

More than one in two Canadians score the WE controversy as high in importance when judging the performance of the Trudeau Government

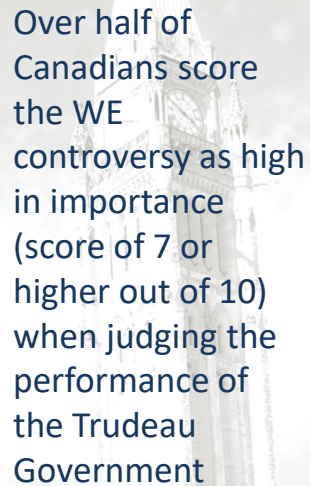
National survey released July 2020

Project 2020-1685A



THE GLOBE AND MAIL 

 **NANOS**



Over half of Canadians score the WE controversy as high in importance (score of 7 or higher out of 10) when judging the performance of the Trudeau Government

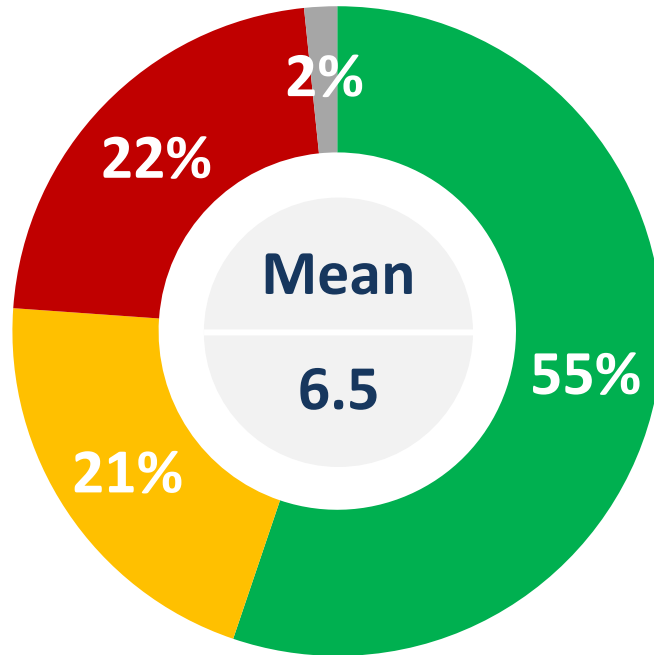
Ahead of the testimony before the House of Commons Ethics Committee by Prime Minister Justin Trudeau, more than one in two Canadians score the WE controversy as high in importance, giving a score of 7, 8, 9 or 10 out of 10, when judging the performance of the Trudeau Government, giving an average importance score of 6.5 out of 10. Residents of the Prairies and Quebec give a higher rating of importance compared to other provinces and regions.

- **A majority of Canadians give the WE controversy a score of 7 or higher out of 10 in terms of its importance when judging the performance of the Trudeau Government** – Asked the importance of the WE controversy in terms of its importance when it comes to judging the performance of the Trudeau Government where 0 is not at all important and 10 is very important, Canadians give this an average score of 6.5 out of 10. Over one in two Canadians rate this issue as important for judging the Trudeau Government’s performance (score of 7-10)(55%), followed by 22 per cent who rate this issue as not important (score of 0-3), and 21 per cent who rate this as average importance (score of 4-6). Two per cent are unsure.
- **Residents of the Prairies and Quebec give this controversy a higher score of importance than other regions** – Residents of the Prairies (mean of 7.3 out of 10) and Quebec (mean of 7.0 out of 10) give the WE controversy a higher mean score if importance to judging the performance of the Trudeau Government than other regions, including Ontario (score of 6.2 out of 10), British Columbia (score of 5.9 out of 10) and Atlantic Canada (score of 5.4 out of 10).

