

Residents of Ontario and Quebec are most likely to be somewhat uncomfortable or uncomfortable with provincial premiers campaigning for personally supported federal parties

National survey released August, 2019
Project 2019-1480



THE GLOBE AND MAIL 

 **NANOS SURVEY**

Residents of Ontario and Quebec are less likely than other provinces to feel uncomfortable or somewhat uncomfortable with provincial premiers campaigning for federal parties they personally support during a federal election

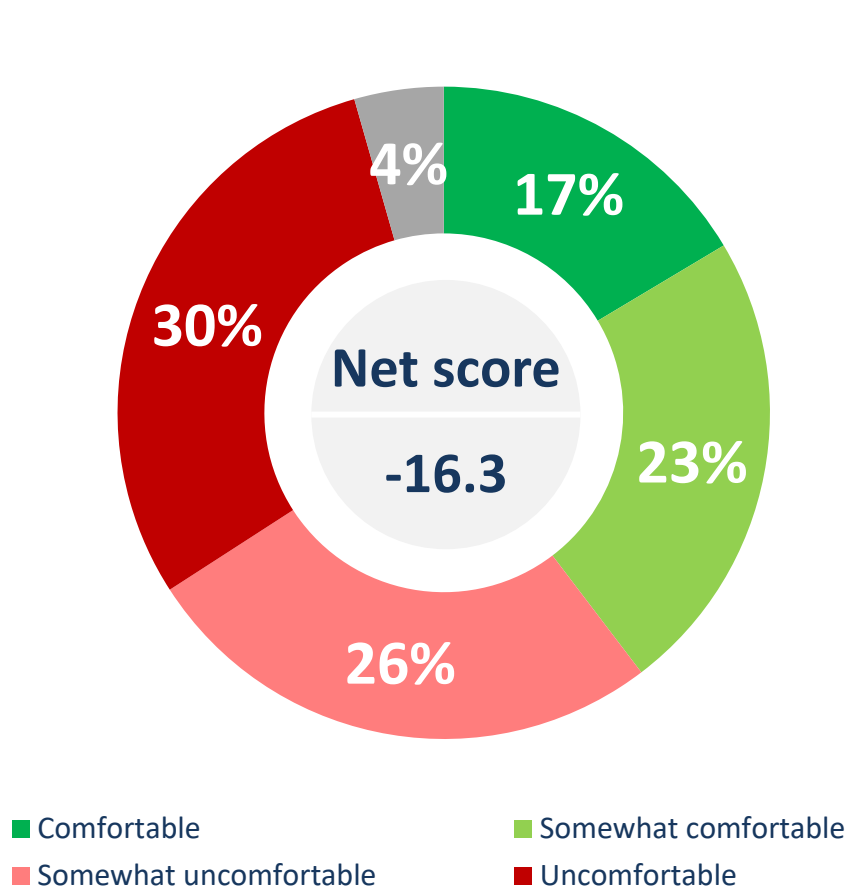
Canadians are most likely to say they feel uncomfortable or somewhat uncomfortable with provincial premiers campaigning for federal parties they personally support during a federal election, with residents of Ontario and Quebec being the most likely to say this makes them uncomfortable or somewhat uncomfortable.

- **Canadians are most likely to say they feel uncomfortable or somewhat uncomfortable with provincial premiers campaigning for federal parties they personally support during a federal election** – More than half of Canadians say they are uncomfortable (30%) or somewhat uncomfortable (26%) with provincial premiers actively campaigning for federal parties they personally support during a federal election, while four in ten say they are comfortable (16%) or somewhat comfortable (23%) with this. Four per cent are unsure.
- **Atlantic Canadians are less likely to say this makes them uncomfortable or somewhat uncomfortable, Ontario and Quebec residents are more likely** – Residents of Atlantic Canada are less likely to say provincial premiers actively campaigning for federal parties during an election makes them uncomfortable (27%) or somewhat uncomfortable (23%), while Ontarians are more likely to feel this way (33% uncomfortable; 27% somewhat uncomfortable) as are residents of Quebec (32% uncomfortable; 26% somewhat uncomfortable).
- **Canadians 55 plus are more likely to feel uncomfortable with this than younger Canadians** – Canadians who are 55 years or older are more likely to say they are uncomfortable with provincial premiers actively campaigning for federal parties (36%) than Canadians 18 to 34 years of age (23% uncomfortable).

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 28th to July 30th, 2019 as part of an omnibus survey.

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

Provincial premiers campaigning for federal parties



	Uncomfortable/ Somewhat uncomfortable
Atlantic (n=100)	49.4%
Quebec (n=250)	58.0%
Ontario (n=300)	60.1%
Prairies (n=200)	52.4%
British Columbia (n=150)	53.0%
Male (n=536)	52.2%
Female (n=464)	59.5%
18 to 34 (n=260)	50.3%
35 to 54 (n=363)	53.1%
55 plus (n=377)	62.4%

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION – Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable with provincial premiers actively campaigning for federal parties they personally support during a federal election?



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 28th to July 30th, 2019 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 this survey 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.

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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
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 28 th to July 30 th , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) 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 lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) 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 two of an omnibus survey. Module one was about the election, Module three was about federal party leaders.
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.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .



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TABULATIONS

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**NANOS****THE GLOBE AND MAIL****2019-1480 – Globe and Mail/Nanos Survey – July Omni - STAT SHEET**

			Region						Gender		Age		
			Canada 2019-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable with provincial premiers actively campaigning for federal parties they personally support during a federal election?	Total	Unwgt N	1000	100	250	300	200	150	536	464	260	363	377
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Comfortable	%	16.4	15.1	9.1	15.6	25.5	19.1	21.4	11.6	16.3	17.6	15.5
	Somewhat comfortable	%	23.2	30.6	27.6	21.1	18.3	21.8	22.9	23.6	25.7	24.4	20.5
	Somewhat uncomfortable	%	26.2	22.5	26.4	26.7	23.4	31.2	24.2	28.1	27.7	25.2	26.2
	Uncomfortable	%	29.7	26.9	31.6	33.4	29.0	21.8	28.0	31.4	22.6	27.9	36.2
	Unsure	%	4.4	4.9	5.4	3.1	3.8	6.0	3.5	5.3	7.8	4.9	1.7

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