

Issues facing Canadian families, and support for potential government activities

National survey released June 10th, 2015

Project 2015-679

THE GLOBE AND MAIL 



NANOS SURVEY



Canadians trust NDP most to help Canadian families

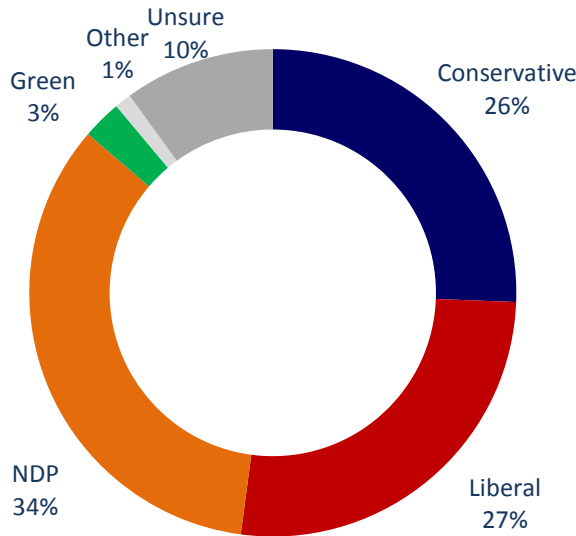
More Canadians trust the NDP (34%) than any other party, including the Liberals (27%) and the Conservatives (26%) to advance policies that will help Canadian families the most.

- **Issues Facing Canadian Families** – One in two Canadians (50%) ranked the cost of living as the top issue Canadian families face, while 22% percent ranked the cost of housing as the top issue.
- **Support for Potential Government Activities** – More Canadians (83%) support or somewhat support raising income taxes for the one percent of Canadians with the highest income, than support or somewhat support (60%) creating a new national daycare program.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians between May 26th and 28th, 2015 as part of an omnibus survey, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Federal Party Most Trusted to Help Canadian Families

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th to 28th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	NDP	Liberal	Conservative
Atlantic (n=100)	34.2%	35.5%	15.4%
Quebec (n=250)	41.0%	25.6%	21.5%
Ontario (n=300)	30.1%	32.8%	25.5%
Prairies (n=200)	29.5%	19.9%	36.1%
BC (n=150)	37.4%	18.4%	25.3%
Male (n=495)	34.3%	23.3%	30.7%
Female (n=505)	34.2%	29.7%	20.6%
18 to 29 (n=205)	34.5%	20.1%	25.0%
30 to 39 (n=169)	35.7%	29.1%	21.2%
40 to 49 (n=208)	35.9%	27.4%	24.4%
50 to 59 (n=178)	34.9%	28.2%	23.8%
60 plus (n=239)	30.9%	28.3%	31.6%

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

QUESTION – Which federal party do you trust to advance policies that will help Canadian families the most?

Top Issues Facing Canadian Families

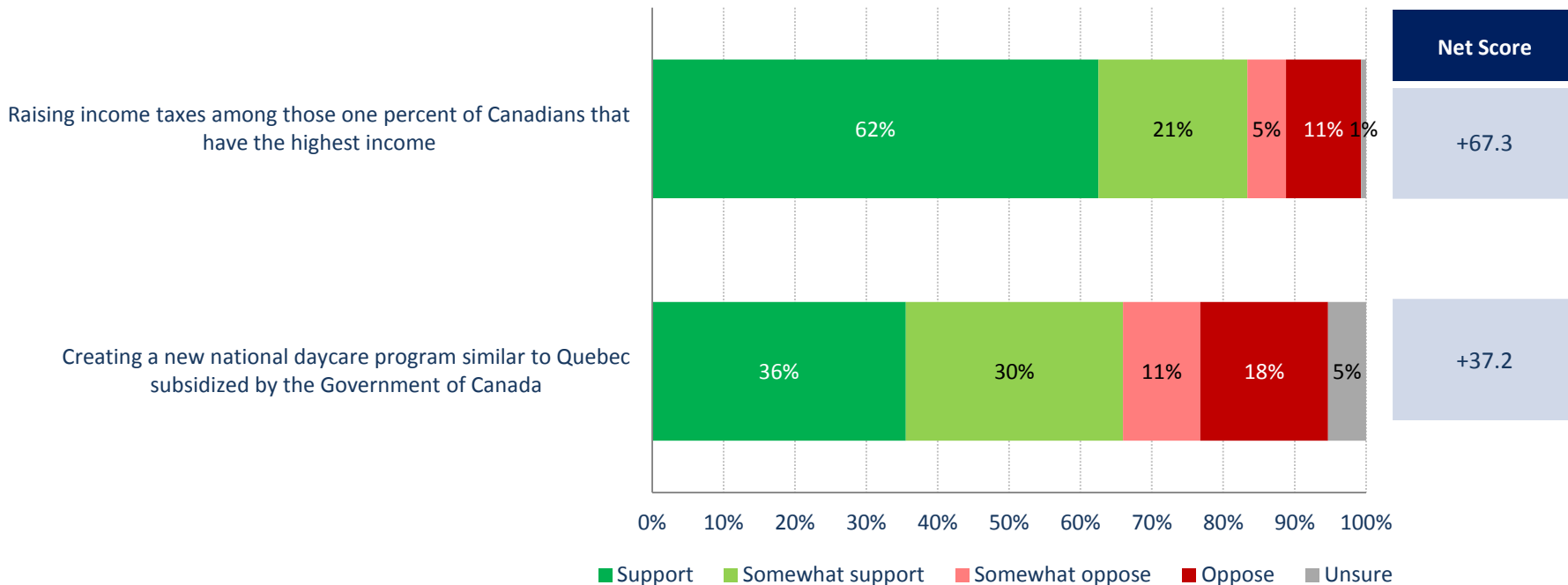
Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th to 28th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Issue	First Ranked (n=1000)	Second Ranked (n=994)
Cost of living	49.6%	27.8%
Cost of housing	21.8%	28.5%
Taxes	19.0%	20.3%
Cost of childcare	9.0%	17.0%

