

A majority of Canadians expect the tone of the election campaign to be more negative or somewhat more negative than previous campaigns; say the environment is the issue that will most influence their vote in upcoming election

National survey released August, 2019
Project 2019-1479



CTV
NEWS

n NANOS
SURVEY

SUMMARY

More than eight in ten Canadians expect the tone of the election campaign to be more negative or somewhat more negative than previous election campaigns

A majority of Canadians say they expect the tone of the election campaign to be more negative or somewhat more negative than previous election campaigns. Canadians say the most important issue that will influence their vote in the upcoming election is the environment/climate change. Just under six in ten Canadians say they have a somewhat negative or negative impression of Conservative Party leader Andrew Scheer.

- **Canadians most often say the environment is the issue most likely to influence their vote in the upcoming federal election** – Asked what will be the most important issue which will influence which party or candidate they vote for in the upcoming election, Canadians most often mention the environment and climate change (27%), followed by the economy (19%), integrity/trustworthiness (seven per cent), budget (seven per cent), and healthcare (five per cent).
- **More than eight in ten Canadians expect the tone of the election campaign to be more negative or somewhat more negative than previous election campaigns** – A majority of Canadians expect the tone of the election campaign for the upcoming election to be more negative (45%) or somewhat more negative (40%), while under one in ten think it will be somewhat less negative (seven per cent) or less negative (one per cent). Seven per cent are unsure. Residents of the Prairies (54% more negative) and Ontario (54%) are more likely to say they think the tone will be more negative than residents of Quebec (28% more negative).
- **Nearly six in ten Canadians say they have a somewhat negative or negative impression of Conservative Party leader Andrew Scheer** – Just under six in ten Canadians say they have a somewhat negative (20%) or negative (38%) impression of Andrew Scheer, while under three in ten have a positive (12%) or somewhat positive (17%) impression. Ten per cent say they have no impression, and three per cent are unsure. Negative impressions of Andrew Scheer are higher in BC (50% negative) and Ontario (45% negative), and lower in the Prairies (30% negative) and Quebec (31% negative).

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 July 28th and 30th, 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 margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

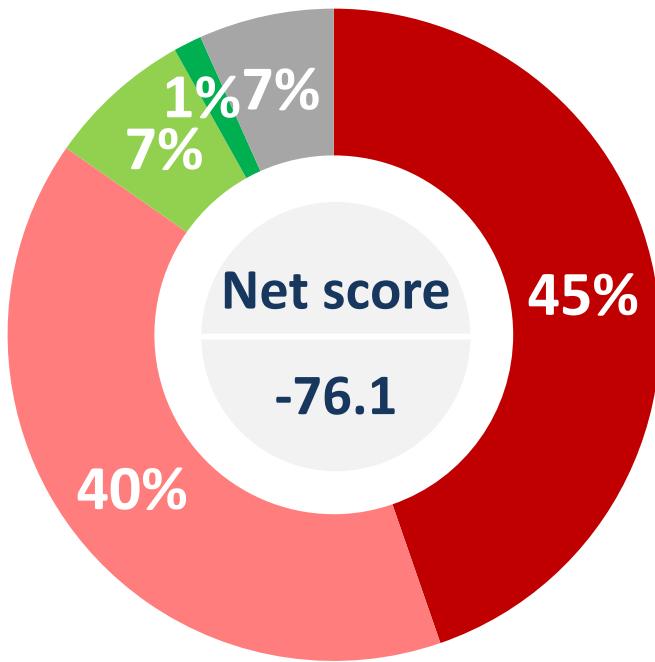
This study was commissioned by CTV News and the research was conducted by Nanos Research.

Issue which influence vote

Top issues	Frequency (n=100)
Environment/Climate change	27.3%
Economy	18.9%
Budget	6.6%
Integrity/Trustworthiness	6.5%
Health/Healthcare	5.3%
Taxes	3.9%
Immigration	3.4%
Political Leaders/Political parties	3.3%
Pipeline/Energy/Oil	3.3%

QUESTION – Thinking of the upcoming federal election, what will be the most important issue which will influence which party or candidate you will vote for? [OPEN]

