The environment remains the issue they say will most influence their vote in upcoming election; views on it being time for a change in the upcoming election are a mixed bag

SUMMARY

Canadians are split in terms of whether it is time for a change in government in the upcoming federal election

In terms of whether it is time for a change in government in the upcoming election, Canadians are split with marginally more Canadians saying it is time for a change. Residents in the Prairies are more likely to say it is time for a change in government, while Atlantic Canadians are less likely to say so. Canadians say the most important issue that will influence their vote in the upcoming election remains the environment/climate change.

- **Canadians most often say the environment is the issue most likely to influence their vote in the upcoming federal election –** Asked what will be the most important issue which will influence which party or candidate they vote for in the upcoming election, Canadians most often mention the environment and climate change (27%), followed by the economy (20%) integrity/trustworthiness /ethics (eight per cent), and healthcare (six per cent). This is consistent with the results from July.

- **Canadians are divided in terms of whether it is time for a change in government** – Asked whether it is time for a change in government in terms of the upcoming federal election, 44 per cent of Canadians think it is time for a change in government, while 39 per cent think it is not time for a change in government. Eighteen per cent are unsure.

- **Residents of the Prairies are more likely to say its time go change, Atlantic Canadians are less likely to say so** – Canadians residing in the Prairies are more likely to say it is time for a change in government (59%), compared to residents of British Columbia (40%), Quebec (38%), and Atlantic Canadians (32%). Canadians 35 to 54 are more likely to say its time for a change (48%) than those 18 to 34 years old (37%).

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.

Issue which influence vote

Top issues	August 2019 (n=1000)	July 2019 (n=1000)
Environment/Climate change	27.1%	27.3%
Economy	19.5%	18.9%
Integrity/Trustworthiness/Ethics	8.4%	6.5%
Health/Healthcare	5.8%	5.3%
Budget/Debt/Spending	4.2%	6.6%
Taxes	4.1%	3.9%
Political Leaders/Political parties	3.9%	3.3%
Immigration	3.5%	3.4%
Social issues	3.1%	2.6%
Cost of living/Housing	2.7%	2.0%
Pipeline/Energy/Oil	1.9%	3.3%

QUESTION – Thinking of the upcoming federal election, what will be the most important issue which will influence which party or candidate you will vote for? [OPEN]

Change in government
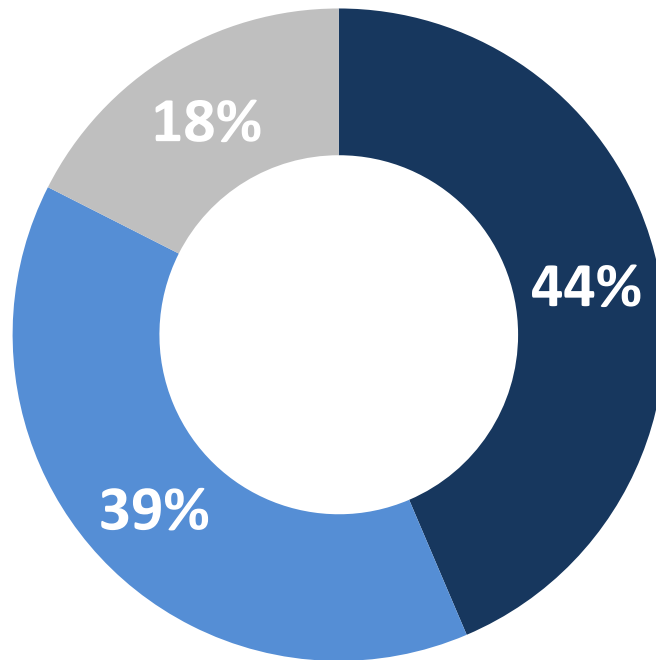
- Time for a change in government
- Not time for a change in government
- Unsure

	Time for a change	Not time for a change
Atlantic (n=100)	32.0%	51.5%
Quebec (n=244)	37.8%	40.6%
Ontario (n=306)	44.0%	39.0%
Prairies (n=200)	58.9%	28.2%
British Columbia (n=150)	39.6%	41.6%
Male (n=511)	46.4%	39.5%
Female (n=489)	40.8%	38.3%
18 to 34 (n=287)	37.0%	38.6%
35 to 54 (n=331)	48.0%	36.4%
55 plus (n=382)	44.4%	41.2%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Thinking of the upcoming federal election, [ROTATE] some people say it is time for a change in government while others say it is not time for a change in government. Which opinion, if either, best reflects your personal view.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 29th to September 4th, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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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 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 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 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 29th to September 4th, 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 campaign tactics, 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.

