Since 2015, confidence in the nation's ability to preserve social programs is up and confidence in managing the pressures of an aging population and ensuring Canadians have a high standard of living is lower

Nanos Policy Map Summary

March 2019
(Submission 2019-1379A)

NANOS

Summary

The tracking of several social issues for the last four years shows an increase in confidence in the nation's ability to preserve social programs while confidence in the nation's ability to manage the pressures of an aging population and ensure Canadians have a high standard of living have declined. With regards to the importance of these issues, protecting the environment has received a lower importance score since 2015 while improving the quality of life for First Nations living on reserves and encouraging Canadian culture have both received a higher importance score.

- **Since 2015, Canadians have higher confidence in preserving social programs and improving the quality of life for First Nations living on reserves** – Close to six in ten Canadians are either somewhat confident (49%; 42% in 2015) or confident (10%; 10% in 2015) in the nation's ability to preserve social programs and four in ten Canadians are either somewhat confident (29%; 23% in 2015), or confident (7%; 9% in 2015) in the nation's ability to improve the quality of life for First Nations living on reserves.

- **Since 2015, Canadians have lower confidence in managing the pressures of an aging population and ensuring Canadians have a high standard of living** – More than six in ten Canadians are either somewhat not confident (42%; 39% in 2015) or not confident (20%; 17% in 2015) in the nation's ability to manage the pressures of an aging population and close to five in ten Canadians are either somewhat not confident (34%; 32% in 2015), or not confident (15%; 11% in 2015) in the nation's ability to ensure Canadians have a high standard of living.

- **Canadians give a higher importance score to keeping healthcare system strong and investing in education** – When scoring the importance of various social issues using a ten point scale, keeping our healthcare system strong has scored higher (mean score of 9.1; 9.1 in 2015) in terms of importance than other social issues, followed by investing in our education system (mean score of 8.7; 8.6 in 2015), managing the pressures of an aging population (mean score of 8.6; 8.5 in 2015), further protecting our environment (mean score of 8.1; 8.5 in 2015), preserving social programs (mean score of 8.0; 7.9 in 2015), ensuring Canadians have a high standard of living (mean score of 7.9; 7.9 in 2015), improving the quality of life for First Nations living on reserves (mean score of 7.4; 7.1 in 2015), and encouraging Canadian culture (mean score of 7.3; 7.0 in 2015).

