



***CBC/Nanos Survey on the Senate Controversy***  
*released by Nanos, November 1, 2013*

# Executive Summary

Source: CBC/Nanos Random Telephone Survey, completed October 30<sup>th</sup>, 2013 (n=1,000), accurate  $\pm 3.1$  percentage points 19 times out of 20

## **Performance on Senate controversy overshadows importance of the economy -**

Canadians are more likely to now judge Stephen Harper's performance based on his management of the Senate controversy as opposed to his management of the economy – a reversal since June 2013 (now Senate handling 51%, Economy 37%; June 2013 Economy 45%, Senate handling 39%).

**Few satisfied with Harper's explanation** - Only 21% of Canadians are satisfied or somewhat satisfied with Stephen Harper's explanation of his knowledge of the \$90,000 cheque written by Nigel Wright, down from 27% who were satisfied in June 2013.

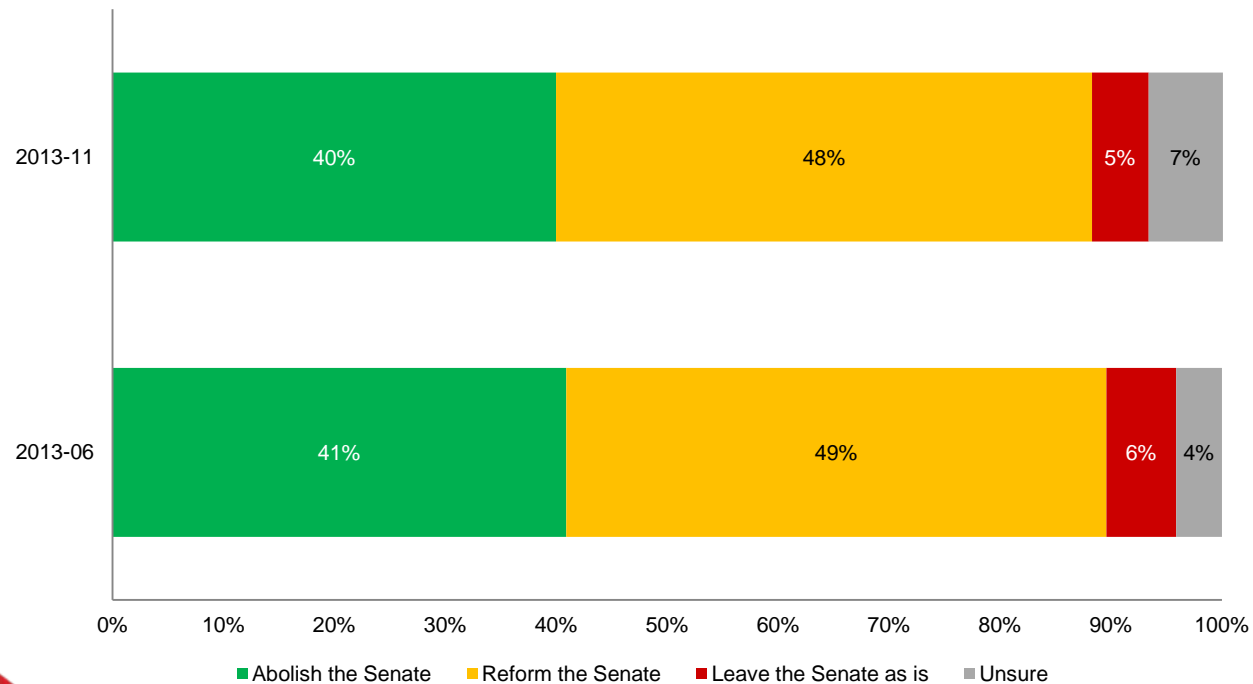
## **Concern about Harper's explanation overshadows questionable expenses -**

Canadians are much more likely to be as concerned about the conflicting stories about the role of Stephen Harper compared to the questionable living expenses of some Senators (concern about the role of Stephen Harper 55%, concern about the questionable living expenses of some Senators 30%).