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,094 Canadians, 18 years of age or older, between July 26th and 30th, 2020 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

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

Importance of WE issue

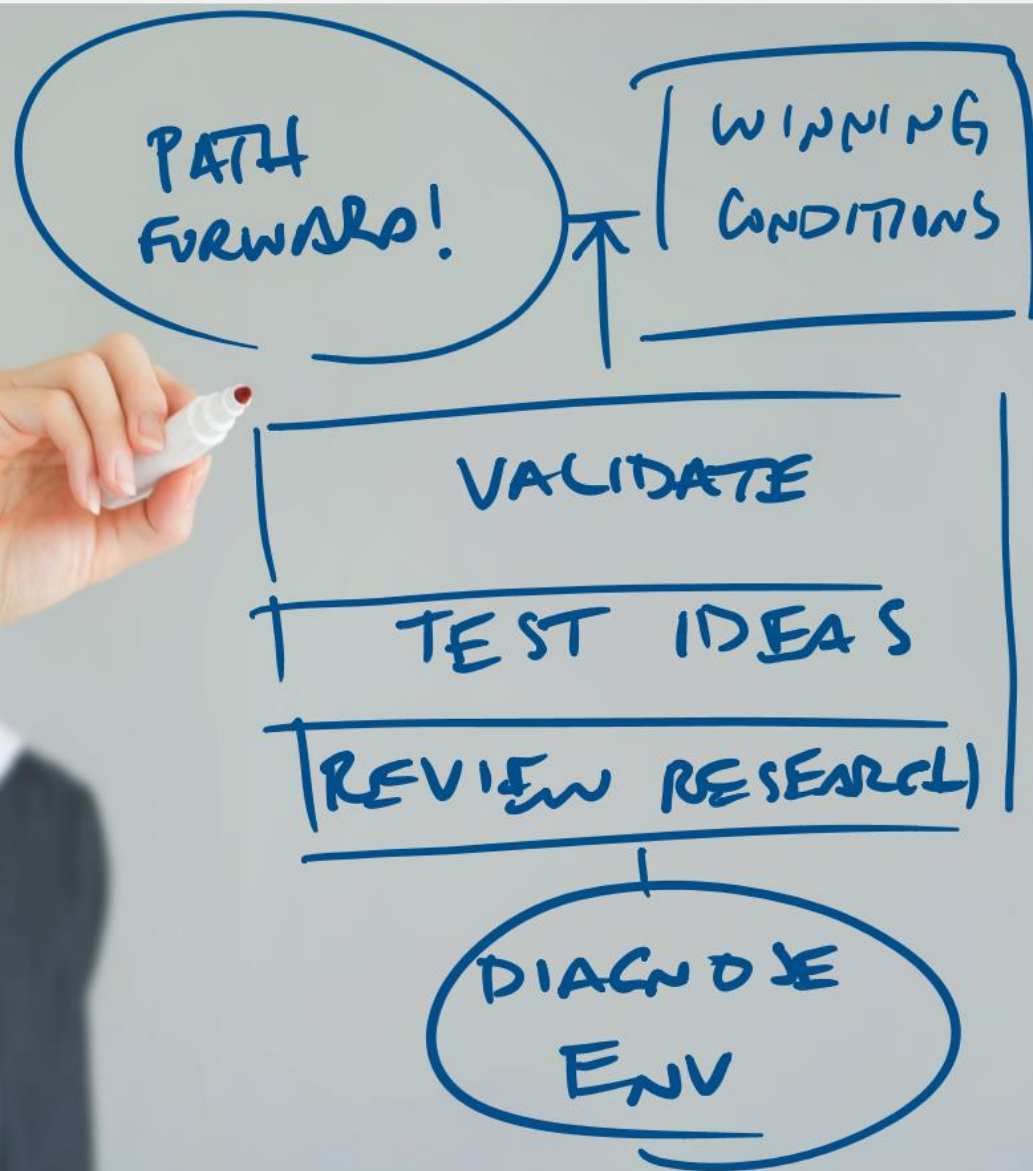


■ Important (7-10) ■ Neutral (4-6) ■ Not important (0-3) ■ Unsure

	Mean
Atlantic (n=105)	5.4
Quebec (n=251)	7.0
Ontario (n=364)	6.2
Prairies (n=216)	7.3
British Columbia (n=158)	5.9
Male (n=557)	6.9
Female (n=537)	6.0
18 to 34 (n=277)	6.4
35 to 54 (n=433)	6.6
55 plus (n=384)	6.4

