

# Majority of Canadians find it unacceptable for politicians to accept free trips paid for by organizations or running a business outside of parliamentary duties

National survey released January 2018  
Project 2017-1139A



**THE GLOBE AND MAIL** 

 **NANOS SURVEY**

# Summary

A comfortable majority of Canadians find it unacceptable or somewhat unacceptable for members of parliament and senators to accept free trips paid for by organisations such as foreign governments, businesses or lobby groups or for them to run a business outside of Parliamentary duties.

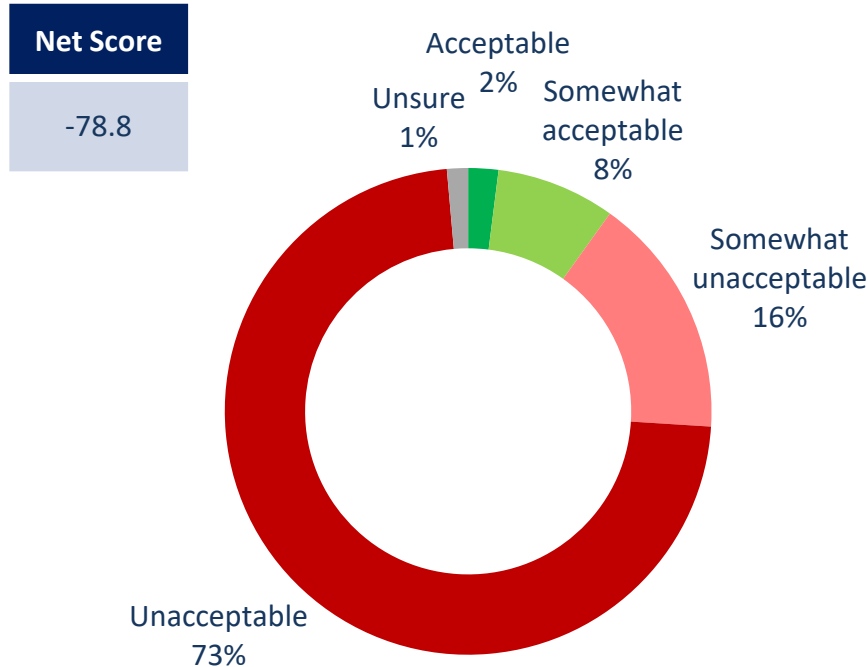
- **Just under nine in ten Canadians say it is unacceptable or somewhat unacceptable for members of parliament and senators to accept free trips paid for by certain organisations** – Nearly nine in ten Canadians say it is unacceptable (73%) or somewhat unacceptable (16%) for members of parliament and senators to accept free trips paid for by organizations such as foreign governments, businesses or lobby groups while one in ten Canadians say it is acceptable (two per cent) or somewhat acceptable (eight per cent). One per cent of Canadians are unsure.
- **Over three in four Canadians say it is unacceptable or somewhat unacceptable for members of parliament and senators to run an outside business** – Almost eight out of ten Canadians say it is unacceptable (60%) or somewhat unacceptable (19%) for members of parliament and senators to be directly involved in running a business outside of their parliamentary duties. Nearly one fifth of Canadians say it is acceptable (four per cent) or somewhat acceptable (14%). Four per cent of Canadians are unsure.

These observations are based on 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 December 27<sup>th</sup> and 29<sup>th</sup>, 2017 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 margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

# Politicians accepting free trips

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27<sup>th</sup> to 29<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