Summary

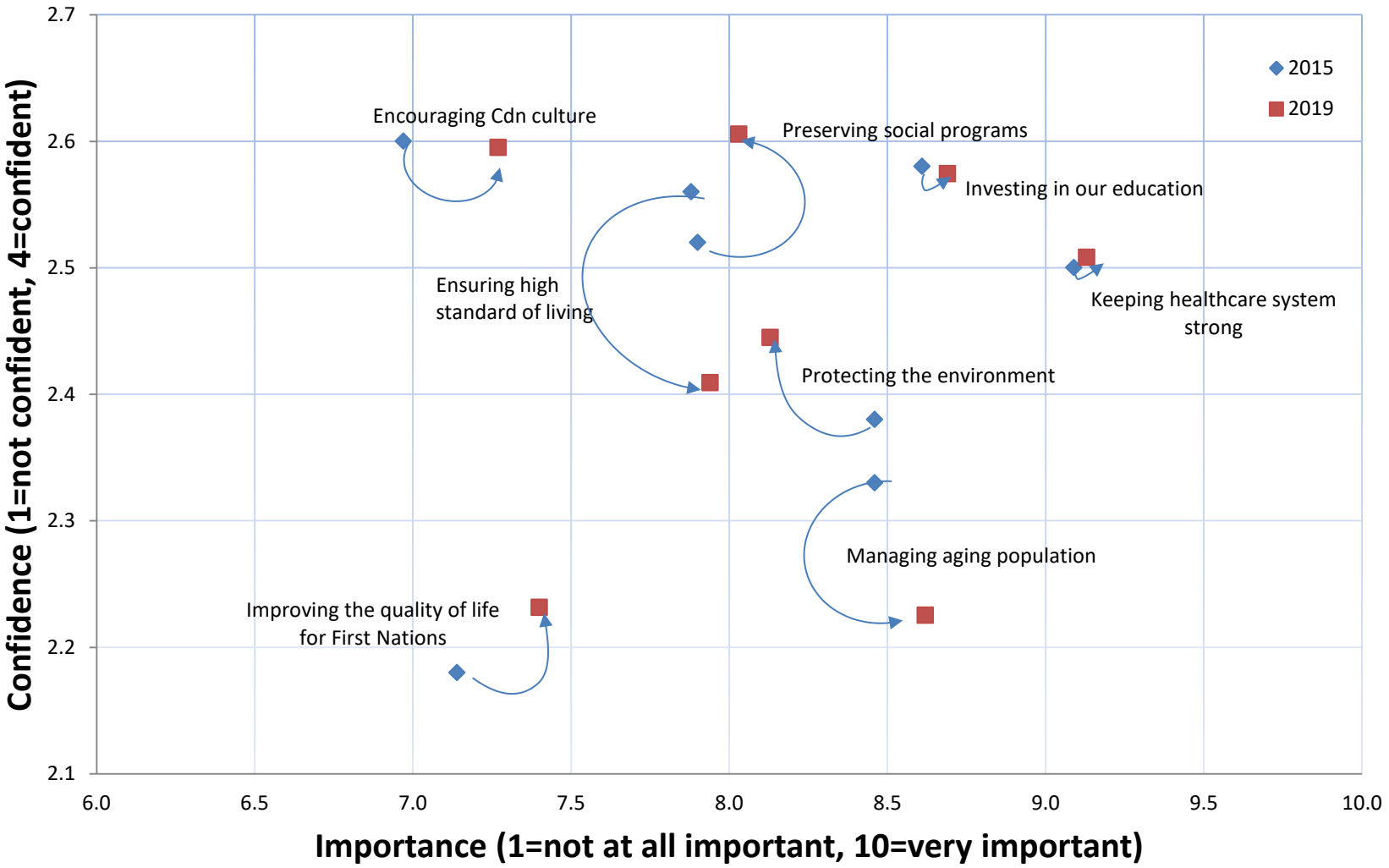
- **Since 2015, Canadians give a lower importance score to protecting the environment and a higher importance score to improving the quality of life for First Nations living on reserves and encouraging Canadian culture** – In general, the importance scores for social issues have remained relatively steady since 2015, except for improving the quality of life for First Nations living on reserves and encouraging Canadian culture, which have both seen an increase of +0.3 from 2015 to 2019, and for further protecting the environment, which has seen a decrease of -0.4 from 2015 to 2019.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians between February 2nd to 5th, 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. 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.

2019 Social and Environmental Policy Map

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , February 2nd to February 5th , 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24th to 28th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Canada Policy - Confidence vs Importance Map 2015 vs 2019



Confidential

2015-2019 Social and environmental policy map table

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , February 2nd to February 5th , 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24th to 28th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

		2015	2019	Change
Keeping our healthcare system strong	Importance (Mean score out of ten)	9.1	9.1	-
	Confidence (Out of four)	2.5	2.5	-
Investing in our education system	Importance (Mean score out of ten)	8.6	8.7	+0.1
	Confidence (Out of four)	2.6	2.6	-
Managing the pressures of an aging population	Importance (Mean score out of ten)	8.5	8.6	+0.1
	Confidence (Out of four)	2.3	2.2	-0.1
Further protecting our environment	Importance (Mean score out of ten)	8.5	8.1	-0.4
	Confidence (Out of four)	2.4	2.4	-
Preserving social programs	Importance (Mean score out of ten)	7.9	8.0	+0.1
	Confidence (Out of four)	2.5	2.6	+0.1
Ensuring Canadians have a high standard of living	Importance (Mean score out of ten)	7.9	7.9	-
	Confidence (Out of four)	2.6	2.4	-0.2
Improving the quality of life for first nations living on reserves	Importance (Mean score out of ten)	7.1	7.4	+0.3
	Confidence (Out of four)	2.2	2.2	-
Encouraging Canadian culture	Importance (Mean score out of ten)	7.0	7.3	+0.3
	Confidence (Out of four)	2.6	2.6	-