QUESTION – Please rank what you believe to be the top two issues facing Canadian families from the list below. [RANDOMIZE]

Support for Potential Government Activities

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th to 28th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

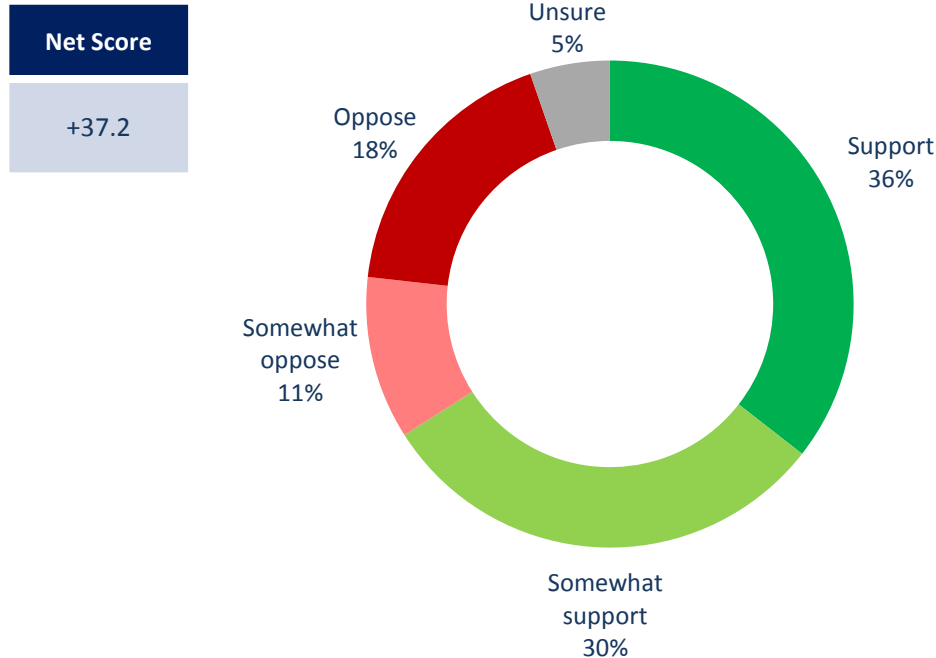


*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following [ROTATE]

National Daycare Program

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th to 28th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

Subgroups	Support/ Somewhat support
Atlantic (n=100)	73.3%
Quebec (n=250)	80.0%
Ontario (n=300)	58.6%
Prairies (n=200)	53.5%
British Columbia (n=150)	68.7%
Male (n=495)	65.4%
Female (n=505)	66.5%
18 to 29 (n=205)	70.2%
30 to 39 (n=169)	67.1%
40 to 49 (n=208)	66.2%
50 to 59 (n=178)	63.9%
60 plus (n=239)	62.6%

