

Canadians rate ethics in government high as an issue that will influence their vote in the upcoming election

National survey released June, 2019

Project 2019-1444B



THE GLOBE AND MAIL 

 **NANOS SURVEY**

Testing the potential influence of a series of issues on the 2019 Federal Election such as ethics in government, the strength of the economy, the carbon tax, and free trade, Canadians say ethics in government will have the highest influence on their vote in the upcoming election, followed closely by a strong economy.

Canadians gave ethics in government the highest rating in terms of its influence on their vote in the upcoming election

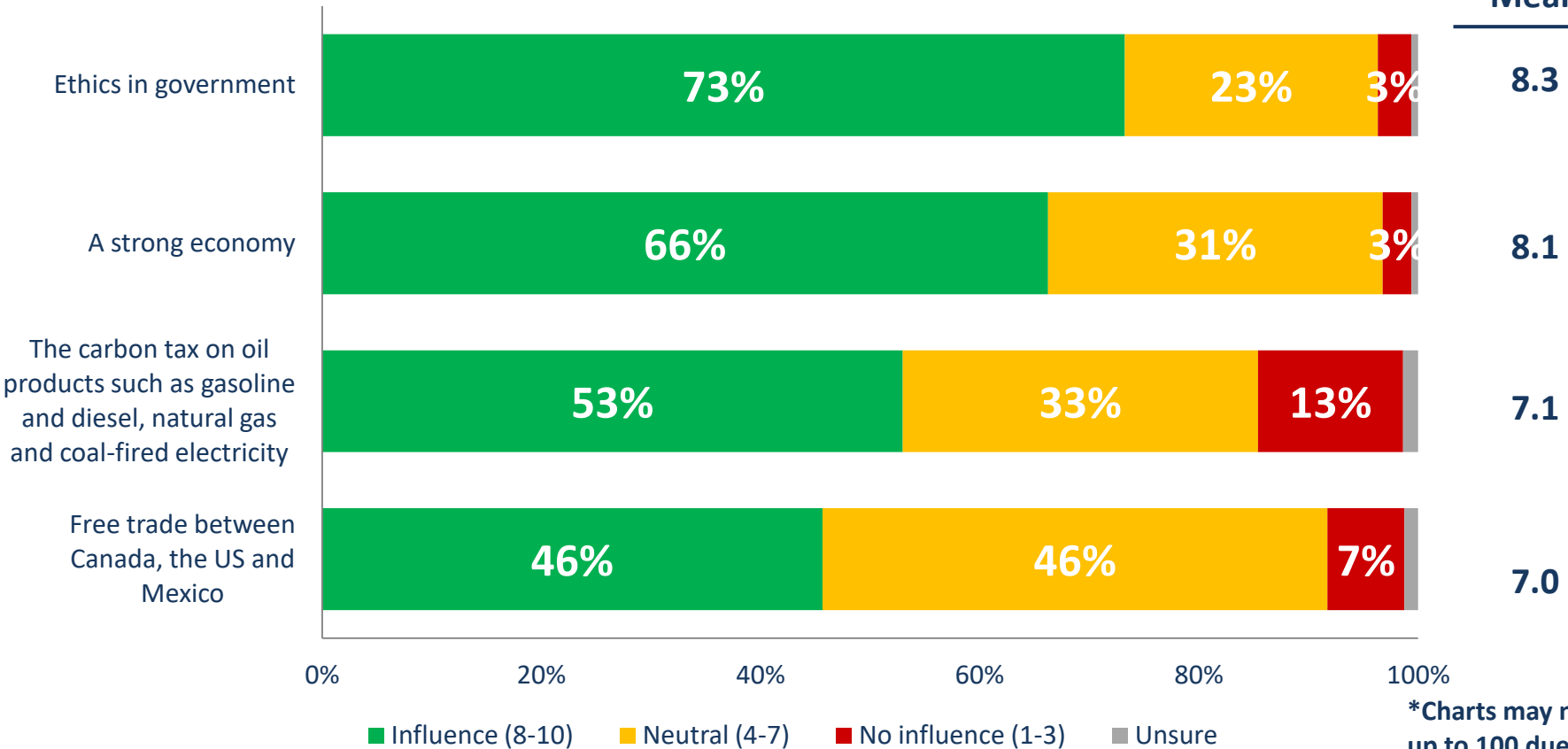
- **Canadians gave the highest intensity of influence to ethics in government in terms of potential issues that will influence their vote in the upcoming election** - Asked to rate various issues on a scale from 1 to 10, where 1 is will not influence at all and 10 is will very much influence, Canadians gave the highest influence score to ethics in government (mean score 8.3 out of 10), followed by a strong economy (mean score of 8.1 out of 10), the carbon tax on oil products such as gasoline and diesel, natural gas and coal-fired electricity (mean score of 7.1 out of 10), and free trade between Canada, the US and Mexico (mean score of 7.0 out of 10).
- **Residents of the Prairies rated ethics in government higher in terms of influence than Atlantic residents** – Residents of the Prairies gave ethics in government a mean influence score of 8.6 out of 10, compared to BC residents who gave this a mean score of 8.2 out of 10, and Atlantic residents who gave this a score of 8.1 out of 10.