**Future of the Senate** - The increased focus on the Senate has not materially changed the views of Canadians on the future of the Senate over the past two waves of research (40% abolish the Senate, 48% reform the Senate, 5% leave as is with the rest unsure).

# Future of the Senate

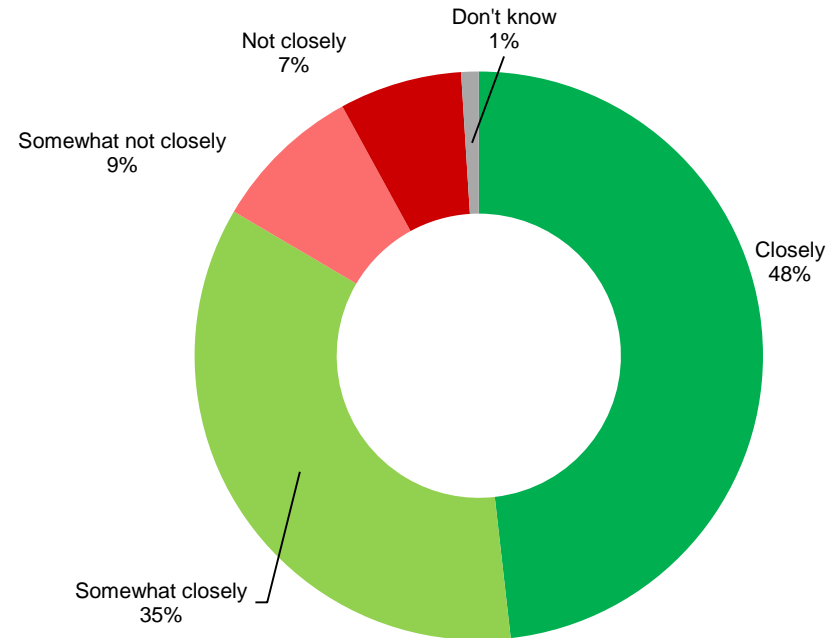
Source: CBC/Nanos Random Telephone Survey, completed October 30<sup>th</sup>, 2013 (n=1,000), accurate  $\pm 3.1$  percentage points 19 times out of 20



**QUESTION** – As you may know, in Canada there is a House of Commons that proposes legislation and a Senate which generally reviews legislation proposed and approved by the House of Commons. Which of the following paths forward would you prefer for the Senate? [ROTATE]

# Awareness

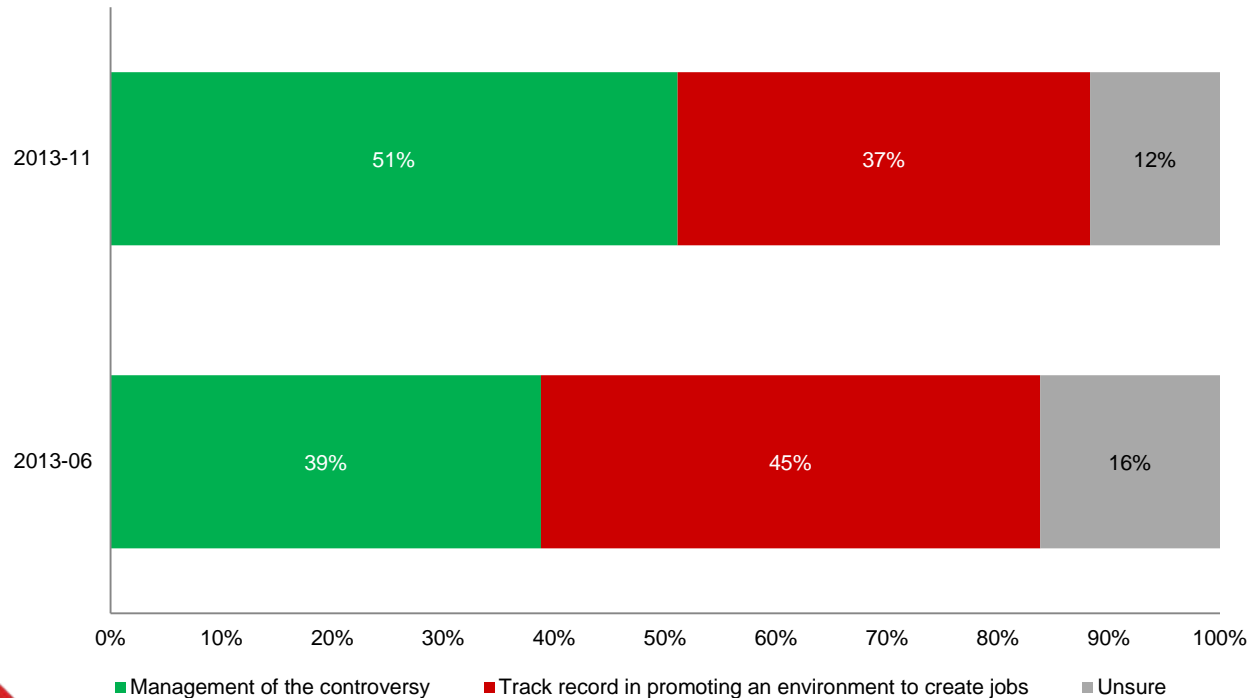
Source: CBC/Nanos Random Telephone Survey, completed October 30<sup>th</sup>, 2013 (n=1,000), accurate  $\pm 3.1$  percentage points 19 times out of 20



