

Canadians are more likely to think new Liberal government will be effective at investing in priorities Canadians care about than at managing spending

National survey released November, 2019
Project 2019-1523



CTV
NEWS

NANOS SURVEY

Nearly twice as many Canadians say environment should be a top priority as say the same about the economy

Canadians are most likely to think that the new Liberal government will be effective at investing in priorities that Canadians care about, and are less likely to think that the new government will be effective at managing relations with provincial governments and managing spending. More Canadians say that the environment should be a top priority for the new government than say the economy should be a top priority.

- **Nearly twice as many Canadians say environment should be a top priority for new government as say the economy should be a priority** – Almost a quarter of Canadians (24%) say that the environment/climate change/renewable energy should be the top priority for the new Liberal government, while 13 per cent say the economy should be the top priority, followed by 10 per cent who say country unity and reconciliation or pipeline, respectively, and seven per cent who say healthcare.
- **Just over half of Canadians think that the new Liberal government will be effective or somewhat effective at investing in priorities which Canadians care about** – Just over five in ten Canadians think that the new Liberal government will be effective (12%) or somewhat effective (43%), while four in ten say somewhat not effective (20%) or not effective (21%). Four per cent are unsure. Canadians in the Prairies are less likely to say that the government will be effective (nine per cent) or somewhat effective (28%).
- **Canadians are split on new Liberal government's ability to be effective at managing relations with provincial governments** – Just over half of Canadians say the new Liberal government will be somewhat not effective (29%) or not effective (25%) at managing relations with provincial governments, while just over four in ten think they are effective (five per cent) and somewhat effective (37%). Four per cent are unsure. People living in the Prairies are most likely to think that the government will be not effective (40%) or somewhat not effective (31%).

Canadians most likely to say new government will be effective or somewhat effective at investing in priorities Canadians care about

- **Canadians are more likely to say the new Liberal government will not be effective rather than be effective at managing government spending** – Nearly six in ten Canadians say that the new Liberal government will be not effective (39%) or somewhat not effective (21%) at managing government spending, while eight per cent say it will be effective and 30 per cent say somewhat effective. Three per cent are unsure. People living in the Prairies are most likely to think that the government will be not effective (58%) or somewhat not effective (16%).

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,017 Canadians, 18 years of age or older, conducted between October 27th and 30th, 2019 as part of an omnibus survey. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