Importance of social and environmental challenges

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , February 2nd to February 5th , 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
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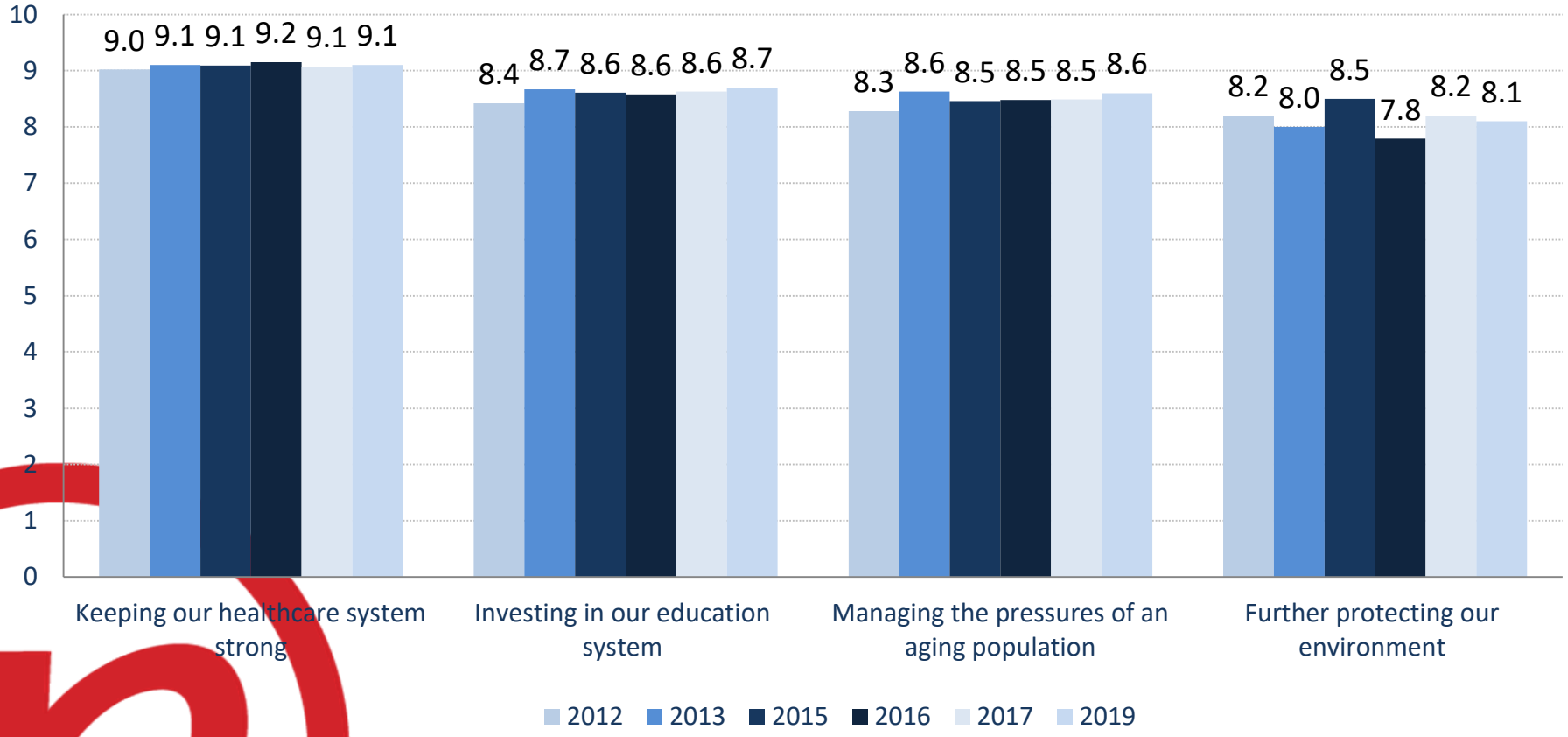

QUESTION – For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future? [Randomize]