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 31st and June 4th, 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 this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

Influence of issues on vote

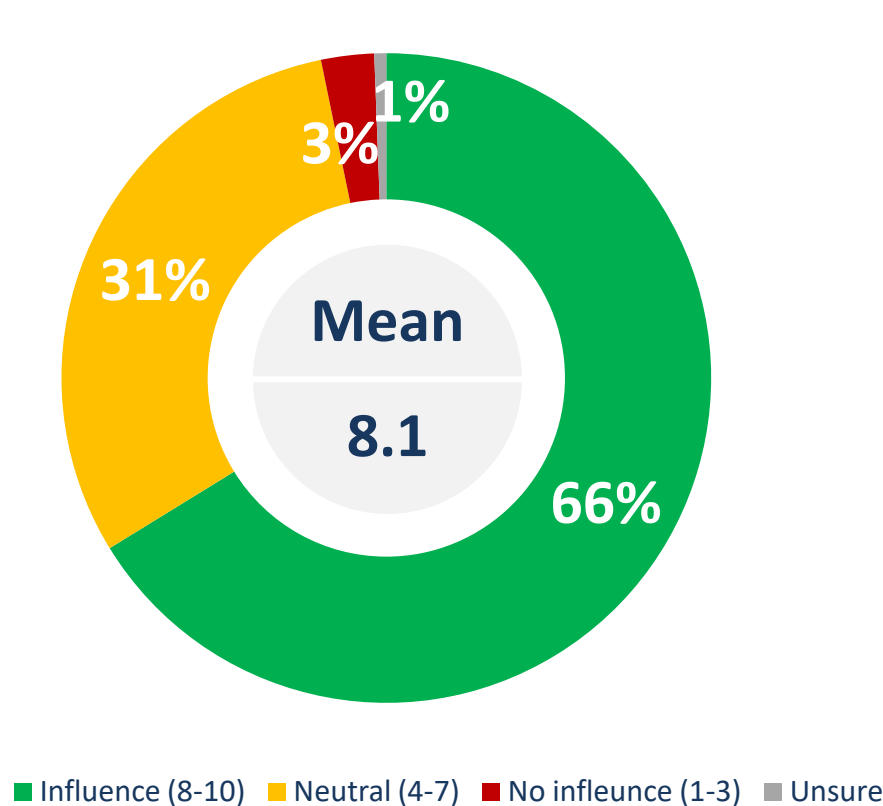
Mean



*Charts may not add up to 100 due to rounding

QUESTION – Thinking of the upcoming 2019 Federal Election, please rate each issue in terms of how it will influence how you will vote where 1 is not at all influence your vote and 10 is very much influence your vote. [RANDOMIZE]

