

# **A majority of Canadians say they are somewhat not comfortable or not comfortable with lobbyists attending fundraising events for top donors**

National survey released October, 2018

Project 2018-1277A



# THE GLOBE AND MAIL

 **NANOS SURVEY**

# Summary

More than 8 in 10  
Canadians say they are  
uncomfortable or  
somewhat uncomfortable  
with lobbyists attending  
fundraising events for top  
donors

Canadians are more than two times more likely to say that lobbyists have more influence under the Trudeau government compared to the Harper government, and are six times more likely to say they are not comfortable or somewhat not comfortable with lobbyists attending fundraising events where the Party Leader is present than comfortable or somewhat comfortable.

- **Canadians are more than two times more likely to say that lobbyists have more influence under the Trudeau government compared to the Harper government** – When asked if they thought that registered lobbyists have more, the same or less influence under the Trudeau Liberal government than the Harper Conservative government, one third of Canadians say they have the same amount of influence (36%), while 27 percent say that lobbyists have more influence under Trudeau, 12 percent say they have less. Twenty-five percent are unsure.
- **Canadians are six times more likely to say they are not comfortable or somewhat not comfortable when parties allow registered lobbyists who make minor contributions to attend fundraising events for top donors than comfortable or somewhat comfortable** – Eight in ten Canadians say they are not comfortable (51%) or somewhat not comfortable (30%) when parties allow registered lobbyists, who make contributions to attend fundraising events featuring the Party Leader that are only open to the party's top donors. Just over one in ten say they are comfortable (3%) or somewhat comfortable (9%), while seven percent are unsure.

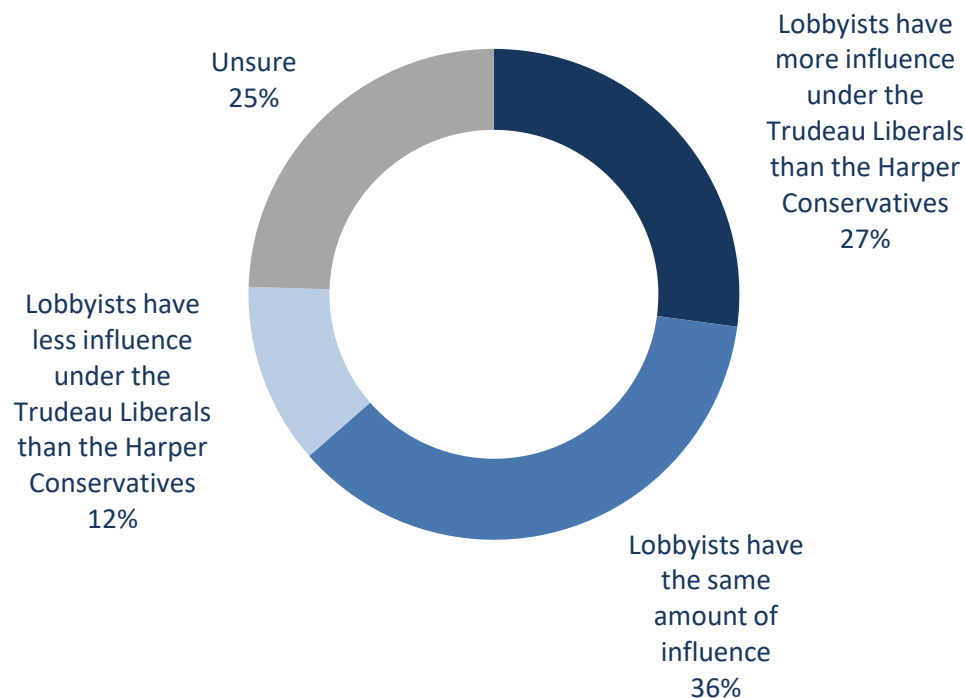
The observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between September 29<sup>th</sup> and October 4<sup>th</sup>, 2018 as part of an omnibus survey. Participants were randomly recruited 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 a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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



# Level of influence of registered lobbyists

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 4<sup>th</sup>, 2018, n=1000, accurate  $\pm 3.1$  percentage points, 19 times out of 20.



Subgroups	The same amount of influence
Atlantic (n=100)	36.6%
Quebec (n=250)	41.9%
Ontario (n=300)	35.5%
Prairies (n=200)	27.0%
British Columbia (n=150)	41.7%
Male (n=511)	39.0%
Female (n=489)	34.0%
18 to 34 (n=196)	38.9%
35 to 54 (n=455)	35.4%
55 plus (n=349)	35.6%