Importance of social and environmental challenges

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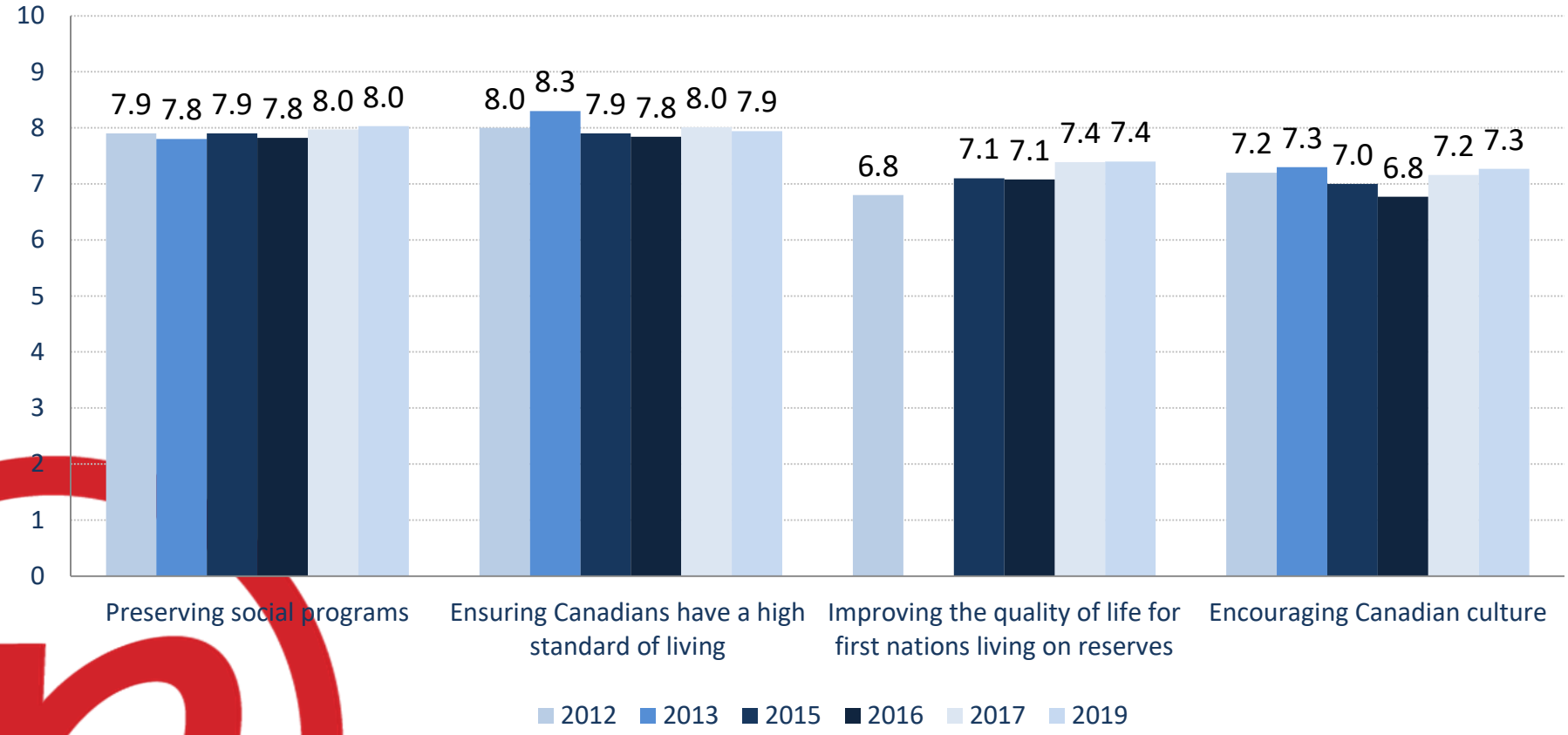

QUESTION – For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future? [Randomize]