Influence of a strong economy on votes



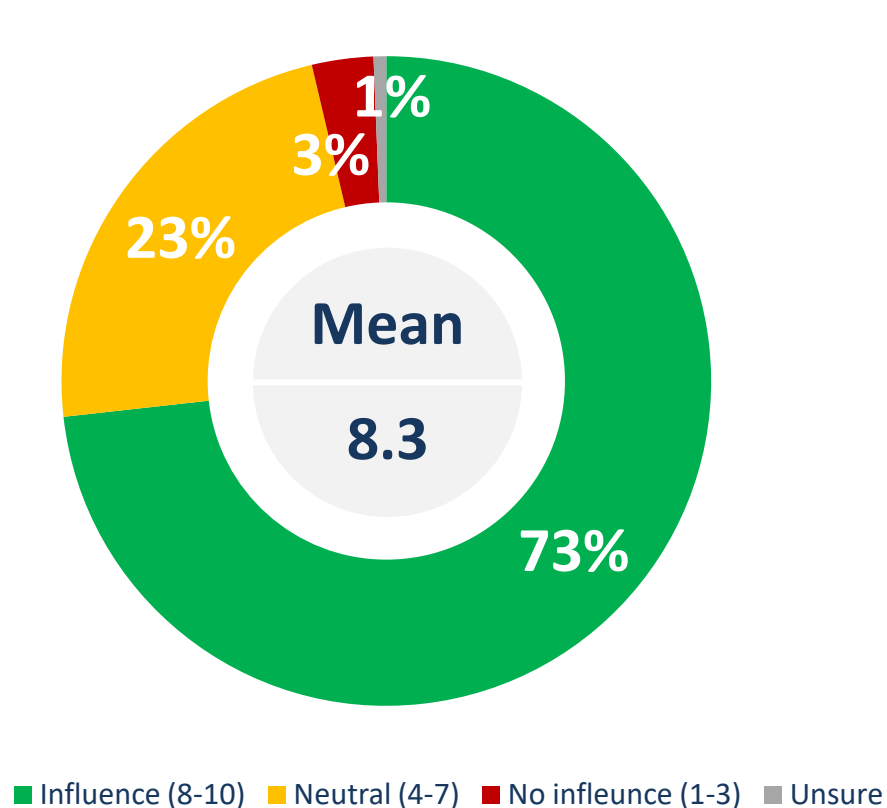
	Mean
Atlantic (n=100)	7.9
Quebec (n=250)	8.1
Ontario (n=300)	8.2
Prairies (n=200)	8.1
British Columbia (n=150)	7.9
Male (n=519)	8.2
Female (n=481)	8.0
18 to 34 (n=263)	7.8
35 to 54 (n=385)	8.1
55 plus (n=352)	8.3

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

QUESTION – Thinking of the upcoming 2019 Federal Election, please rate each issue in terms of how it will influence how you will vote where 1 is not at all influence your vote and 10 is very much influence your vote. [RANDOMIZE]

A strong economy

Influence of ethics in government on votes



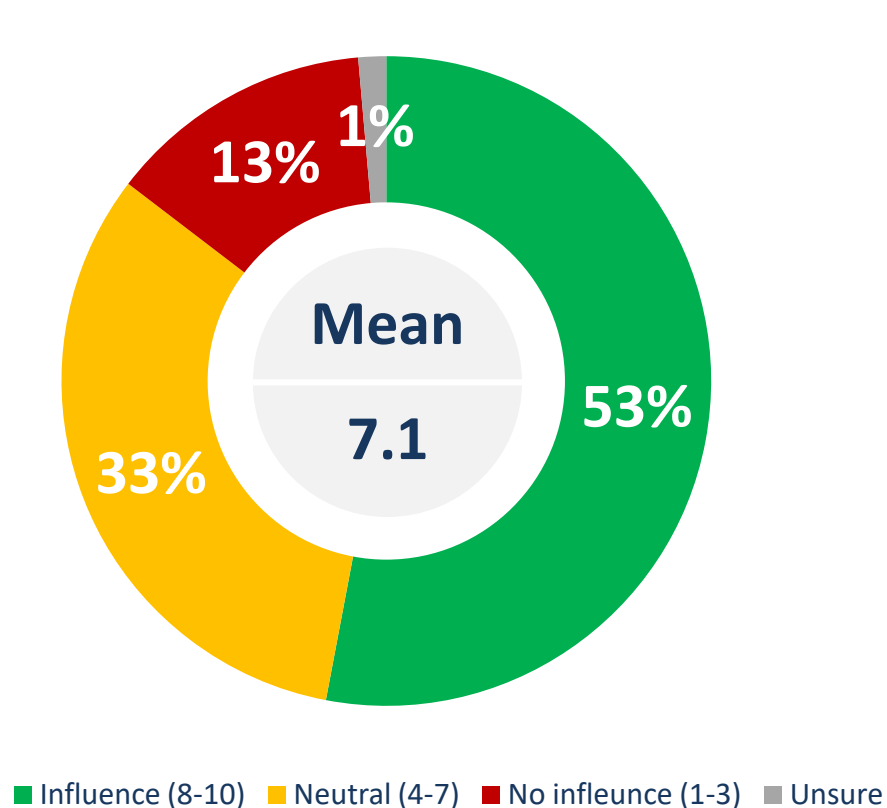
	Mean
Atlantic (n=100)	8.1
Quebec (n=250)	8.2
Ontario (n=300)	8.3
Prairies (n=200)	8.6
British Columbia (n=150)	8.2
Male (n=519)	8.2
Female (n=481)	8.3
18 to 34 (n=263)	7.8
35 to 54 (n=385)	8.2
55 plus (n=352)	8.7

