

Canada's ambitions

Banff Forum Survey Summary

submitted by Nanos to Banff Forum, October, 2016
(Submission 2016-841)





Canadians say preserving our water resources and ensuring an equal standard of living of Indigenous Peoples are urgent ambitions for Canada

Overall, Canadians think that ensuring an equal standard of living is the most urgent ambition related to Indigenous Peoples. When asked about the Canada's role in the world, the most popular answer was advancing humans rights. A majority agree that the most urgent ambition for Canada in terms of culture is creating an environment where Canadian culture is more broadly shared. In terms of water resources, another majority think the top priority is to preserve Canada's current resources. When asked about the reasons for the lack of global ambition in Canadian companies, the most popular answer was the lack of financial resources.



Ambitions relating to Indigenous Peoples

Overall Canadians say the most urgent ambitions for Canada in terms of Indigenous Peoples are ensuring an equal standard of living and that the laws of Canada and government decisions respect their legal rights. Other important ambitions include implementing the United Nations Declaration of on the Rights of Indigenous Peoples and taking measures to heal the wounds resulting from all forms of abuse experienced by students when they were in Indian Residential Schools .

- **More than half of Canadians say ensuring an equal standard of living is the first ranked most urgent ambition related to Indigenous Peoples** – Asked which ambition was the most urgent for Canada in terms of Indigenous Peoples, 54 per cent of Canadians ranked ensuring that the standard of living of Indigenous Peoples is the same as Canadians in general as the most urgent, followed by ensuring that government decisions and the laws of Canada respect the legal rights of Indigenous Peoples (25%). Nine per cent first ranked the most urgent is implementing the United Nations Declaration on the Rights of Indigenous Peoples, while ten per cent first ranked taking measures to heal the wounds resulting from all forms of abuse experienced by students when they were in Indian Residential Schools. Two per cent are unsure.
- **One in three Canadians say ensuring that laws and decisions respect the legal rights of Indigenous Peoples is the top second ranked most urgent ambition related to Indigenous Peoples** – Thirty-three per cent of Canadians say ensuring that government decisions and the laws of Canada respect the legal rights of Indigenous Peoples is the second ranked most urgent ambition, followed by ensuring that the standard of living of Indigenous Peoples is the same as Canadians in general (17%), and taking measures to heal the wounds resulting from all forms of abuse experienced by students when they were in Indian Residential Schools (17%). Fourteen per cent say implementing the United Nations Declaration on the Rights of Indigenous Peoples is the most urgent ambition, and 19 per cent are unsure.



Ambitions relating to Canada's role in the world

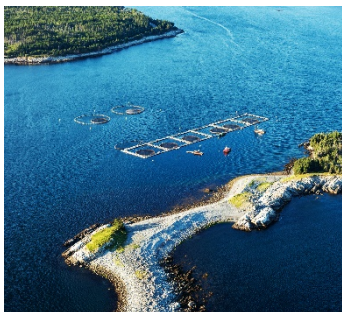
Canadians say the most urgent ambitions for Canada in terms of Canada's role in the world is advancing human rights and fighting terrorism. Other meaningful ambitions include advancing new trade agreements and strengthening the United Nations.

- **One in three Canadians say advancing human rights is the first ranked most urgent ambition for Canada in terms of its role in the world** – Thirty-four per cent of Canadians say the first ranked most urgent ambition for Canada in terms of Canada's role in the world is advancing human rights, followed by fighting terrorism (27%), advancing new trade agreements (27%), and strengthening the United Nations (12%). One per cent are unsure.
- **One in four Canadians say strengthening the United Nations is the top second ranked most urgent ambition for Canada's role in the world** – Twenty-five per cent of Canadians say that the second ranked most urgent ambition for Canada in terms of Canada's role in the world is strengthening the United Nations, followed by advancing new trade agreements (23%), fighting terrorism (22%), and advancing human rights (21%). Ten per cent are unsure.

Ambitions relating to culture

Overall Canadians say the most urgent ambitions for Canada in terms of culture is to create an environment where Canadian culture is broadly shared, as well as one where businesses support arts and culture. Also mentioned were the importance of better funding for cultural organizations and creating a more positive environment for individual artists.