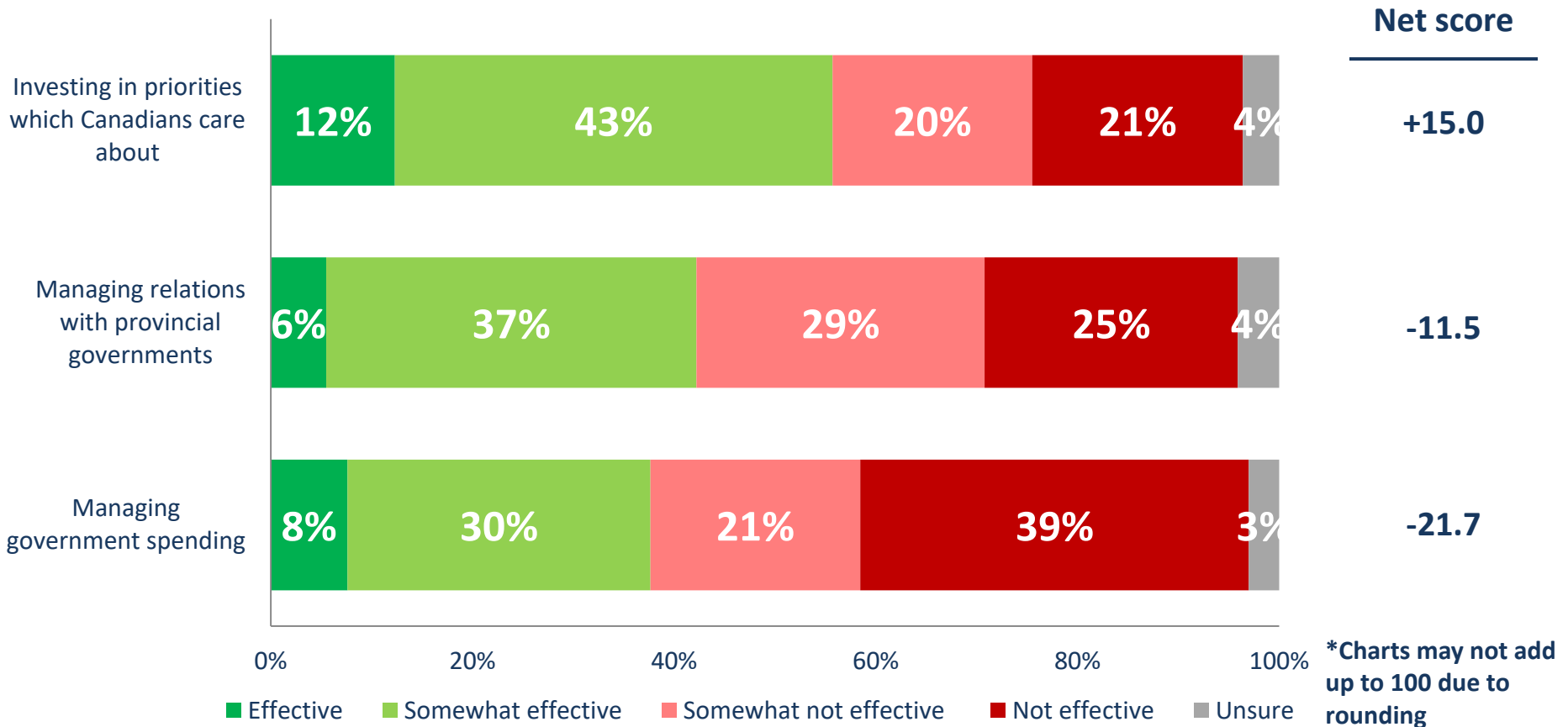
This study was commissioned by CTV News and the research was conducted by Nanos Research.

Top priority for the new Liberal government

Top mentions	Frequency (n=1017)
The environment/climate change/renewable energy	23.9%
Economy	12.8%
Country unity/reconciliation	10.4%
Pipeline	9.8%
Healthcare	6.7%
Unsure	2.7%

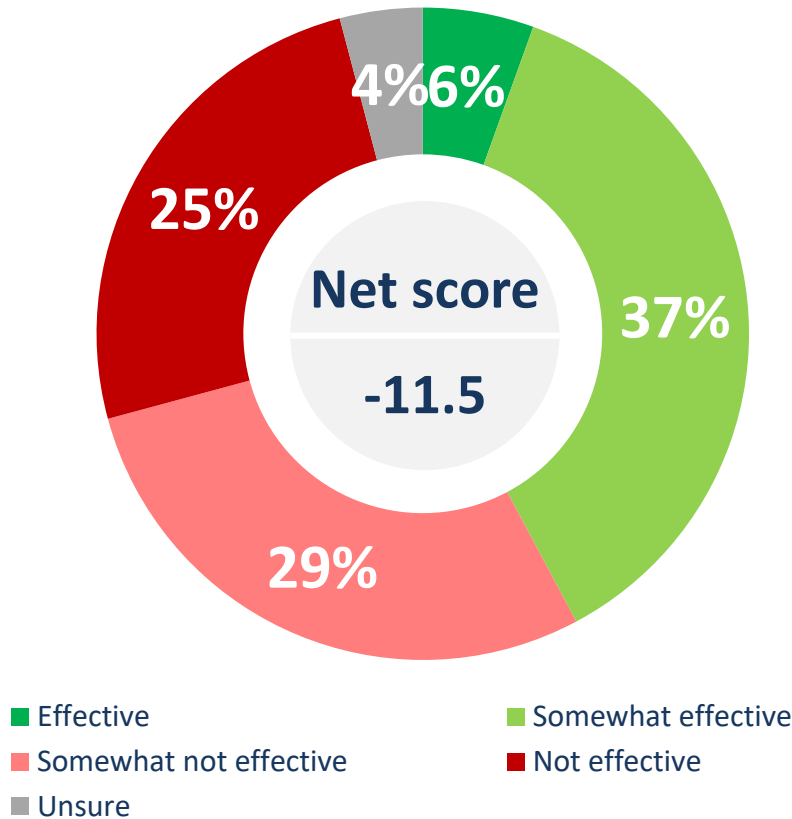
QUESTION – What should be the top priority for the new Liberal government? [OPEN]

