

A strong majority say that a politician receiving undisclosed help or gifts from a lobbyist is less likely to protect the public's best interest.



The research gauged the opinions among Canadians on lobbying of politicians and its impact on voting.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,077 Canadians, 18 years of age or older, between January 31 and February 3, 2025, as part of an omnibus survey. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

The research was commissioned by Democracy Watch and was conducted by Nanos Research.

KEY FINDINGS

1

MOST CANADIANS SAY THAT POLITICIANS RECEIVING UNDISCLOSED HELP OR GIFTS FROM A LOBBYIST ARE LESS LIKELY OR SOMEWHAT LESS LIKELY TO PROTECT THE PUBLIC'S BEST INTEREST

Over four in five Canadians say a politician receiving undisclosed help with things like raising funds, campaigning and organizing events from a lobbyist is less likely (65%) or somewhat less likely (19%) to protect the public's best interest, and over two in three Canadians say a politician receiving undisclosed gifts from a lobbyist such as meals worth up to \$200 a year is also less likely (48%) or somewhat less likely (21%) to protect the public's best interest, while less than one in ten say they are more likely (two per cent) or somewhat more likely (five per cent) to protect the public's best interest.

2

A STRONG MAJORITY SAY THEY ARE UNCOMFORTABLE OR SOMEWHAT UNCOMFORTABLE WITH LOBBYISTS LOBBYING A POLITICIAN OR POLITICAL PARTY LEADER AFTER RAISING MONEY OR CAMPAIGNING FOR THEM

Over four in five Canadians say they are uncomfortable (58%) or somewhat uncomfortable (28%) with a lobbyist lobbying a politician or political party leader within a year or two after raising money or campaigning for them, while under one in ten say they are comfortable (one per cent) or somewhat comfortable (six per cent).

3

A MAJORITY SAY IT IS IMPORTANT TO KNOW WHO HAS LOBBIED A POLITICIAN AND HOW MUCH THEY HAVE BEEN LOBBIED

Almost nine in ten Canadians (87%) say it is important (a score of 7-10, out of 10) to know who has lobbied a politician and how much they have been lobbied when they are deciding which government policies to support and who to vote for. Under one in ten (9%) give an average score (a score of 4-6, out of 10) and two per cent say it is not important (a score of 0-3, out of 10).

4

MOST CANADIANS SAY IT IS IMPORTANT TO KNOW WHETHER LOBBYISTS HAVE BEEN GIVEN AN EXEMPTION FOR VALUABLE GIFTS TO POLITICIANS

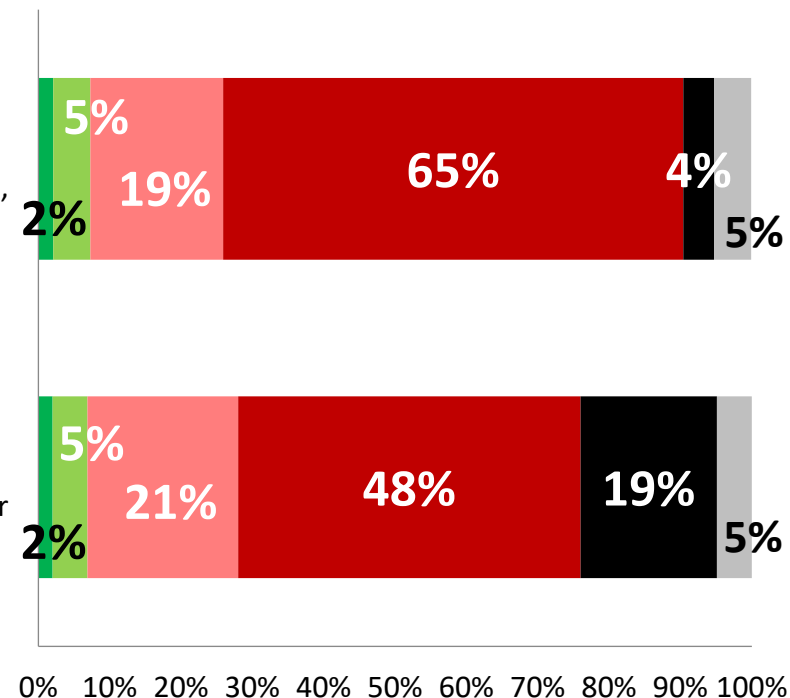
Almost nine in ten Canadians (87%) say it is important (a score of 7-10, out of 10) to know whether a lobbyist has been given an exemption that allows them to give a valuable gift to a politician when deciding which politicians, political parties or government policies to support or oppose. Under one in ten (eight per cent) give it an average score (a score of 4-6, out of 10), two per cent say it is not important (a score of 0-3, out of 10) and three per cent say they are unsure.