- **Four in ten Canadians say creating an environment where Canadian culture is broadly shared is the first ranked most urgent ambition for Canada in terms of culture** – Forty per cent of Canadians say the first ranked most urgent ambition for Canada in terms of culture is creating an environment where Canadian culture is broadly shared, followed by creating an environment where more businesses support arts and culture (28%). Sixteen per cent say the first ranked most urgent ambition is better funding for cultural organizations, while 14 per cent say it is creating a more positive environment for individual artists. Three per cent are unsure.
- **Nearly three in ten Canadians say creating an environment where more businesses support arts and culture is the top second ranked most urgent ambition for Canada in terms of culture** – Twenty-eight per cent of Canadians say creating an environment where more businesses support arts and culture is the top second ranked most urgent ambition for Canada in terms of culture, followed by creating an environment where Canadian culture can be broadly shared (18%), creating a positive environment for individual artists (18%), and better funding for cultural organizations (17%). Eighteen per cent are unsure.



Ambitions relating to Canada's water resources

Overall, Canadians say the most urgent ambitions for Canada in terms of water resources are preserving our current resources and better controlling their use by the private sector, while generally they say that reducing water consumption in Canada is of less urgency. Other crucial ambitions include enhancing the quality of Canada's water and reducing water consumption in the country.

- **Half of Canadians say preserving Canada's water resources is the first ranked most urgent ambition for Canada in terms of water resources** – Fifty-three per cent of Canadians say preserving Canada's water resources is the first ranked most urgent ambition for Canada in terms of our water resources, followed by better controlling the use of water resources by the private sector (27%). Fourteen per cent say the most urgent ambition is enhancing the quality of Canada's water resources, while four per cent say reducing water consumption in Canada. One per cent are unsure.
- **One in three Canadians say Canada's top second ranked most urgent ambition in terms of water resources is better controlling their use by the private sector** – Thirty-four per cent of Canadians say better controlling the use of water resources by the private sector is Canada's top second ranked most urgent ambition in terms of water resources, followed by preserving Canada's water resources (31%), and enhancing the quality of Canada's water resources (21%). Eleven per cent say the second most urgent is reducing water consumption in Canada, and three per cent are unsure.

Global ambitions of Canadian companies

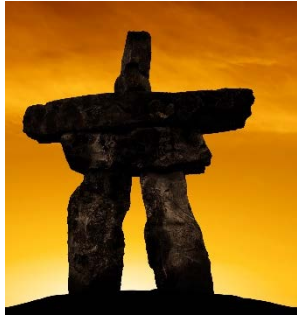
Canadians are divided over the reason some Canadian companies lack global ambition. Their top mentions include Canadian companies' lack of financial resources, lack of knowledge of the global marketplace, lack of an international network, lack of interest and lack of talent.

- **One in four Canadians say Canadian companies do not have global ambition because they have a lack of financial resources** – Asked why some Canadian companies only do business in Canada instead of having global ambitions, 24 per cent say it is because of a lack of financial resources, while 21 per cent say a lack of knowledge of the global marketplace. Nineteen per cent of Canadians say it is due to a lack of an international network, while fourteen per cent say a lack of interest, and two per cent say a lack of talent. Twenty-one 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 September 24th and 27th, 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 research was commissioned by Banff Forum.

Canada's ambitions



◀ 54% of Canadians say ensuring standard of living equal to that of Canadians in general is the first ranked most urgent ambition related to **Indigenous Peoples**



◀ 34% of Canadians say advancing human rights is the first ranked most urgent ambition in terms of **Canada's role in the world**

◀ 40% of Canadians say creating an environment where Canadian culture is broadly shared is the first ranked most urgent ambition for Canada in terms of **culture**

53% of Canadians say preserving Canada's water resources is the first ranked most urgent ambition for Canada in terms of **water resources**



Asked why Canadian companies do not have **global ambition**:

