

Men are almost twice as likely as women to think negative campaign tactics are effective or somewhat effective at persuading undecided voters

National survey released September 2019
Project 2019-1490



CTV
NEWS

NANOS SURVEY

SUMMARY

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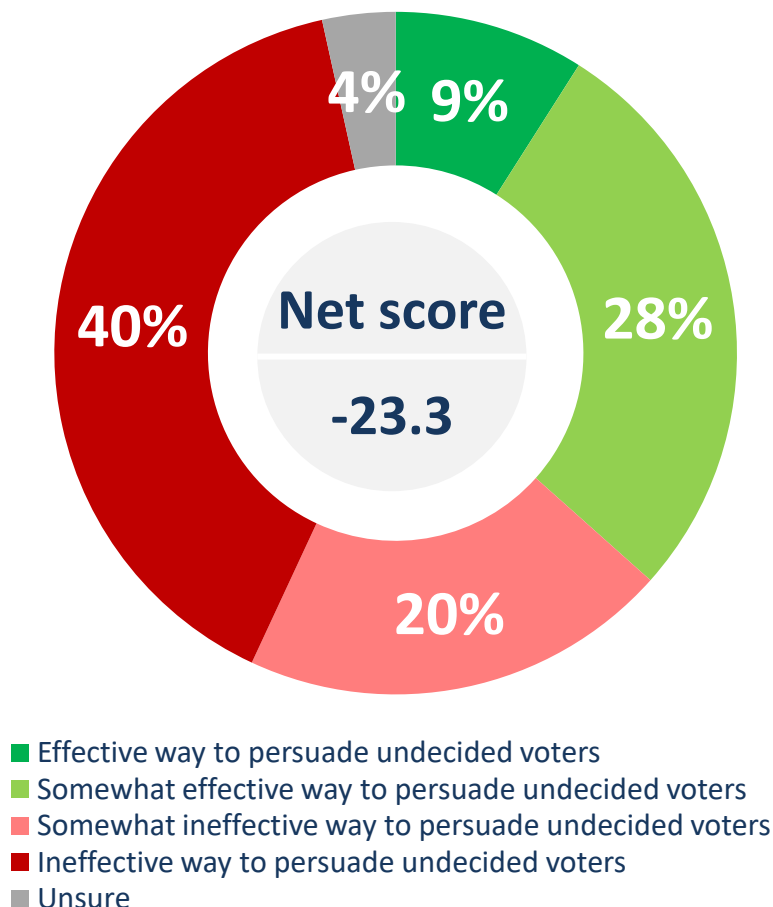
Six in ten Canadians say that negative campaign tactics such as attacking opposing parties and leaders are a somewhat ineffective or ineffective way to persuade undecided voters. Men are nearly twice as likely to think these tactics are effective or somewhat effective than women, while residents of British Columbia are the most likely to say they are effective or somewhat effective.

- **A majority of Canadians say negative campaign tactics are an ineffective or somewhat ineffective way persuade undecided voters** – Six in ten Canadians say negative campaign tactics like attacking opposing parties and leaders, are an ineffective (40%) or somewhat ineffective (20%) way to persuade undecided voters, while nearly four in ten say these tactics are effective (nine per cent) or somewhat effective (28%). Four per cent are unsure.
- **Quebec residents are more likely to say negative campaign tactics are ineffective or somewhat ineffective** – Residents of Quebec are more likely to say negative campaign tactics are an ineffective (44%) or somewhat ineffective (28%) way to persuade undecided voters, while residents of British Columbia are the most likely to say these tactics are effective (13%) or somewhat effective (37%).
- **Women are much more likely to say these tactics are ineffective or somewhat ineffective than men** – More than seven in ten women say these tactics are ineffective (48%) or somewhat ineffective (23%), while just under one in two men say the same (31% ineffective; 18% somewhat ineffective).

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 August 29th to September 4th, 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 margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Effectiveness of negative campaign tactics



	Ineffective/ Somewhat ineffective
Atlantic (n=100)	58.9%
Quebec (n=244)	71.8%
Ontario (n=306)	55.5%
Prairies (n=200)	61.6%
British Columbia (n=150)	47.3%
Male (n=511)	48.8%
Female (n=489)	70.7%
18 to 34 (n=287)	56.9%
35 to 54 (n=331)	58.1%
55 plus (n=382)	63.7%

*Weighted to the true population proportion.

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

QUESTION – Do you think negative campaign tactics, like attacking opposing parties and leaders, are an effective, a somewhat effective, a somewhat ineffective or an ineffective way to persuade undecided voters?



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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 CTV News 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	CTV news
Final Sample Size	1000 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	August 29 th to September 4 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	Eleven 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 one of an omnibus survey. This is one report of four, the other reports are about issues in the upcoming election, jobs and terrorism.
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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2019-1490 – CTV/Nanos Survey – Campaign Tactics – STAT SHEET

			Region						Gender		Age		
			Canada 2019-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you think negative campaign tactics, like attacking opposing parties and leaders, are an effective, a somewhat effective, a somewhat ineffective or an ineffective way to persuade undecided voters?	Total	Unwgt N	1000	100	244	306	200	150	511	489	287	331	382
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Effective way to persuade undecided voters	%	9.0	10.3	7.4	8.1	8.9	12.9	13.8	4.4	11.4	7.9	8.3
	Somewhat effective way to persuade undecided voters	%	27.6	28.1	17.9	30.9	27.1	37.4	33.9	21.5	28.1	29.2	25.7
	Somewhat ineffective way to persuade undecided voters	%	20.3	13.0	28.2	18.6	19.4	16.7	17.5	23.1	23.7	19.8	18.5
	Ineffective way to persuade undecided voters	%	39.6	45.9	43.6	36.9	42.2	30.6	31.3	47.6	33.2	38.3	45.2
	Unsure	%	3.5	2.7	2.8	5.5	2.4	2.4	3.5	3.4	3.6	4.8	2.2