

# Views on Canadian goods and services

National survey released May, 2017  
Project 2017-1014





## Majority of Canadians support or somewhat support sourcing goods domestically

The majority of Canadians say that it is more important to them to buy a Canadian product even if the price is higher than to buy a product with the lowest price. Most Canadians support or somewhat support sourcing goods domestically even if it leads to a higher cost to taxpayers.

- **More than one out of two Canadians say that buying a Canadian product even if the price might be higher is more important to them** – Fifty-two per cent of Canadians say that it is more important to them personally to buy a Canadian product even if the price might be higher, while 28 per cent say that buying a product with the lowest price is more important. Twenty per cent are unsure.
- **Just over three out of four Canadians support or somewhat support sourcing goods and services from Canadian companies where possible even if it leads to a higher cost for taxpayers** – Just over three out of four Canadians support (29%) or somewhat support (47%) sourcing goods and services from Canadian companies where possible even if it leads to a higher cost for taxpayers, while over two out of ten Canadians somewhat oppose (12%) or oppose (10%) this. Three per cent 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 April 29<sup>th</sup> and May 5<sup>th</sup>, 2017 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.

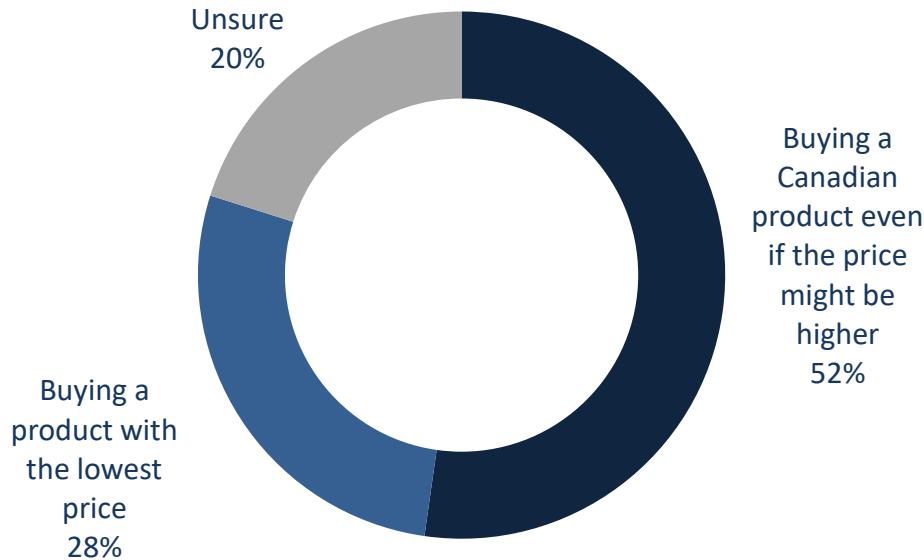
The data presented in this research is part of a joint project by CTV News and Nanos Research.



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# The Canadian trade off

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 29<sup>th</sup> to May 5<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