Effectiveness of the new Liberal government



QUESTION – Do you think the new Liberal government will be effective, somewhat effective, somewhat not effective or not effective at the following: [RANDOMIZE]

Effectiveness at managing relations with provincial governments



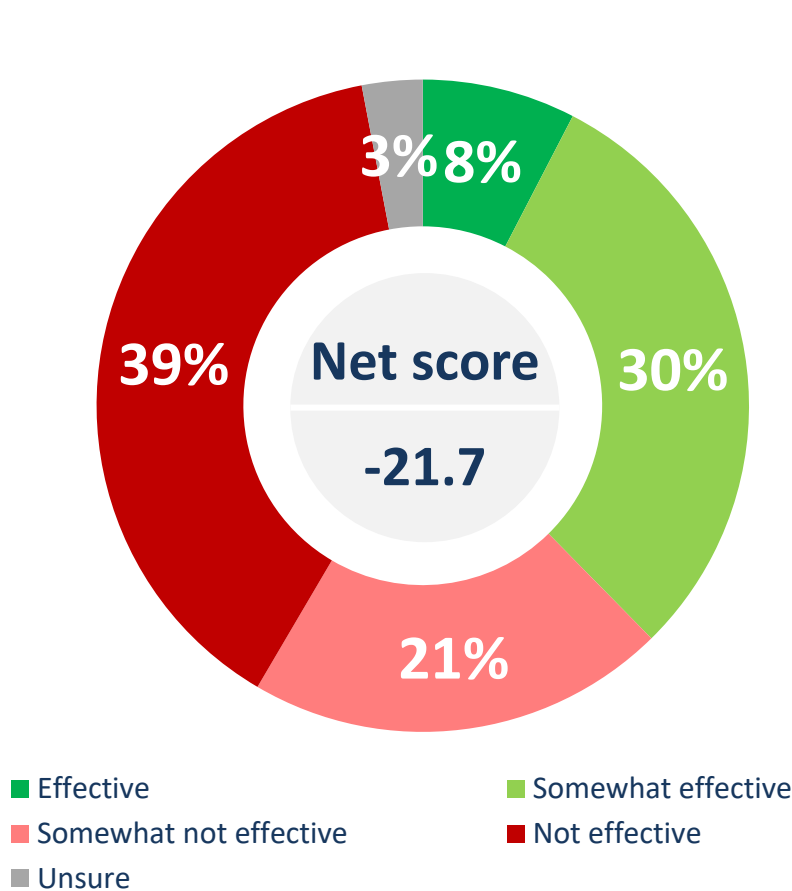
	Not effective/somewhat not effective
Atlantic (n=103)	47.9%
Quebec (n=251)	48.6%
Ontario (n=300)	44.6%
Prairies (n=211)	71.1%
British Columbia (n=152)	60.9%
Male (n=529)	61.0%
Female (n=488)	46.7%
18 to 34 (n=310)	53.1%
35 to 54 (n=355)	55.9%
55 plus (n=352)	52.1%

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

QUESTION – Do you think the new Liberal government will be effective, somewhat effective, somewhat not effective or not effective at the following: [RANDOMIZE]

