

Politics in Canada does not score well on ethics – The economy trumps SNC Lavalin as an election issue according to Canadians

National survey released February, 2019
Project 2019-1384




NEWS

 **NANOS SURVEY**

Although Canadians tend to give low scores to their confidence in politicians behaving ethically, the economy still trumps SNC Lavalin as an issue that influences votes. Canadians are split on whether a government led by Justin Trudeau Liberals or the Andrew Scheer Conservatives would generally be more ethical.

Canadians are more likely to say they have low confidence rather than high confidence in politicians behaving ethically

- **Canadians nearly three times as likely to say they have very low rather than very high confidence that politicians behave ethically, although most are neutral on the question** – Although nearly six in ten (59%) Canadians give a neutral score (four to seven out of ten) to their confidence in politicians behaving ethically, they are nearly three times as likely to say they have very low confidence (29%, score of one to three out of ten) that politicians behave ethically, compared to very high confidence (11%, score of eight to ten out of ten). One per cent are unsure. The average confidence score is 4.8 nationally, while the highest average was recorded in Quebec (5.6) and the lowest in the Prairies (4.1).
- **Canadians most frequently score May as most ethical, followed by Sheer** – Nearly a quarter of Canadians (23%) believe May is the most ethical leader, followed by Sheer (21%), Trudeau (17%), Singh (six per cent), Bernier and Blanchet (three per cent, respectively). Sixteen per cent are unsure and 11 per cent say none are ethical. May is most frequently considered most ethical in British Columbia and Atlantic (36% respectively), Sheer is most frequently considered most ethical in the Prairies (32%) and Trudeau most frequently considered most ethical in Ontario (25%). Men (28%) are twice as likely as women (15%) to consider Sheer ethical.
- **Canadians most frequently score Green Party as most ethical, followed by Conservatives** – Nearly a quarter of Canadians (23%) believe the Green Party is the most ethical party, followed by the Conservatives (21%), the Liberals (14%), the NDP (12%), the Bloc Quebecois (three per cent) and People’s Party (two per cent). Twelve per cent are unsure and 13 per cent say none are ethical. The Green Party is most frequently considered most ethical in the Atlantic (33%) and British Columbia (30%), and the Conservatives are most frequently considered most ethical in the Prairies (40%).

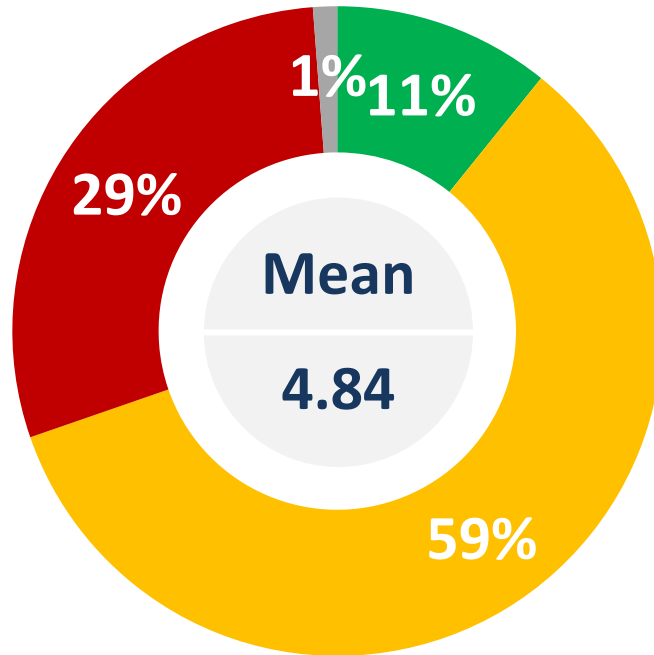
- **Canadians are split on whether a Liberal or Conservative led government would be more ethical** – Nearly two in five Canadians (39%) say a government led by the Justin Trudeau Liberals would be more ethical, while just over a third (34%, higher in the Prairies - 52% and among men – 42%) say a government led by the Andrew Sheer Conservatives would be more ethical. Over a quarter (27%) are unsure.
- **The economy trumps SNC Lavalin as election issue** – Nearly three quarters (73%) of Canadians say the economy will influence their vote, compared to under one in five (17%) who say SNC Lavalin will influence their vote in the next federal election. Ten per cent are unsure.