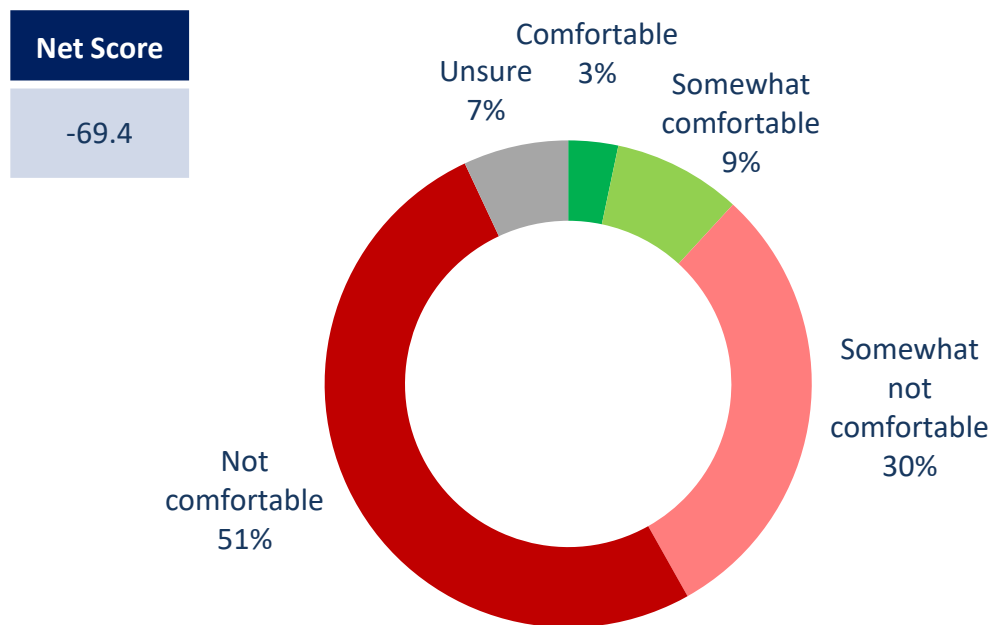
\*Weighted to the true population proportion.

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

**QUESTION** – Do you think that registered lobbyists have more, the same or less influence under the Trudeau Liberal government than the Harper Conservative government?

# Level of comfort with registered lobbyists attending fundraising events

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 4<sup>th</sup>, 2018, n=1000, accurate  $\pm 3.1$  percentage points, 19 times out of 20.



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

Subgroups	Not comfortable/ Somewhat not comfortable
Atlantic (n=100)	74.3%
Quebec (n=250)	81.4%
Ontario (n=300)	80.6%
Prairies (n=200)	82.5%
British Columbia (n=150)	85.0%
Male (n=511)	84.3%
Female (n=489)	78.2%
18 to 34 (n=196)	77.2%
35 to 54 (n=455)	80.9%
55 plus (n=349)	84.2%

**\*Weighted** to the true population proportion.

**QUESTION** – Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable when parties allow registered lobbyists who, for example, contribute \$1,500 a year to the party, to attend fundraising events featuring the Party Leader that are only open to the party's top donors?





## 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 September 29<sup>th</sup> and October 4<sup>th</sup>, 2018 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  $\pm 3.1$  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	Element	Description
Organization who commissioned the research	Globe and Mail	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
Final Sample Size	1,000 Randomly selected individuals.	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	10 percent, consistent with industry norms.
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.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module three of an omnibus survey. Previous modules contained questions on issues of national concern, Module two was about cannabis and free trade.
Fieldwork/Validation	Live interviews with live supervision to validate work.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	September 29 <sup>th</sup> to October 4 <sup>th</sup> , 2018.		
Language of Survey	The survey was conducted in both English and French.		
Standards	This report meets the standards set forth by ESOMAR.		



# 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.



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## Tabulations

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 **NANOS SURVEY**

**NANOS****THE GLOBE AND MAIL****2018-1277A – Globe and Mail/Nanos Survey – Lobbyists – STAT SHEET**

			Region						Gender		Age		
			Canada 2018-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you think that registered lobbyists have more, the same or less influence under the Trudeau Liberal government than the Harper Conservative government?	Total	Unwgt N	1000	100	250	300	200	150	511	489	196	455	349
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Lobbyists have more influence under the Trudeau Liberals than the Harper Conservatives	%	27.1	23.5	26.3	22.3	39.8	23.6	31.4	22.9	26.9	27.8	26.6
	Lobbyists have the same amount of influence	%	36.5	36.6	41.9	35.5	27.0	41.7	39.0	34.0	38.9	35.4	35.6
	Lobbyists have less influence under the Trudeau Liberals than the Harper Conservatives	%	11.9	11.2	9.4	15.5	9.7	12.3	12.1	11.8	8.6	13.3	13.0
	Unsure	%	24.5	28.7	22.3	26.7	23.5	22.4	17.4	31.3	25.5	23.4	24.8

			Region						Gender		Age		
			Canada 2018-09	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 when parties allow registered lobbyists who, for example, contribute \$1,500 a year to the party, to attend fundraising events featuring the Party Leader that are only open to the party's top donors?	Total	Unwgt N	1000	100	250	300	200	150	511	489	196	455	349
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Comfortable	%	3.3	2.7	2.0	3.5	6.9	0.7	4.0	2.6	3.7	4.6	1.9
	Somewhat comfortable	%	8.5	14.2	7.4	9.3	4.1	11.0	7.3	9.7	8.6	9.1	8.0
	Somewhat uncomfortable	%	30.0	34.2	32.7	30.8	23.5	29.9	28.6	31.4	31.9	27.9	30.6
	Uncomfortable	%	51.2	40.1	48.6	49.8	59.0	55.1	55.7	46.8	45.3	53.1	53.6
	Unsure	%	7.0	8.8	9.3	6.6	6.5	3.3	4.4	9.5	10.5	5.4	5.9

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 September 29<sup>th</sup> and October 4<sup>th</sup>, 2018. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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