Canadians are split on which party is most trusted to ensure payment of fair tax share

National survey released September, 2017
Project 2017-1083A

Summary

Canadians are evenly split between the Conservatives and Liberals in terms of who they trust to ensure that everyone pays their fair share of taxes.

- **Over one in four Canadians each say the Liberal and Conservative parties are the most trusted to ensure fair share of taxes paid** – When asked which federal party they trust most to make sure that everyone pays their fair share of taxes, 27 per cent of Canadians say the Liberal Party and Conservative Party respectively, while 19 per cent say the NDP and three per cent say the Green Party. Twenty-three per cent of Canadians are unsure. Trust is highest for the Liberals in Atlantic Canada (38%) and for Conservatives in the Prairies (36%).

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 23rd and 26th, 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 margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV and conducted by Nanos Research .

Level of trust in federal party to ensure taxes are fair

Unsure 23%
Liberal 27%
Green Party 3%
NDP 19%
Conservative 27%
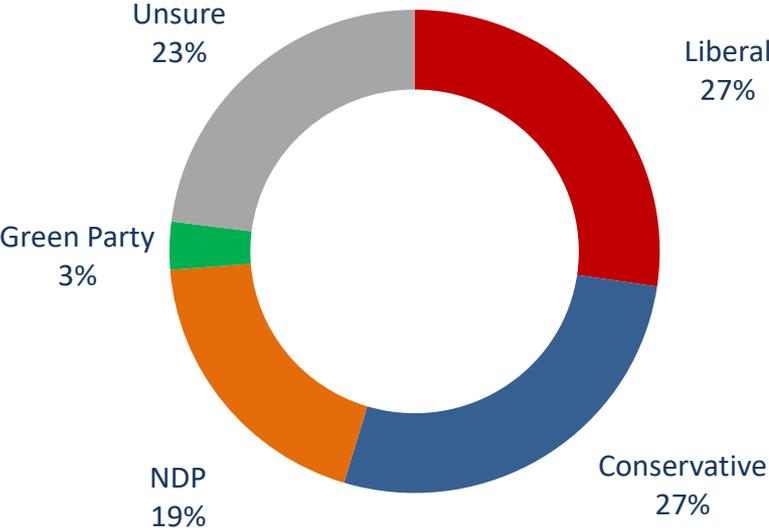
Subgroups	Liberal	Conservative
Atlantic (n=100)	37.7%	21.1%
Quebec (n=250)	26.9%	22.2%
Ontario (n=300)	30.1%	28.2%
Prairies (n=200)	25.3%	35.5%
British Columbia (n=150)	18.3%	27.3%
Male (n=504)	25.9%	33.6%
Female (n=496)	28.7%	21.2%
18 to 34 (n=208)	26.4%	22.9%
35 to 54 (n=390)	23.1%	31.3%
55 plus (n=402)	31.7%	26.9%

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

QUESTION – Which federal party do you trust most to make sure that everyone pays their fair share of taxes? [RANDOMIZE]

CTV ⓝ **NANOS SURVEY**

3

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 September 23rd and 26th, 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.

NANOS SURVEY

Technical Note

Element	Description
Organization who commissioned the research	CTV News
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	September 23rd to 26th, 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	14 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 preceding module asked about top unprompted issues of national 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. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

CTV **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.
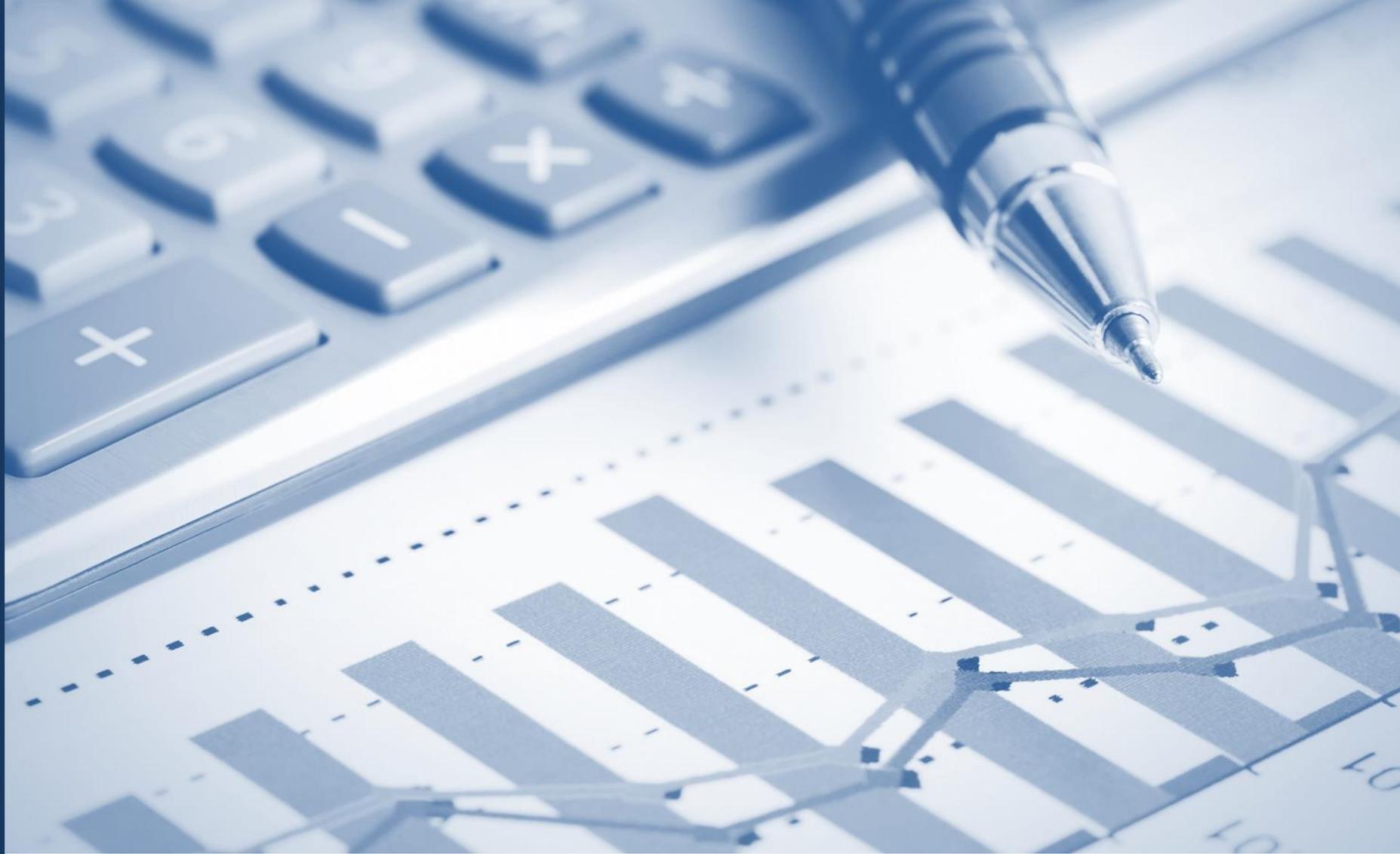
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Tabulations