Managing relations with provincial governments

Effectiveness at managing government spending



	Not effective/somewhat not effective
Atlantic (n=103)	63.4%
Quebec (n=251)	59.8%
Ontario (n=300)	54.0%
Prairies (n=211)	73.0%
British Columbia (n=152)	48.4%
Male (n=529)	66.2%
Female (n=488)	52.8%
18 to 34 (n=310)	54.7%
35 to 54 (n=355)	58.9%
55 plus (n=352)	62.9%

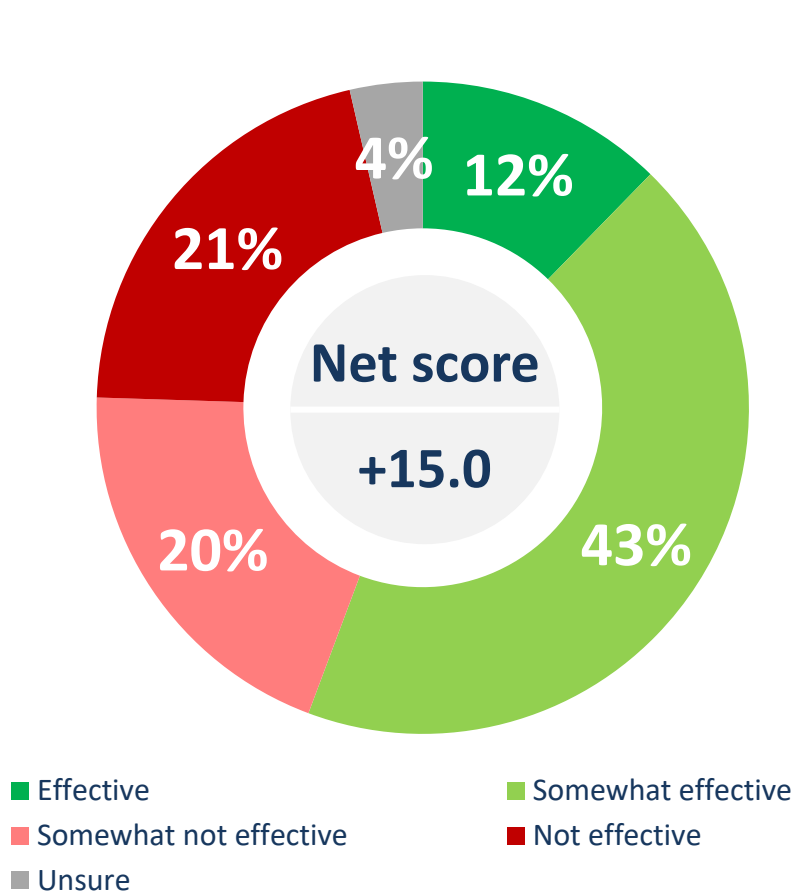
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you think the new Liberal government will be effective, somewhat effective, somewhat not effective or not effective at the following: [RANDOMIZE]

Managing government spending

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to 30th, 2019, n=1017, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Effectiveness at investing in priorities Canadians care about



	Effective/somewhat effective
Atlantic (n=103)	56.2%
Quebec (n=251)	58.5%
Ontario (n=300)	66.9%
Prairies (n=211)	37.3%
British Columbia (n=152)	52.5%
Male (n=529)	52.6%
Female (n=488)	58.5%
18 to 34 (n=310)	53.6%
35 to 54 (n=355)	55.5%
55 plus (n=352)	57.3%

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

QUESTION – Do you think the new Liberal government will be effective, somewhat effective, somewhat not effective or not effective at the following: [RANDOMIZE]

Investing in priorities which Canadians care about



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,017 Canadians, 18 years of age or older, between October 27th and 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 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
Research sponsor	CTV News
Population and Final Sample Size	1,017 Randomly selected individuals.
Source of Sample	Dynata
Type of Sample	Probability
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	October 27 th to 30 th , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

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	12 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. Previous content included unprompted national issues of concern and national ballot preferences.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 27 Email: info@nanosresearch.com .