24% of Canadian say **lack of financial resources**

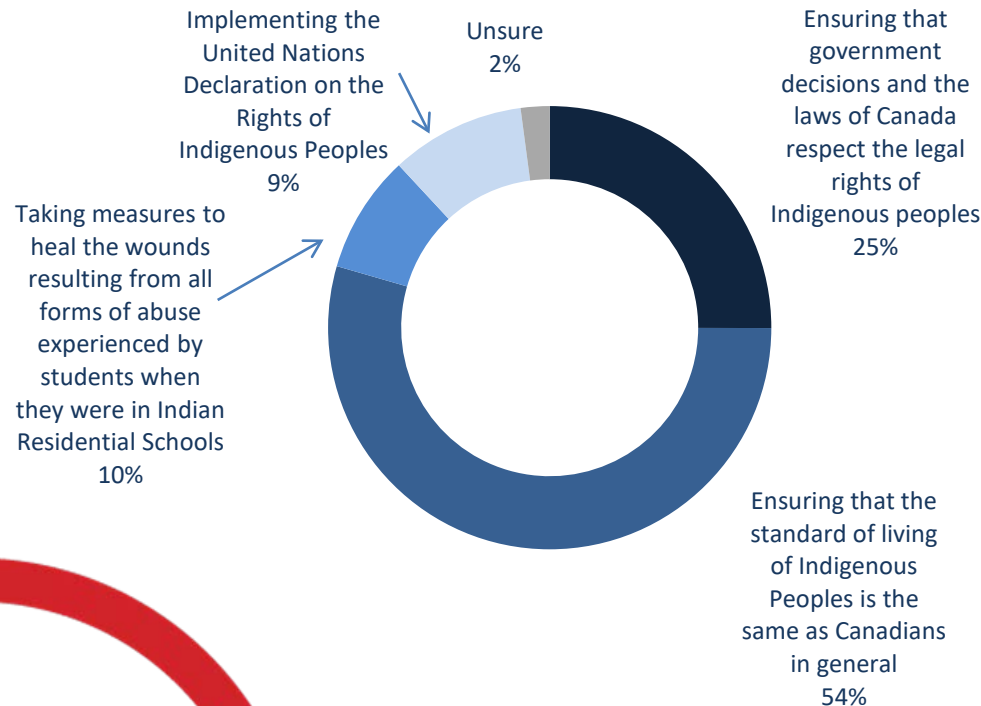
21% of Canadian say **lack of knowledge**

19% of Canadian say **lack of international networked**



Urgency of ambition in terms of Indigenous Peoples – Most urgent

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Standard of living of Indigenous Peoples
Atlantic (n=100)	50.4%
Quebec (n=250)	54.1%
Ontario (n=300)	60.3%
Prairies (n=200)	51.3%
British Columbia (n=150)	49.7%
Male (n=500)	53.1%
Female (n=500)	55.5%
18 to 29 (n=151)	59.3%
30 to 39 (n=151)	52.6%
40 to 49 (n=248)	58.8%
50 to 59 (n=202)	54.8%
60 plus (n=248)	48.4%

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

QUESTION – What would you say should be the most urgent and the second most urgent ambition for Canada in terms of Indigenous Peoples? [ROTATE]

Urgency of ambition in terms of Indigenous Peoples

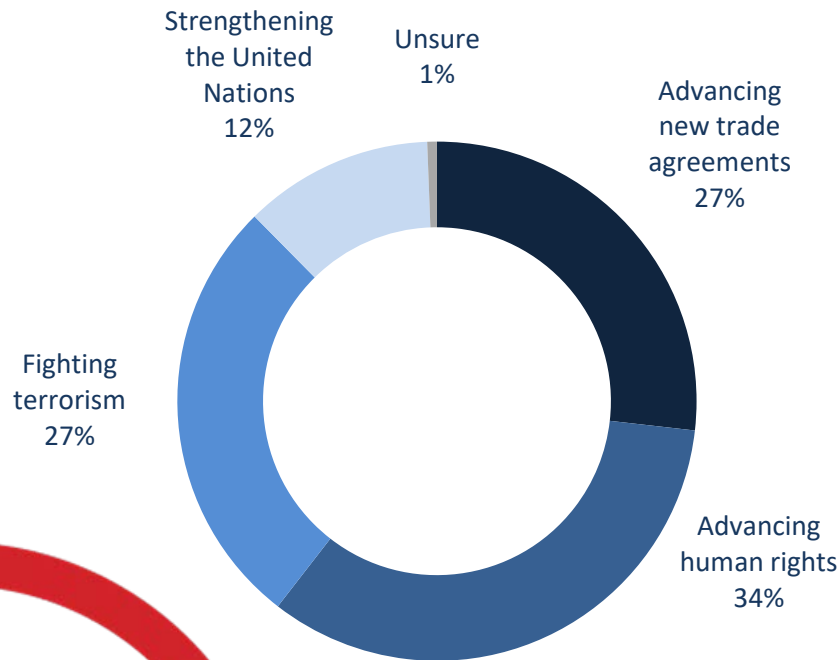
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Most urgent (n=1000)	Second most urgent (n=978)
Ensuring that the standard of living of Indigenous Peoples is the same as Canadians in general	54.4%	17.1%
Ensuring that government decisions and the laws of Canada respect the legal rights of Indigenous peoples	25.0%	32.6%
Taking measures to heal the wounds resulting from all forms of abuse experienced by students when they were in Indian Residential Schools	9.8%	16.8%
Implementing the United Nations Declaration on the Rights of Indigenous Peoples	8.6%	14.4%
Unsure	2.1%	19.1%

