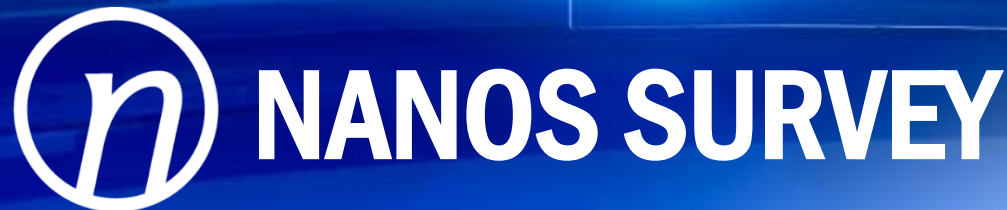


# ***Potential impact of Duffy controversy***

*National survey released May, 2015 - DRAFT*

*Project 2015-663*





## ***Canadians assign more responsibility to Duffy and Harper than Wright***

*“The prime focus of the controversy in the eyes of Canadians is on Duffy and Harper. Also, the performance of Harper on the economy is more likely to be important than the controversy at this time.”*

Nik Nanos, Chairman  
nnanos@nanosresearch.com

Canadians assign more responsibility to Duffy and Harper in the personal cheque Senate controversy than Nigel Wright. Also of note, Canadians believe Prime Minister Stephen Harper’s track record in creating jobs is most important in terms of his performance.

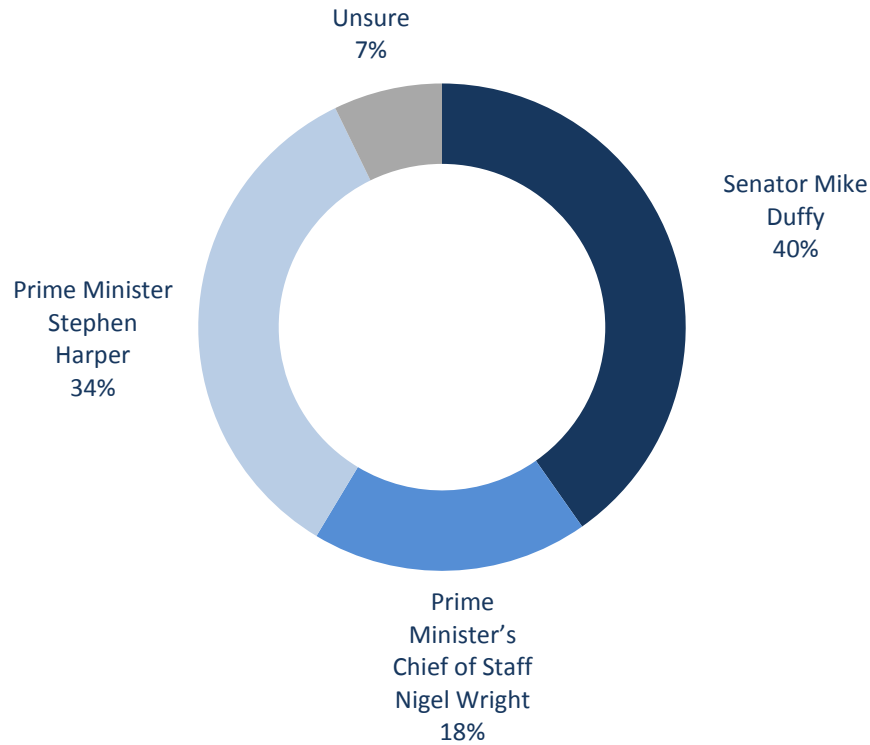
- **Assigning responsibility for the Senate Controversy** – When assigning points out of 100 for the responsibility of the controversy related to the personal cheque for a Senator’s expenses, Canadians assign 40 points to Mike Duffy, 34 points to the Prime Minister Stephen Harper and 18 points to Chief of Staff Nigel Wright. The remaining were deemed as unsure.
- **Important factors in PM’s performance** – More than half of Canadians (55%) believe that Prime Minister Stephen Harper’s track record in promoting an environment to create jobs was most important to them in terms of their judgment of his performance. However, 31% of Canadians believed his management of the controversy related to the expenses of Conservative Senators to be most important.
- **Paths forward for the Senate** – While one in two Canadians (52%) would prefer reforming the Senate as a possible path forward, 38% would prefer abolishing the Senate and six percent would prefer leaving it as it is.