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TABULATIONS



2019-1523 – CTV/Nanos Survey – New government priorities and effectiveness - STAT SHEET

			Region							Gender		Age		
			Canada 2019-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
What should be the top priority for the new Liberal government?	Total	Unwgt N	1017	103	251	300	211	152	529	488	310	355	352	
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389	
	Economy	%	12.8	8.9	15.7	11.8	12.7	12.5	16.1	9.5	10.7	12.8	14.2	
	Healthcare	%	6.7	12.2	9.5	7.2	4.5	0.6	3.1	10.2	6.2	5.8	7.9	
	The environment/climate change/renewable energy	%	23.9	26.8	34.8	22.3	10.5	24.5	21.0	26.6	31.1	21.2	21.1	
	Indigenous relations/issues	%	0.9	0.0	0.0	2.3	0.4	0.6	0.5	1.2	0.3	0.3	1.8	
	Taxes	%	3.0	4.8	3.4	4.2	1.4	0.7	3.2	2.8	3.5	3.2	2.4	
	International relations with China	%	0.6	0.0	1.1	0.6	0.9	0.0	0.5	0.7	0.4	0.6	0.8	
	Pipeline	%	9.8	13.3	2.0	7.1	19.1	13.4	11.5	8.1	4.0	9.2	14.3	
	Job creation	%	1.7	5.1	0.3	1.5	3.1	0.6	0.9	2.6	0.7	2.9	1.4	
	Education	%	1.0	1.4	1.8	1.2	0.0	0.0	0.5	1.4	1.6	1.3	0.2	
	Country unity/reconciliation	%	10.4	8.4	5.7	11.4	15.8	10.5	11.0	9.9	6.4	10.6	13.0	
	Affordable housing	%	1.8	2.8	0.0	3.2	0.4	3.3	1.1	2.6	2.3	2.1	1.2	
	Immigration	%	0.8	0.0	1.4	0.3	1.0	1.2	1.1	0.5	1.3	0.8	0.5	
	Electoral reform	%	1.4	0.0	0.7	2.8	0.7	1.7	1.2	1.6	1.8	1.5	1.1	
	Drop the carbon tax	%	1.1	0.0	0.0	2.2	1.7	0.6	0.9	1.3	0.6	1.4	1.2	
	Fulfill campaign promises	%	1.3	0.0	1.2	1.8	0.9	1.6	1.2	1.4	1.3	1.0	1.5	
	Seniors issue(income, work)	%	0.9	0.0	0.7	1.3	1.3	0.7	1.3	0.6	0.3	0.9	1.5	
	Strengthen the middle class	%	0.7	0.7	0.3	0.6	1.1	1.0	0.6	0.8	0.8	1.1	0.2	
	Affordability/cost of living	%	3.2	2.6	1.6	3.7	2.8	5.7	3.0	3.3	5.4	2.9	1.9	
	Collaboration with other parties	%	1.4	0.0	0.6	0.6	3.2	2.5	0.9	1.8	1.2	1.7	1.1	
	Other	%	6.5	4.4	8.4	6.0	6.6	5.4	6.6	6.4	8.0	7.0	5.0	
	Choosing a new leader	%	0.7	0.0	0.4	0.3	0.9	2.1	1.1	0.3	0.6	0.7	0.7	
	Integrity/ethic	%	0.9	1.2	0.0	0.3	1.7	2.1	1.8	0.0	0.9	1.2	0.6	

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2019-1523 – CTV/Nanos Survey – New government priorities and effectiveness - STAT SHEET