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 February 23rd and 26th, 2019 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.

Nearly three quarters say the economy will influence their vote, compared to under one in five who say SNC Lavalin

Confidence in politicians behaving ethically



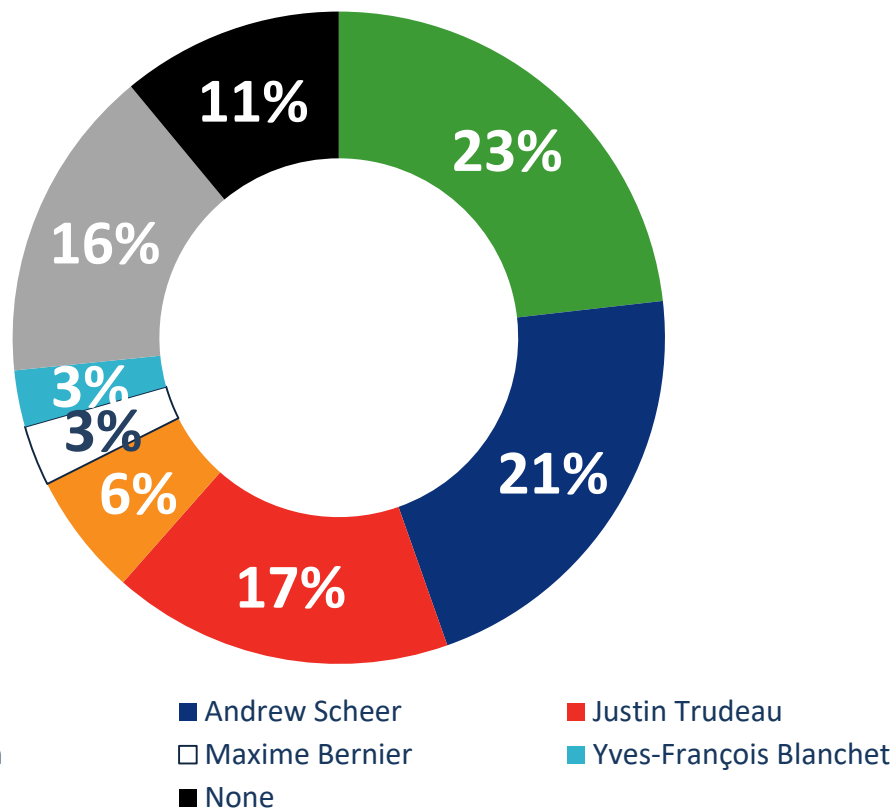
■ Very high confidence (8-10)
 ■ Neutral (4-7)
 ■ Very low confidence (1-3)
 ■ Unsure

	Mean
Atlantic (n=100)	4.80
Quebec (n=250)	5.58
Ontario (n=300)	4.87
Prairies (n=200)	4.05
British Columbia (n=150)	4.60
Male (n=517)	4.83
Female (n=483)	4.84
18 to 34 (n=257)	4.69
35 to 54 (n=446)	4.73
55 plus (n=297)	5.03

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – On a scale of 1 to 10 where 1 is very low confidence and 10 very high confidence, how would you rate your confidence in politicians behaving in an ethical manner?

