



Majority of Canadians say Cabinet members should put assets in a blind trust or sell assets; Canadians more likely to think Liberal economic policies favour upper-income rather than lower-income people

National survey released November, 2017
Project 2017-1095A



THE GLOBE AND MAIL 
 **NANOS**
SURVEY

Summary

A majority of Canadians say that it is somewhat important or important to them personally that that Cabinet Ministers either sell their investments or place them in a blind trust when they join Cabinet, and a majority also somewhat agrees or agrees that Finance Minister Bill Morneau should have sold his assets or put them in a blind trust in 2015. Canadians are split as to whether Bill Morneau should continue as Finance Minister or not.

- **Four in ten Canadians say that it is time for a new Finance Minister** – When asked which of two statements best reflects their personal opinion, 40 per cent of Canadians say that it is time for a new Finance Minister, while 29 per cent say that Morneau should continue as Finance Minister. Thirty one per cent are unsure.
- **Just over four in ten Canadians believe the economic policies that are being implemented by the Liberal government are most beneficial to upper-income Canadians** – When asked to whom the Liberal government's economic policies are most beneficial, 41 per cent say upper-income Canadians, 17 per cent say lower-income Canadians, 14 per cent say middle-income Canadians and nine per cent say that the policies benefit all Canadians equally. Twenty one per cent are unsure.
- **Nearly nine in ten Canadians say that it is somewhat important or important to them personally that that Cabinet Ministers either sell their investments or place them in a blind trust when they join Cabinet** – When asked how important it is to them personally that Cabinet Ministers either sell their investments or place them in a blind trust when they join Cabinet, the vast majority say it is somewhat important (20%) or important (66%). Over one in ten Canadians say that it is somewhat unimportant (eight per cent) or unimportant (five per cent). Two per cent are unsure.
- **Three in four Canadians somewhat agree or agree that Finance Minister Bill Morneau should have sold his assets or put them in a blind trust in 2015** – When asked their level of agreement that Bill Morneau should have sold his assets or put them in a blind trust in 2015, the majority of Canadians somewhat agree (20%) or agree (55%). Under one in five Canadians somewhat disagrees (10%) or disagrees (nine per cent), while six per cent are unsure.

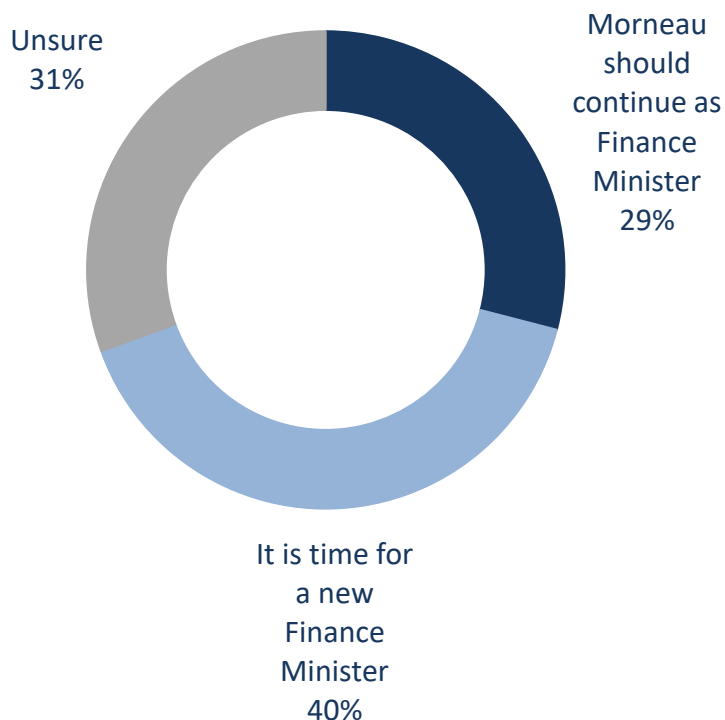
These observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between November 4th and 7th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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



