

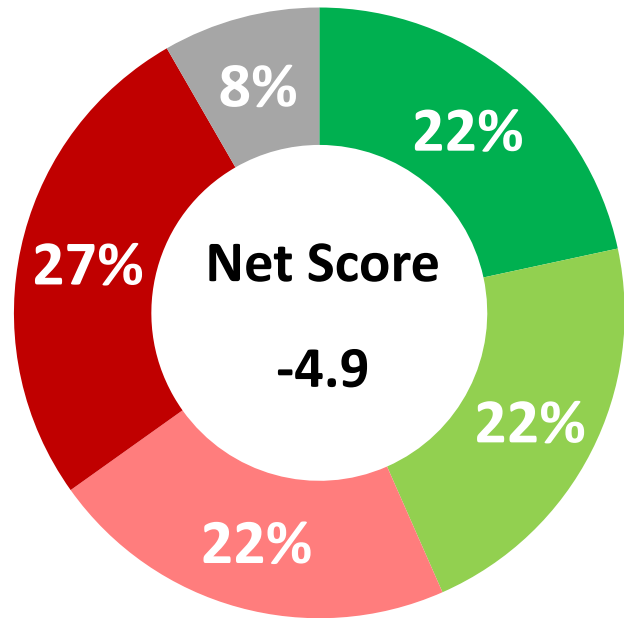
Canadians split on whether they support or oppose having a federal election this coming Fall.

National survey released June 2021  
Submission 2021-1904

**THE GLOBE AND MAIL** 



# Level of support for a federal election this coming Fall



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 30<sup>th</sup> to June 2<sup>nd</sup>, 2021, n=1,029, accurate ±3.1 percentage points plus or minus, 19 times out of 20.

**Q** Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

**Having a federal election this coming Fall so Canadians can consider the future direction of the country**

“ More than half of the residents of the Prairies (52.4%) support/ somewhat support having a federal election this coming Fall whereas close to one in five residents in all the other provinces oppose/somewhat oppose having a federal election this coming Fall so Canadians can consider the future direction of the country. Younger Canadians (ages 18 to 34) (50.5%) are more likely to support/somewhat support this than older Canadians (ages 55 plus) (35.8%). ”

# Level of support for a federal election this coming Fall

Q

Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

Having a federal election this coming Fall so Canadians can consider the future direction of the country

## Support/ Somewhat support

| Atlantic<br>(n=93) | Quebec<br>(n=229) | Ontario<br>(n=332)  | Prairies<br>(n=209) | BC<br>(n=166)      |
|--------------------|-------------------|---------------------|---------------------|--------------------|
| <b>42.7%</b>       | <b>42.4%</b>      | <b>42.3%</b>        | <b>52.4%</b>        | <b>36.0%</b>       |
| Men<br>(n=543)     | Women<br>(n=486)  | 18 to 34<br>(n=166) | 35 to 54<br>(n=395) | 55 plus<br>(n=468) |
| <b>50.6%</b>       | <b>36.5%</b>      | <b>50.5%</b>        | <b>46.2%</b>        | <b>35.8%</b>       |

## Oppose/ Somewhat oppose

| Atlantic<br>(n=93) | Quebec<br>(n=229) | Ontario<br>(n=332)  | Prairies<br>(n=209) | BC<br>(n=166)      |
|--------------------|-------------------|---------------------|---------------------|--------------------|
| <b>50.6%</b>       | <b>48.7%</b>      | <b>49.0%</b>        | <b>39.3%</b>        | <b>56.4%</b>       |
| Men<br>(n=543)     | Women<br>(n=486)  | 18 to 34<br>(n=166) | 35 to 54<br>(n=395) | 55 plus<br>(n=468) |
| <b>43.9%</b>       | <b>52.5%</b>      | <b>35.4%</b>        | <b>47.6%</b>        | <b>58.1%</b>       |

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



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,029 Canadians, 18 years of age or older, between May 30<sup>th</sup> and June 2<sup>nd</sup>, 2021 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 the Globe and Mail and the research was conducted by Nanos Research.