**NANOS SURVEY**

# Responsibility for Senate Expenses

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 24<sup>th</sup> to 27<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20



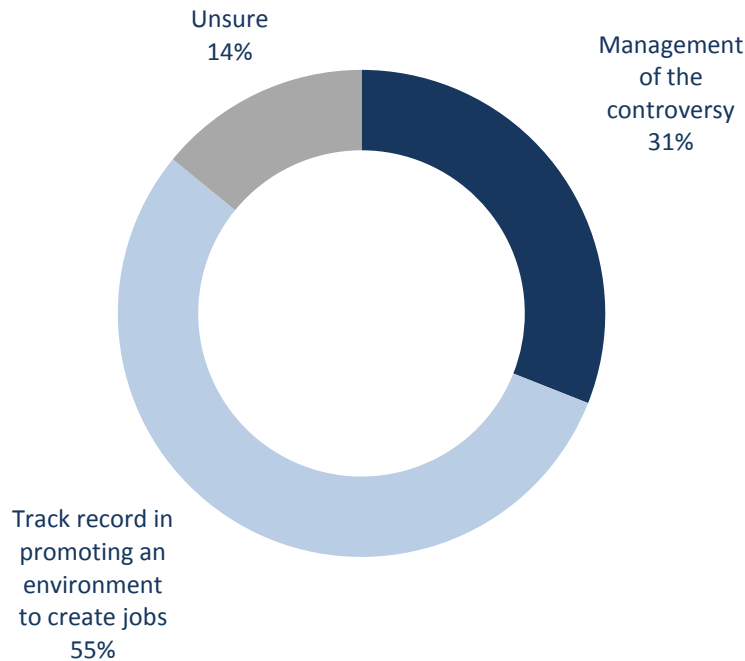
\*Note: Charts may not add up to 100 due to rounding

Subgroups	Senator Mike Duffy (n=1000)	Prime Minister's Chief of Staff Nigel Wright (n=1000)	Prime Minister Stephen Harper (n=1000)
Atlantic (n=100)	36.9%	17.8%	42.1%
Quebec (n=250)	38.9%	18.1%	35.0%
Ontario (n=300)	40.1%	20.7%	32.7%
Prairies (n=200)	46.6%	17.0%	28.4%
British Columbia (n=150)	35.7%	16.5%	37.2%
Male (n=504)	40.0%	19.5%	34.2%
Female (n=497)	40.3%	17.3%	33.9%
18 to 29 (n=203)	38.2%	16.9%	31.5%
30 to 39 (n=161)	44.3%	18.5%	28.7%
40 to 49 (n=220)	41.2%	18.4%	34.5%
50 to 59 (n=178)	39.3%	18.1%	37.7%
60 plus (n=238)	38.6%	19.7%	36.7%

**QUESTION** – Say you had 100 points to assign the responsibility for the controversy related to the \$90,000 personal cheque for a Senator's expenses, to [ROTATE] Senator Mike Duffy, the Prime Minister's Chief of Staff Nigel Wright or Prime Minister Stephen Harper, how would you assign the responsibility? [REPEAT]

# Prime Minister Harper's Performance

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 24<sup>th</sup> to 27<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20



Subgroups	Track record in promoting an environment to create jobs (n=1000)
Atlantic (n=100)	47.2%
Quebec (n=250)	52.5%
Ontario (n=300)	56.1%
Prairies (n=200)	64.0%
British Columbia (n=150)	49.6%
Male (n=504)	59.0%
Female (n=497)	50.8%
18 to 29 (n=203)	48.0%
30 to 39 (n=161)	56.6%
40 to 49 (n=220)	57.3%
50 to 59 (n=178)	55.8%
60 plus (n=238)	56.9%

