

Canadians are more likely to say competence is more important than character when deciding which companies to buy from

Signal | Summary |

Conducted by Nanos for SIGNAL Leadership Communication Inc., December 2018
Submission 2018-1346B





51 per cent of Canadians say the competence of a company is more important when deciding about which companies to buy a product or service from

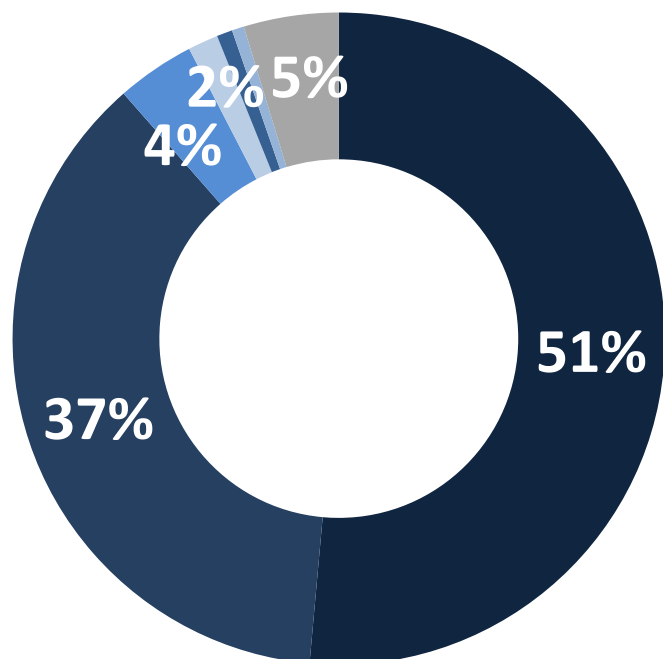
Canadians are more likely to say the competence of a company is most important rather than its character when deciding which companies to buy a product or service from.

- **Just over half of Canadians say the competence of a company is more important than its character when deciding about which companies to buy a product or service from** – Just over one in two Canadians (52%) say the competence (quality of products and services, management ability, financial performance) of a company is more important to them when deciding about which companies to buy a product or service from, while over one third (37%) say its character (governance, ethics, principles before profits) is more important. Four per cent say both are important, two percent say cost or the price of the product is more important and one per cent say that made in Canada/local is more important. Five per cent are unsure.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between November 30th and December 5th, 2018 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by SIGNAL Leadership Communication Inc. and the research was conducted by Nanos Research.

Importance of the competence and character of a company when deciding to buy products or services



- Competence (quality of products and services, management ability, financial performance)
- Character (governance, ethics, principles before profits)
- Both/combination of the two
- Cost/price of product or service
- Made in Canada/local
- Other
- Unsure

	Competence
Atlantic (n=100)	54.3%
Quebec (n=250)	60.6%
Ontario (n=300)	46.2%
Prairies (n=200)	58.5%
British Columbia (n=150)	35.6%
Male (n=489)	55.4%
Female (n=511)	47.7%
18 to 34 (n=241)	52.2%
35 to 54 (n=361)	50.9%
55 plus (n=398)	51.4%

*Weighted to the true population proportion.

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

QUESTION – Is the [ROTATE] competence or the character of a company more important to you when deciding about which companies to buy a product or service from?

Importance of the competence and character of a company when deciding to buy products or services

	Canada (n=1000)	Atlantic (n=100)	Quebec (n=250)	Ontario (n=300)	Prairies (n=200)	British Columbia (n=150)	Male (n=489)	Female (n=511)	18 to 34 (n=241)	35 to 54 (n=361)	55 plus (n=398)
Competence	51.5%	54.3%	60.6%	46.2%	58.5%	35.6%	55.4%	47.7%	52.2%	50.9%	51.4%
Character	37.1%	37.8%	29.8%	39.8%	31.7%	51.0%	34.6%	39.5%	38.9%	36.7%	36.2%
Both/ combination of the two	3.9%	1.6%	2.1%	6.6%	3.5%	3.4%	1.8%	5.9%	2.8%	4.4%	4.2%
Cost/price of product or service	1.5%	-	1.8%	1.5%	0.8%	2.5%	1.7%	1.3%	1.7%	1.4%	1.3%
Made in Canada/local	0.8%	-	0.8%	0.6%	0.9%	1.5%	0.9%	0.7%	0.4%	0.8%	1.0%
Depends on what I am buying	0.2%	-	-	0.5%	-	0.4%	-	0.4%	0.5%	-	0.1%
Other	0.4%	-	0.6%	0.4%	-	0.6%	0.3%	0.4%	0.8%	-	0.4%
Unsure	4.7%	6.3%	4.4%	4.4%	4.6%	4.9%	5.3%	4.1%	2.6%	5.7%	5.3%

QUESTION – Is the [ROTATE] competence or the character of a company more important to you when deciding about which companies to buy a product or service from?



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 November 30th and December 5th, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were 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 ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by SIGNAL Leadership Communication Inc. and 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	SIGNAL Leadership Communication Inc.
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.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work.
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	November 30 th and December 5 th , 2018.
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by 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 line 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	Ten 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 seven of an omnibus survey. The previous module were about about pipeline projects, Russia, the Canadian economy, the Canadian Armed Forces, the Federal Government and housing in Canada. This is one (1) report of four (4). Other reports relate to corporate communications and CEOs.
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. Email: info@nanosresearch.com .

ABOUT NANOS



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TABULATIONS