Bill Morneau's performance as Federal Finance Minister

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



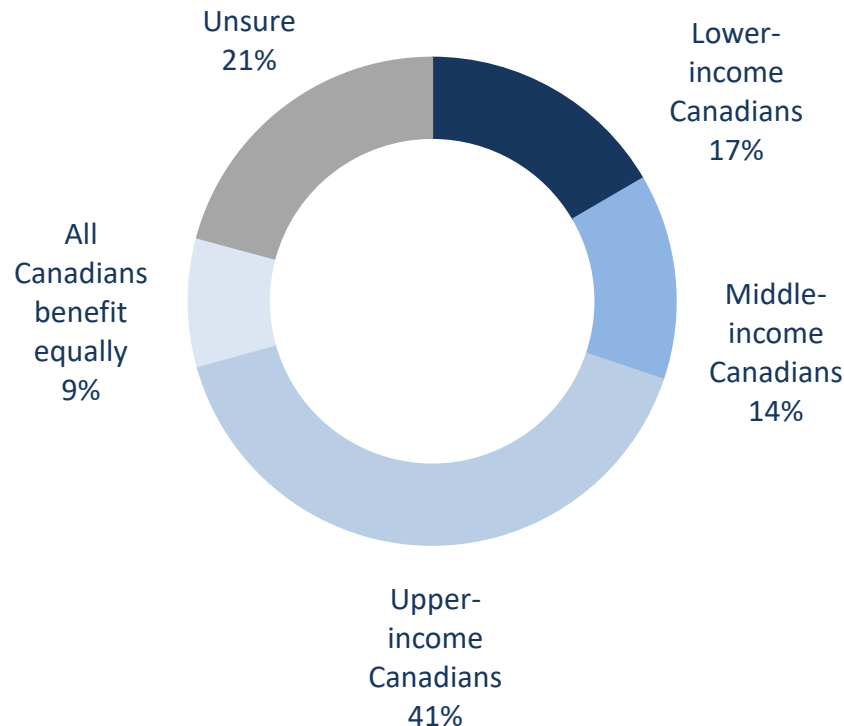
Subgroups	Time for a new Finance Minister
Atlantic (n=100)	46.5%
Quebec (n=250)	31.6%
Ontario (n=300)	42.1%
Prairies (n=200)	51.7%
British Columbia (n=150)	32.8%
Male (n=514)	47.5%
Female (n=486)	33.6%
18 to 34 (n=248)	40.6%
35 to 54 (n=366)	39.2%
55 plus (n=386)	41.4%

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

QUESTION – Some people think that Federal Finance Minister Bill Morneau is doing a good job and should continue as Finance Minister. Others say that based on his performance it is time for a new finance minister. Which of these two views best reflects your personal opinion.

Who benefits from new economic policies being implemented by Liberal government?

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



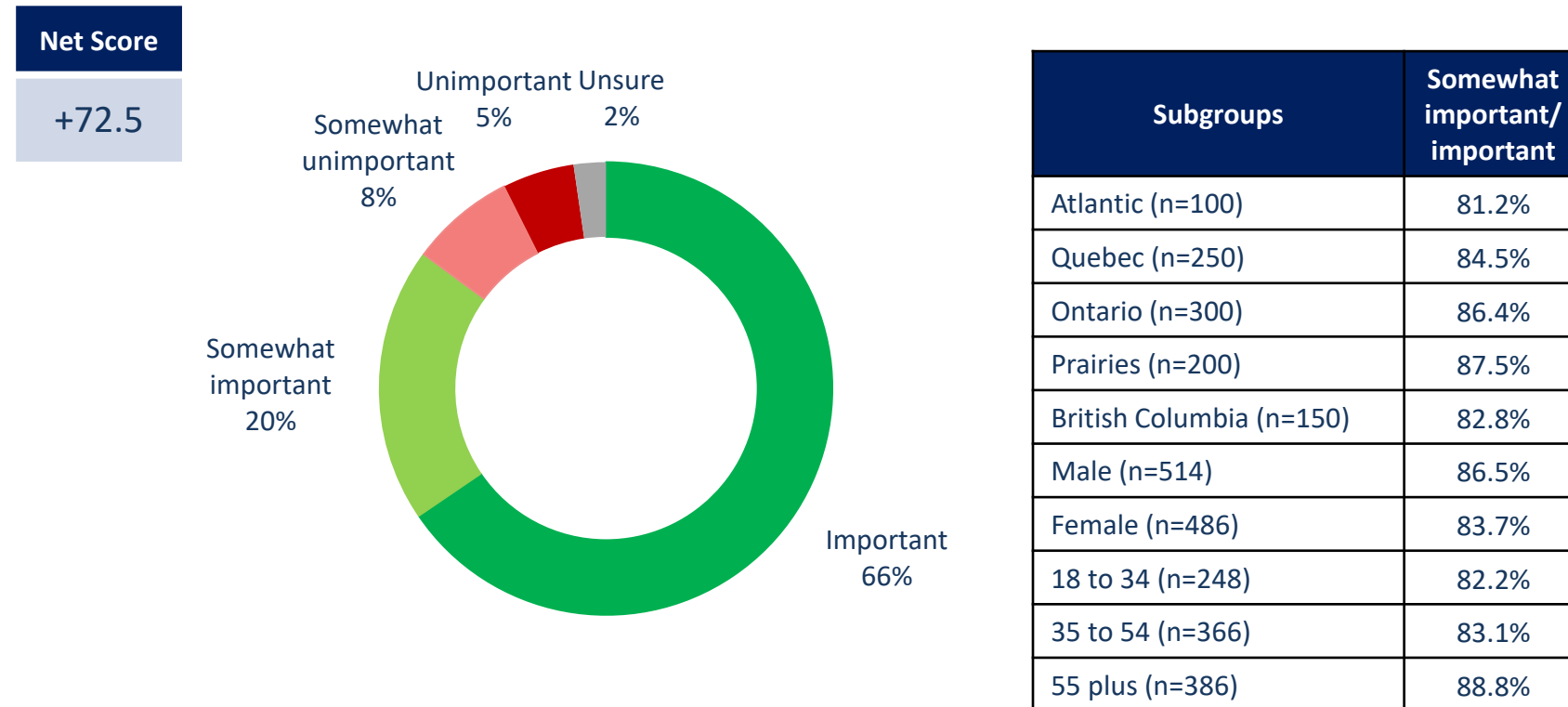
*Note: Charts may not add up to 100 due to rounding