ABOUT NANOS

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2019-1490 – CTV/Nanos Survey – Election – 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 - Thinking of the upcoming federal election, what will be the most important issue which will influence which party or candidate you will vote for? [Open]	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
	Economy	%	19.5	14.3	22.7	17.6	23.7	15.5	21.4	17.6	14.7	19.5	22.8
	Environment/Climate change	%	27.1	25.7	34.4	23.7	18.0	34.9	25.7	28.5	34.7	23.3	25.1
	Integrity/Trustworthiness/Ethics	%	8.4	9.5	2.7	10.0	11.1	10.4	10.4	6.5	3.4	8.1	12.2
	Taxes	%	4.1	4.7	2.4	4.4	3.9	6.4	4.3	4.0	4.5	5.0	3.2
	Budget/Debt/Spending	%	4.2	2.2	3.8	3.6	8.0	2.7	4.4	4.1	2.2	4.8	5.1
	Immigration	%	3.5	1.3	4.3	3.5	2.4	5.1	3.5	3.6	3.7	4.0	3.0
	Pipeline/Energy/Oil	%	1.9	1.3	0.5	0.9	5.0	2.9	2.0	1.9	1.1	2.0	2.5
	Cost of living/Housing	%	2.7	1.5	3.1	4.4	1.3	1.6	2.8	2.7	4.1	2.3	2.1
	Health/Healthcare	%	5.8	19.5	4.2	3.5	5.2	4.6	4.3	7.2	4.2	6.7	6.0
	Education	%	1.3	0.0	1.5	2.7	0.4	0.0	0.0	2.5	1.2	2.7	0.0
	International relations	%	1.0	0.0	1.0	1.5	1.1	0.5	1.6	0.5	0.6	2.1	0.4
	Indigenous affairs	%	0.2	0.0	0.0	0.4	0.0	0.5	0.2	0.2	0.0	0.4	0.2
	Social issues	%	3.1	1.9	2.1	6.0	2.2	1.1	3.3	3.0	3.1	4.1	2.3
	Inequality	%	1.3	0.8	1.2	1.5	2.3	0.0	0.8	1.7	2.8	0.2	1.2
	Political leaders/Political parties	%	3.9	6.0	4.1	4.1	2.9	3.1	2.9	4.9	3.6	3.8	4.2
	Progressive policies/reform	%	1.5	3.3	0.0	1.5	2.4	1.8	1.5	1.6	2.9	0.6	1.4
	Stability/no extremism	%	0.8	0.0	0.0	1.5	0.4	1.9	1.1	0.6	0.8	1.3	0.5
	Provincial rights/Quebec rights	%	0.8	0.0	2.7	0.0	0.7	0.0	1.0	0.6	0.3	0.7	1.3
	Carbon tax	%	0.8	0.0	0.0	1.3	1.7	0.5	0.8	0.8	0.5	1.3	0.5
	Other	%	3.7	4.0	4.6	2.8	2.8	5.3	4.3	3.3	7.3	2.4	2.5
	Seniors	%	0.5	2.0	0.8	0.3	0.0	0.0	0.4	0.6	0.0	0.3	1.1
	Whatever will impact my family	%	0.3	0.0	1.2	0.0	0.0	0.0	0.2	0.5	1.2	0.0	0.0
	Unsure	%	3.4	1.9	2.5	4.7	4.7	1.3	3.4	3.3	3.1	4.5	2.6

				Region					Gender		Age		
			Canada 2019-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Thinking of the upcoming federal election, [ROTATE] some people say it is time for a change in government while others say it is not time for a change in government. Which opinion, if either, best reflects your personal view.	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
	Time for a change in government	%	43.6	32.0	37.8	44.0	58.9	39.6	46.4	40.8	37.0	48.0	44.4
	Not time for a change in government	%	38.9	51.5	40.6	39.0	28.2	41.6	39.5	38.3	38.6	36.4	41.2
	Unsure	%	17.5	16.5	21.6	16.9	12.9	18.9	14.1	20.8	24.4	15.6	14.4

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