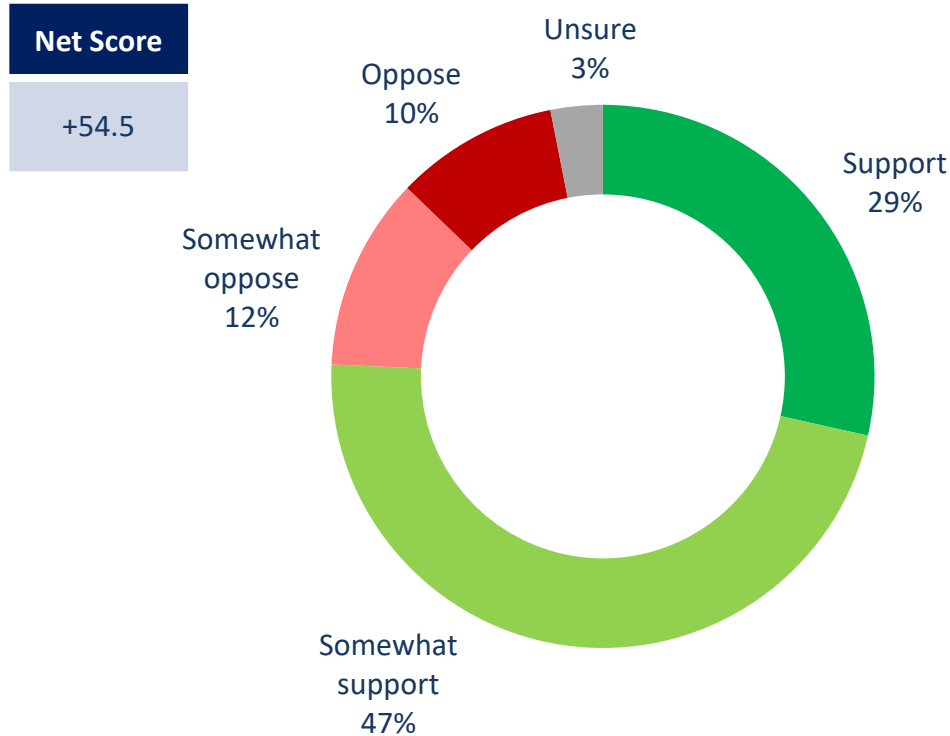
Subgroups	Buying Canadian
Atlantic (n=100)	53.6%
Quebec (n=250)	52.8%
Ontario (n=300)	52.1%
Prairies (n=200)	53.5%
British Columbia (n=150)	49.0%
Male (n=481)	49.0%
Female (n=519)	55.2%
18 to 29 (n=181)	43.8%
30 to 39 (n=155)	40.0%
40 to 49 (n=196)	47.9%
50 to 59 (n=211)	60.7%
60 plus (n=257)	62.9%

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

**QUESTION –** What is more important to you personally, buying a Canadian product even if the price might be higher or buying a product with the lowest price?

# Buy Canadian pricetag for tax payers

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 29<sup>th</sup> to May 5<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Atlantic (n=100)	80.7%
Quebec (n=250)	78.5%
Ontario (n=300)	70.7%
Prairies (n=200)	77.2%
British Columbia (n=150)	76.3%
Male (n=481)	73.3%
Female (n=519)	78.1%
18 to 29 (n=181)	71.6%
30 to 39 (n=155)	68.6%
40 to 49 (n=196)	76.6%
50 to 59 (n=211)	79.9%
60 plus (n=257)	79.7%

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

**QUESTION** – Do you support, somewhat support, somewhat oppose or oppose requiring all levels of government in Canada to source goods and services from Canadian companies where possible even if this leads to a higher cost for taxpayers?



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# 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 April 29<sup>th</sup> and May 5<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.

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.



# 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 (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	Twelve 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 included questions related to the top unprompted national issue 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. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	April 29 <sup>th</sup> to May 5 <sup>th</sup> , 2017.		
Language of Survey	The survey was conducted in both English and French.		



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# 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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## Nanos Research