A strong majority of Canadians say that politicians who receive undisclosed help from a lobbyist are less likely (65%) or somewhat less likely (19%) to protect the public's best interest. Most Canadians also say a politician receiving undisclosed gifts from a lobbyist is also less likely (48%) or somewhat less likely (21%) to protect the public's best interest. Under one in ten say both are more likely (2%) or somewhat more likely (5%) to protect the public's best interest.

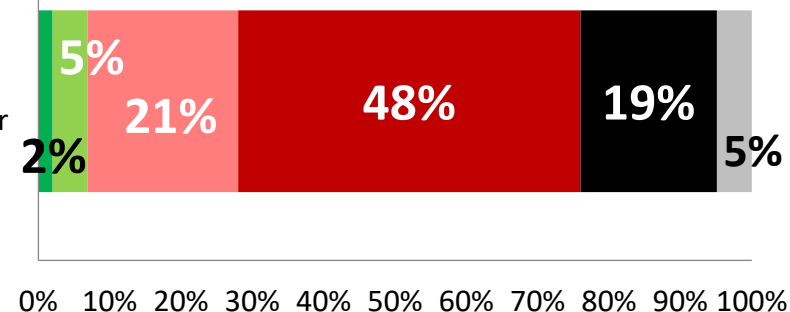
Q – Do you think politicians who receive the following are more likely, somewhat more likely, somewhat less likely, or less likely to protect the public's best interest or does it have no impact on their likelihood to protect the public's best interest: [RANDOMIZE]

Likelihood of a politician receiving undisclosed help or gifts from a lobbyist to protect the public's best interest

A politician receiving undisclosed help from a lobbyist who is lobbying them with things like raising funds, campaigning and organizing events, etc.



A politician receiving undisclosed gifts from a lobbyist, such as meals, worth up to \$200 a year



- More likely to protect the public's best interest
- Somewhat more likely to protect the public's best interest
- Somewhat less likely to protect the public's best interest
- Less likely to protect the public's best interest
- No impact on likelihood to protect the public's best interest
- Unsure

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31 to February 3, 2025, n=1,077, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Likelihood of a politician receiving undisclosed help from lobbyist to protect the public's best interest

Q – Do you think politicians who receive the following are more likely, somewhat more likely, somewhat less likely, or less likely to protect the public's best interest or does it have no impact on their likelihood to protect the public's best interest: [RANDOMIZE] **A politician receiving undisclosed help from a lobbyist who is lobbying them with things like raising funds, campaigning and organizing events, etc.**



- More likely to protect the public's best interest
- Somewhat less likely to protect the public's best interest
- No impact on likelihood to protect the public's best interest
- Somewhat more likely to protect the public's best interest
- Less likely to protect the public's best interest
- Unsure

*Weighted to the true population proportion.

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

More likely/Somewhat more likely	Atlantic	Quebec	Ontario	Prairies	BC
	(n=80)	(n=242)	(n=377)	(n=215)	(n=163)
	6.2%	8.5%	8.3%	5.0%	6.5%
	Men	Women	18 to 34	35 to 54	55 plus
(n=577)	(n=500)	(n=186)	(n=399)	(n=492)	
7.7%	7.1%	7.8%	6.3%	7.9%	

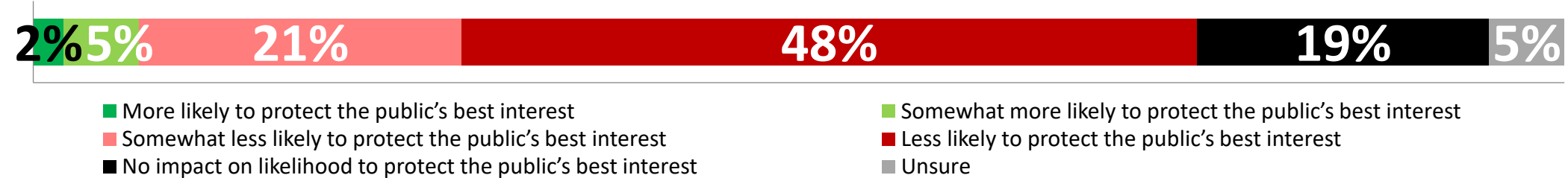
Less likely/Somewhat less likely	Atlantic	Quebec	Ontario	Prairies	BC
	(n=80)	(n=242)	(n=377)	(n=215)	(n=163)
	82.0%	79.4%	81.9%	87.4%	88.1%
	Men	Women	18 to 34	35 to 54	55 plus
(n=577)	(n=500)	(n=186)	(n=399)	(n=492)	
84.9%	81.5%	83.9%	84.1%	82.0%	