*Weighted to the true population proportion.
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QUESTION – Thinking of the upcoming 2019 Federal Election, please rate each issue in terms of how it will influence how you will vote where 1 is not at all influence your vote and 10 is very much influence your vote. [RANDOMIZE]

Ethics in government

Influence of a carbon tax on votes

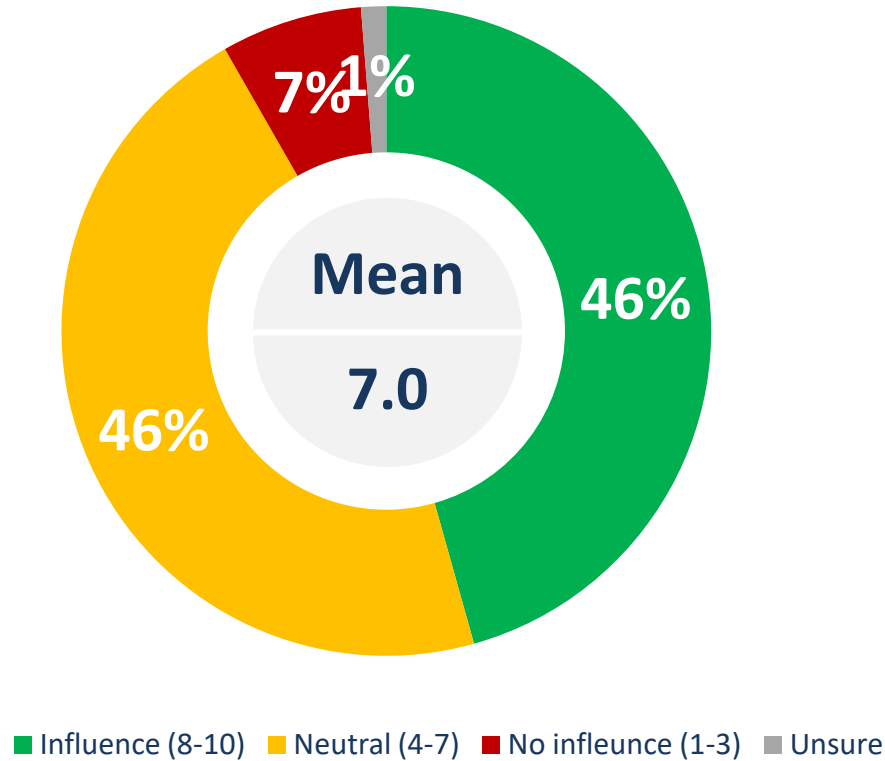


	Mean
Atlantic (n=100)	7.0
Quebec (n=250)	7.1
Ontario (n=300)	7.3
Prairies (n=200)	7.2
British Columbia (n=150)	6.9
Male (n=519)	7.1
Female (n=481)	7.2
18 to 34 (n=263)	6.9
35 to 54 (n=385)	7.2
55 plus (n=352)	7.3

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

QUESTION – Thinking of the upcoming 2019 Federal Election, please rate each issue in terms of how it will influence how you will vote where 1 is not at all influence your vote and 10 is very much influence your vote. [RANDOMIZE]