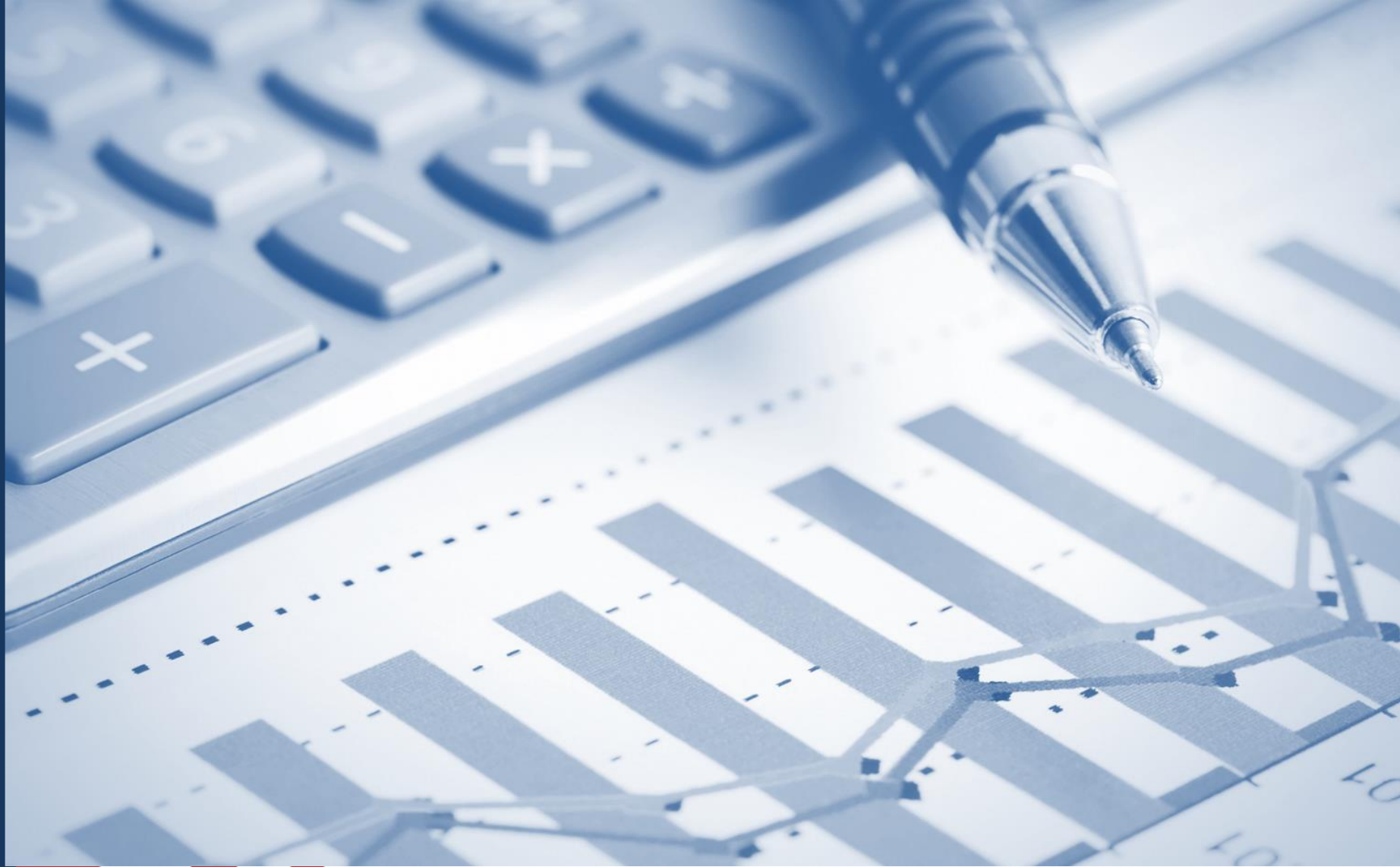
North America Toll-free

1.888.737.5505

[info@nanosresearch.com](mailto:info@nanosresearch.com)



# NANOS SURVEY



# Tabulations



 **NANOS SURVEY**





2017-1014 – CTV/Nanos Survey – Buying Canadian Goods- STAT SHEET

			Region					Gender		Age					
			Canada 2017-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - What is more important to you personally, buying a Canadian product even if the price might be higher or buying a product with the lowest price.	Total	Unwgt N	1000	100	250	300	200	150	481	519	181	155	196	211	257
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Buying a Canadian product even if the price might be higher	%	52.2	53.6	52.8	52.1	53.5	49.0	49.0	55.2	43.8	40.0	47.9	60.7	62.9
	Buying a product with the lowest price	%	27.6	23.7	28.0	29.8	28.5	24.3	32.7	22.9	33.2	34.1	30.6	24.3	19.9
	Unsure	%	20.1	22.7	19.2	18.1	18.0	26.7	18.3	21.9	23.1	25.9	21.5	15.0	17.1

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2017-1014 – CTV/Nanos Survey – Buying Canadian Goods- STAT SHEET

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Question - Do you support, somewhat support, somewhat oppose or oppose requiring all levels of government in Canada to source goods and services from Canadian companies where possible even if this leads to a higher cost for taxpayers.	Total	Unwgt N	1000	100	250	300	200	150	481	519	181	155	196	211	257
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Support	%	28.5	34.3	31.6	24.2	28.0	29.0	27.7	29.3	20.6	30.9	21.3	32.4	35.3
	Somewhat support	%	47.2	46.4	46.9	46.5	49.2	47.3	45.6	48.8	51.0	37.7	55.3	47.5	44.4
	Somewhat oppose	%	11.5	5.7	9.8	16.1	10.0	10.8	12.0	11.0	12.6	14.5	12.1	10.0	9.4
	Oppose	%	9.7	9.6	8.6	11.0	9.3	9.4	12.1	7.4	12.4	12.8	6.1	7.7	9.7
	Unsure	%	3.1	4.1	3.1	2.1	3.6	3.5	2.6	3.5	3.4	4.1	5.2	2.4	1.2

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