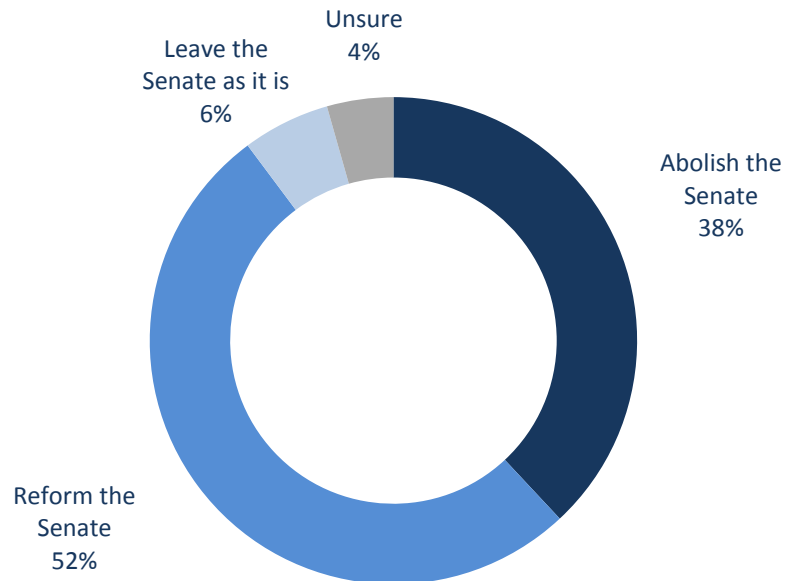
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – What is more important to you in terms of your judgment of the performance of Prime Minister Stephen Harper, his management of the controversy related to the expenses of Conservative Senators OR his track record in promoting an environment to create jobs? [REPEAT]



# Future of the Senate

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 24<sup>th</sup> to 27<sup>th</sup>, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20



Subgroups	Reform the Senate (n=1000)
Atlantic (n=100)	59.9%
Quebec (n=250)	43.8%
Ontario (n=300)	49.5%
Prairies (n=200)	59.0%
British Columbia (n=150)	54.4%
Male (n=504)	50.5%
Female (n=497)	53.1%
18 to 29 (n=203)	47.6%
30 to 39 (n=161)	53.7%
40 to 49 (n=220)	49.2%
50 to 59 (n=178)	53.6%
60 plus (n=238)	54.9%

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

**QUESTION** - As you may know, in Canada there is a House of Commons that proposes legislation and a Senate which generally reviews legislation proposed and approved by the House of Commons. Which of the following possible paths forward would you prefer for the Senate [ROTATE][REPEAT]

# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between April 24<sup>th</sup> and 27<sup>th</sup>, 2015 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 data presented in this research is part of a joint project by CTV News and Nanos Research.