		Region						Gender		Age		
		Canada	Atlantic	Quebec	Ontario	Prairies	British	Male	Female	18 to	35 to	55
		2019-10					Columbia			34	54	plus
National security/terrorism	%	0.5	0.0	0.4	0.6	0.4	0.6	0.8	0.1	0.0	1.0	0.2
Fix the Phoenix system	%	0.3	1.1	0.3	0.0	0.5	0.0	0.2	0.4	0.7	0.3	0.0
Reduce deficit/debt/balance budget	%	5.1	4.4	6.9	4.3	4.5	5.1	7.0	3.4	5.8	6.0	3.9
Unsure	%	2.7	2.0	2.8	2.1	3.8	2.9	3.0	2.4	4.1	2.6	1.9

Do you think the new Liberal government will be effective, somewhat effective, somewhat not effective or not effective at the following: [RANDOMIZE]

Question - Managing relations with provincial governments	Total	Unwgt N	Region						Gender		Age		
			Canada	Atlantic	Quebec	Ontario	Prairies	British	Male	Female	18 to	35 to	55
			2019-10					Columbia			34	54	plus
			1017	103	251	300	211	152	529	488	310	355	352
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Effective	%	5.5	8.7	3.0	7.1	4.0	6.3	6.6	4.4	6.6	4.9	5.2
	Somewhat effective	%	36.7	38.5	40.1	46.9	21.3	30.2	30.0	43.3	37.3	34.0	38.8
	Somewhat not effective	%	28.6	26.2	36.2	19.5	30.8	32.9	32.4	25.0	30.5	28.3	27.5
	Not effective	%	25.1	21.7	12.4	25.1	40.3	28.0	28.6	21.7	22.6	27.6	24.6
	Unsure	%	4.1	5.0	8.4	1.4	3.6	2.5	2.5	5.7	3.0	5.2	3.9

Do you think the new Liberal government will be effective, somewhat effective, somewhat not effective or not effective at the following: [RANDOMIZE]

Question - Managing government spending	Total	Unwgt N	Region						Gender		Age		
			Canada	Atlantic	Quebec	Ontario	Prairies	British	Male	Female	18 to	35 to	55
			2019-10					Columbia			34	54	plus
			1017	103	251	300	211	152	529	488	310	355	352
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Effective	%	7.6	4.6	5.1	11.1	6.2	8.7	6.0	9.1	8.4	7.4	7.3
	Somewhat effective	%	30.0	28.5	31.0	33.5	18.1	38.5	25.7	34.2	33.3	30.1	27.7
	Somewhat not effective	%	20.8	20.1	33.0	18.9	15.5	12.2	18.0	23.6	22.8	18.6	21.4
	Not effective	%	38.5	43.3	26.8	35.1	57.5	36.2	48.2	29.2	31.9	40.3	41.5
	Unsure	%	3.0	3.5	4.1	1.4	2.7	4.4	2.0	3.9	3.5	3.6	2.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,017 Canadians, 18 years of age or older, between October 27th to 30th, 2019. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

2019-1523 – CTV/Nanos Survey – New government priorities and effectiveness - STAT SHEET

Do you think the new Liberal government will be effective, somewhat effective, somewhat not effective or not effective at the following: [RANDOMIZE]

			Region					Gender		Age			
			Canada 2019-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Investing in priorities which Canadians care about	Total	Unwgt N	1017	103	251	300	211	152	529	488	310	355	352
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Effective	%	12.3	11.5	6.3	17.7	9.3	15.8	11.3	13.1	11.7	10.1	14.6
	Somewhat effective	%	43.4	44.7	52.2	49.2	28.0	36.7	41.3	45.4	41.9	45.4	42.7
	Somewhat not effective	%	19.8	16.2	26.4	12.6	22.3	22.4	23.4	16.4	23.3	19.7	17.6
	Not effective	%	20.9	22.8	9.4	18.7	37.3	21.3	21.5	20.3	20.1	21.5	20.9
	Unsure	%	3.6	4.7	5.7	1.7	3.2	3.8	2.4	4.8	3.1	3.3	4.3