QUESTION – What would you say should be the most urgent and the second most urgent ambition for Canada in terms of Indigenous Peoples? [ROTATE]

Urgency of ambition in terms of Canada's role in the world – Most urgent

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Advancing human rights
Atlantic (n=100)	24.0%
Quebec (n=250)	33.4%
Ontario (n=300)	38.3%
Prairies (n=200)	27.4%
British Columbia (n=150)	39.9%
Male (n=500)	31.4%
Female (n=500)	35.9%
18 to 29 (n=151)	42.1%
30 to 39 (n=151)	36.9%
40 to 49 (n=248)	28.2%
50 to 59 (n=202)	34.2%
60 plus (n=248)	29.1%

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

QUESTION – What would you say should be the most and the second most urgent ambition for Canada in terms of Canada's role in the world? [ROTATE]

Urgency of ambition in terms of Canada's role in the world

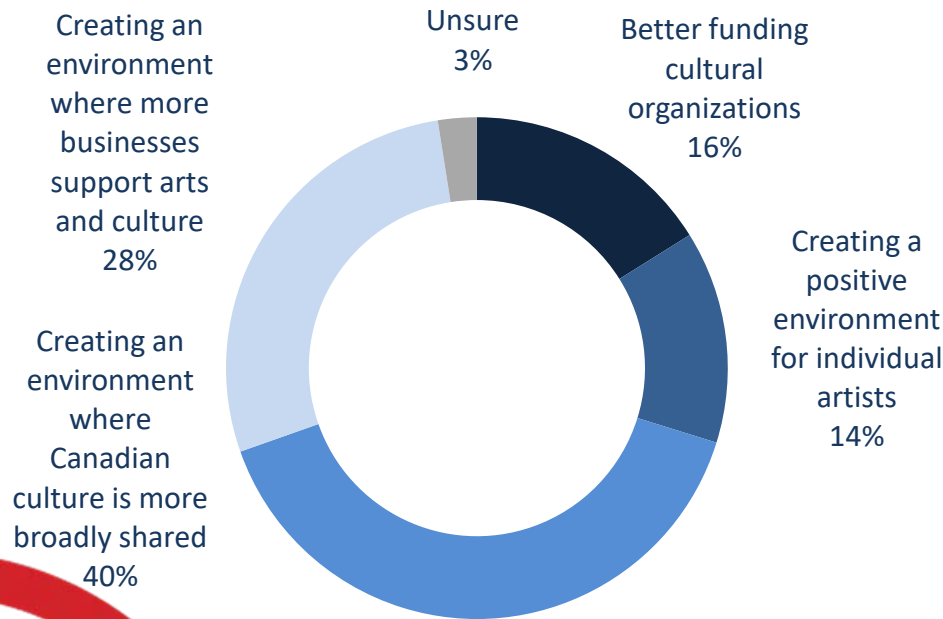
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Most urgent (n=1000)	Second most urgent (n=998)
Advancing human rights	33.7%	21.1%
Fighting terrorism	27.1%	21.6%
Advancing new trade agreements	26.8%	22.6%
Strengthening the United Nations	11.8%	25.2%
Unsure	0.6%	9.5%

QUESTION – What would you say should be the most and the second most urgent ambition for Canada in terms of Canada's role in the world? [ROTATE]

Urgency of ambition in terms of Canada's culture – Most urgent

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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Subgroups	Environment where Canadian culture is more broadly shared
Atlantic (n=100)	40.1%
Quebec (n=250)	32.1%
Ontario (n=300)	42.5%
Prairies (n=200)	45.0%
British Columbia (n=150)	39.8%
Male (n=500)	36.9%
Female (n=500)	42.5%
18 to 29 (n=151)	37.9%
30 to 39 (n=151)	38.9%
40 to 49 (n=248)	35.5%
50 to 59 (n=202)	44.2%
60 plus (n=248)	41.6%

QUESTION – What would you say should be the most urgent and the second most urgent ambition for Canada in terms of culture? [ROTATE]