Importance of managing pressures of aging population

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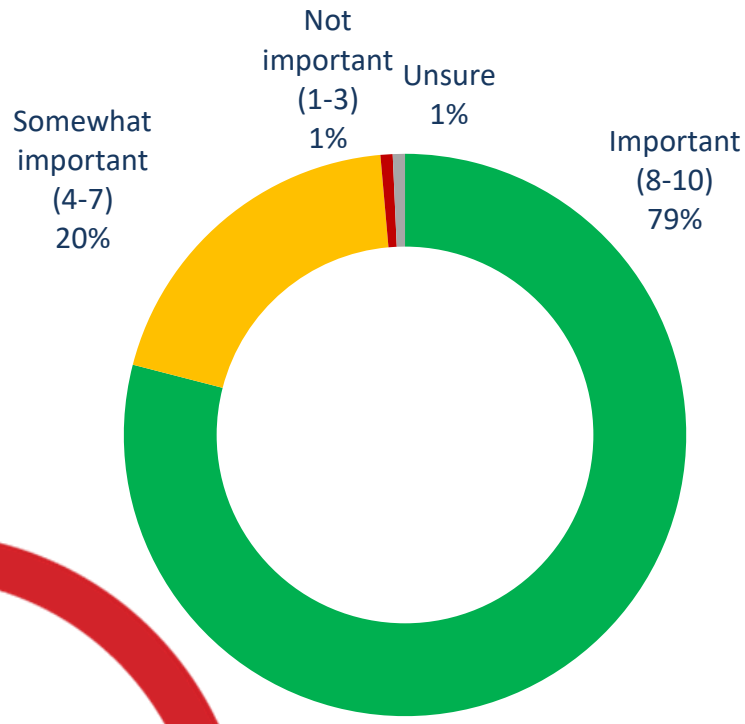

Year	Prime Minister	Mean Score
2012	Harper	8.28
2013	Harper	8.63
2015	Harper	8.46
2016	Trudeau	8.48
2017	Trudeau	8.49
2019	Trudeau	8.62

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

QUESTION – For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

Managing the pressures of an aging population

Confidential

Importance of protecting our environment

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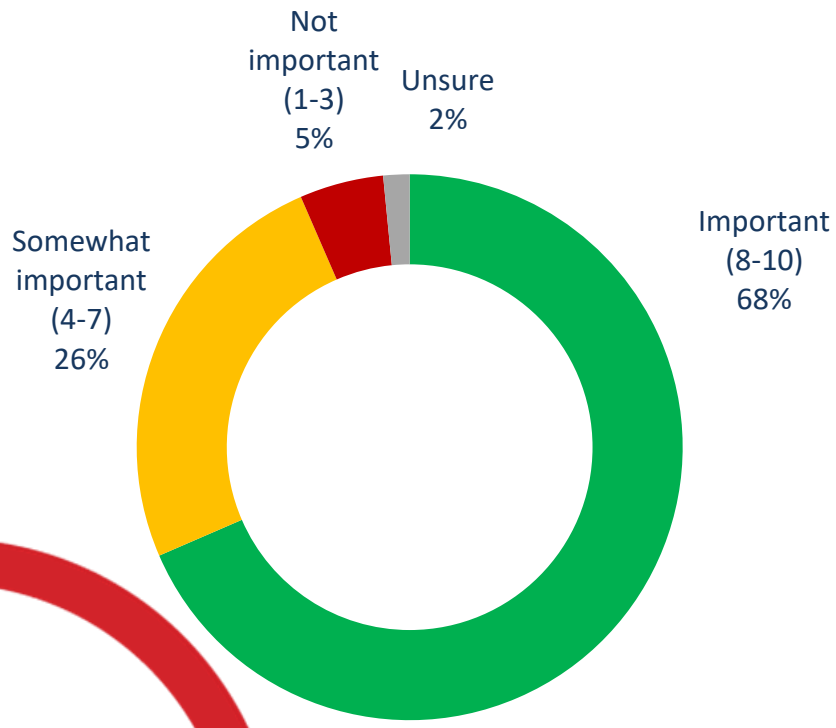

Year	Prime Minister	Mean Score
2012	Harper	8.22
2013	Harper	7.96
2015	Harper	8.46
2016	Trudeau	7.79
2017	Trudeau	8.20
2019	Trudeau	8.13

