

# Canadians have dim view of Conservative politicians using U.S. media outlets to criticize the Federal Liberal government

National survey released August, 2017  
Project 2017-1049A



THE GLOBE AND MAIL 



NANOS  
SURVEY

# Summary

The majority of Canadians are uncomfortable or somewhat uncomfortable when Conservative politicians go on American TV to criticize the federal Liberal government. Canadians have a diversity of views when it comes to the impact of openly criticizing the decision to pay Omar Khadr \$10.5 million in the U.S. media on Canada-U.S. relations, with a plurality responding that there will be no impact on Canada-U.S. relations and an aggregate majority responding that the impact will be negative or somewhat negative.

- **Over six out of ten Canadians feel uncomfortable or somewhat uncomfortable when Conservative politicians go on America TV criticize the federal Liberal government** – When asked about their level of comfort when Conservative politicians use U.S. media outlets to criticize the Federal Liberal government, 45 per cent said that they are uncomfortable while 16 per cent say they are somewhat uncomfortable. This was followed by over a third of respondents who say that they are either comfortable (28%) or somewhat comfortable (eight per cent). Three per cent are unsure.
- **About half of Canadians believe that openly criticizing the decision to pay Omar Khadr \$10.5 million in the U.S. media will have a negative or somewhat negative impact on Canada-U.S. relations** – When asked about the impact on Canada-U.S. relations that openly criticizing the Khadr decision would have, about half of Canadians responded with a somewhat negative (27%) or negative (22%) impact. Thirty one per cent say that there will be no impact on Canada-U.S. relations, while just over one in ten Canadians responded that the impact would be either positive (seven per cent) or somewhat positive (five per cent). Eight per cent are unsure.

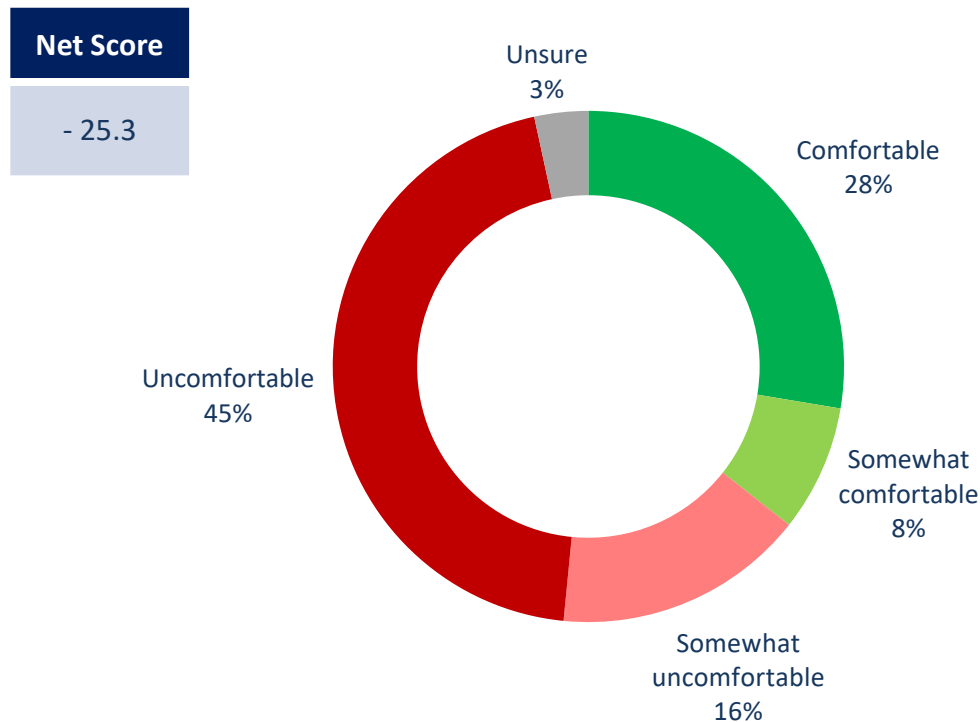
These observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between July 23<sup>rd</sup> and 26<sup>th</sup>, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.



# Level of comfort when Conservative politicians criticize Liberal government on American TV

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 23<sup>rd</sup> to 26<sup>th</sup>, 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**