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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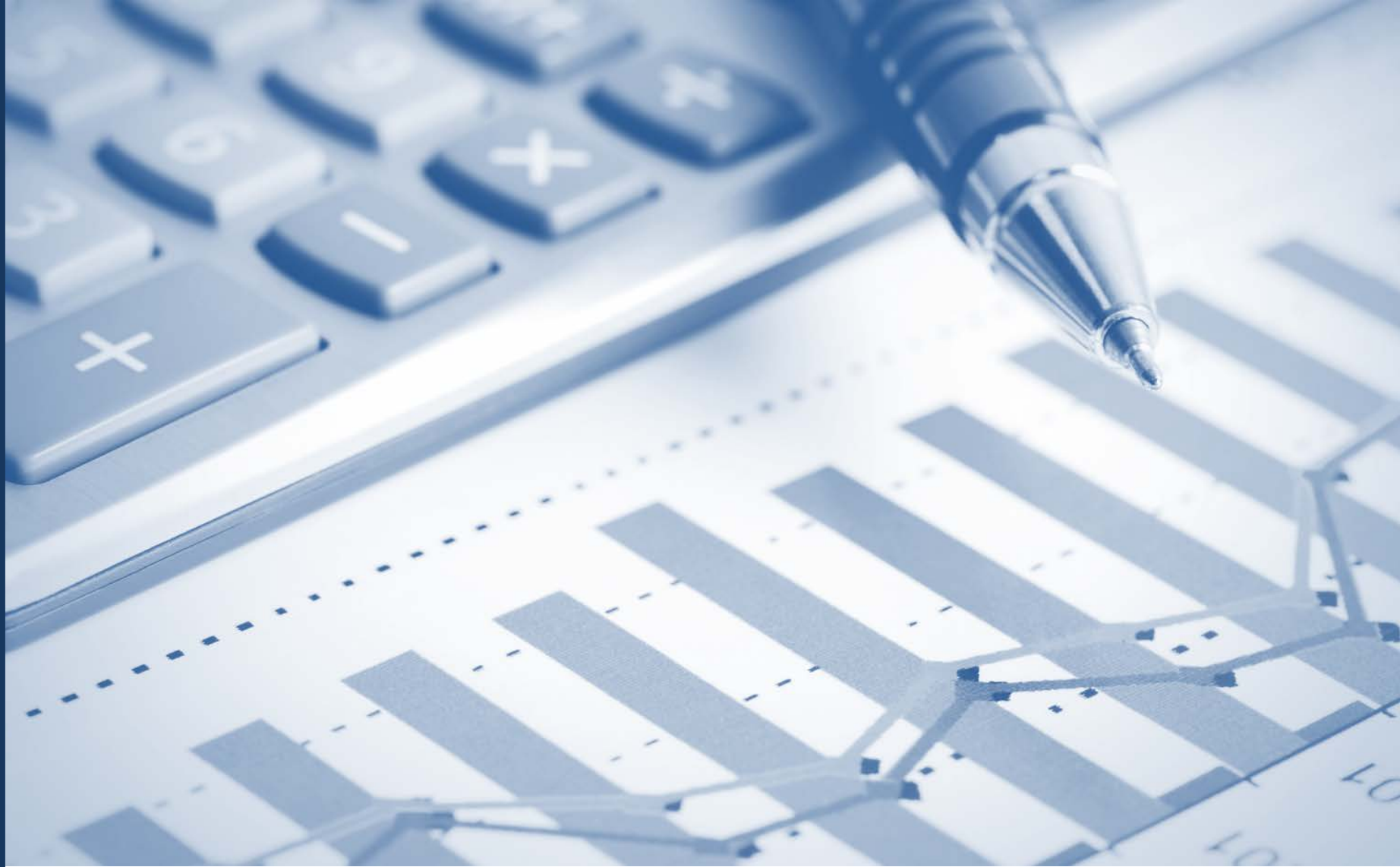
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# Tabulations







**2015-663 -CTV/Nanos Survey - STAT SHEET**

**Question 1** – Say you had 100 points to assign the responsibility for the controversy related to the \$90,000 personal cheque for a Senator’s expenses, to [ROTATE] Senator Mike Duffy, the Prime Minister’s Chief of Staff Nigel Wright or Prime Minister Stephen Harper, how would you assign the responsibility? – Region

Region		Senator Mike Duffy	Chief of Staff Nigel Wright	Prime Minister Stephen Harper	Unsure
Atlantic Canada	Mean	36.9022	17.7980	42.1056	3.1942
	N	100	100	100	100
Quebec	Mean	38.9484	18.0642	35.0139	7.6622
	N	250	250	250	250
Ontario	Mean	40.1069	20.7054	32.7103	5.9392
	N	300	300	300	300
Prairies	Mean	46.6221	17.0062	28.4147	7.9570
	N	200	200	200	200
British Columbia	Mean	35.7083	16.4997	37.2495	10.5425
	N	150	150	150	150
Total	Mean	40.1392	18.3831	34.0482	7.1903
	N	1000	1000	1000	1000

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between April 24<sup>th</sup> to 27<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.