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

QUESTION – For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

Further protecting our environment

Confidential

Importance of encouraging Canadian culture

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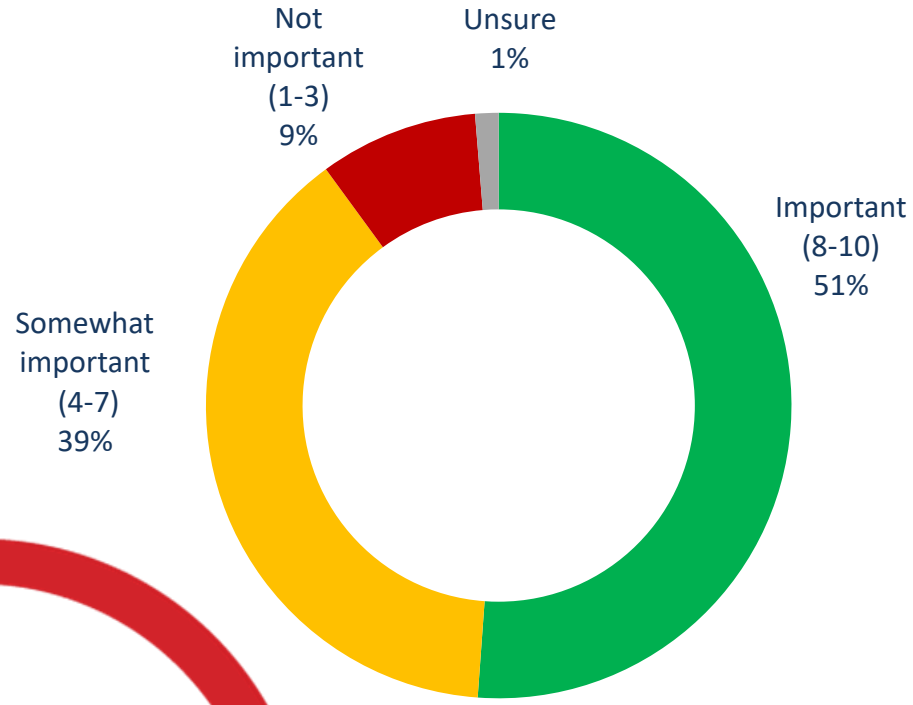

Year	Prime Minister	Mean Score
2012	Harper	7.24
2013	Harper	7.25
2015	Harper	6.97
2016	Trudeau	6.77
2017	Trudeau	7.16
2019	Trudeau	7.27

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

QUESTION – For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

Encouraging Canadian culture

Confidential

Importance of a high standard of living for Canadians

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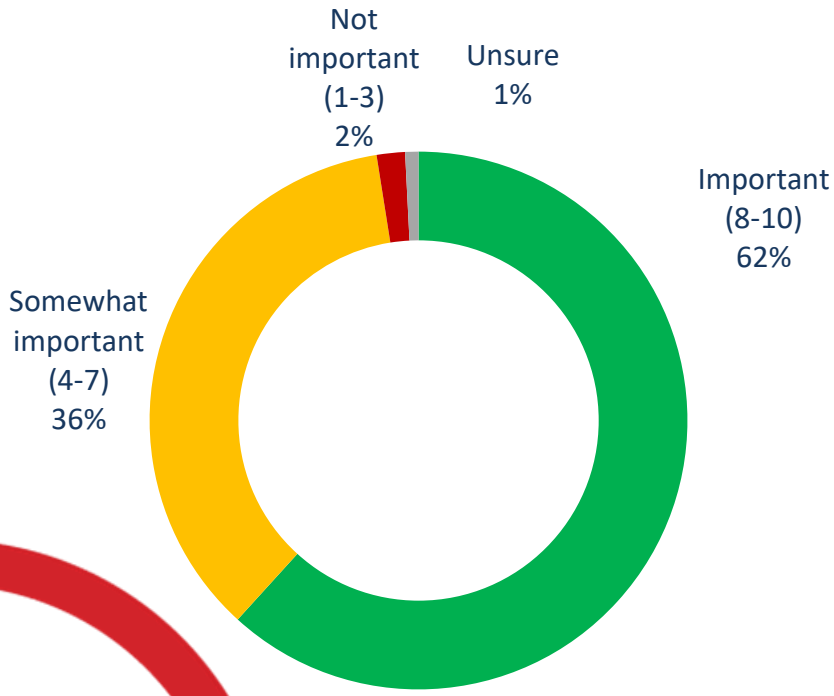

Year	Prime Minister	Mean Score
2012	Harper	8.01
2013	Harper	8.25
2015	Harper	7.88
2016	Trudeau	7.84
2017	Trudeau	8.01
2019	Trudeau	7.94