**QUESTION** – As you may have heard, there has been some controversy related to the Senate of Canada. Are you following this story closely, somewhat closely, somewhat not closely or not closely?

# Judging Performance

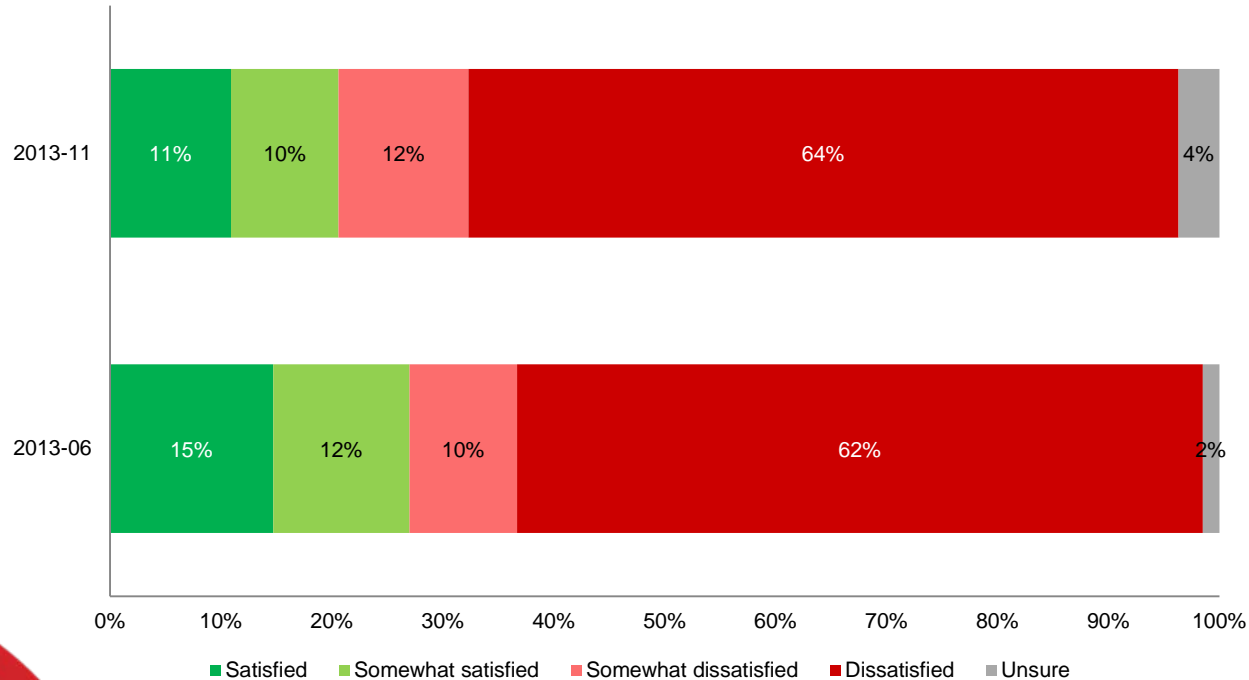
Source: CBC/Nanos Random Telephone Survey, completed October 30<sup>th</sup>, 2013 (n=1,000), accurate  $\pm 3.1$  percentage points 19 times out of 20