Most ethical federal party leader

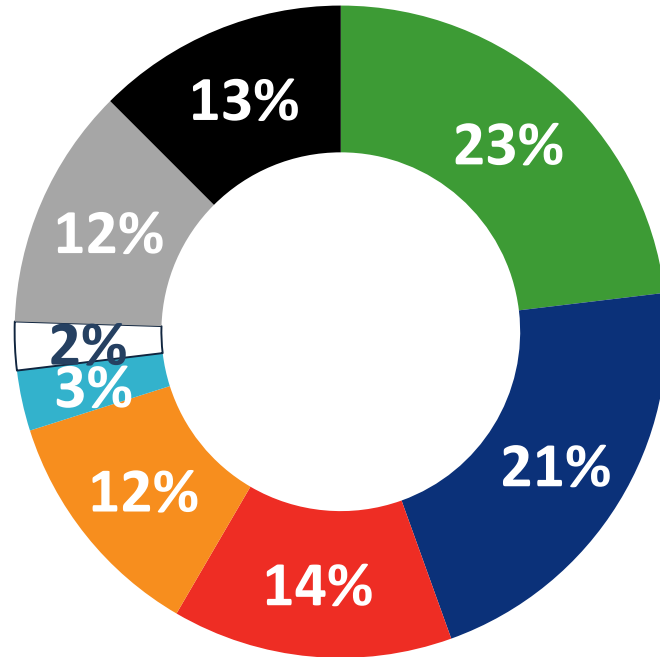


	May
Atlantic (n=100)	35.7%
Quebec (n=250)	16.1%
Ontario (n=300)	23.0%
Prairies (n=200)	16.1%
British Columbia (n=150)	36.4%
Male (n=517)	19.4%
Female (n=483)	26.9%
18 to 34 (n=257)	22.9%
35 to 54 (n=446)	20.4%
55 plus (n=297)	25.8%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Which one of the following federal party leaders do you believe is the most ethical? [RANDOMIZED]

Most ethical federal political party



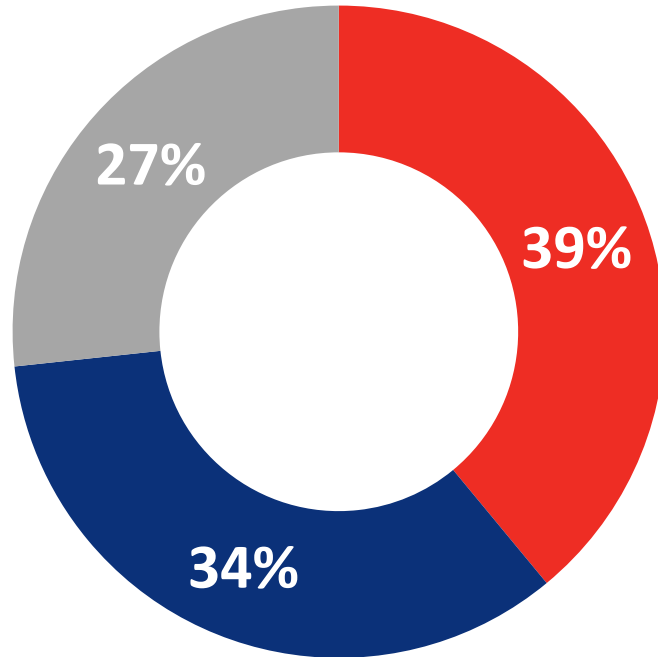
- Green Party
- Conservative
- Liberal
- NDP
- Bloc Quebecois
- People's Party
- Unsure
- None

	Green
Atlantic (n=100)	32.5%
Quebec (n=250)	19.2%
Ontario (n=300)	24.1%
Prairies (n=200)	16.7%
British Columbia (n=150)	30.2%
Male (n=517)	21.0%
Female (n=483)	25.2%
18 to 34 (n=257)	25.0%
35 to 54 (n=446)	21.9%
55 plus (n=297)	22.9%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Which one of the following federal political parties do you believe is the most ethical? [RANDOMIZED]

Ethical government showdown



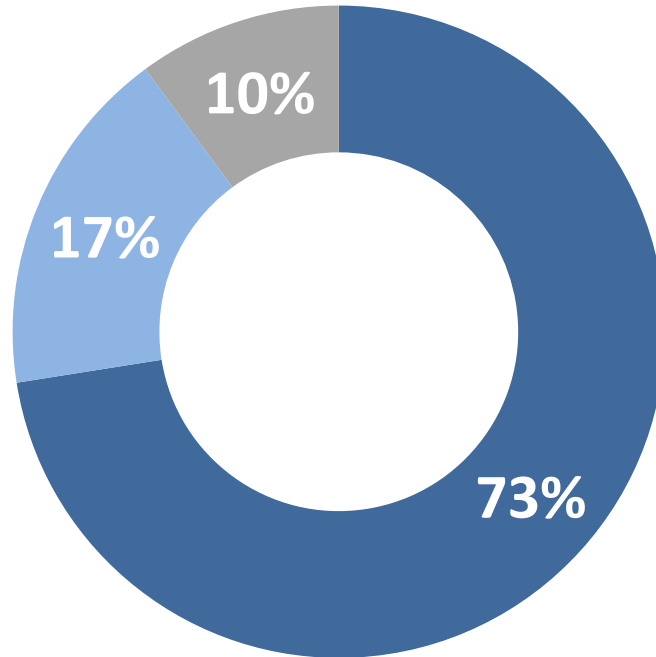
■ Justin Trudeau Liberals
 ■ Andrew Scheer Conservatives
 ■ Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

