

Views of Canadians on federal finances

National survey released April, 2017
Project 2017-1001





Canadians more likely to think that federal Liberals are doing a poor or very poor job rather than a good or very good job of managing government finances

Canadians are mixed on their assessment of the federal Liberals managing of Government of Canada finances, with just over one third of Canadians who each say they are doing a poor or very poor job and just over one third who say they are doing an average job, while one in five say they are doing a good or very good job.

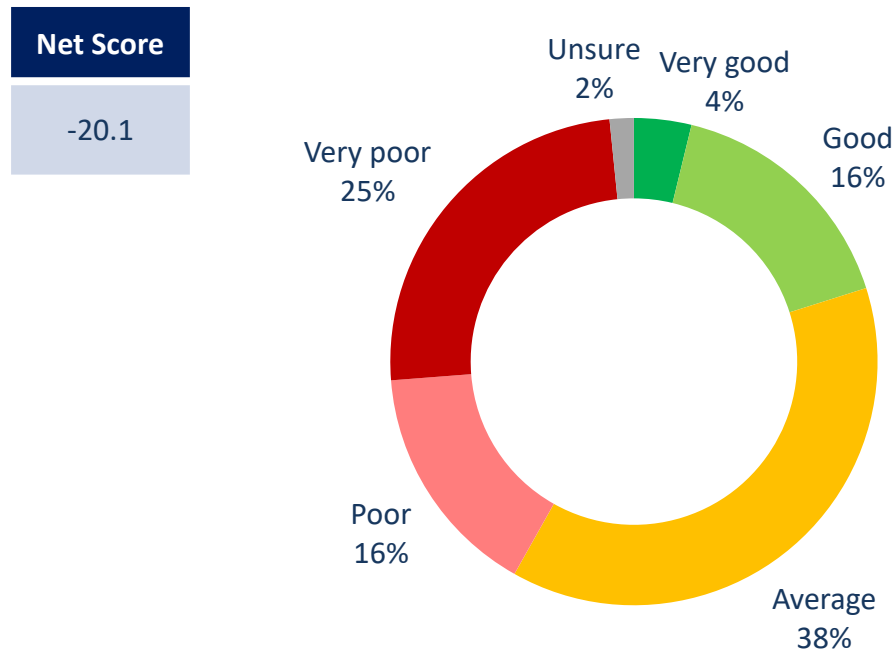
- **Canadians are split between thinking that the federal Liberals are doing an average job and a poor or very poor job of managing government finances** – When asked how they would say the federal liberals are doing at managing the finances of the Government of Canada, nearly two in five Canadians say they are doing a very poor (25%) or poor job (16%), followed by 38 per cent who say the Liberals are doing an average job. Slightly fewer than one in five Canadians say the federal Liberals are doing a very good (four per cent) or good (16%) job. Two per cent of Canadians are unsure.

These observations are based on 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 April 1st and 4th, 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. 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.

Liberals management of Government of Canada finances

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1st to 4th, 2017, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



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

Subgroups	Very poor/ Poor
Atlantic (n=100)	26.7%
Quebec (n=250)	36.9%
Ontario (n=300)	42.6%
Prairies (n=200)	54.4%
British Columbia (n=150)	31.1%
Male (n=479)	46.3%
Female (n=521)	34.4%
18 to 29 (n=168)	37.6%
30 to 39 (n=158)	38.2%
40 to 49 (n=201)	39.5%
50 to 59 (n=224)	39.5%
60 plus (n=249)	44.3%

QUESTION – Would you say that the federal Liberals are doing a very good, good, average, poor or very poor job at managing the finances of the Government of Canada?

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 April 1st and 4th, 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	Fourteen 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 previous module included questions related to the top unprompted 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	April 1 st to 4 th , 2017.		
Language of Survey	The survey was conducted in both English and French.		



NANOS SURVEY

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.