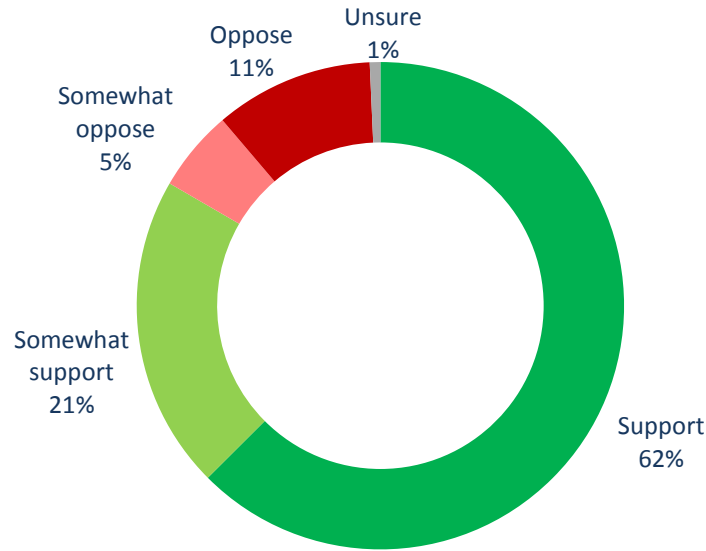
QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following [ROTATE]

Creating a new national daycare program similar to Quebec subsidized by the Government of Canada

Raising Income Taxes

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 26th to 28th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+67.3



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

Subgroups	Support/ Somewhat support
Atlantic (n=100)	90.6%
Quebec (n=250)	81.7%
Ontario (n=300)	83.0%
Prairies (n=200)	78.6%
British Columbia (n=150)	88.0%
Male (n=495)	80.5%
Female (n=505)	86.0%
18 to 29 (n=205)	77.3%
30 to 39 (n=169)	84.9%
40 to 49 (n=208)	88.5%
50 to 59 (n=178)	84.2%
60 plus (n=239)	82.1%

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following [ROTATE]

Raising income taxes among those one percent of Canadians that have the highest income



Methodology



Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between May 26th and 28th, 2015 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 ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.

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

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Tabulations

THE GLOBE AND MAIL



NANOS SURVEY



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		Question 1 – Which federal party do you trust to advance policies that will help Canadian families the most?						
		Total	Conservative	Liberal	NDP	Green	Other	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-05	1000	25.6	26.5	34.2	2.6	1.1	10.0
	Atlantic Canada	100	15.4	35.5	34.2	.8	1.3	12.7
	Quebec	250	21.5	25.6	41.0	.9	.3	10.7
	Ontario	300	25.5	32.8	30.1	1.7	.9	8.9
	Prairies	200	36.1	19.9	29.5	2.6	2.3	9.6
	British Columbia	150	25.3	18.4	37.4	8.2	1.1	9.7
Gender	Male	495	30.7	23.3	34.3	1.8	1.6	8.4
	Female	505	20.6	29.7	34.2	3.3	.6	11.6
Age	18 to 29	205	25.0	20.1	34.5	4.6	2.9	13.0
	30 to 39	169	21.2	29.1	35.7	2.7	.8	10.5
	40 to 49	208	24.4	27.4	35.9	1.5	.6	10.2
	50 to 59	178	23.8	28.2	34.9	1.3	.4	11.4
	60 plus	239	31.6	28.3	30.9	2.6	.7	5.9
Children under 18 at home	None	615	25.5	27.0	34.4	2.0	.6	10.4
	One	152	20.6	30.4	29.7	4.6	2.9	11.8
	Two	192	28.5	21.2	37.2	3.1	1.6	8.4
	Three or more	41	32.1	30.1	33.5	.0	.0	4.3

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between May 26th to 28th, 2015, 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.



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		Question 2 (first ranked response) - Please rank what you believe to be the top TWO issues facing Canadian families from the list below. [RANDOMIZE]					
		Total	Cost of living	Cost of childcare	Cost of housing	Taxes	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-05	1000	49.6	9.0	21.8	19.0	.6
	Atlantic Canada	100	59.4	9.7	15.2	15.7	.0
	Quebec	250	47.6	10.3	21.0	21.0	.0
	Ontario	300	51.4	4.9	20.5	22.1	1.1
	Prairies	200	44.9	10.9	21.7	21.3	1.2
	British Columbia	150	48.8	12.1	30.2	8.5	.5
Gender	Male	495	49.5	8.2	19.6	22.0	.8
	Female	505	49.7	9.8	24.0	16.0	.5
Age	18 to 29	205	51.9	11.5	20.5	16.2	.0
	30 to 39	169	59.0	5.5	16.7	17.8	1.0
	40 to 49	208	52.5	10.1	17.9	19.0	.4
	50 to 59	178	44.7	7.1	25.6	22.3	.3
	60 plus	239	42.0	9.8	27.1	19.7	1.3
Children under 18 at home	None	615	47.1	8.8	24.0	19.5	.6
	One	152	49.4	9.6	21.7	18.1	1.2
	Two	192	56.6	9.8	14.9	18.4	.4
	Three or more	41	54.9	6.9	20.7	17.5	.0