Negative election campaign



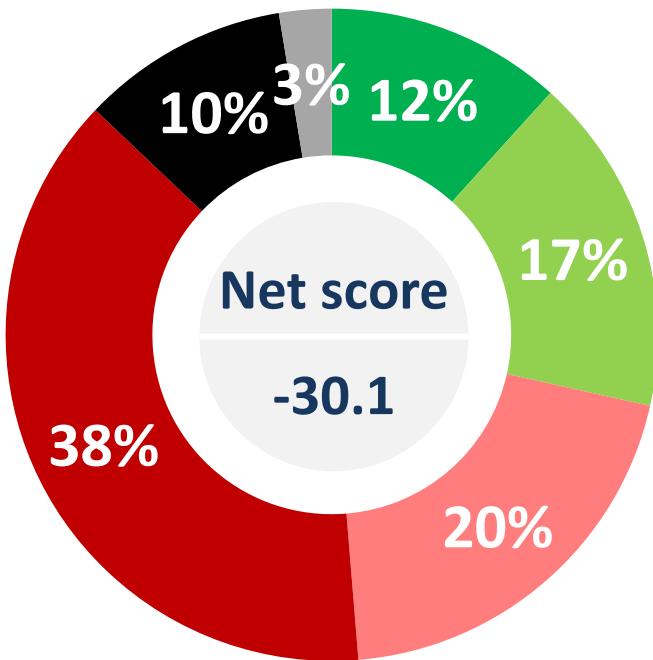
- More negative
- Somewhat less negative
- Unsure
- Somewhat more negative
- Less negative

	More negative/ somewhat more negative
Atlantic (n=100)	89.3%
Quebec (n=250)	75.1%
Ontario (n=300)	90.1%
Prairies (n=200)	89.8%
British Columbia (n=150)	80.3%
Male (n=536)	84.0%
Female (n=464)	85.5%
18 to 34 (n=260)	77.3%
35 to 54 (n=363)	87.5%
55 plus (n=377)	87.5%

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

QUESTION – A federal election will be held this fall, do you expect the tone of the election campaign to be more negative, somewhat more negative, somewhat less negative, or less negative than previous election campaigns?

Impressions of Andrew Scheer



Positive

Negative

Somewhat positive

No impression

Somewhat negative

Unsure

	Somewhat negative/negative
Atlantic (n=100)	66.5%
Quebec (n=250)	59.4%
Ontario (n=300)	61.0%
Prairies (n=200)	44.6%
British Columbia (n=150)	66.1%
Male (n=536)	54.5%
Female (n=464)	62.6%
18 to 34 (n=260)	59.4%
35 to 54 (n=363)	56.5%
55 plus (n=377)	60.1%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION – Do you have a positive, somewhat positive, somewhat negative, negative impression or no impression at all of Andrew Scheer, the Leader of the Conservative Party of Canada?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to 30th, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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 July 28^t and 30th, 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 CTV News and the research was conducted by Nanos Research.

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

TECHNICAL NOTE - H

Element	Description	Element	Description
Organization who commissioned the research	CTV news	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
Final Sample Size	1000 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 lines, and individuals without internet access 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 (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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Thirteen 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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Question Content	This was module one of an omnibus survey. The following modules were about the impressions of the Chinese government, most trustworthy party leader for supporting economic growth, the cannabis industry and tourism in Ottawa. This is report two of two report, one is about personal information.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	July 28 th to 30 th , 2018.	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.
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.		

