

Views of Canadians on renovating the Prime Minister's residence

National survey released December, 2016
Project 2016-956C

THE GLOBE AND MAIL 

 NANOS SURVEY



Just over half of Canadians feel the Prime Minister's current residence should be replaced if it is cheaper than renovating

The majority of Canadians feel that the federal government should replace the Prime Minister's current residence at 24 Sussex Drive instead of renovating it if the cost is less than the \$38 million it would be to renovate.

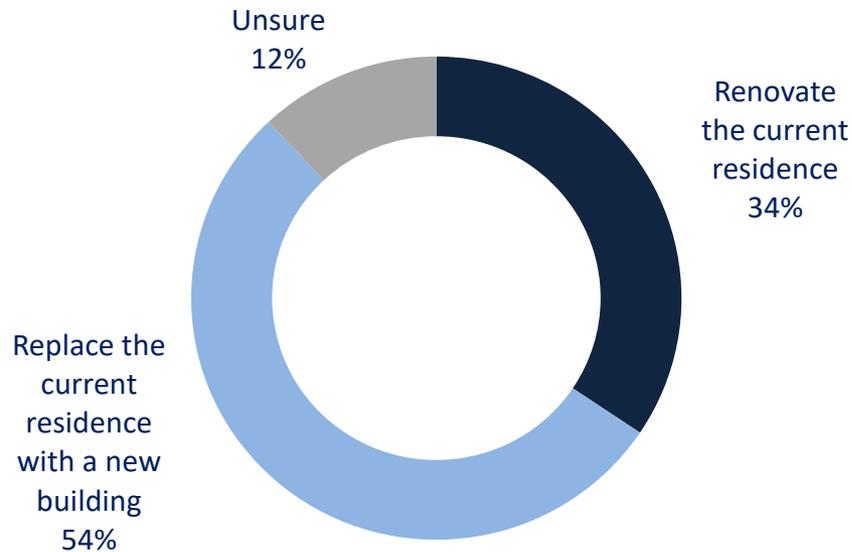
- **More than one in two Canadians think the federal government should replace the Prime Minister's current residence with a new building if it costs less to do so** – Fifty-four per cent of Canadians feel the federal government should replace the Prime Minister's current residence at 24 Sussex Drive if it costs less than \$38 million to do so. Thirty-four per cent of Canadians think the current residence should be renovated and twelve per cent are unsure.

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 December 16th and 19th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The study was commissioned by the Globe and Mail.

Renovation on Prime Minister's residence

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, December 16th to 19th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Replace the current residence with a new building
Atlantic (n=100)	58.9%
Quebec (n=250)	59.7%
Ontario (n=300)	48.6%
Prairies (n=200)	54.0%
British Columbia (n=150)	49.5%
Male (n=488)	54.1%
Female (n=512)	53.2%
18 to 29 (n=153)	53.1%
30 to 39 (n=122)	54.8%
40 to 49 (n=212)	54.9%
50 to 59 (n=207)	52.1%
60 plus (n=306)	53.4%

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

QUESTION – The estimated cost to renovate the Prime Minister's residence at 24 Sussex Drive is \$38 million. Should the federal government proceed with the renovations or should the existing residence be torn down and rebuilt if it cost less to do so?





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 December 16th and 19th, 2016 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.

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 (2014) 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 (2014) 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	14 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 related to unprompted top national issues of concern, economic priorities and trade agreements.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	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. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	December 16 th to 19 th , 2016.		
Language of Survey	The survey was conducted in both English and French.		

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