View our brochure

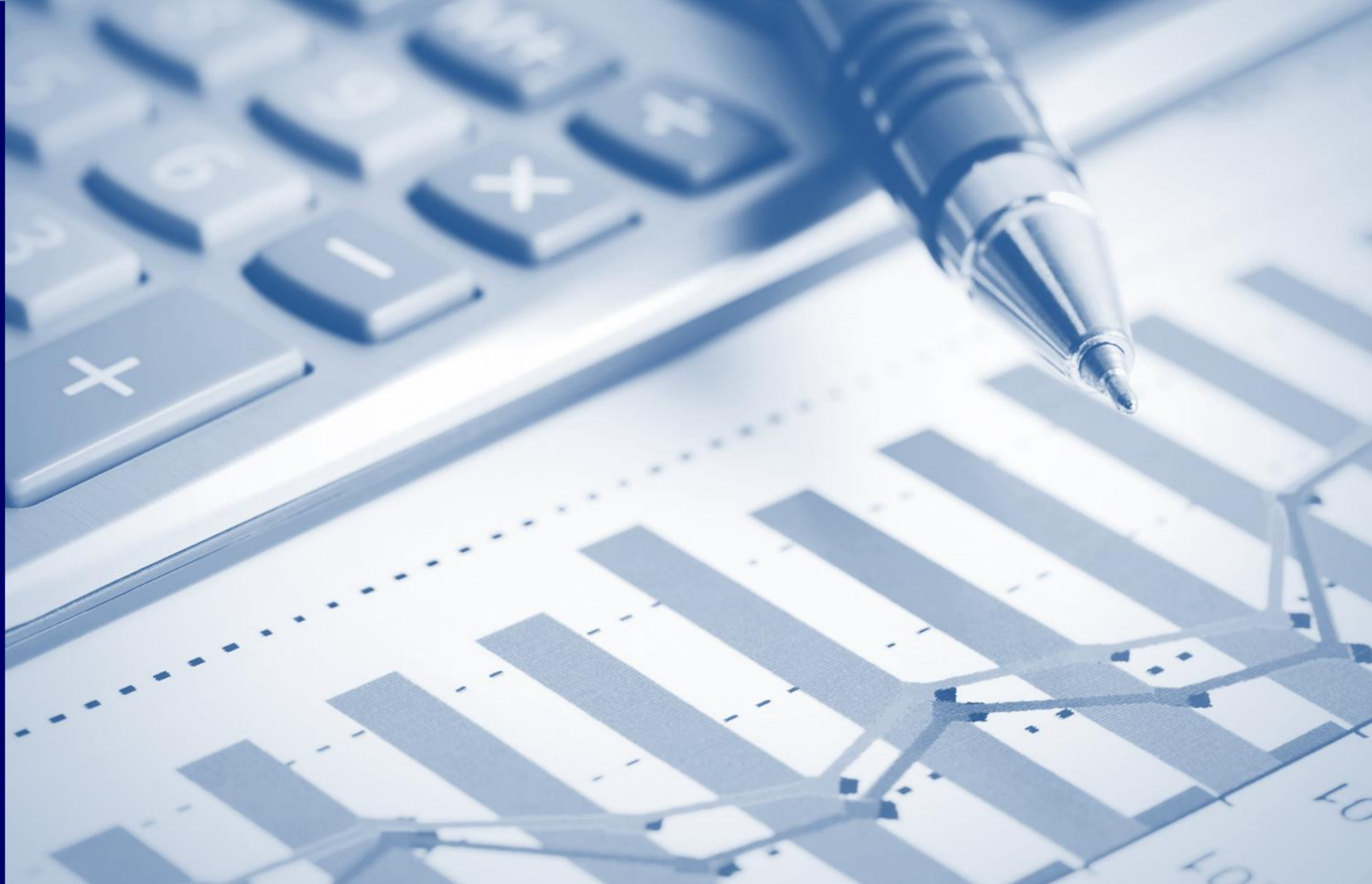
Nanos Research

North America Toll-free

1.888.737.5505

info@nanosresearch.com





Tabulations
NANOS
SURVEY

2017-1001 – CTV/Nanos Survey – Federal Finances STAT SHEET

			Region					Gender			Age				
			Canada 2017-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Would you say that the federal Liberals are doing a very good, good, average, poor or very poor job at managing the finances of the Government of Canada?	Total	Unwgt N	1000	100	250	300	200	150	479	521	168	158	201	224	249
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Very good	%	3.8	4.6	5.3	3.1	3.4	2.9	4.8	3.0	1.6	6.8	3.7	2.7	4.7
	Good	%	16.3	20.5	16.9	17.2	9.7	19.6	13.8	18.7	16.4	20.5	15.0	15.1	15.4
	Average	%	38.0	47.5	38.4	36.8	31.9	41.8	33.8	42.1	42.1	33.0	38.3	42.2	35.0
	Poor	%	15.6	11.4	13.3	17.8	16.8	16.1	16.7	14.5	19.0	10.3	16.8	15.2	15.6
	Very poor	%	24.6	15.3	23.6	24.8	37.6	15.0	29.6	19.9	18.6	27.9	22.7	24.3	28.7
	Unsure	%	1.6	.7	2.5	.3	.7	4.6	1.3	1.8	2.4	1.5	3.4	.5	.6