Urgency of ambition in terms of Canada's culture

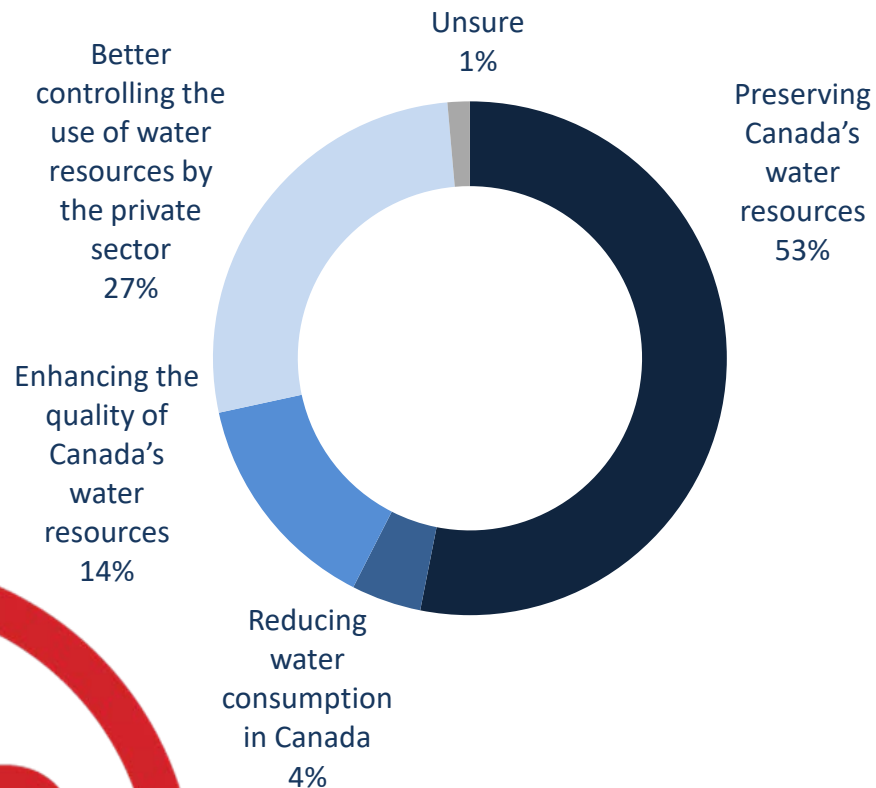
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Most urgent (n=1000)	Second most urgent (n=1000)
Creating an environment where Canadian culture is more broadly shared	39.8%	18.0%
Creating an environment where more businesses support arts and culture	27.9%	27.7%
Better funding cultural organizations	16.1%	16.6%
Creating a positive environment for individual artists	13.7%	17.7%
Unsure	2.5%	17.5%

QUESTION – What would you say should be the most urgent and the second most urgent ambition for Canada in terms of culture? [ROTATE]

Urgency of ambition in terms of Canada's water resources – Most urgent

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Preserving water resources
Atlantic (n=100)	53.7%
Quebec (n=250)	52.4%
Ontario (n=300)	51.0%
Prairies (n=200)	58.1%
British Columbia (n=150)	51.1%
Male (n=500)	50.3%
Female (n=500)	55.7%
18 to 29 (n=151)	39.9%
30 to 39 (n=151)	53.5%
40 to 49 (n=248)	55.6%
50 to 59 (n=202)	55.7%
60 plus (n=248)	58.9%

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

QUESTION – What would you say should be the most urgent and the second most urgent ambition for Canada in terms of our water resources? [ROTATE]

