecided. Only five percent of Canadians say they have a somewhat positive (four percent) or positive opinion (one percent).
- **Armament sales to Saudi Arabia** – Nearly three fifths of Canadians (58%) say that it is more important to ensure that Canada only sells arms to countries that respect human rights than to create the 3,000 jobs needed to build the light armoured vehicles in Canada (30%) to sell to Saudi Arabia. Twelve percent of Canadians are unsure.
- **Demographic differences** – It should be noted that women (67%) are significantly more likely to say that Canada should only sell arm to countries that respect human rights than men (49%). Likelihood to agree with this statement also decreases with age, as two thirds (66%) of those aged 18 to 29 said that selling arms to countries who respect human rights was more important than the jobs created, while only half (50%) of those aged 60 plus said the same. No other significant differences can be noted.

These observations are based on a hybrid survey commissioned by the Globe and Mail and conducted by Nanos Research. Individuals were randomly recruited (land-and cell-line sample using live agents and the survey was administered online random survey completed between January 30th and February 1st, 2016. It was comprised of 1,000 Canadians. A random survey of 1000 Canadians is accurate 3.1 percentage points plus or minus, 19 times out of 20.



Impressions of the Government of Saudi Arabia

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, January 30th to February 1st, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



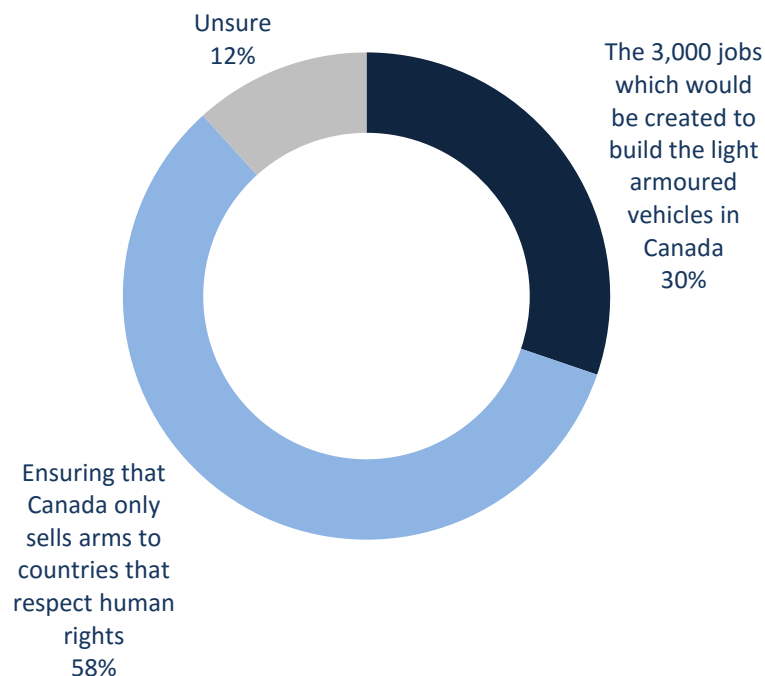
*Note: Charts may not add up to 100 due to rounding

Subgroups	Positive/ Somewhat positive
Atlantic (n=100)	5.2%
Quebec (n=250)	4.4%
Ontario (n=300)	3.4%
Prairies (n=200)	7.2%
British Columbia (n=150)	3.3%
Male (n=500)	6.0%
Female (n=500)	3.0%
18 to 29 (n=156)	4.0%
30 to 39 (n=171)	4.3%
40 to 49 (n=176)	5.3%
50 to 59 (n=234)	2.8%
60 plus (n=263)	5.6%

QUESTION – Do you have a positive, somewhat positive, somewhat negative or negative impression of the Government of Saudi Arabia?

Selling arms to Saudi Arabia

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, January 30th to February 1st, 2016, 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	Ensuring that Canada only sells arms to countries that respect human rights
Atlantic (n=100)	59.6%
Quebec (n=250)	57.2%
Ontario (n=300)	58.7%
Prairies (n=200)	55.1%
British Columbia (n=150)	60.9%
Male (n=500)	48.8%
Female (n=500)	67.4%
18 to 29 (n=156)	66.3%
30 to 39 (n=171)	63.0%
40 to 49 (n=176)	61.9%
50 to 59 (n=234)	50.6%
60 plus (n=263)	49.7%

QUESTION – As you may know, the Government of Canada has advocated, brokered and arranged for a \$15 billion sale of light armoured vehicles mounted with armaments for sale to Saudi Arabia. Also, non-profit organizations such as Freedom House rate Saudi Arabia as not free and give it the worst rating for civil liberties and political rights. What is more important? [ROTATE]



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between January 30th and February 1st, 2016 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 ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.

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

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	18% percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module four of an omnibus survey. The modules preceding these questions included top unprompted national issues of concern, vote preferences and economic issues.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	January 30 th to February 1 st , 2016.		
Language of Survey	The survey was conducted in both English and French.		