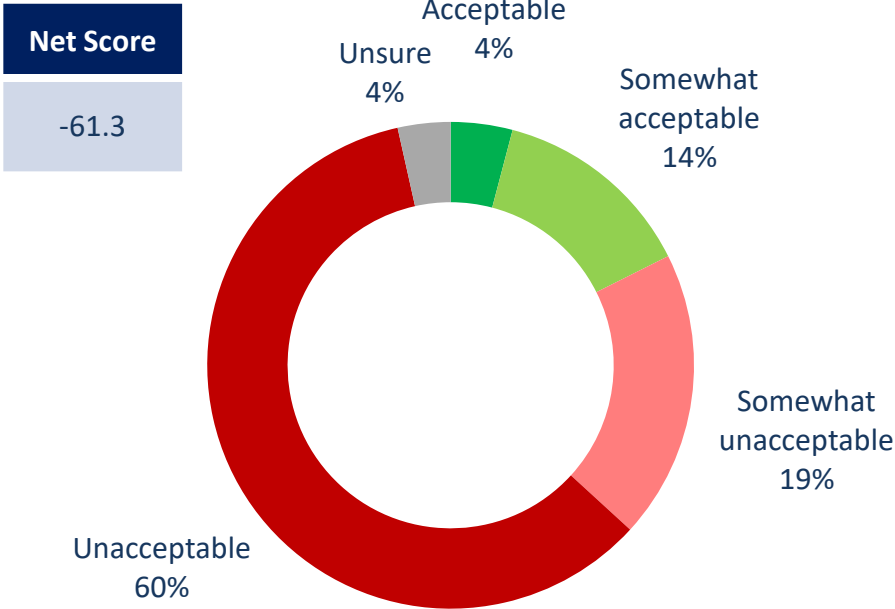
Subgroups	Unacceptable/ Somewhat unacceptable
Atlantic (n=100)	81.6%
Quebec (n=250)	88.8%
Ontario (n=300)	89.7%
Prairies (n=200)	92.2%
British Columbia (n=150)	86.8%
Male (n=520)	90.7%
Female (n=480)	86.8%
18 to 34 (n=235)	86.5%
35 to 54 (n=370)	87.0%
55 plus (n=395)	91.7%

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

**QUESTION** – Is it acceptable, somewhat acceptable, somewhat unacceptable or unacceptable for members of parliament and senators to accept free trips paid for by organizations such as foreign governments, businesses or lobby groups?

# Politicians involved in running a business

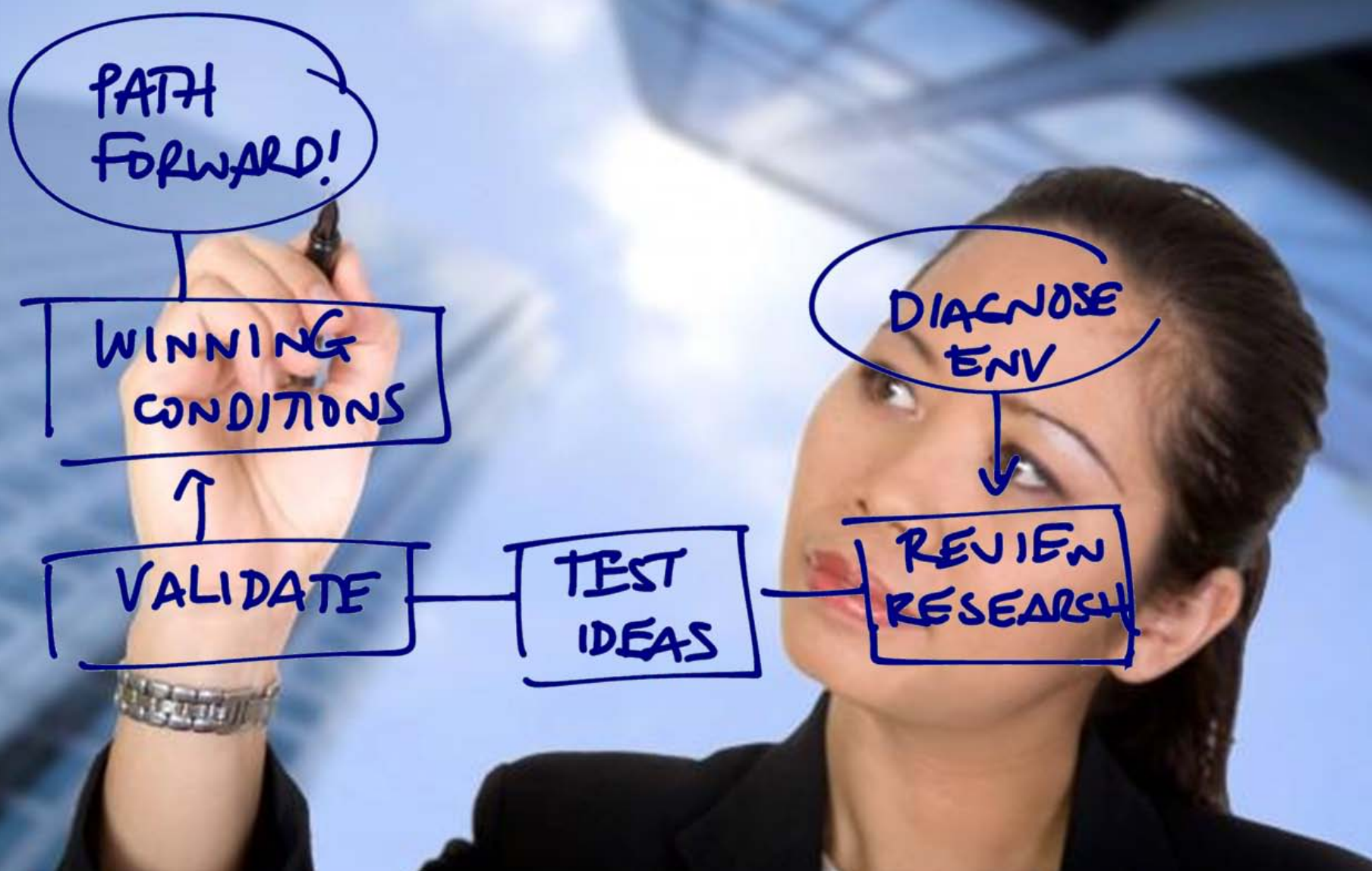
Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27<sup>th</sup> to 29<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Unacceptable/ Somewhat unacceptable
Atlantic (n=100)	69.3%
Quebec (n=250)	79.6%
Ontario (n=300)	83.1%
Prairies (n=200)	78.9%
British Columbia (n=150)	75.7%
Male (n=520)	78.9%
Female (n=480)	78.9%
18 to 34 (n=235)	72.6%
35 to 54 (n=370)	79.7%
55 plus (n=395)	82.6%