Urgency of ambition in terms of Canada's water resources

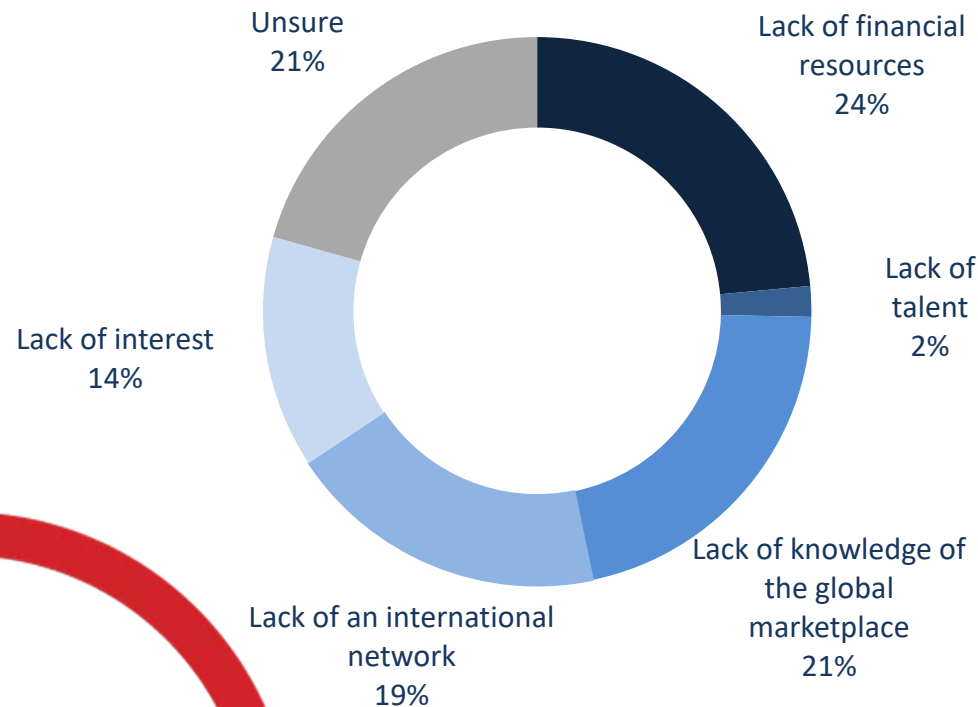
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Most urgent (n=1000)	Second most urgent (n=987)
Preserving Canada's water resources	53.1%	30.5%
Better controlling the use of water resources by the private sector	27.0%	33.9%
Enhancing the quality of Canada's water resources	14.1%	21.4%
Reducing water consumption in Canada	4.4%	10.9%
Unsure	1.4%	3.3%

QUESTION – What would you say should be the most urgent and the second most urgent ambition for Canada in terms of our water resources? [ROTATE]

Lack of global ambitions in Canadian companies

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Lack of financial resources
Atlantic (n=100)	17.5%
Quebec (n=250)	26.4%
Ontario (n=300)	25.7%
Prairies (n=200)	15.7%
British Columbia (n=150)	28.6%
Male (n=500)	23.7%
Female (n=500)	23.3%
18 to 29 (n=151)	23.4%
30 to 39 (n=151)	28.0%
40 to 49 (n=248)	23.6%
50 to 59 (n=202)	19.0%
60 plus (n=248)	23.8%

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

QUESTION – Some Canadian companies only do business in Canada. Why do you think some Canadian companies do not have global ambitions? [ROTATE]



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 September 24th and 27th, 2016 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 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 research was commissioned by Banff Forum.

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



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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Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Banff Forum	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 lines 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	Thirteen 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.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	This was module eight of an omnibus survey. Preceding modules included questions on top unprompted national issues of concern, Canada's role in peacekeeping, comfort level with personal finances, climate change targets, infrastructure priorities, Canadian values, and duty and sales tax on foreign goods.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	September 24 th and 27 th , 2016.	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.
Language of Survey	The survey was conducted in both English and French.		



Tabulations

Confidential



2016-841 – Banff Forum – Ambition Survey STAT SHEET

			Region					Gender		Age					
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question (first ranked response) - What would you say should be the most urgent and the second most urgent ambition for Canada in terms of Indigenous Peoples? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Ensuring that government decisions and the laws of Canada respect the legal rights of Indigenous peoples	%	25.0	22.9	26.8	20.7	27.6	28.7	26.4	23.7	19.9	19.6	22.2	24.5	34.5
	Ensuring that the standard of living of Indigenous Peoples is the same as Canadians in general	%	54.4	50.4	54.1	60.3	51.3	49.7	53.1	55.5	59.3	52.6	58.8	54.8	48.4
	Implementing the United Nations Declaration on the Rights of Indigenous Peoples	%	8.6	10.2	10.4	6.5	7.0	11.3	8.1	9.1	6.3	11.4	8.4	10.0	7.9
	Taking measures to heal the wounds resulting from all forms of abuse experienced by students when they were in Indian	%	9.8	12.4	8.4	9.5	11.9	8.5	10.4	9.3	13.2	14.5	7.3	8.9	7.0
	Unsure	%	2.1	4.1	.3	3.1	2.2	1.9	2.0	2.3	1.4	2.0	3.3	1.9	2.2