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31 to February 3, 2025, n=1,077, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Likelihood of a politician receiving undisclosed gifts from lobbyist to protect the public's best interest

Q – Do you think politicians who receive the following are more likely, somewhat more likely, somewhat less likely, or less likely to protect the public's best interest or does it have no impact on their likelihood to protect the public's best interest: [RANDOMIZE] A politician receiving undisclosed gifts from a lobbyist, such as meals, worth up to \$200 a year



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

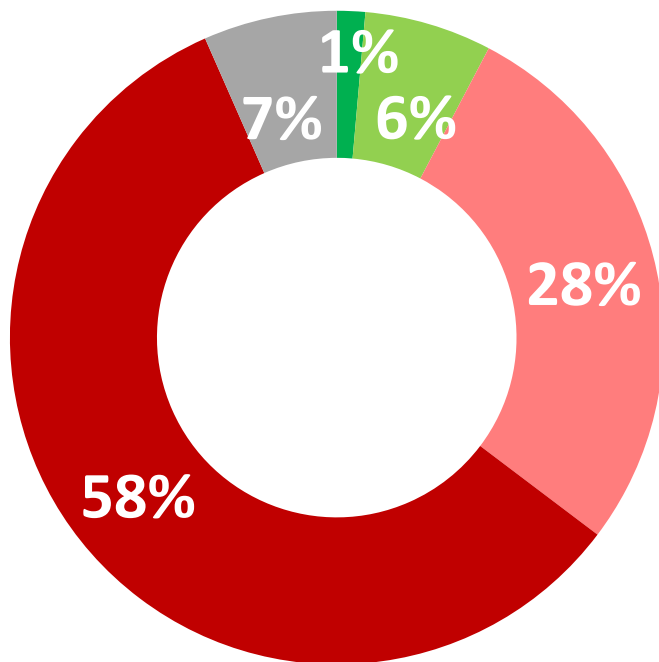
More likely/Somewhat more likely	Atlantic	Quebec	Ontario	Prairies	BC
	(n=80)	(n=242)	(n=377)	(n=215)	(n=163)
	6.9%	9.0%	6.3%	2.8%	10.2%
	Men	Women	18 to 34	35 to 54	55 plus
(n=577)	(n=500)	(n=186)	(n=399)	(n=492)	
7.6%	6.3%	6.1%	5.6%	8.4%	

Less likely/Somewhat less likely	Atlantic	Quebec	Ontario	Prairies	BC
	(n=80)	(n=242)	(n=377)	(n=215)	(n=163)
	62.7%	67.1%	68.4%	73.6%	71.7%
	Men	Women	18 to 34	35 to 54	55 plus
(n=577)	(n=500)	(n=186)	(n=399)	(n=492)	
69.8%	68.4%	68.3%	73.1%	66.5%	

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31 to February 3, 2025, n=1,077, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Level of comfort with lobbyists lobbying a politician or political party leader after raising money or campaigning for them



- Comfortable
- Somewhat comfortable
- Somewhat uncomfortable
- Uncomfortable
- Unsure

	Atlantic (n=80)	Quebec (n=242)	Ontario (n=377)	Prairies (n=215)	BC (n=163)
Comfortable/Somewhat comfortable	4.3%	8.4%	7.6%	9.4%	6.0%
	Men (n=577)	Women (n=500)	18 to 34 (n=186)	35 to 54 (n=399)	55 plus (n=492)
	9.6%	5.8%	6.5%	8.1%	8.1%
Uncomfortable/Somewhat uncomfortable	87.0%	85.4%	85.5%	83.1%	89.6%
	Men (n=577)	Women (n=500)	18 to 34 (n=186)	35 to 54 (n=399)	55 plus (n=492)
	86.5%	85.0%	83.1%	85.9%	87.3%