**QUESTION** – What is more important to you in terms of your judgment of the performance of Prime Minister Stephen Harper, his management of the controversy related to the expenses of Conservative Senators OR his track record in promoting an environment to create jobs?

# Harper's Explanation

Source: CBC/Nanos Random Telephone Survey, completed October 30<sup>th</sup>, 2013 (n=1,000), accurate  $\pm 3.1$  percentage points 19 times out of 20

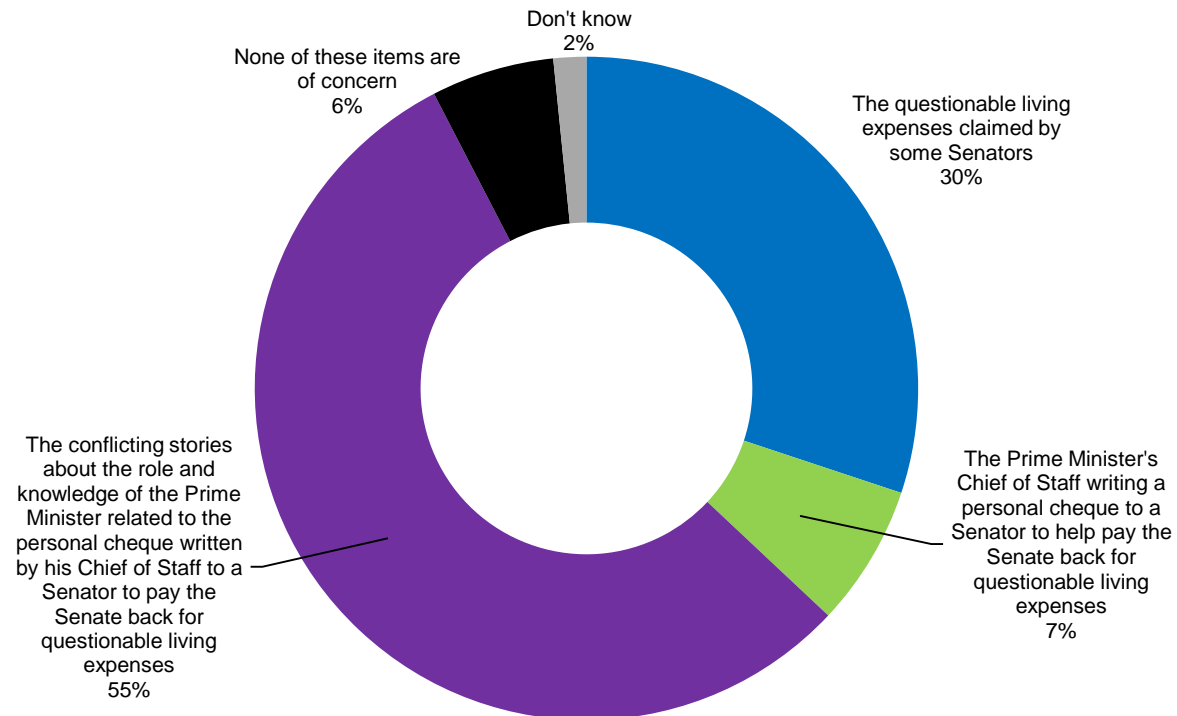


**QUESTION** – As you may know, Stephen Harper has said he was not aware that his Chief of Staff wrote a personal cheque for \$90,000 to Senator Duffy for the expenses in question. Are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with his explanation?

