

Most Canadians are concerned about the impact of a failure of NAFTA trade talks on them personally

National survey released November, 2017
Project 2017-1094B



CTV
NEWS

@NANOS SURVEY

Summary

The majority of Canadians say that they are somewhat concerned or concerned about impact on them personally of a failure of the NAFTA trade talks. Canadians are largely split about the impact that federal government plans and policies have had on their personal finances and on which party they most trust to help the middle class.

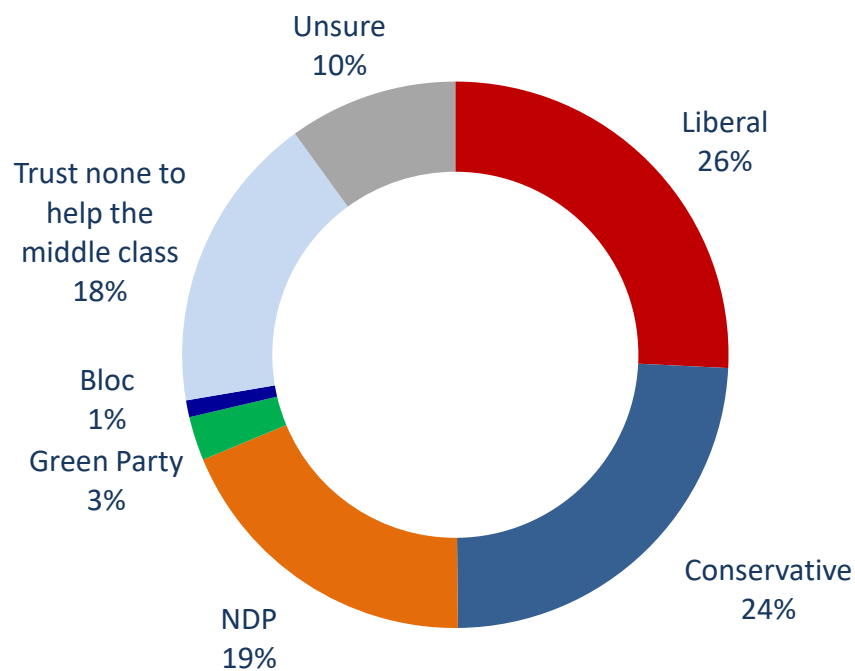
- **Just over one in four Canadians trusts the Liberal Party of Canada most to help the middle class** – When asked which federal party they trust most to help the middle class, 26 per cent of Canadians say the Liberal Party, 24 per cent say the Conservative Party and 19 per cent say the New Democratic Party. Eighteen per cent of Canadians say that they trust none of the federal parties to help the middle class. Three per cent trust the Green Party and one per cent trust the Bloc Quebecois. Ten per cent are unsure.
- **Almost two in five Canadians say that small business, owners, professionals and farmers pay the right amount of taxes** – When asked about the way small business owners, professionals and farmers are taxed in context of recent discussions by the Government of Canada, 38 per cent of Canadians say that small business, owners, professionals and farmers pay the right amount of taxes. Thirty-one per cent of Canadians say this group should be taxed less, while 13 per cent say they should be taxed more. Nineteen per cent are unsure.
- **Three in four Canadians are somewhat concerned or concerned about the personal impact of a failure in NAFTA trade talks** – When asked about the impact on them personally of a failure of the NAFTA trade talks, the vast majority of Canadians say they are somewhat concerned (41%) or concerned (34%). Just over one in five Canadians say they are somewhat unconcerned (12%) or unconcerned (nine per cent). Five per cent are unsure.
- **Over one in three Canadians say that the federal government's plans and policies have had no impact on their personal finances** – When asked about the impact of the federal government's plans and policies on their personal finances since the last Canadian federal election, just under two in five Canadians say a somewhat negative (17%) or negative (20%) impact. Thirty five per cent say there has been no impact, while just over one in four say a somewhat positive (20%) or positive (6%) impact. Four per cent are unsure.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between November 4th and 7th, 2017 as part of an omnibus survey. 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 and conducted by Nanos Research .