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

QUESTION – For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

Ensuring that Canadians have a high standard of living

Confidential

Importance of investing in our education system

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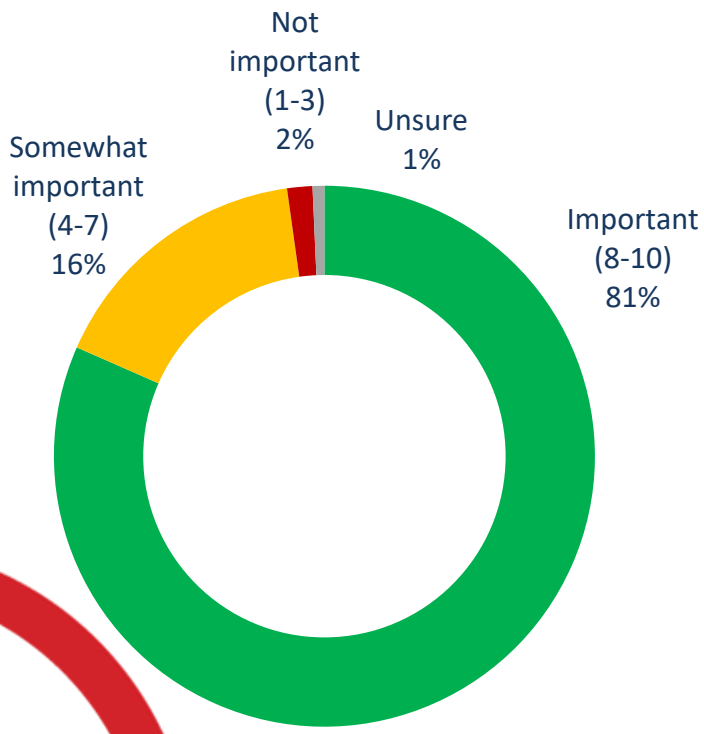

Year	Prime Minister	Mean Score
2012	Harper	8.42
2013	Harper	8.67
2015	Harper	8.61
2016	Trudeau	8.58
2017	Trudeau	8.63
2019	Trudeau	8.69

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

QUESTION – For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

Investing in our education system

Confidential

Importance of a strong healthcare system

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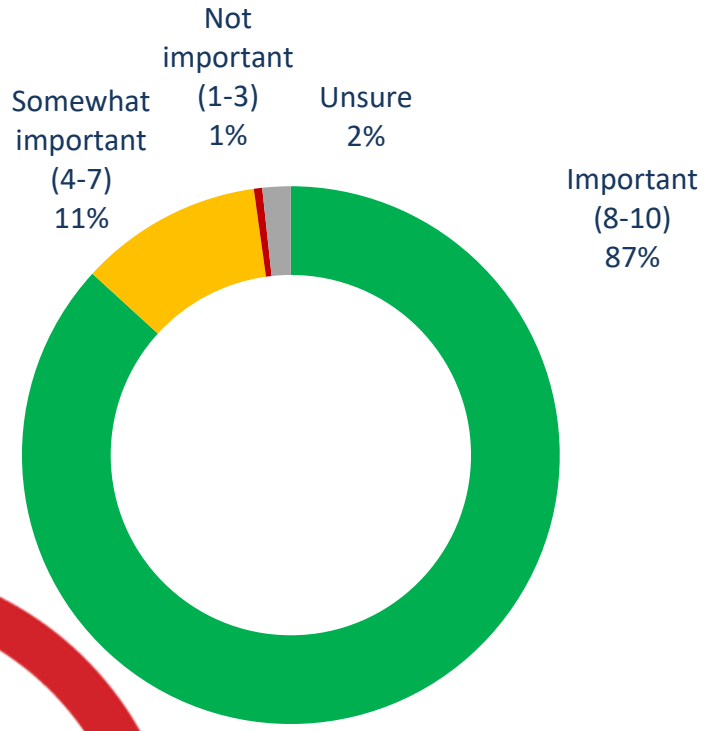

Year	Prime Minister	Mean Score
2012	Harper	9.02
2013	Harper	9.10
2015	Harper	9.09
2016	Trudeau	9.15
2017	Trudeau	9.07
2019	Trudeau	9.13