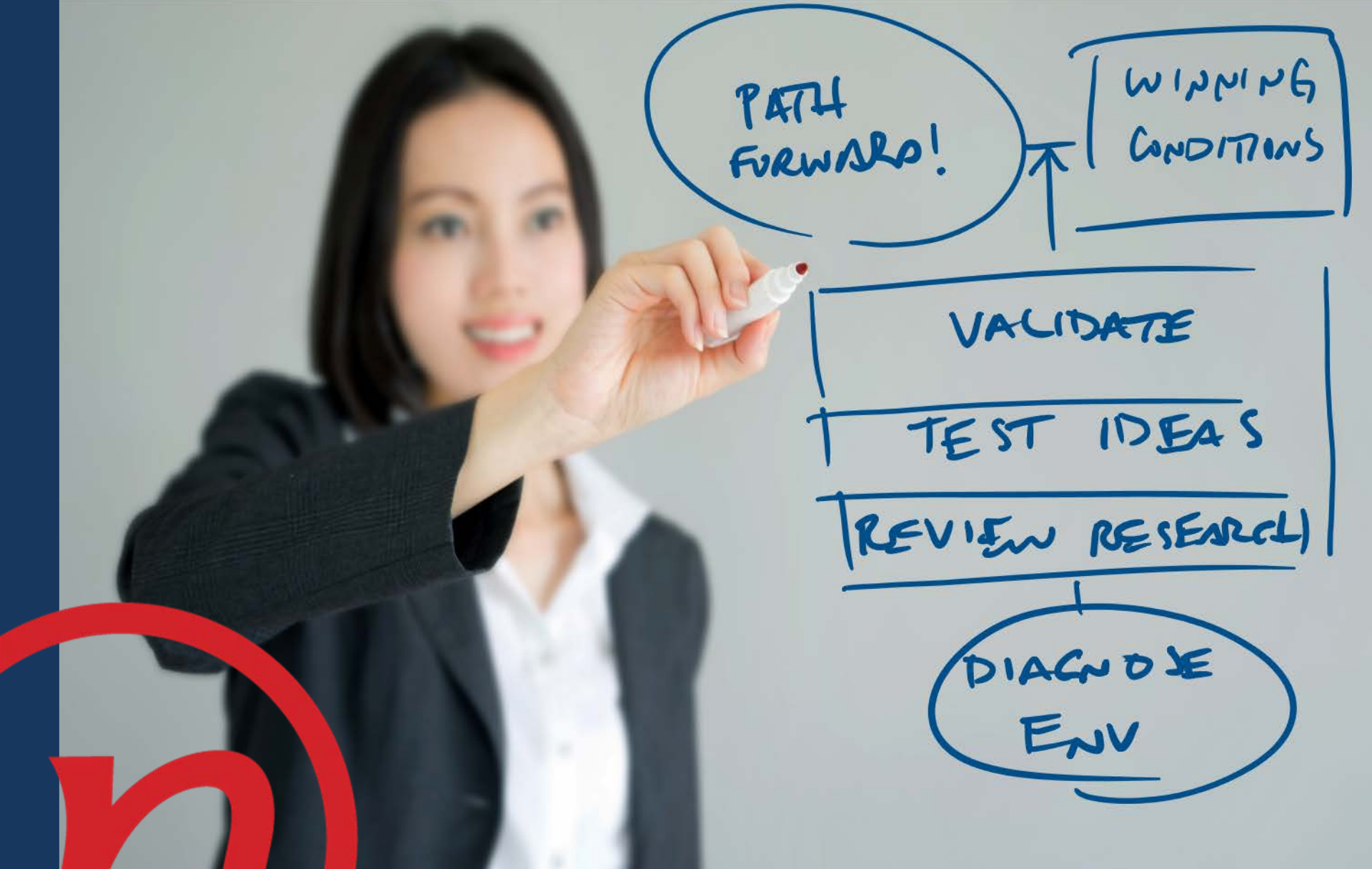


# Areas of Concern

Source: CBC/Nanos Random Telephone Survey, completed October 30<sup>th</sup>, 2013 (n=1,000), accurate  $\pm 3.1$  percentage points 19 times out of 20