Trust in Federal parties helping the middle class

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Liberal Party of Canada
Atlantic (n=100)	33.8%
Quebec (n=250)	32.7%
Ontario (n=300)	26.5%
Prairies (n=200)	15.9%
British Columbia (n=150)	20.7%
Male (n=514)	24.5%
Female (n=486)	27.1%
18 to 34 (n=248)	22.4%
35 to 54 (n=366)	26.2%
55 plus (n=386)	27.8%

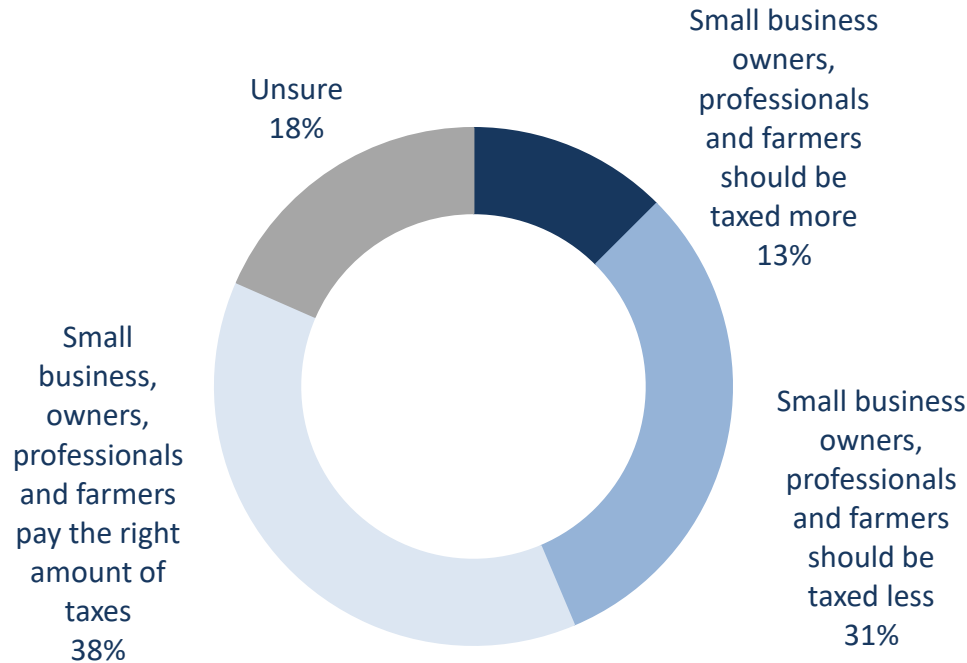
*Note: Charts may not add up to 100 due to rounding

QUESTION – Which federal party do you trust most to help the middle class? [RANDOMIZE]



Impressions of changes to small business tax system

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	They pay the right amount of taxes
Atlantic (n=100)	37.1%
Quebec (n=250)	36.7%
Ontario (n=300)	37.9%
Prairies (n=200)	40.7%
British Columbia (n=150)	36.7%
Male (n=514)	39.0%
Female (n=486)	36.9%
18 to 34 (n=248)	35.2%
35 to 54 (n=366)	38.5%
55 plus (n=386)	39.2%

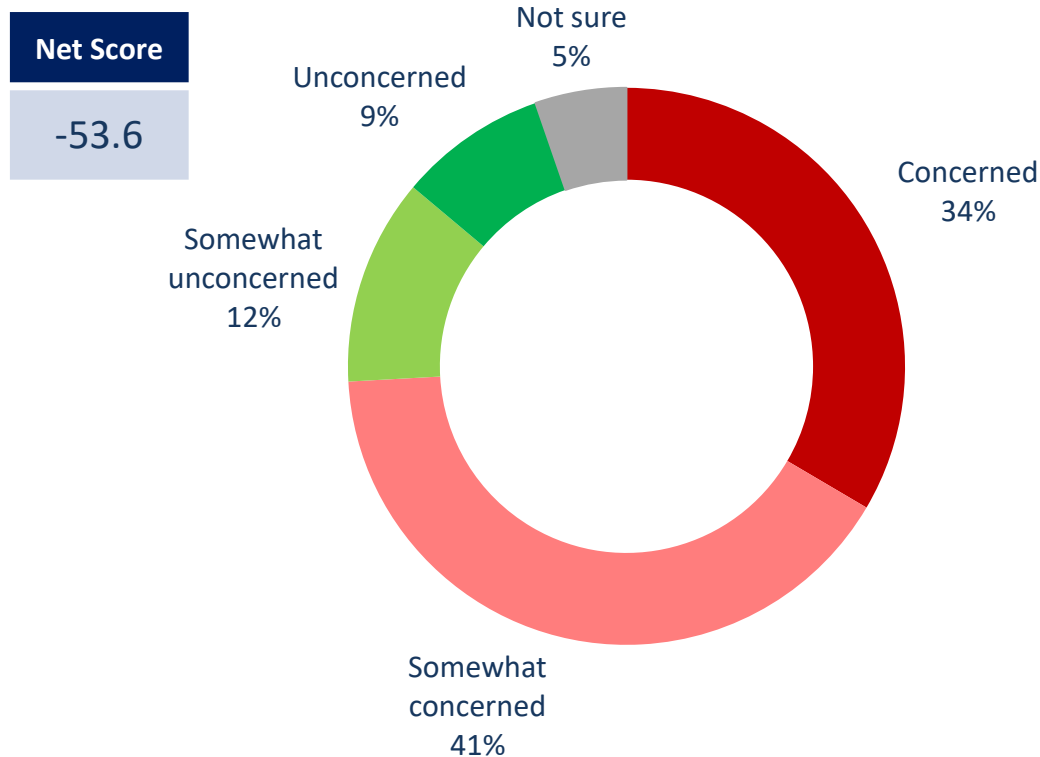
***Note:** Charts may not add up to 100 due to rounding