**2015-663 -CTV/Nanos Survey - STAT SHEET**

**Question 1** - Say you had 100 points to assign the responsibility for the controversy related to the \$90,000 personal cheque for a Senator's expenses, to [ROTATE] Senator Mike Duffy, the Prime Minister's Chief of Staff Nigel Wright or Prime Minister Stephen Harper, how would you assign the responsibility? - Age

Age		Senator Mike Duffy	Chief of Staff Nigel Wright	Prime Minister Stephen Harper	Unsure
18 to 29	Mean	38.1992	16.8557	31.4723	12.6777
	N	203	203	203	203
30 to 39	Mean	44.2739	18.5282	28.6880	8.5099
	N	161	161	161	161
40 to 49	Mean	41.2488	18.4206	34.4628	5.8678
	N	220	220	220	220
50 to 59	Mean	39.2554	18.1495	37.7383	4.8569
	N	178	178	178	178
60 plus	Mean	38.6311	19.7259	36.7321	4.5843
	N	238	238	238	238
Total	Mean	40.1392	18.3831	34.0482	7.1903
	N	1000	1000	1000	1000

**Question 1** - Say you had 100 points to assign the responsibility for the controversy related to the \$90,000 personal cheque for a Senator's expenses, to [ROTATE] Senator Mike Duffy, the Prime Minister's Chief of Staff Nigel Wright or Prime Minister Stephen Harper, how would you assign the responsibility? [REPEAT] - Gender

Gender		Senator Mike Duffy	Chief of Staff Nigel Wright	Prime Minister Stephen Harper	Unsure
Male	Mean	39.9894	19.4731	34.1732	6.3643
	N	504	504	504	504
Female	Mean	40.2912	17.2775	33.9215	8.0280
	N	497	497	497	497
Total	Mean	40.1392	18.3831	34.0482	7.1903
	N	1000	1000	1000	1000

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between April 24<sup>th</sup> to 27<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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2015-663 -CTV/Nanos Survey - STAT SHEET

		Question 2 – What is more important to you in terms of your judgment of the performance of Prime Minister Stephen Harper: [ROTATE]			
		Total	His management of the controversy related to the expenses of Conservative Senators	His track record in promoting an environment to create jobs	Unsure
		Responses	Percentage	Percentage	Percentage
Region	Canada 2014-12	1000	31.0	54.9	14.1
	Atlantic Canada	100	31.0	47.2	21.7
	Quebec	250	34.2	52.5	13.3
	Ontario	300	29.0	56.1	15.0
	Prairies	200	25.3	64.0	10.7
	British Columbia	150	37.1	49.6	13.3
Gender	Male	504	29.6	59.0	11.4
	Female	497	32.3	50.8	16.9
Age	18 to 29	203	29.6	48.0	22.4
	30 to 39	161	32.4	56.6	11.0
	40 to 49	220	31.9	57.3	10.8
	50 to 59	178	31.5	55.8	12.7
	60 plus	238	29.8	56.9	13.4

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between April 24<sup>th</sup> to 27<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.



**2015-663 -CTV/Nanos Survey - STAT SHEET**

Question 3 - As you may know, in Canada there is a House of Commons that proposes legislation and a Senate which generally reviews legislation proposed and approved by the House of Commons. Which of the following possible paths forward would you prefer for the Senate?  
[ROTATE]

		Total	Abolish the Senate	Reform the Senate	Leave the Senate as it is	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2014-12	1000	38.0	51.7	5.8	4.4
	Atlantic Canada	100	34.1	59.9	4.2	1.7
	Quebec	250	48.7	43.8	6.2	1.3
	Ontario	300	35.0	49.5	8.2	7.3
	Prairies	200	30.5	59.0	4.5	6.0
	British Columbia	150	38.5	54.4	3.3	3.8
	Gender	Male	504	39.9	50.5	5.9
Female		497	36.0	53.1	5.7	5.2
Age	18 to 29	203	27.7	47.6	12.5	12.2
	30 to 39	161	36.2	53.7	5.8	4.3
	40 to 49	220	44.6	49.2	3.2	3.0
	50 to 59	178	39.6	53.6	5.0	1.9
	60 plus	238	40.6	54.9	3.3	1.2

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between April 24<sup>th</sup> to 27<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.