The carbon tax on oil products such as gasoline and diesel, natural gas and coal-fired electricity

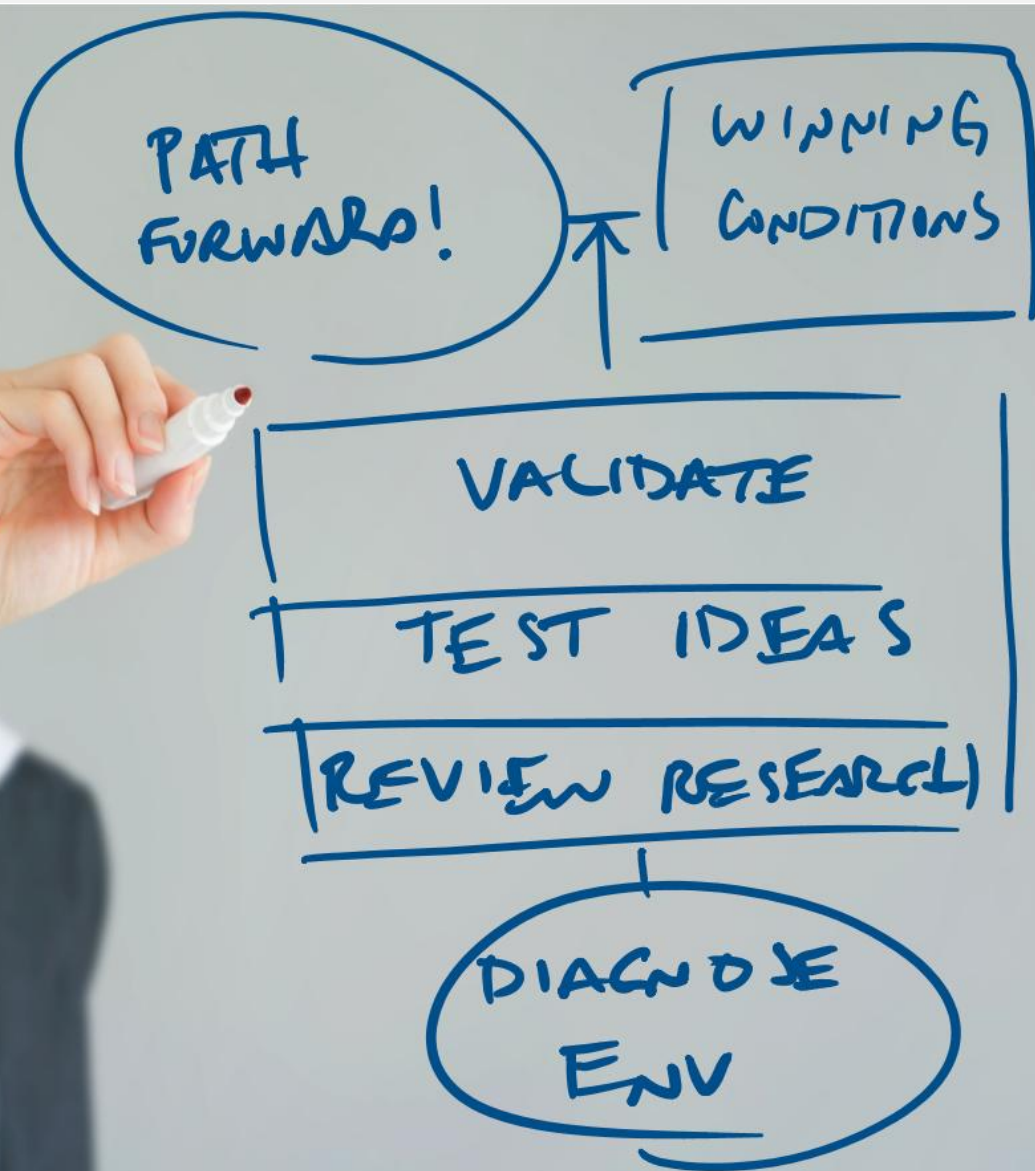


	Mean
Atlantic (n=100)	6.5
Quebec (n=250)	7.2
Ontario (n=300)	7.2
Prairies (n=200)	6.8
British Columbia (n=150)	6.9
Male (n=519)	7.0
Female (n=481)	7.0
18 to 34 (n=263)	6.7
35 to 54 (n=385)	6.8
55 plus (n=352)	7.5

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

QUESTION – Thinking of the upcoming 2019 Federal Election, please rate each issue in terms of how it will influence how you will vote where 1 is not at all influence your vote and 10 is very much influence your vote. [RANDOMIZE]

Free trade between Canada, the US and Mexico



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 31st and June 4th, 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 this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

This is one (1) report of two (2).