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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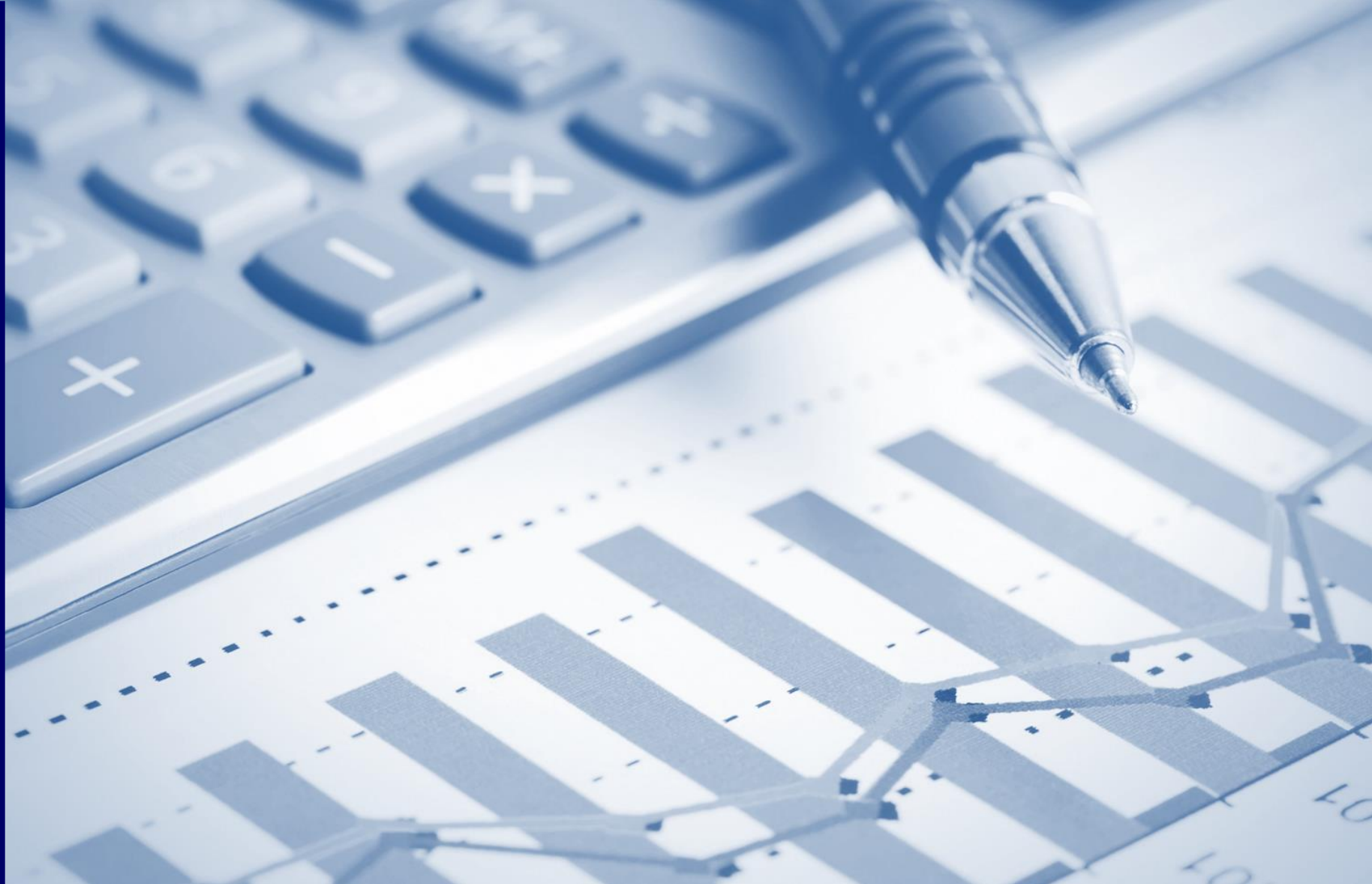
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Tabulations



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Question 3 - Do you have a positive, somewhat positive, somewhat negative or negative impression of the Government of Saudi Arabia?

		Region						Gender		Age				
		Canada 2016-01	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Total	Unwgt N	1000	100	250	300	200	150	500	500	156	171	176	234	263
	Wgt N	1000	100	250	300	200	150	503	497	203	169	211	178	239
Positive	%	.4	.0	.3	.4	.5	.6	.7	.0	.0	.5	.0	.0	1.2
Somewhat positive	%	4.2	5.2	4.1	3.0	6.7	2.7	5.3	3.0	4.3	3.8	5.3	2.8	4.4
Somewhat negative	%	32.5	36.9	29.5	34.5	28.5	36.1	31.1	33.9	25.9	33.6	31.1	33.3	38.1
Negative	%	53.5	49.3	56.1	53.5	54.6	50.2	56.4	50.5	56.8	52.7	52.8	57.5	48.7
Unsure	%	9.4	8.7	10.0	8.6	9.8	10.4	6.4	12.6	12.9	9.3	10.8	6.4	7.6

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Question 4 - As you may know, the Government of Canada has advocated, brokered and arranged for a \$15 billion sale of light armoured vehicles mounted with armaments for sale to Saudi Arabia. Also, non-profit organization such as Freedom House rate Saudi Arabia as not free and give it the worst rating for civil liberties and political rights. What is more important [ROTATE]

		Region						Gender		Age				
		Canada 2016-01	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Total	Unwgt N	1000	100	250	300	200	150	500	500	156	171	176	234	263
	Wgt N	1000	100	250	300	200	150	503	497	203	169	211	178	239
The 3000 jobs which would be created to build the light armoured vehicles in Canada	%	30.2	31.0	32.0	28.0	34.9	24.9	40.5	19.9	23.9	28.6	24.0	36.8	37.4
Ensuring that Canada only sells arms to countries that respect human rights	%	58.0	59.6	57.2	58.7	55.1	60.9	48.8	67.4	66.3	63.0	61.9	50.6	49.7
Unsure	%	11.7	9.3	10.8	13.3	10.0	14.1	10.7	12.8	9.8	8.4	14.1	12.7	13.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between January 30th and February 1st, 2016. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.

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