Subgroups	Upper-income Canadians
Atlantic (n=100)	41.5%
Quebec (n=250)	38.2%
Ontario (n=300)	37.5%
Prairies (n=200)	46.4%
British Columbia (n=150)	42.1%
Male (n=514)	40.9%
Female (n=486)	40.2%
18 to 34 (n=248)	39.3%
35 to 54 (n=366)	39.6%
55 plus (n=386)	42.1%

QUESTION – Do you believe the economic policies that are being implemented by the Liberal government are most beneficial to lower-income Canadians, middle-income Canadians, upper-income Canadians or benefit all Canadians equally?

Opinion on personal assets and investments of Cabinet Ministers

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

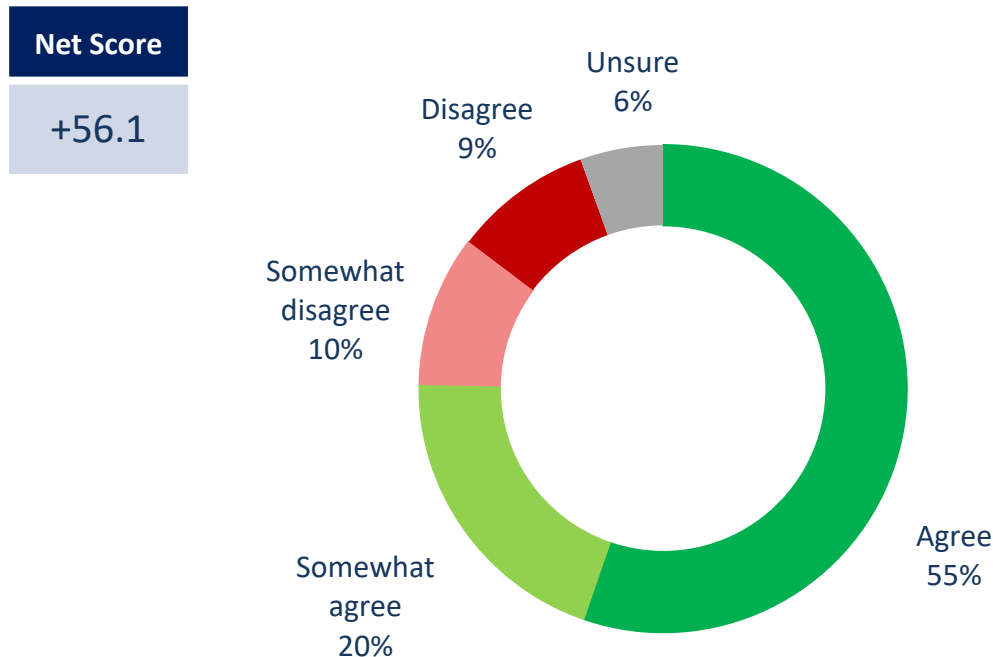


***Note:** Charts may not add up to 100 due to rounding

QUESTION – Some Ministers join Cabinet with significant personal assets and investments. Is it important, somewhat important, somewhat unimportant or unimportant to you personally that Cabinet Minister’s either sell their investments or place them in a blind trust when they join Cabinet?

Level of agreement that Bill Morneau should have sold his assets or put them in a blind trust

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 7th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Somewhat agree/ agree
Atlantic (n=100)	71.9%
Quebec (n=250)	81.3%
Ontario (n=300)	70.9%
Prairies (n=200)	79.3%
British Columbia (n=150)	70.9%
Male (n=514)	78.9%
Female (n=486)	71.7%
18 to 34 (n=248)	70.1%
35 to 54 (n=366)	74.2%
55 plus (n=386)	79.7%

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

QUESTION – When Bill Morneau became finance minister in 2015, he kept his investments in a holding company, which the Ethics Commissioner says is permitted by law. Do you agree, somewhat agree, somewhat disagree or disagree that Bill Morneau should have sold his assets or put them in a blind trust in 2015?