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

QUESTION – As you may have heard, the Trudeau family has been paid speaking fees by a not-for-profit group, WE, that has been awarded government contracts, including the since cancelled \$900 million Canada Student Service Grant program contract which was sole sourced. Thinking of all the issues that are important to you please rate the importance of the controversy related to the cancelling of a \$900 million sole sourced contract to the WE charity which had connections to the Trudeau family and Finance Minister Bill Morneau where 0 is the issue is not at all important and 10 is the issue is extremely important when it comes to judging the performance of the Trudeau Government?



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Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

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Element	Description
Research sponsor	The Globe and Mail
Population and Final Sample Size	1,094 Randomly selected individuals.
Source of Sample	Nanos Panel
Type of Sample	Probability
Margin of Error	±3.0 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 to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	July 26 th to 30 th , 2020
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

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	Nine 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	Previous content included political and economical issues, as well as Canada-US border issues.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 27 Email: info@nanosresearch.com.



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TABULATIONS

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2020-1685 – Globe and Mail/Nanos Survey – July OMNI - WE - STAT SHEET

			Region						Gender		Age		
			Canada 2020-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - As you may have heard, the Trudeau family has been paid speaking fees by a not-for-profit group, WE, that has been awarded government contracts, including the since cancelled \$900 million Canada Student Service Grant program contract which was sole sourced. Thinking of all the issues that are important to you please rate the importance of the controversy related to the cancelling of a \$900 million sole sourced contract to the WE charity which had connections to the Trudeau family and Finance Minister Bill Morneau where 0 is the issue is not at all important and 10 is the issue is extremely important when it comes to judging the performance of the Trudeau Government? Score	Total	Unwgt N	1094	105	251	364	216	158	557	537	277	433	384
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
		Mean	6.5	5.4	7.0	6.2	7.3	5.9	6.9	6.0	6.4	6.6	6.4
		Median	7.0	5.0	8.0	7.0	8.0	6.0	8.0	6.0	7.0	7.0	7.0
	Not at all important (0)	%	6.5	7.7	4.0	8.4	5.2	6.1	6.2	6.7	6.6	4.5	8.1
	1	%	4.7	7.5	2.5	5.7	2.5	6.9	3.8	5.4	1.6	5.0	6.5
	2	%	4.2	6.5	2.7	4.4	2.7	7.5	2.3	6.0	2.5	5.9	4.0
	3	%	6.9	11.2	6.3	5.9	5.0	11.3	7.9	6.0	5.6	7.2	7.5
	4	%	5.3	3.0	2.7	7.7	3.6	6.8	4.3	6.4	8.6	4.6	3.7
	5	%	8.9	15.8	8.6	8.8	7.9	7.5	5.3	12.4	12.3	7.5	7.7
	6	%	6.7	8.7	8.2	6.9	5.1	4.6	6.3	7.0	9.2	6.7	4.9
7	%	9.7	8.6	11.0	7.9	12.5	8.9	10.1	9.3	12.1	8.9	8.6	
8	%	10.1	7.0	14.4	10.1	5.8	10.2	11.4	8.9	9.3	10.6	10.2	
9	%	6.5	4.5	8.4	6.4	6.3	5.1	8.0	5.1	6.6	7.6	5.6	
Extremely important (10)	%	28.9	17.0	27.7	26.7	42.6	24.5	34.0	24.0	22.3	30.9	31.8	
Unsure	%	1.6	2.5	3.5	1.2	0.8	0.6	0.5	2.7	3.2	0.6	1.4	

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