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

**QUESTION** – Is it acceptable, somewhat acceptable, somewhat unacceptable or unacceptable for members of parliament and senators to be directly involved in running a business outside of their parliamentary duties?



## 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 December 27<sup>th</sup> and 29<sup>th</sup>, 2017 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.

This study was commissioned by the Globe and Mail and the research was conducted by 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	Ten 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.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	This was module three of an omnibus survey. Preceding modules asked about cell phone plans, Bitcoin, North Korea, and the Question period.
Number of Calls/	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	December 27 <sup>th</sup> to 29 <sup>th</sup> , 2017.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
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.







# Tabulations

**2017-1139A – Globe and Mail/Nanos Survey – MP and Senator ethics - STAT SHEET**

			Region					Gender		Age			
			Canada 2017-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Is it acceptable, somewhat acceptable, somewhat unacceptable or unacceptable for members of parliament and senators to accept free trips paid for by organizations such as foreign governments, businesses or lobby groups?	Total	Unwgt N	1000	100	250	300	200	150	520	480	235	370	395
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Acceptable	%	2.0	5.1	2.5	2.0	.0	2.0	2.3	1.7	3.6	2.1	.9
	Somewhat acceptable	%	7.9	9.8	7.8	6.5	7.0	10.6	5.8	9.9	8.1	8.6	7.1
	Somewhat unacceptable	%	16.1	13.0	22.9	15.4	11.8	14.1	13.2	18.9	19.3	16.8	13.2
	Unacceptable	%	72.6	68.6	65.9	74.3	80.4	72.7	77.5	67.9	67.2	70.2	78.5
	Unsure	%	1.4	3.5	.9	1.7	.9	.6	1.2	1.5	1.8	2.3	.3

			Region					Gender		Age			
			Canada 2017-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Is it acceptable, somewhat acceptable, somewhat unacceptable or unacceptable for members of parliament and senators to be directly involved in running a business outside of their parliamentary duties?	Total	Unwgt N	1000	100	250	300	200	150	520	480	235	370	395
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Acceptable	%	4.1	8.9	2.0	2.7	4.6	6.3	4.6	3.5	7.4	1.7	3.7
	Somewhat acceptable	%	13.5	15.6	16.5	10.4	12.8	14.2	13.9	13.1	15.6	15.1	10.6
	Somewhat unacceptable	%	19.2	21.0	22.1	17.0	17.3	20.0	18.9	19.5	18.3	22.4	17.0
	Unacceptable	%	59.7	48.3	57.5	66.1	61.6	55.7	60.0	59.4	54.3	57.3	65.6
	Unsure	%	3.5	6.1	2.0	3.8	3.7	3.8	2.6	4.4	4.3	3.5	3.0