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

Element	Description
Organization who commissioned the research	Globe and Mail
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
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	May 31 st and June 4 th , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

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 lines, and individuals without internet access 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	Eleven 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 two of an omnibus survey. The previous module related international relations, the government, and recycling. This is one (1) report of two (2).
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

THE GLOBE AND MAIL



NANOS



2019-1444 – Globe and Mail/Nanos Survey – Election Issues - STAT SHEET

Thinking of the upcoming 2019 Federal Election, please rate each issue in terms of how it will influence how you will vote where 1 is not at all influence your vote and 10 is very much influence your vote. [RANDOMIZE]

			Region					Gender		Age				
			Canada 2019-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	34 to 54	55 plus	
Question - A strong economy	Total	Unwgt N	1000	100	250	300	200	150	519	481	263	385	352	
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389	
		Mean	8.07	7.94	8.12	8.15	8.09	7.88	8.16	7.98	7.78	8.06	8.28	
		Not at all influence (1)	%	1.1	1.1	0.4	1.7	0.5	1.8	1.1	1.1	0.8	1.2	1.1
		2	%	0.3	0.0	0.0	0.0	0.4	1.4	0.2	0.4	0.3	0.3	0.3
		3	%	1.3	0.8	1.9	0.4	1.6	1.9	1.6	1.0	1.0	2.3	0.5
		4	%	1.3	0.0	1.3	1.1	2.4	1.2	0.9	1.7	2.6	1.1	0.6
		5	%	6.6	9.8	7.2	5.1	6.0	7.5	7.4	5.9	8.1	5.9	6.3
		6	%	6.4	5.7	6.9	6.3	6.3	6.2	5.0	7.7	9.4	6.4	4.2
		7	%	16.2	21.0	15.5	17.6	13.8	14.7	14.0	18.4	18.8	14.9	15.6
		8	%	20.0	20.3	18.0	18.4	23.6	21.4	19.8	20.1	19.0	20.9	19.9
		9	%	16.0	15.1	16.7	18.3	12.5	15.3	16.6	15.4	14.7	15.0	17.7
		Very much influence (10)	%	30.3	26.2	31.8	29.8	32.4	28.6	32.9	27.7	24.3	31.3	33.6
		Unsure	%	0.6	0.0	0.4	1.4	0.4	0.0	0.6	0.6	0.8	0.7	0.3

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			Region					Gender		Age			
			Canada 2019-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	34 to 54	55 plus
Question - Ethics in government	Total	Unwgt N	1000	100	250	300	200	150	519	481	263	385	352
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	8.28	8.05	8.23	8.26	8.59	8.15	8.23	8.33	7.84	8.21	8.65
	Not at all influence (1)	%	1.1	0.8	0.8	1.8	0.4	1.5	1.4	0.8	1.5	1.4	0.6
	2	%	1.0	0.0	1.2	1.0	1.1	1.3	1.9	0.2	1.7	1.1	0.6
	3	%	0.9	1.1	1.2	0.8	0.6	0.7	0.9	0.9	1.2	1.0	0.6
	4	%	1.5	3.5	2.1	0.7	0.9	1.3	1.0	1.9	2.3	1.7	0.6
	5	%	5.7	11.5	4.5	5.4	3.8	7.2	4.5	7.0	7.6	5.3	4.8
	6	%	6.5	3.8	5.2	7.3	8.3	6.6	7.2	5.9	9.8	7.4	3.5
	7	%	9.4	8.1	9.4	10.7	7.1	10.3	11.3	7.5	12.2	10.9	6.1
	8	%	19.1	23.0	21.3	18.1	14.7	20.5	17.5	20.7	18.2	15.7	22.7
	9	%	16.4	16.3	24.2	12.7	14.6	13.7	16.8	16.1	15.0	18.6	15.6
	Very much influence (10)	%	37.7	31.9	29.4	39.9	48.3	36.8	37.4	38.0	29.7	36.4	44.4
	Unsure	%	0.6	0.0	0.7	1.5	0.0	0.0	0.2	1.1	0.8	0.6	0.6