QUESTION – As you may have heard, the Government of Canada has recently been discussing changes to the tax system which would change the way small business, owners, professionals and farmers are taxed. Which of the following is closer to your own view?



Concern over personal impact of failure of NAFTA trade talks

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Somewhat concerned/ Concerned
Atlantic (n=100)	81.5%
Quebec (n=250)	77.9%
Ontario (n=300)	70.2%
Prairies (n=200)	76.0%
British Columbia (n=150)	68.7%
Male (n=514)	74.3%
Female (n=486)	74.1%
18 to 34 (n=248)	69.5%
35 to 54 (n=366)	76.4%
55 plus (n=386)	75.6%

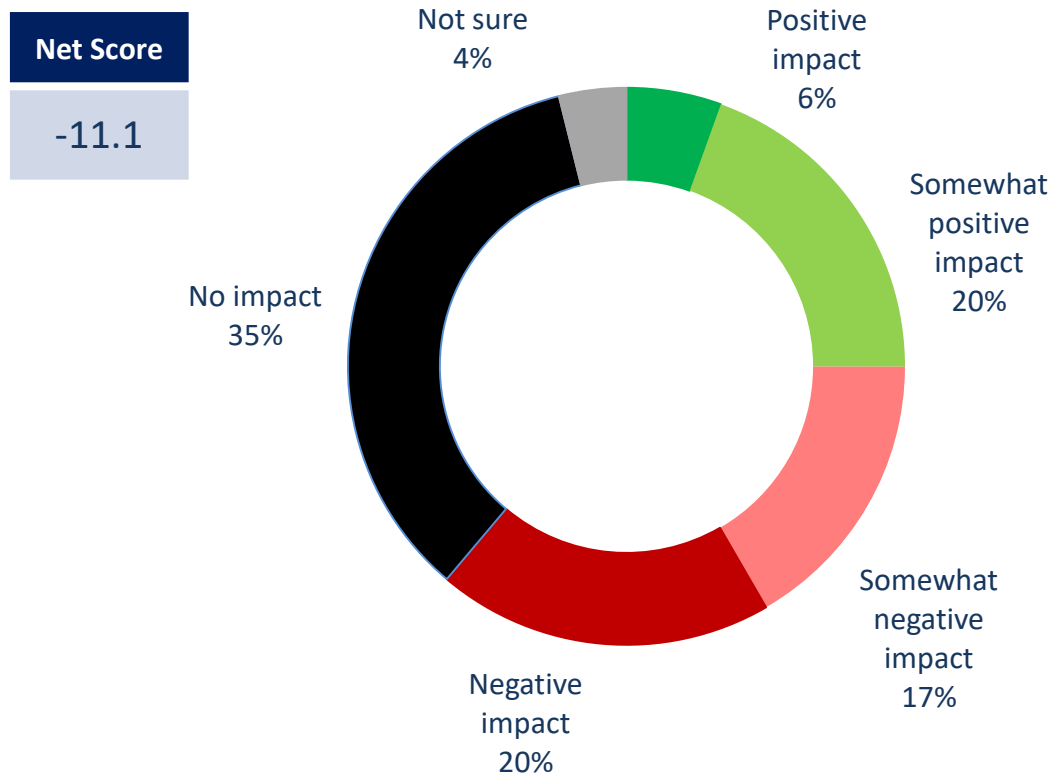
***Note:** Charts may not add up to 100 due to rounding

QUESTION – Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the impact on you personally of a failure of the NAFTA trade talks?



Impact of government plans and policies on personal finances

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	No impact
Atlantic (n=100)	29.4%
Quebec (n=250)	47.2%
Ontario (n=300)	30.4%
Prairies (n=200)	28.5%
British Columbia (n=150)	35.8%
Male (n=514)	31.8%
Female (n=486)	38.0%
18 to 34 (n=248)	27.5%
35 to 54 (n=366)	37.3%
55 plus (n=386)	38.0%

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

QUESTION – It has been almost two years since the last Canadian federal election. During this time, have federal government plans and policies, had a positive, somewhat positive, somewhat negative, negative or no impact on your personal finances?