	Liberals	Conservatives
Atlantic (n=100)	38.5%	31.0%
Quebec (n=250)	32.9%	27.4%
Ontario (n=300)	44.9%	32.8%
Prairies (n=200)	33.0%	52.3%
British Columbia (n=150)	45.5%	27.1%
Male (n=517)	34.3%	42.1%
Female (n=483)	43.5%	26.8%
18 to 34 (n=257)	41.3%	31.3%
35 to 54 (n=446)	33.1%	36.3%
55 plus (n=297)	42.5%	34.6%

QUESTION – Do you think a government led by [ROTATE] the Justin Trudeau Liberals or the Andrew Scheer Conservatives would be more ethical?

Issues that influence votes



- An issue like the economy
- An issue like the recent SNC Lavalin controversy
- Unsure

	Economy	SNC Lavalin
Atlantic (n=100)	68.3%	18.7%
Quebec (n=250)	70.4%	16.4%
Ontario (n=300)	73.9%	17.7%
Prairies (n=200)	80.2%	14.2%
British Columbia (n=150)	65.6%	22.0%
Male (n=517)	76.2%	16.6%
Female (n=483)	68.9%	18.2%
18 to 34 (n=257)	72.4%	16.9%
35 to 54 (n=446)	70.1%	19.0%
55 plus (n=297)	74.6%	16.4%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – Let’s take a moment to think about how you will vote in the next federal election. What is more important as an issue that will influence your vote [ROTATE] an issue like the economy or an issue like the recent SNC Lavalin controversy?



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 February 23rd and 26th, 2019 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.

Element	Description
Organization who commissioned the research	CTV
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
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.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work
Number of Calls/	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	February 23 rd to 26 th , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by ESOMAR.

Element	Description
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
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Stratification	By age and gender using the latest Census information (2016) 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.
Estimated Response Rate	Nine percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module one of an omnibus survey.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.



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TABULATIONS



2019-1384 – CTV/Nanos Survey – CTV February - STAT SHEET

			Region					Gender		Age			
			Canada 2019-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question- On a scale of 1 to 10 where 1 is very low confidence and 10 very high confidence, how would you rate your confidence in politicians behaving in an ethical manner?	Total	Unwgt N	1000	100	250	300	200	150	517	483	257	446	297
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	4.84	4.80	5.58	4.87	4.05	4.60	4.83	4.84	4.68	4.73	5.03
	Very low confidence (1)	%	11.9	7.7	5.0	12.9	19.8	13.3	12.4	11.3	11.5	11.1	12.7
	2	%	6.4	7.4	4.3	7.4	8.6	4.7	6.5	6.4	9.0	7.5	3.7
	3	%	10.8	15.3	9.7	9.1	15.2	7.2	10.3	11.3	10.2	14.0	8.4
	4	%	11.4	11.3	8.4	11.0	9.6	19.7	12.4	10.4	12.0	10.3	12.0
	5	%	16.7	16.2	18.7	15.1	18.0	15.4	15.6	17.8	16.9	16.2	17.1
	6	%	14.9	17.9	13.2	15.1	11.1	20.3	14.1	15.7	15.9	14.5	14.6
	7	%	15.9	17.2	20.5	17.2	10.4	12.4	16.4	15.4	13.5	16.1	17.5
	8	%	7.3	5.2	13.4	6.1	3.8	5.6	7.5	7.1	7.6	6.5	7.8
	9	%	2.5	1.7	3.9	3.7	1.2	0.0	1.9	3.0	1.3	2.1	3.7
	Very high confidence (10)	%	1.0	0.0	1.5	1.5	0.7	0.0	1.6	0.3	0.7	0.8	1.2
Unsure	%	1.2	0.0	1.5	0.9	1.8	1.3	1.2	1.2	1.4	0.9	1.3	