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 November 4th and 7th, 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 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	November 4 th to 7 th , 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	13 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 three of an omnibus survey. Preceding modules asked Canadians about their national issue of concern, Finance Minister Morneau's performance and government policies.
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.

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

2017-1095 – Globe and Mail/Nanos Survey – Finance – STAT SHEET

[ROTATE STATEMENTS] Some people think that Federal Finance Minister Bill Morneau is doing a good job and should continue as Finance Minister. Others say that based on his performance it is time for a new finance minister.

			Region					Gender		Age			
			Canada 2017-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Which of these two views best reflects your personal opinion.	Total	Unwgt N	1000	100	250	300	200	150	514	486	248	366	386
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Morneau should continue as Finance Minister	%	29.0	36.1	32.2	29.8	20.1	29.5	28.1	30.0	21.2	28.6	34.9
	It is time for a new Finance Minister	%	40.4	46.5	31.6	42.1	51.7	32.8	47.5	33.6	40.6	39.2	41.4
	Unsure	%	30.5	17.5	36.2	28.1	28.2	37.7	24.4	36.4	38.2	32.2	23.7

			Region						Gender		Age		
			Canada 2017-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you believe the economic policies that are being implemented by the Liberal government are most beneficial to lower-income Canadians, middle-income Canadians, upper-income Canadians or benefit all Canadians equally?	Total	Unwgt N	1000	100	250	300	200	150	514	486	248	366	386
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Lower-income Canadians	%	16.6	15.1	15.5	16.6	21.2	13.1	17.9	15.3	22.4	17.2	11.9
	Middle-income Canadians	%	13.6	15.4	15.2	14.7	10.2	11.9	13.9	13.2	12.1	14.9	13.5
	Upper-income Canadians	%	40.5	41.5	38.2	37.5	46.4	42.1	40.9	40.2	39.3	39.6	42.1
	All Canadians benefit equally	%	8.5	10.0	8.9	8.8	6.5	9.3	9.2	7.9	5.7	9.6	9.6
	Unsure	%	20.8	18.0	22.2	22.5	15.7	23.6	18.0	23.4	20.4	18.7	22.9

2017-1095 – Globe and Mail/Nanos Survey – Finance – STAT SHEET

			Region						Gender		Age		
			Canada 2017-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Some Ministers join Cabinet with significant personal assets and investments. Is it important, somewhat important, somewhat unimportant or unimportant to you personally that Cabinet Ministers either sell their investments or place them in a blind trust when they join Cabinet?	Total	Unwgt N	1000	100	250	300	200	150	514	486	248	366	386
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Important	%	65.5	69.6	53.2	72.2	72.2	61.3	67.5	63.6	60.1	65.6	69.3
	Somewhat important	%	19.6	11.6	31.3	14.2	15.3	21.5	19.0	20.1	22.1	17.5	19.5
	Somewhat unimportant	%	7.5	8.3	10.3	5.7	4.4	10.1	7.6	7.4	8.5	8.2	6.2
	Unimportant	%	5.1	7.5	4.0	4.9	6.0	4.5	4.6	5.6	5.1	6.3	4.0
	Unsure	%	2.3	3.0	1.2	3.0	2.1	2.6	1.3	3.4	4.1	2.4	1.1

			Region						Gender		Age		
			Canada 2017-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question- When Bill Morneau became finance minister in 2015, he kept his investments in a holding company, which the Ethics Commissioner says is permitted by law. Do you agree, somewhat agree, somewhat disagree or disagree that Bill Morneau should have sold his assets or put them in a blind trust in 2015?	Total	Unwgt N	1000	100	250	300	200	150	514	486	248	366	386
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Agree	%	55.3	56.2	49.2	54.7	65.5	52.4	59.6	51.1	50.7	55.2	58.5
	Somewhat agree	%	20.0	15.7	32.1	16.2	13.8	18.5	19.3	20.6	19.4	19.0	21.2
	Somewhat disagree	%	10.0	12.3	7.9	11.7	7.5	12.2	9.6	10.4	9.0	10.4	10.4
	Disagree	%	9.2	11.9	6.9	9.8	8.5	10.7	8.2	10.1	10.4	9.7	7.8
	Unsure	%	5.5	3.9	3.9	7.6	4.7	6.3	3.2	7.8	10.4	5.6	2.1

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 November 4th and 7th, 2017. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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