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

# METHODOLOGY

| Element                          | Description   | Element                           | Description  |
|----------------------------------|---|-----------------------------------|--|
| Research sponsor                 | The 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                 |
| Population and Final Sample Size | 1,029 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.                        |
| Source of Sample                 | Nanos Panel   | Excluded Demographics             | Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.  |
| Type of Sample                   | Probability   | 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. |
| Margin of Error                  | ±3.1 percentage points, 19 times out of 20.   | Estimated Response Rate           | 14 percent, consistent with industry norms.  |
| Mode of Survey                   | RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey  | Question Order                    | Question order in the preceding report reflects the order in which they appeared in the original questionnaire.  |
| Sampling Method Base             | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.  | Question Content                  | Topics ahead of this on the omnibus included views on economic issues, political issues, and the Covid-19 vaccine.   |
| Demographics (Captured)          | Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older.<br>Six digit postal code was used to validate geography.   | Question Wording                  | The questions in the preceding report are written exactly as they were asked to individuals.   |
| Fieldwork/Validation             | Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online  | Research/Data Collection Supplier | Nanos Research   |
| Number of Calls                  | Maximum of five call backs to those recruited.  | Contact                           | Contact Nanos Research for more information or with any concerns or questions.<br><a href="http://www.nanos.co">http://www.nanos.co</a><br>Telephone:(613) 234-4666 ext. 237<br>Email: info@nanosresearch.com.                                     |
| Time of Calls                    | Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.   |                                   |  |
| Field Dates                      | May 30 <sup>th</sup> to June 2 <sup>nd</sup> , 2021.  |                                   |  |
| 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.<br><a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a> |                                   |  |



As one of North America’s premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. [www.nanos.co](http://www.nanos.co)

### nanos dimap analytika



This international joint venture between [dimap](#) and [Nanos](#) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. [www.nanosdimap.com](http://www.nanosdimap.com)

NANOS RUTHERFORD MCKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. [www.nrmpublicaffairs.com](http://www.nrmpublicaffairs.com)



ABOUT NANOS

A composite image with a dark, semi-transparent overlay. In the upper left, a portion of a calculator is visible, showing several buttons with mathematical symbols like '+', 'x', and '÷'. In the upper right, a silver ballpoint pen is shown in a close-up, angled downwards. The background is filled with a faint, light-colored bar chart or data visualization, with vertical bars of varying heights and a horizontal axis with a dashed line.

# TABULATIONS

**2021-1904 – Globe and Mail/Nanos Survey – Omni - STAT SHEET**

Do you support, somewhat support, somewhat oppose or oppose the following?

|   |                  |         | Region         |          |        |         |          |                  | Gender |        | Age      |          |         |
|---|------------------|---------|----------------|----------|--------|---------|----------|------------------|--------|--------|----------|----------|---------|
|   |                  |         | Canada 2021-06 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male   | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question – Having a federal election this coming Fall so Canadians can consider the future direction of the country | Total            | Unwgt N | 1029           | 93       | 229    | 332     | 209      | 166              | 543    | 486    | 166      | 395      | 468     |
|   |                  | Wgt N   | 1000           | 67       | 233    | 384     | 183      | 133              | 490    | 510    | 273      | 341      | 386     |
|   | Support          | %       | 21.6           | 20.8     | 17.7   | 23.5    | 26.4     | 16.8             | 26.8   | 16.7   | 25.5     | 24.0     | 16.7    |
|   | Somewhat support | %       | 21.8           | 21.9     | 24.7   | 18.8    | 26.0     | 19.2             | 23.8   | 19.8   | 25.0     | 22.2     | 19.1    |
|   | Somewhat oppose  | %       | 21.8           | 18.4     | 28.5   | 17.9    | 17.4     | 28.6             | 21.7   | 21.8   | 19.1     | 20.5     | 24.8    |
|   | Oppose           | %       | 26.5           | 32.2     | 20.2   | 31.1    | 21.9     | 27.8             | 22.2   | 30.7   | 16.3     | 27.1     | 33.3    |
|   | Unsure           | %       | 8.3            | 6.7      | 8.9    | 8.6     | 8.2      | 7.6              | 5.5    | 11.0   | 14.1     | 6.2      | 6.2     |

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,029 Canadians, 18 years of age or older, between May 30<sup>th</sup> and June 2<sup>nd</sup>, 2021. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

[www.nanos.co](http://www.nanos.co)