

Canadians most likely to think Andrew Scheer is doing an average job working to keep the federal Liberal Government accountable

National survey released May, 2018
Project 2018-1213



CTV
NEWS

n **NANOS SURVEY**

Summary

A recent survey conducted by Nanos for CTV News suggests that Canadians are most likely to believe that Conservative Party leader Andrew Scheer is doing an average job holding the Liberal government accountable.

- **‘Average job’ was the top response from Canadians when asked about how good of a job Andrew Scheer is doing to keep the federal Liberal Government accountable for its decisions** – Nearly four in ten Canadians believe that Andrew Scheer is doing an average job (36.8%) at keeping the Liberal Government accountable. Nearly one in ten Canadians believe he is doing a very good job (7.2%) and nearly two in ten believing he is doing a good job (19.5%). Over one in ten believe he is doing a poor job (13.7%) and under one in ten think he is doing a very poor job (7.4%). Fifteen point five percent of respondents were unsure.
- **Nearly one in two British Columbians believe that Andrew Scheer is doing an ‘average job’ at keeping the Liberal Government accountable** – Just under one in two British Columbians believe that Andrew Scheer is doing an average job (49.4%), with just under four in ten Canadians in Ontario (37.8%), the Prairies (36.4%) and Atlantic Canada (35.0%) believing him to also be doing an average job. Nearly three in ten Quebecois believe him to be doing an average job (29.1%).
- **Over four in ten Canadians 55 years and older believe Andrew Scheer is doing an ‘average job’** – Just over four in ten Canadians 55 plus believe Andrew Scheer to be doing an average job (41.2%). Over three in ten Canadians between the ages of 35 and 54 believe that he is doing an average job (35.4%), with just over thirty percent of Canadians between the ages of 18 and 34 believing the same (32.3%).

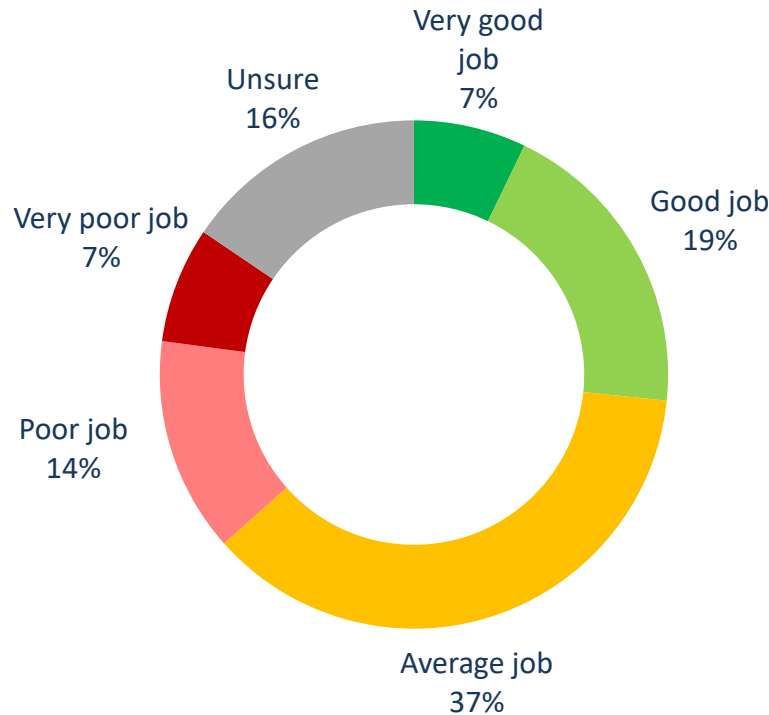
These observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between May 30th and June 3rd, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Impressions of Andrew Scheer

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30th to June 3rd, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+5.6



Subgroups	Average job
Atlantic (n=100)	35.0%
Quebec (n=250)	29.1%
Ontario (n=300)	37.8%
Prairies (n=200)	36.4%
British Columbia (n=150)	49.4%
Male (n=526)	37.8%
Female (n=474)	35.8%
18 to 34 (n=202)	32.3%
35 to 54 (n=416)	35.4%
55 plus (n=382)	41.2%

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

QUESTION – As you may know, Andrew Scheer is the leader of the Conservative Party of Canada. Do you think he has done a very good, good, average, poor or very poor job at working to keep the federal Liberal Government accountable for its decisions?

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 May 30th to June 3rd, 2018 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.

This study was commissioned by CTV News 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	CTV	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) 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	10 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 two of an omnibus survey. The previous module asked about unprompted national issues of concern.
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.nanos.co Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	May 30 th to June 3 rd , 2018.		
Language of Survey	The survey was conducted in both English and French.		
Standards	This report meets the standards set forth by the MRIA which can be found here: https://mria-arim.ca/polling		

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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Tabulations





2018-1213 – CTV/Nanos Survey – CTV May Omni – Andrew Scheer – STAT SHEET

			Region					Gender		Age			
			Canada 2018-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - As you may know, Andrew Scheer is the leader of the Conservative Party of Canada. Do you think he has done a very good, good, average, poor or very poor job at working to keep the federal Liberal Government accountable for its decisions?	Total	Unwgt N	1000	100	250	300	200	150	526	474	202	416	382
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Very good job	%	7.2	7.1	6.2	7.3	10.1	4.5	7.5	6.8	9.9	7.2	5.2
	Good job	%	19.5	13.2	25.8	19.5	19.7	13.0	23.0	16.0	19.1	21.2	18.3
	Average job	%	36.8	35.0	29.1	37.8	36.4	49.4	37.8	35.8	32.3	35.4	41.2
	Poor job	%	13.7	13.9	14.2	13.3	15.3	11.3	13.7	13.6	12.6	14.6	13.5
	Very poor job	%	7.4	12.0	8.4	6.6	4.7	7.6	8.1	6.7	7.3	5.2	9.3
Unsure	%	15.5	18.9	16.4	15.5	13.8	14.2	9.8	21.0	18.8	16.4	12.5	

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 May 30th and June 3rd, 2018. The margin of error for a random survey of 1,000 Canadians is accurate ±3.1 percentage points, 19 times out of 20.