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			Region						Gender		Age				
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question (second ranked response) - What would you say should be the most urgent and the second most urgent ambition for Canada in terms of Indigenous Peoples? [ROTATE]	Total	Unwgt N	978	96	249	291	195	147	490	488	149	148	240	198	243
		Wgt N	979	96	249	291	196	147	477	501	194	159	181	185	260
	Ensuring that government decisions and the laws of Canada respect the legal rights of Indigenous peoples	%	32.6	24.6	33.3	39.5	29.1	27.6	32.6	32.6	34.6	28.1	37.1	32.4	30.9
	Ensuring that the standard of living of Indigenous Peoples is the same as Canadians in general	%	17.1	17.1	21.2	15.6	14.6	16.5	18.6	15.7	14.0	19.5	13.8	20.0	18.2
	Implementing the United Nations Declaration on the Rights of Indigenous Peoples	%	14.4	22.4	14.4	12.8	14.5	12.1	12.5	16.1	18.3	12.9	10.1	14.5	15.1
	Taking measures to heal the wounds resulting from all forms of abuse experienced by students when they were in Indian	%	16.8	20.1	15.9	15.5	14.7	21.4	14.9	18.6	17.4	20.0	17.4	12.1	17.3
	Unsure	%	19.1	15.9	15.2	16.6	27.1	22.4	21.4	17.0	15.6	19.5	21.6	21.0	18.5

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			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question (first ranked response) - What would you say should be the most and the second most urgent ambition for Canada in terms of Canada's role in the world? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Advancing new trade agreements	%	26.8	33.0	20.1	24.7	35.2	26.8	28.9	24.8	29.5	24.8	28.5	19.9	29.7
	Advancing human rights	%	33.7	24.0	33.4	38.3	27.4	39.9	31.4	35.9	42.1	36.9	28.2	34.2	29.1
	Fighting terrorism	%	27.1	22.4	31.1	28.3	26.0	22.9	27.6	26.7	19.8	27.6	29.8	30.7	27.9
	Strengthening the United Nations	%	11.8	20.6	14.6	7.7	11.5	9.9	11.9	11.7	8.6	10.7	11.5	14.6	13.0
	Unsure	%	.6	.0	.8	.9	.0	.6	.2	.9	.0	.0	1.9	.6	.3

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			Region						Gender		Age				
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question (second ranked response) - What would you say should be the most and the second most urgent ambition for Canada in terms of Canada's role in the world? [ROTATE]	Total	Unwgt N	998	100	248	300	200	150	500	498	151	151	247	201	248
		Wgt N	998	100	248	300	200	150	487	511	197	163	186	188	265
	Advancing new trade agreements	%	22.6	19.1	27.7	23.8	18.5	19.7	24.7	20.6	16.9	23.3	23.9	26.7	22.6
	Advancing human rights	%	21.1	34.0	20.6	20.5	17.6	19.3	18.9	23.2	24.7	16.3	23.6	18.4	21.5
	Fighting terrorism	%	21.6	19.5	21.7	20.3	25.1	20.9	23.0	20.3	16.7	23.9	23.0	19.1	24.7
	Strengthening the United Nations	%	25.2	19.1	21.5	25.9	29.8	28.0	24.9	25.5	34.1	27.6	18.9	23.3	22.9
	Unsure	%	9.5	8.3	8.5	9.6	9.1	12.0	8.5	10.4	7.5	8.9	10.6	12.4	8.3

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2016-841 – Banff Forum – Ambition Survey STAT SHEET

			Region						Gender		Age				
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question (first ranked response) - What would you say should be the most urgent and the second most urgent ambition for Canada in terms of culture? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Better funding cultural organizations	%	16.1	10.1	26.3	12.6	11.3	16.3	14.0	18.1	15.3	21.3	15.5	12.2	16.6
	Creating a positive environment for individual artists	%	13.7	19.8	13.0	12.5	12.1	15.4	15.5	12.1	12.9	13.7	14.0	15.9	12.5
	Creating an environment where Canadian culture is more broadly shared	%	39.8	40.1	32.1	42.5	45.0	39.8	36.9	42.5	37.9	38.9	35.5	44.2	41.6
	Creating an environment where more businesses support arts and culture	%	27.9	29.0	27.3	27.6	30.1	25.9	31.1	24.9	32.0	24.6	30.7	26.1	26.2
	Unsure	%	2.5	1.0	1.2	4.7	1.4	2.5	2.5	2.5	1.8	1.6	4.2	1.5	3.0