**QUESTION** – For the list of items below, which one is of the most concern to you personally? [ROTATE]



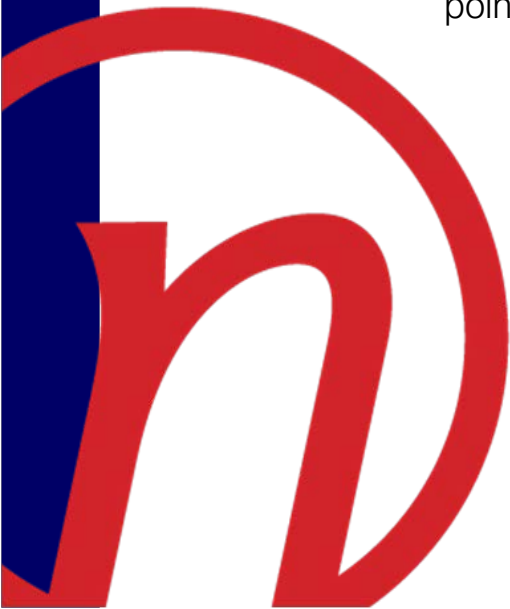
Methodology



# *Methodology*

Nanos Research was retained by CBC News to conduct a national survey on the Senate Expense controversy. A national Nanos RDD Crowdsourced random survey of 1,000 Canadians was conducted between October 26<sup>th</sup> and 30<sup>th</sup>, 2013 as part of an omnibus survey. Participants were randomly recruited by telephone and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted using the latest Census data.

The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.



## 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

Confidential



## 2013-441 – CBC/NANOS SURVEY – SENATE EXPENSE CONTROVERSY – STAT SHEET

		Question 1 – As you may know, in Canada there is a House of Commons that proposes legislation and a Senate which generally reviews legislation proposed and approved by the House of Commons. Which of the following paths forward would you prefer for the Senate: [ROTATE]				
		Total	Abolish the Senate	Reform the Senate	Leave as is	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Canada 2013-10	1000	40.0	48.3	5.1	6.7
	Atlantic Canada	100	37.2	56.0	4.8	2.1
	Quebec	250	46.0	40.8	5.7	7.5
	Ontario	300	36.7	52.6	5.5	5.2
	Prairies	200	35.8	47.0	5.0	12.2
Gender	British Columbia	150	44.0	48.6	3.6	3.8
	Male	503	41.1	51.6	5.7	1.6
	Female	496	38.9	44.9	4.4	11.8
Age	18 to 29	205	41.2	39.6	4.1	15.1
	30 to 39	169	38.9	48.1	3.3	9.7
	40 to 49	208	38.8	49.3	5.4	6.5
	50 to 59	178	43.3	50.7	4.3	1.7
	60 plus	239	38.3	53.1	7.5	1.2

National Nanos RDD Crowdsourcing random survey of 1,000 Canadians conducted between October 26<sup>th</sup> to 30<sup>th</sup>, 2013. Participants were randomly recruited by telephone and administered a survey online. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.



## 2013-441 – CBC/NANOS SURVEY – SENATE EXPENSE CONTROVERSY – STAT SHEET

		Question 2 – As you may have heard, there has been some controversy related to the Senate of Canada. Are you following this story closely, somewhat closely, somewhat not closely or not closely?					
		Total	Closely	Somewhat closely	Somewhat not closely	Not closely	Don't know
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2013-10	1000	48.4	35.4	8.6	7.0	.6
	Atlantic Canada	100	57.3	30.7	8.3	3.8	.0
	Quebec	250	36.8	39.5	17.3	4.8	1.6
	Ontario	300	53.0	34.6	4.6	7.8	.0
	Prairies	200	55.0	26.0	5.8	12.2	1.0
Gender	British Columbia	150	43.7	45.9	6.2	4.3	.0
	Male	503	49.6	39.0	7.0	4.4	.0
	Female	496	47.1	31.8	10.2	9.6	1.2
Age	18 to 29	205	31.7	39.4	12.4	15.4	1.1
	30 to 39	169	39.2	38.0	14.6	8.2	.0
	40 to 49	208	43.7	38.9	8.2	7.8	1.5
	50 to 59	178	58.5	34.3	4.5	2.4	.4
	60 plus	239	65.7	28.0	4.6	1.7	.0