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		Question 2 (second ranked response) - Please rank what you believe to be the top TWO issues facing Canadian families from the list below. [RANDOMIZE]					
		Total	Cost of living	Cost of childcare	Cost of housing	Taxes	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-05	994	27.8	17.0	28.5	20.3	6.4
	Atlantic Canada	100	27.5	15.0	24.6	29.4	3.6
	Quebec	250	32.1	19.4	22.8	20.0	5.7
	Ontario	297	24.9	20.2	28.4	17.4	9.2
	Prairies	198	28.3	13.3	32.3	20.8	5.3
	British Columbia	149	26.1	13.1	35.7	19.7	5.4
Gender	Male	491	28.0	14.0	31.5	19.9	6.6
	Female	503	27.6	20.0	25.5	20.7	6.2
Age	18 to 29	205	30.0	23.5	20.5	15.6	10.4
	30 to 39	167	23.6	17.2	32.9	23.2	3.2
	40 to 49	208	25.9	10.6	37.4	22.5	3.6
	50 to 59	178	30.2	15.5	25.4	23.3	5.5
	60 plus	236	28.9	18.1	26.6	18.1	8.3
Children under 18 at home	None	612	29.1	14.6	29.1	20.7	6.5
	One	150	28.5	18.9	29.0	20.7	3.0
	Two	191	24.8	22.5	28.3	15.8	8.6
	Three or more	41	21.0	21.4	17.8	33.0	6.7

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2015-679 – Globe and Mail/May Nanos Survey – STAT SHEET

Do you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]

		Question 3 – Creating a new national daycare program similar to Quebec subsidized by the Government of Canada					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-05	1000	35.5	30.4	10.8	17.9	5.3
	Atlantic Canada	100	35.0	38.3	9.3	13.5	3.9
	Quebec	250	42.5	37.5	7.0	7.7	5.3
	Ontario	300	35.3	23.3	13.0	22.5	5.9
	Prairies	200	26.0	27.5	10.2	29.0	7.3
	British Columbia	150	37.1	31.6	14.7	14.2	2.4
Gender	Male	495	32.2	33.2	10.7	20.1	3.8
	Female	505	38.8	27.7	10.9	15.9	6.8
Age	18 to 29	205	41.6	28.6	9.9	13.9	5.9
	30 to 39	169	35.1	32.0	11.4	18.1	3.4
	40 to 49	208	35.5	30.7	8.7	15.6	9.5
	50 to 59	178	31.5	32.4	10.6	21.7	3.8
	60 plus	239	33.5	29.1	13.2	20.6	3.6
Children under 18 at home	None	615	32.2	32.2	11.0	19.1	5.5
	One	152	40.8	33.5	8.4	12.3	5.0
	Two	192	40.6	25.6	10.6	19.0	4.2
	Three or more	41	41.2	14.7	18.4	16.7	9.0

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Do you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]

		Question 4 – Raising income taxes among those one percent of Canadians that have the highest income					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2015-05	1000	62.4	20.8	5.4	10.5	.7
	Atlantic Canada	100	74.3	16.3	3.5	5.9	.0
	Quebec	250	64.4	17.3	4.9	12.5	.9
	Ontario	300	58.6	24.4	5.6	10.2	1.2
	Prairies	200	56.6	21.9	8.3	12.4	.8
	British Columbia	150	66.9	21.1	3.5	8.6	.0
Gender	Male	495	60.1	20.4	6.4	12.6	.6
	Female	505	64.8	21.2	4.5	8.6	.9
Age	18 to 29	205	60.7	16.6	7.9	12.7	2.1
	30 to 39	169	61.9	23.0	5.7	9.5	.0
	40 to 49	208	62.9	25.6	2.4	8.1	1.1
	50 to 59	178	67.2	17.0	5.2	10.6	.0
	60 plus	239	60.5	21.6	6.0	11.6	.4
Children under 18 at home	None	615	64.6	19.6	5.5	9.8	.5
	One	152	59.4	28.0	2.8	8.8	1.1
	Two	192	59.4	19.8	7.8	13.0	.0
	Three or more	41	55.9	17.4	3.3	17.1	6.4

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2015-679 – Globe and Mail/May Nanos Survey – STAT SHEET

Statistics

Question 5 – How many children under the age of 18 live in your household?

N	Valid	385
	Missing	615
<u>Mean</u>		<u>1.7362</u>

Question 5 – How many children under the age of 18 live in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	152	15.2	39.6	39.6
	2.00	192	19.2	49.8	89.4
	3.00	33	3.3	8.6	98.0
	4.00	5	.5	1.4	99.4
	5.00	2	.2	.6	100.0
	Total	385	38.5	100.0	
Missing	.00	615	61.5		
Total		1000	100.0		

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