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			Region						Gender		Age				
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question (second ranked response) - What would you say should be the most urgent and the second most urgent ambition for Canada in terms of culture? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Unsure	%	2.5	1.0	1.2	4.7	1.4	2.5	2.5	2.5	1.8	1.6	4.2	1.5	3.0
	Better funding cultural organizations	%	16.6	17.6	19.6	17.4	12.7	14.5	16.1	17.1	15.9	18.6	11.9	15.7	19.9
	Creating a positive environment for individual artists	%	17.7	8.3	19.0	19.4	21.2	13.6	17.8	17.6	17.4	19.3	13.8	21.4	17.0
	Creating an environment where Canadian culture is more broadly shared	%	18.0	27.5	18.5	15.4	13.6	21.8	18.8	17.2	18.4	16.7	21.2	17.5	16.6
	Creating an environment where more businesses support arts and culture	%	27.7	31.2	29.5	26.7	25.0	27.9	24.5	30.7	31.1	22.2	29.2	26.5	28.4
Unsure	%	17.5	14.4	12.1	16.2	26.0	19.7	20.3	14.8	15.4	21.5	19.7	17.4	15.1	

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			Region					Gender		Age					
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question (first ranked response) - What would you say should be the most urgent and the second most urgent ambition for Canada in terms of our water resources? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Preserving Canada’s water resources	%	53.1	53.7	52.4	51.0	58.1	51.1	50.3	55.7	39.9	53.5	55.6	55.7	58.9
	Reducing water consumption in Canada	%	4.4	3.7	2.6	4.1	5.5	7.3	4.5	4.4	6.1	5.2	4.2	4.8	2.6
	Enhancing the quality of Canada’s water resources	%	14.1	17.2	12.7	14.8	16.9	9.4	16.4	11.9	18.2	13.5	16.0	12.1	11.6
	Better controlling the use of water resources by the private sector	%	27.0	25.5	31.5	28.2	17.7	30.7	27.4	26.7	33.8	27.7	23.0	25.8	25.2
	Unsure	%	1.4	.0	.8	1.9	1.8	1.5	1.4	1.3	2.0	.0	1.2	1.6	1.7

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			Region						Gender		Age				
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question (second ranked response) - What would you say should be the most urgent and the second most urgent ambition for Canada in terms of our water resources? [ROTATE]	Total	Unwgt N	987	100	248	294	197	148	493	494	148	151	245	199	244
		Wgt N	987	100	248	295	196	148	480	506	193	163	185	186	261
	Preserving Canada's water resources	%	30.5	32.7	30.9	32.3	24.8	32.2	31.9	29.1	38.5	31.6	27.7	28.6	27.1
	Reducing water consumption in Canada	%	10.9	11.1	12.7	7.4	15.5	8.7	11.6	10.2	14.9	12.4	15.4	5.9	7.4
	Enhancing the quality of Canada's water resources	%	21.4	13.3	18.7	22.3	25.8	23.9	21.2	21.6	16.2	19.5	22.4	24.0	23.9
	Better controlling the use of water resources by the private sector	%	33.9	36.3	36.3	35.1	31.1	29.8	30.8	36.9	29.1	33.1	32.4	36.9	37.0
	Unsure	%	3.3	6.6	1.5	2.9	2.8	5.4	4.6	2.1	1.3	3.4	2.1	4.6	4.6

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			Region						Gender		Age				
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Some Canadian companies only do business in Canada. Why do you think some Canadian companies do not have global ambitions? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Lack of financial resources	%	23.5	17.5	26.4	25.7	15.7	28.6	23.7	23.3	23.4	28.0	23.6	19.0	23.8
	Lack of talent	%	1.8	1.0	2.6	1.6	2.2	1.1	1.7	2.0	1.2	1.0	2.0	2.0	2.6
	Lack of knowledge of the global marketplace	%	21.4	29.3	23.3	18.4	22.0	17.9	22.2	20.5	17.7	13.1	21.6	23.8	27.2
	Lack of an international network	%	18.9	21.4	18.8	15.4	21.7	20.9	18.7	19.2	16.7	20.0	19.4	21.5	17.8
	Lack of interest	%	13.7	15.2	13.6	15.8	8.9	15.1	15.1	12.4	14.1	16.2	13.0	15.7	11.0
	Unsure	%	20.6	15.7	15.2	23.1	29.4	16.4	18.6	22.6	26.9	21.7	20.4	18.0	17.5

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