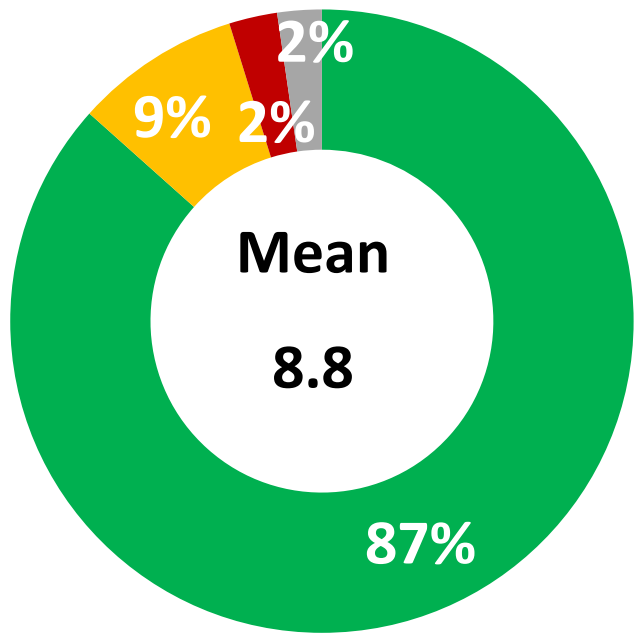
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable with a lobbyist lobbying a politician or political party leader within a year or two after raising money or campaigning for the politician or party?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31 to February 3, 2025, n=1,077, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Importance of knowing who has lobbied a politician



- Important (7-10)
- Average (4-6)
- Not important (0-3)
- Unsure

	Atlantic (n=80)	Quebec (n=242)	Ontario (n=377)	Prairies (n=215)	BC (n=163)
Mean	8.9	8.6	8.7	8.8	9.0
Men (n=577)	8.8	8.7	8.5	8.9	8.8
Women (n=500)					
18 to 34 (n=186)					
35 to 54 (n=399)					
55 plus (n=492)					

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

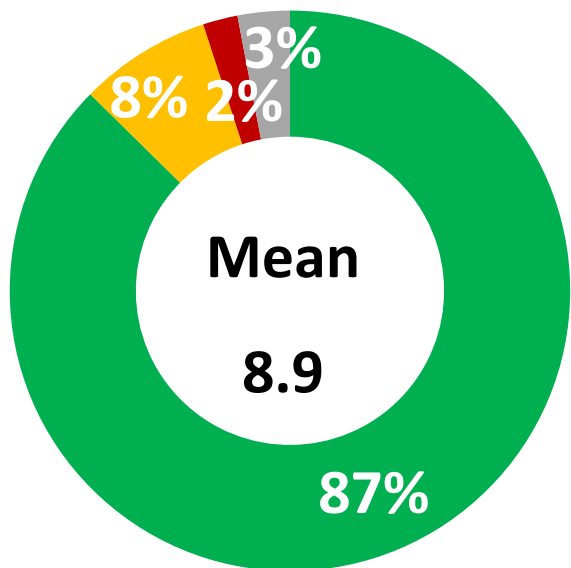
Q – On a scale from 0 to 10 where 0 is not important at all, and 10 is extremely important, how important is knowing who has lobbied a politician and how much they have been lobbied when deciding which government policies you support and who you will vote for?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31 to February 3, 2025, n=1,077, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Importance knowing whether lobbyists have been given an exemption for valuable gifts to politicians

Q – On a scale from 0 to 10 where 0 is not important at all, and 10 is extremely important, when deciding which politicians, political parties or government policies you support or oppose, how important is it for you to know whether a lobbyist has been given an exemption that allows the lobbyist to give a valuable gift to a politician or to lobby a politician very soon after raising money or campaigning for the politician?



- Important (7-10)
- Average (4-6)
- Not important (0-3)
- Unsure

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

	Atlantic (n=80)	Quebec (n=242)	Ontario (n=377)	Prairies (n=215)	BC (n=163)
Mean	9.2	8.4	9.0	9.1	9.4
Men (n=577)		Women (n=500)	18 to 34 (n=186)	35 to 54 (n=399)	55 plus (n=492)
	8.9	8.9	8.6	8.9	9.1

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31 to February 3, 2025, n=1,077, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,077 Canadians, 18 years of age or older, between January 31 and February 3, 2025, 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 dialing with a maximum of five call backs.

The margin of error for a random survey of 1,077 Canadians is ± 3.0 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

The research was commissioned by Democracy Watch and was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	Democracy Watch	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) 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	1,077 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 Probability 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 (2021) and the sample is geographically stratified to be representative of Atlantic Canada, Quebec, Ontario, Prairies, British Columbia. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	15 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 on the omnibus ahead of the survey content included: views on political issues, views on economic issues, defense spending, foreign relations with the United States, views on Canadian institutions and opinions on the incorporation of technology at Canadian ports.
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 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. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 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.	Data Tables	By region, age and gender: 2025-2774 Democracy Watch - Formatted Tabs.xlsx
Field Dates	January 31 and February 3, 2025.		
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. https://canadianresearchinsightscouncil.ca/standards/		



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

nanos dimap analytika



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co





NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

For more information about our services, please visit us at:

www.nanos.co