			Region					Gender		Age			
			Canada 2019-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question- Which one of the following federal party leaders do you believe is the most ethical?		Unwgt N	1000	100	250	300	200	150	517	483	257	446	297
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau	%	16.9	12.3	14.1	24.9	15.1	11.2	18.1	15.8	12.8	16.9	19.8
	Andrew Scheer	%	21.4	18.3	15.5	22.6	31.7	17.3	28.2	14.9	15.1	23.0	24.4
	Jagmeet Singh	%	6.1	4.9	7.2	5.7	5.4	6.7	5.5	6.7	10.3	5.5	3.6
	Elizabeth May	%	23.2	35.7	16.1	23.0	16.1	36.4	19.4	26.9	22.9	20.4	25.8
	Maxime Bernier	%	3.0	0.5	2.1	2.5	4.7	4.8	3.7	2.3	3.4	3.9	1.8
	Yves-François Blanchet	%	2.8	0.0	9.8	0.8	0.5	0.0	3.9	1.7	3.5	2.4	2.6
	None	%	11.0	15.0	13.3	8.8	9.4	11.4	10.4	11.7	13.5	12.9	7.7
	Unsure	%	15.6	13.4	22.0	11.7	17.2	12.2	10.9	20.2	18.4	15.0	14.2

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			Region						Gender		Age		
			Canada 2019-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question- Which one of the following federal political parties do you believe is the most ethical?	Total	Unwgt N	1000	100	250	300	200	150	517	483	257	446	297
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Liberal	%	13.9	11.9	12.2	20.9	8.3	11.4	15.3	12.5	8.9	13.2	17.9
	Conservative	%	21.4	12.6	13.8	19.7	39.8	18.5	27.9	15.1	18.3	23.3	21.8
	NDP	%	11.7	13.0	14.3	9.8	11.1	11.1	9.0	14.3	15.5	12.0	8.7
	Bloc Quebecois	%	3.0	0.0	10.5	1.2	0.0	0.0	3.7	2.3	4.6	1.5	3.1
	Green Party	%	23.1	32.5	19.2	24.1	16.7	30.2	21.0	25.2	25.0	21.9	22.9
	People's Party	%	2.4	2.3	0.9	1.5	4.0	4.7	3.1	1.7	2.2	3.1	1.9
	None	%	12.5	19.0	14.6	10.7	10.1	11.6	12.0	13.0	14.2	14.5	9.5
	Unsure	%	12.0	8.8	14.5	12.2	10.0	12.5	8.0	15.9	11.2	10.3	14.1

			Region						Gender		Age		
			Canada 2019-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question- Do you think a government led by [randomize] the Justin Trudeau Liberals or the Andrew Scheer Conservatives would be more ethical?	Total	Unwgt N	1000	100	250	300	200	150	517	483	257	446	297
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau Liberals	%	39.0	38.5	32.9	44.9	33.0	45.5	34.3	43.5	41.3	33.1	42.5
	Andrew Scheer Conservatives	%	34.3	31.0	27.4	32.8	52.3	27.1	42.1	26.8	31.3	36.3	34.6
	Unsure	%	26.7	30.5	39.7	22.3	14.7	27.3	23.5	29.7	27.4	30.6	22.8

2019-1384 – CTV/Nanos Survey – CTV February - STAT SHEET

			Region					Gender		Age				
			Canada 2019-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question- Let's take a moment to think about how you will vote in the next federal election. What is more important as an issue that will influence your vote [randomize] an issue like the economy or an issue like the recent SNC Lavalin controversy.	Total	Unwgt N	1000	100	250	300	200	150	517	483	257	446	297	
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389	
		An issue like the economy	%	72.5	68.3	70.4	73.9	80.2	65.6	76.2	68.9	72.4	70.1	74.6
		An issue like the recent SNC Lavalin controversy	%	17.4	18.7	16.4	17.7	14.2	22.0	16.6	18.2	16.9	19.0	16.4
		Unsure	%	10.1	13.0	13.2	8.4	5.7	12.4	7.2	12.9	10.7	10.9	9.0