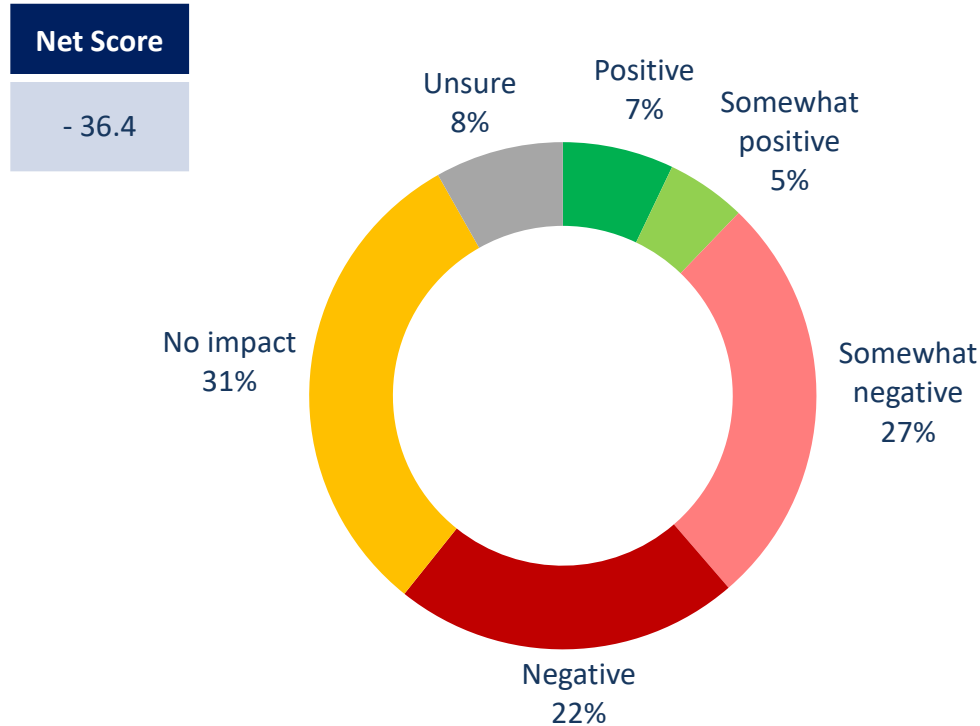
Subgroups	Uncomfortable/ Somewhat uncomfortable
Atlantic (n=100)	61.6%
Quebec (n=250)	64.6%
Ontario (n=300)	53.6%
Prairies (n=200)	59.1%
British Columbia (n=150)	71.4%
Male (n=511)	53.9%
Female (n=489)	67.6%
18 to 29 (n=163)	55.5%
30 to 39 (n=164)	51.2%
40 to 49 (n=195)	61.1%
50 to 59 (n=225)	59.9%
60 plus (n=253)	71.5%

As you may have heard, the federal government recently settled a law suit with former Guantanamo Bay detainee Omar Khadr. He had asked for \$20 million and the government settled for \$10.5 million. Recently, members of the federal Conservative party have appeared in U.S. media outlets to criticize the decision by the Canadian government.

**QUESTION** – Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable when Conservative politicians go on American TV to criticize the federal Liberal government?

# Impact on Canada-U.S. relations if U.S. media openly criticizes decision to pay Omar Khadr

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 23<sup>rd</sup> to 26<sup>th</sup>, 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	Negative/ Somewhat negative
Atlantic (n=100)	56.8%
Quebec (n=250)	46.8%
Ontario (n=300)	46.1%
Prairies (n=200)	48.8%
British Columbia (n=150)	50.8%
Male (n=511)	45.5%
Female (n=489)	51.5%
18 to 29 (n=163)	49.1%
30 to 39 (n=164)	50.4%
40 to 49 (n=195)	48.3%
50 to 59 (n=225)	50.7%
60 plus (n=253)	45.7%

**QUESTION** – Will openly criticizing the decision to pay Omar Khadr \$10.5 million in the U.S. media, have a positive, somewhat positive, somewhat negative, negative or no impact on Canada-U.S. relations?



Methodology





# 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 23<sup>rd</sup> and 26<sup>th</sup>, 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  $\pm 3.1$  percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.

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

# Technical Note

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.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
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	July 23 <sup>rd</sup> to 26 <sup>th</sup> , 2017.
Language of Survey	The survey was conducted in both English and French.