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 November 4th and 7th, 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 ± 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	13 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 preceding module asked Canadians about their 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. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	November 4 th to 7 th , 2017.		
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.



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Tabulations



2017-1094 – CTV/Nanos Survey – Government policies – STAT SHEET

			Region						Gender		Age		
			Canada 2017-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Which federal party do you trust most to help the middle class? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	514	486	248	366	386
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Liberal Party of Canada	%	25.8	33.8	32.7	26.5	15.9	20.7	24.5	27.1	22.4	26.2	27.8
	Conservative Party of Canada	%	24.1	25.5	13.2	26.6	34.4	22.8	29.1	19.3	23.7	21.6	26.7
	New Democratic Party of Canada	%	18.9	9.8	22.6	19.5	14.3	23.4	18.4	19.3	24.3	16.6	17.0
	Trust none to help the middle class	%	17.7	14.7	15.8	16.6	23.8	17.1	16.5	18.8	17.0	22.0	14.5
	Green Party of Canada	%	2.6	4.9	1.2	1.2	1.8	7.0	2.4	2.7	2.2	2.4	3.0
	Bloc Quebecois	%	1.0	.0	3.8	.0	.0	.0	1.3	.6	.3	1.1	1.3
Unsure	%	10.0	11.3	10.7	9.5	9.9	9.0	7.8	12.1	10.1	10.1	9.8	

			Region						Gender		Age		
			Canada 2017-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - As you may have heard, the Government of Canada has recently been discussing changes to the tax system which would change the way small business owners, professionals and farmers are taxed. Which of the following is closer to your own view? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	514	486	248	366	386
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Small business owners, professionals and farmers should be taxed more	%	12.5	14.1	12.7	12.1	10.5	14.6	16.2	9.0	14.7	11.8	11.6
	Small business owners, professionals and farmers should be taxed less	%	31.1	36.5	29.6	29.9	34.6	28.1	30.4	31.8	31.8	34.0	28.2
	Small business owners, professionals and farmers pay the right amount of taxes	%	37.9	37.1	36.7	37.9	40.7	36.7	39.0	36.9	35.2	38.5	39.2
	Unsure	%	18.4	12.3	20.9	20.1	14.2	20.7	14.4	22.3	18.3	15.7	20.9

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 November 4th and 7th, 2017. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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2017-1094 – CTV/Nanos Survey – Government policies – STAT SHEET

			Region					Gender		Age			
			Canada 2017-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Are you concerned, somewhat concerned, somewhat unconcerned or unconcerned about the impact on you personally of a failure of the NAFTA trade talks?	Total	Unwgt	1000	100	250	300	200	150	514	486	248	366	386
		N											
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Concerned	%	33.5	40.5	32.3	31.4	33.6	34.8	35.6	31.5	28.8	36.3	34.4
	Somewhat concerned	%	40.7	41.0	45.6	38.8	42.4	33.9	38.7	42.6	40.7	40.1	41.2
	Somewhat unconcerned	%	12.0	7.1	10.6	14.5	12.3	11.9	12.7	11.2	12.2	11.6	12.0
	Unconcerned	%	8.6	6.6	6.5	9.4	6.6	14.3	10.7	6.5	10.2	7.0	8.8
Unsure	%	5.3	4.8	5.0	5.9	5.0	5.1	2.2	8.2	8.1	5.0	3.6	

			Region					Gender		Age			
			Total	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - It has been almost two years since the last Canadian federal election. During this time, have federal government plans and policies, had a positive, somewhat positive, somewhat negative, negative or no impact on your personal finances?	Total	Unwgt N	1000	100	250	300	200	150	514	486	248	366	386
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Positive impact	%	5.5	6.4	5.1	7.2	3.2	5.2	4.8	6.2	7.2	4.6	5.1
	Somewhat positive impact	%	19.5	18.5	26.2	17.7	15.5	18.2	20.9	18.3	21.4	19.3	18.4
	Somewhat negative impact	%	16.6	21.5	8.9	18.5	17.7	21.1	18.3	15.0	18.8	13.1	18.3
	Negative impact	%	19.5	16.9	8.9	21.8	34.0	15.3	20.6	18.5	21.7	21.2	16.5
	No impact	%	34.9	29.4	47.2	30.4	28.5	35.8	31.8	38.0	27.5	37.3	38.0
	Unsure	%	3.9	7.3	3.8	4.4	1.1	4.3	3.7	4.0	3.3	4.6	3.6

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 November 4th and 7th, 2017. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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