

# Seven in ten Canadians think friction points will increase as a consequence of the election results

National survey released November, 2019  
Project 2019-1523



Nearly seven in ten Canadians think frictions points will increase because of the election results

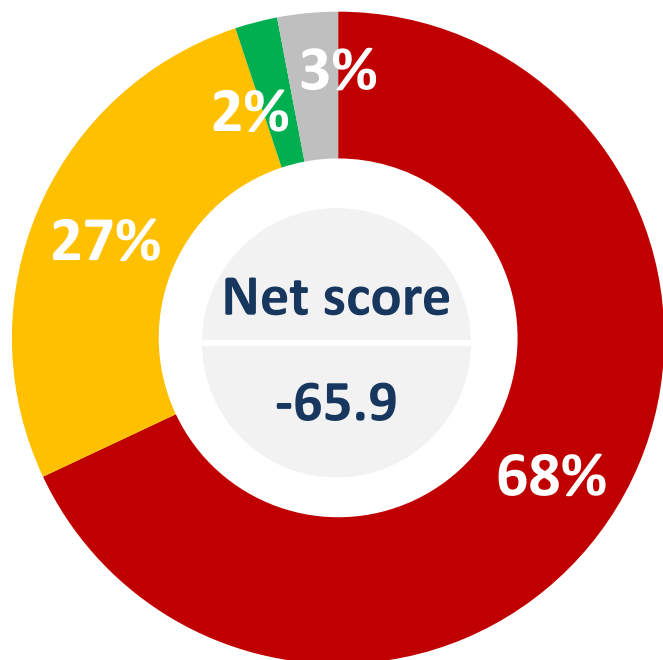
Most Canadians think friction points in the federation will increase as a consequence of the election of Bloc Quebecois in Quebec and no Liberal Members of Parliament being elected in Alberta and Saskatchewan.

- **A majority of Canadians think friction points in the federation will increase because of the election results** – Nearly seven in ten (68%) Canadians think there will be more friction points in the federation than usual, given the election of the Bloc Quebecois in Quebec and the Liberals not electing any Members of Parliament in Alberta and Saskatchewan, while 27 per cent say there will be about the same and two per cent say fewer friction points. Three per cent are unsure.
- **Canadians in the Prairies and the Atlantic more likely to think friction will increase** – Just over three quarters of Canadians in the Prairies (77%) and the Atlantic (77%) think friction points in the federation will increase as a consequence of the election result. Sixty per cent of Quebec residents think the same.

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 27<sup>th</sup> and 30<sup>th</sup>, 2019 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

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

# Friction points in Canada's federation



■ More    ■ About the same    ■ Fewer    ■ Unsure

	More	About the same	Fewer
Atlantic (n=103)	76.6%	18.1%	0.7%
Quebec (n=251)	59.5%	36.1%	3.5%
Ontario (n=300)	65.4%	28.9%	2.1%
Prairies (n=211)	77.1%	16.7%	2.1%
British Columbia (n=152)	69.2%	27.3%	0.6%
Male (n=529)	71.2%	24.8%	2.0%
Female (n=488)	64.8%	29.0%	2.2%
18 to 34 (n=310)	67.3%	26.2%	1.3%
35 to 54 (n=355)	69.7%	26.0%	2.1%
55 plus (n=352)	67.0%	28.3%	2.7%

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

**QUESTION** – Thinking about the election of the Bloc Quebecois in Quebec and the Liberals not electing any Members of Parliament in Alberta and Saskatchewan. Do you think there will more, about the same or fewer friction points in our federation than usual?



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 27<sup>th</sup> and 30<sup>th</sup>, 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  $\pm 3.1$  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.

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 <sup>th</sup> to 30 <sup>th</sup> , 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

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	This was the only question asked on this topic.
Question Content	This was module one of an omnibus survey. Previous content included unprompted national issues of concern, national ballot preferences, priorities and effectiveness of the new government.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 27 Email: info@nanosresearch.com.



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)

# TABULATIONS





2019-1523 – CTV/Nanos Survey – Friction Points - STAT SHEET

			Region					Gender		Age			
			Canada 2019-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Thinking about the election of the Bloc Quebecois in Quebec and the Liberals not electing any Members of Parliament in Alberta and Saskatchewan. Do you think there will more, about the same or fewer friction points in our federation than usual?	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
	More	%	68.0	76.6	59.5	65.4	77.1	69.2	71.2	64.8	67.3	69.7	67.0
	About the same	%	26.9	18.1	36.1	28.9	16.7	27.3	24.8	29.0	26.2	26.0	28.3
	Fewer	%	2.1	0.7	3.5	2.1	2.1	0.6	2.0	2.2	1.3	2.1	2.7
	Unsure	%	3.0	4.6	0.8	3.6	4.1	2.9	2.0	3.9	5.2	2.2	2.1