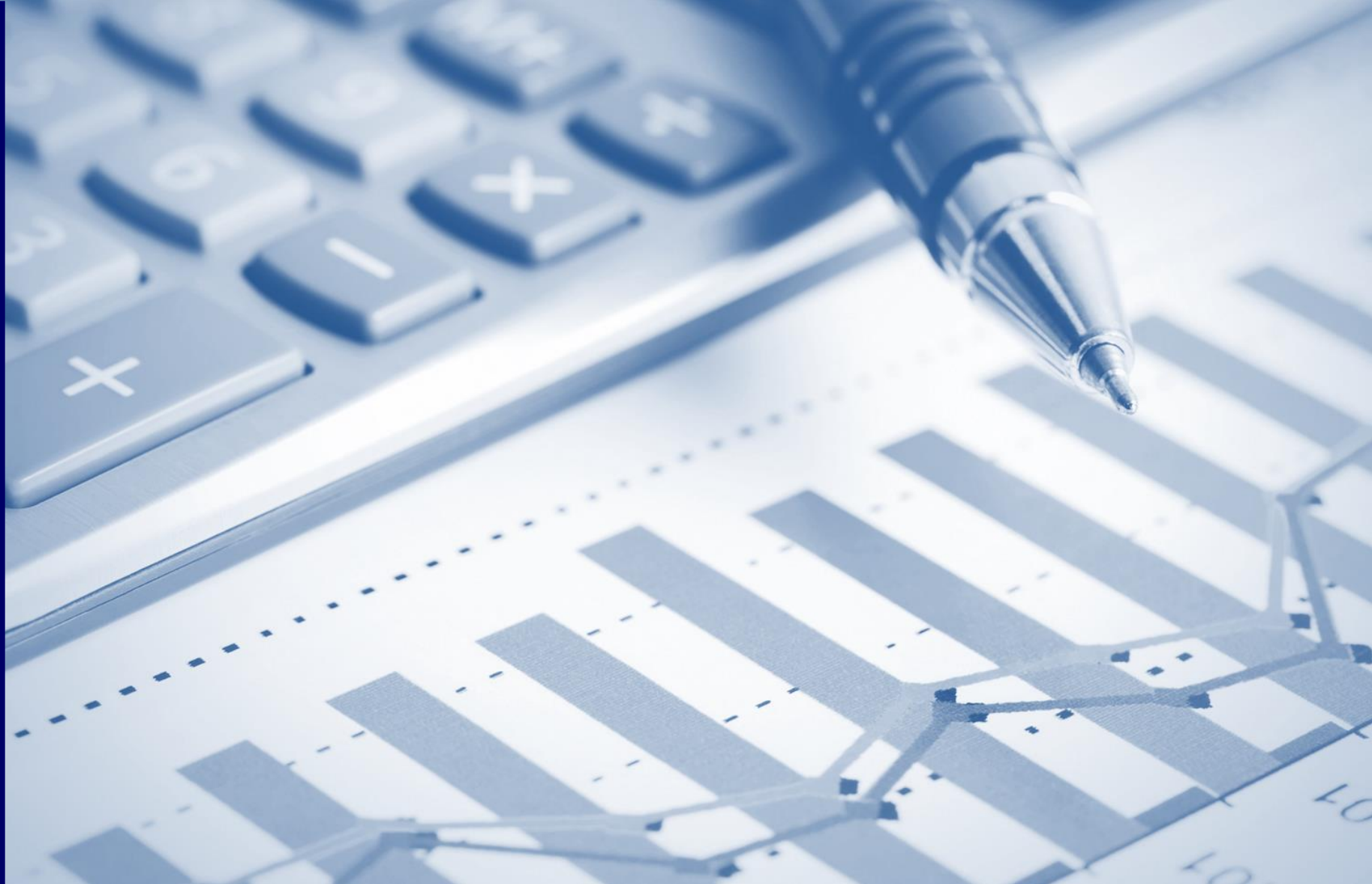
Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential 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 line could not participate.
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.
Estimated Response Rate	Sixteen 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 asked about the top national unprompted issue of concern.
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. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.



# 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.





## Tabulations

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 **NANOS SURVEY**

### 2017-1049A – Globe and Mail/Nanos Survey – Canada-Omar Khadr – STAT SHEET

As you may have heard, the federal government recently settled a law suit with former Guantanamo Bay detainee Omar Khadr. He had asked for \$20 million and the government settled for \$10.5 million. Recently, members of the federal Conservative party have appeared in U.S. media outlets to criticize the decision by the Canadian government.

			REGION						Gender		Age				
			Canada 2017-07	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable when Conservative politicians go on America TV to criticize the federal Liberal government?	Total	Unwgt N	1000	100	250	300	200	150	511	489	163	164	195	225	253
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Comfortable	%	27.6	28.0	22.7	33.7	28.2	23.0	35.9	19.8	25.8	34.6	29.8	29.4	22.0
	Somewhat comfortable	%	8.0	7.3	9.9	7.8	8.9	4.4	8.4	7.6	7.7	10.4	7.8	9.0	6.2
	Somewhat uncomfortable	%	15.9	10.7	19.4	9.5	21.8	18.4	14.4	17.3	20.1	16.3	12.1	16.2	15.0
	Uncomfortable	%	45.0	50.9	45.2	44.1	37.3	53.0	39.5	50.3	35.4	34.9	49.0	43.7	56.5
	Unsure	%	3.4	3.1	2.9	4.9	3.8	1.2	1.8	5.0	11.0	3.8	1.3	1.7	.4

			REGION						Gender		Age				
			Canada 2017-07	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Will openly criticizing the decision to pay Omar Khadr \$10.5 million in the U.S. media, have a positive, somewhat positive, somewhat negative, negative or no impact on Canada-U.S. relations?	Total	Unwgt N	1000	100	250	300	200	150	511	489	163	164	195	225	253
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Positive	%	7.1	6.2	4.9	7.7	10.2	5.6	9.4	4.8	7.0	8.0	7.3	7.8	5.8
	Somewhat positive	%	5.1	4.3	4.4	4.5	6.6	5.6	6.7	3.5	3.4	5.5	4.2	4.7	6.8
	Somewhat negative	%	26.5	30.4	28.7	22.5	25.6	29.5	25.4	27.5	33.7	25.5	19.8	28.2	25.3
	Negative	%	22.1	26.4	18.1	23.6	23.2	21.3	20.1	24.0	15.4	24.9	28.5	22.5	20.4
	No impact	%	31.1	31.7	33.1	35.2	27.3	24.4	31.9	30.3	32.1	25.1	32.4	29.6	34.3
	Unsure	%	8.2	1.0	10.7	6.5	7.2	13.6	6.4	9.8	8.4	11.0	7.7	7.2	7.4

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