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			Region					Gender		Age			
			Canada 2019-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	34 to 54	55 plus
Question - The carbon tax on oil products such as gasoline and diesel, natural gas and coal-fired electricity	Total	Unwt N	1000	100	250	300	200	150	519	481	263	385	352
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	7.14	7.00	7.12	7.30	7.20	6.90	7.08	7.20	6.88	7.17	7.30
	Not at all influence (1)	%	7.4	5.8	5.7	7.5	7.9	10.2	7.9	6.9	5.6	8.2	7.8
	2	%	2.0	1.6	2.0	2.4	1.6	1.9	1.6	2.3	2.3	2.2	1.6
	3	%	3.9	4.3	3.3	3.0	5.3	4.6	4.1	3.7	4.9	4.3	2.9
	4	%	4.4	10.7	2.0	4.3	6.1	1.9	3.8	4.9	5.4	3.3	4.6
	5	%	8.7	2.7	10.6	8.1	7.7	11.9	10.7	6.7	12.9	6.1	7.9
	6	%	8.0	13.2	9.0	6.8	7.3	6.3	7.9	8.1	6.9	10.6	6.6
	7	%	11.4	10.5	14.1	10.5	8.0	13.8	11.1	11.6	12.8	10.3	11.3
	8	%	14.0	13.6	17.9	13.6	11.5	11.5	13.3	14.6	16.6	13.4	12.6
	9	%	8.9	11.4	10.3	7.3	6.6	10.9	8.2	9.5	7.5	8.5	10.1
	Very much influence (10)	%	30.2	24.9	22.1	35.3	37.5	27.0	30.2	30.1	23.5	32.2	33.1
	Unsure	%	1.4	1.1	3.0	1.4	0.5	0.0	1.2	1.5	1.6	1.1	1.5

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Thinking of the upcoming 2019 Federal Election, please rate each issue in terms of how it will influence how you will vote where 1 is not at all influence your vote and 10 is very much influence your vote. [RANDOMIZE]

			Region					Gender		Age				
			Canada 2019-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	34 to 54	55 plus	
Question - Free trade between Canada, the US and Mexico	Total	Unwgt N	1000	100	250	300	200	150	519	481	263	385	352	
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389	
		Mean	7.01	6.48	7.24	7.17	6.84	6.87	6.98	7.04	6.65	6.79	7.46	
		Not at all influence (1)	%	2.8	5.4	2.6	2.5	3.3	1.3	3.2	2.4	3.0	3.2	2.3
		2	%	1.5	1.9	0.8	1.0	2.1	2.5	2.0	0.9	2.2	1.5	0.9
		3	%	2.8	1.9	2.1	1.7	4.8	4.0	3.4	2.2	2.2	3.8	2.3
		4	%	4.2	4.6	2.1	3.6	5.6	6.8	4.1	4.3	4.5	4.9	3.4
		5	%	13.8	19.2	14.4	13.6	11.3	12.7	13.0	14.5	18.1	13.0	11.4
		6	%	11.2	10.1	12.9	11.3	10.1	10.5	10.9	11.5	13.7	13.4	7.5
		7	%	16.9	20.7	13.5	17.3	21.0	13.8	16.3	17.5	21.0	17.0	13.9
		8	%	19.2	12.8	19.1	19.4	17.0	25.9	17.4	20.8	13.7	21.4	21.1
		9	%	11.3	16.5	14.2	9.7	9.2	9.2	12.8	9.9	9.9	9.5	13.9
		Very much influence (10)	%	15.2	5.2	17.4	18.0	15.6	11.8	15.8	14.6	10.9	11.6	21.3
		Unsure	%	1.2	1.6	1.0	2.0	0.0	1.5	1.1	1.4	0.8	0.7	2.0