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		Question 3 – What is more important to you in terms of your judgment of the performance of Prime Minister Stephen Harper, his management of the controversy related to the expenses of Conservative Senators OR his track record in promoting an environment to create jobs?			
		Total	His management of the controversy related to the expenses of Conservative Senators	His track record in promoting an environment to create jobs	Don't know
		Responses	Percentage	Percentage	Percentage
Region	Canada 2013-10	1000	51.1	37.2	11.7
	Atlantic Canada	100	50.4	41.1	8.5
	Quebec	250	49.1	34.1	16.8
	Ontario	300	53.5	37.7	8.8
	Prairies	200	48.1	37.4	14.5
Gender	British Columbia	150	54.1	38.3	7.6
	Male	503	49.5	42.3	8.2
	Female	496	52.7	32.0	15.3
Age	18 to 29	205	54.5	34.4	11.1
	30 to 39	169	45.8	38.6	15.6
	40 to 49	208	49.9	40.1	10.0
	50 to 59	178	56.4	34.7	9.0
	60 plus	239	49.0	37.8	13.2

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## 2013-441 – CBC/NANOS SURVEY – SENATE EXPENSE CONTROVERSY – STAT SHEET

		Question 4 – As you may know, Stephen Harper has said he was not aware that his Chief of Staff wrote a personal cheque for \$90,000 to Senator Duffy for the expenses in question. Are you satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with his explanation?					
		Total	Satisfied	Somewhat satisfied	Somewhat dissatisfied	Dissatisfied	Don't know
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2013-10	1000	10.9	9.7	11.7	64.0	3.7
	Atlantic Canada	100	9.7	12.1	10.3	67.4	.6
	Quebec	250	5.5	5.6	13.7	71.4	3.7
	Ontario	300	12.5	9.2	10.9	62.7	4.7
	Prairies	200	16.3	11.0	9.1	57.4	6.2
Gender	British Columbia	150	10.6	14.0	14.2	60.7	.4
	Male	503	10.8	11.8	11.8	62.7	2.8
	Female	496	11.0	7.5	11.6	65.2	4.6
Age	18 to 29	205	7.6	8.0	11.7	67.3	5.4
	30 to 39	169	9.3	10.2	13.2	59.0	8.3
	40 to 49	208	14.1	9.9	8.8	64.3	2.9
	50 to 59	178	9.1	9.8	14.1	65.3	1.7
	60 plus	239	13.6	10.5	11.3	63.4	1.2

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		Question 5 – For the list of items below, which one would you say is of the most concern to you personally: [ROTATE]					
		Total	The questionable living expenses claimed by some Senators	the Prime Minister's Chief of Staff writing a personal cheque to a Senator to help pay the Senate back for questionable living expenses	The conflicting stories about the role and knowledge of the Prime Minister related to the personal cheque written by his Chief of Staff to a Senator to pay the Senate back for questionable living expenses	None are of items are of concern	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2013-10	1000	30.1	6.9	55.4	6.0	1.6
	Atlantic Canada	100	24.6	6.4	63.5	5.5	.0
	Quebec	250	23.3	8.1	59.1	5.2	4.2
	Ontario	300	31.7	6.9	52.2	8.4	.8
	Prairies	200	29.0	6.7	56.8	5.9	1.5
	British Columbia	150	43.4	5.3	48.5	2.8	.0
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	30 to 39	169	29.2	5.2	57.2	5.7	2.7
	40 to 49	208	32.6	9.4	48.7	7.7	1.6
	50 to 59	178	28.9	2.8	65.3	2.3	.7
	60 plus	239	31.7	3.5	59.7	4.2	.9

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