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TABULATIONS





2019-1479 – CTV/Nanos Survey – Personal information - STAT SHEET

	Total	Unwgt N	Region						Gender		Age		
			Canada 2019-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Thinking of the upcoming federal election, what will be the most important issue which will influence which party or candidate you will vote for?	Total	Unwgt N	1000	100	250	300	200	150	536	464	260	363	377
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
Economy	%	18.9	13.7	23.5	17.5	21.7	13.7	22.2	15.6	15.6	15.6	20.0	20.2
Environment/Climate change	%	27.3	22.3	31.8	25.1	22.1	34.5	23.1	31.3	27.8	27.6	27.6	26.7
Integrity/Trustworthiness	%	6.5	6.3	3.0	8.3	8.5	6.2	7.4	5.6	3.9	4.4	4.4	10.1
Taxes	%	3.9	6.4	2.0	4.3	5.0	3.3	5.3	2.5	4.3	4.6	4.6	3.0
Budget	%	6.6	5.3	7.2	7.0	7.6	4.7	8.4	4.9	9.1	5.8	5.8	5.6
Immigration	%	3.4	0.0	6.7	1.6	1.7	6.1	4.1	2.8	3.0	3.3	3.3	3.8
Pipeline/Energy/Oil	%	3.3	1.9	0.6	1.4	9.1	4.7	3.5	3.1	1.9	4.0	4.0	3.7
Cost of Living/Housing	%	2.0	2.8	0.7	2.2	1.1	4.3	1.4	2.5	1.8	1.3	1.3	2.7
Health/Healthcare	%	5.3	13.4	5.0	6.0	2.5	2.6	2.6	7.8	5.8	6.7	6.7	3.7
Education	%	0.5	0.7	0.7	0.8	0.0	0.0	0.1	0.8	1.1	0.2	0.2	0.2
International relations	%	1.9	2.8	0.7	3.7	0.7	1.2	1.9	1.8	2.4	2.6	2.6	0.9
Indigenous affairs	%	1.1	0.0	0.0	1.3	1.9	2.6	0.7	1.6	0.9	1.1	1.1	1.4
Social Issues	%	2.6	1.9	2.6	2.1	3.8	2.1	1.2	3.8	3.2	1.5	1.5	3.0
Inequality	%	2.0	4.3	2.0	2.2	1.0	1.4	1.6	2.5	3.1	2.2	2.2	1.1
Political Leaders/Political parties	%	3.3	1.9	2.7	4.2	4.8	1.4	4.4	2.2	3.9	2.1	4.0	
Progressive policies/ reform	%	1.0	0.9	0.9	1.3	1.1	0.7	0.7	1.4	0.9	0.0	2.1	2.1
Stability/no extremism	%	1.6	2.7	1.7	1.6	0.9	1.8	1.7	1.5	2.0	2.2	0.9	
Other	%	3.3	5.3	3.1	2.8	3.0	3.4	4.1	2.5	3.5	2.8	3.5	3.4
Unsure	%	5.6	7.3	5.2	6.7	3.5	5.4	5.5	5.6	5.8	7.7	3.4	

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	Total	Unwgt N	Region						Gender		Age		
			Canada 2019-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - A federal election will be held this fall, do you expect the tone of the election campaign to be more negative, somewhat more negative, somewhat less negative, or less negative than previous election campaigns?	More negative	Wgt N	1000	100	250	300	200	150	536	464	260	363	377
		%	44.7	43.6	28.3	53.5	53.5	43.9	46.5	43.1	271	340	389
	Somewhat more negative	Wgt N	1000	100	250	300	200	150	491	509	41.8	48.0	48.4
		%	40.0	45.7	46.8	36.6	36.3	36.4	37.5	42.4	35.5	39.5	39.1
	Somewhat less negative	Wgt N	1000	100	250	300	200	150	491	509	6.7	8.8	6.5
		%	7.2	8.0	11.4	4.9	5.2	6.8	7.7	6.7	6.5	6.7	6.7
	Less negative	Wgt N	1000	100	250	300	200	150	491	509	1.1	2.6	0.8
		%	1.4	1.0	1.7	0.8	2.2	1.3	1.7	1.1	0.8	1.1	1.1
	Unsure	Wgt N	1000	100	250	300	200	150	491	509	11.4	5.3	4.7
		%	6.7	1.7	11.8	4.3	2.9	11.6	6.7	6.8	11.4	5.3	4.7

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	Total	Unwgt N	Region						Gender		Age		
			Canada 2019-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you have a positive, somewhat positive, somewhat negative, negative impression or no impression at all of Andrew Scheer, the Leader of the Conservative Party of Canada?	Total	Unwgt N	1000	100	250	300	200	150	536	464	260	363	377
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Positive	%	11.7	9.8	5.9	12.0	19.5	11.6	14.2	9.3	6.8	12.8	14.1
	Somewhat positive	%	16.8	13.5	15.1	16.4	24.1	12.7	22.5	11.2	17.1	17.4	15.9
	Somewhat negative	%	20.2	29.0	28.6	16.2	14.2	16.6	19.9	20.5	17.3	21.4	21.4
	Negative	%	38.4	37.5	30.8	44.8	30.4	49.5	34.6	42.1	42.1	35.1	38.7
	No impression	%	10.3	10.2	15.3	8.2	9.4	7.4	7.6	12.9	13.3	10.1	8.3
	Unsure	%	2.6	0.0	4.3	2.5	2.4	2.2	1.3	3.9	3.3	3.3	1.6

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