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

QUESTION – For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

Keeping our healthcare system strong

Confidential

Importance of preserving social programs

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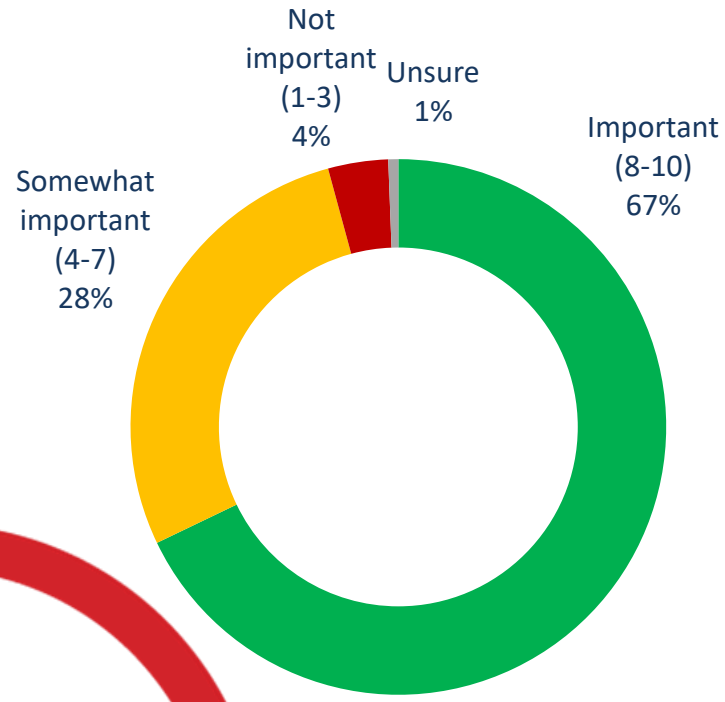

Year	Prime Minister	Mean Score
2012	Harper	7.92
2013	Harper	7.77
2015	Harper	7.90
2016	Trudeau	7.82
2017	Trudeau	7.97
2019	Trudeau	8.03

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

QUESTION – For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

Preserving social programs

Confidential

Importance of improving the quality of life on reserves

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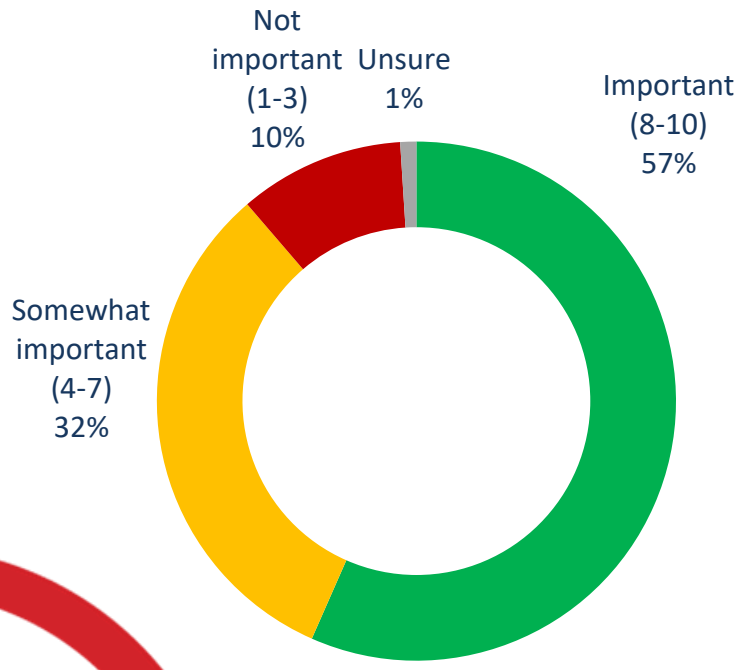

Year	Prime Minister	Mean Score
2012	Harper	6.80
2015	Harper	7.14
2016	Trudeau	7.08
2017	Trudeau	7.39
2019	Trudeau	7.40

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

QUESTION – For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

Improving the quality of life for First Nations living on reserves

Confidential

Confidence in nation's ability to find solutions

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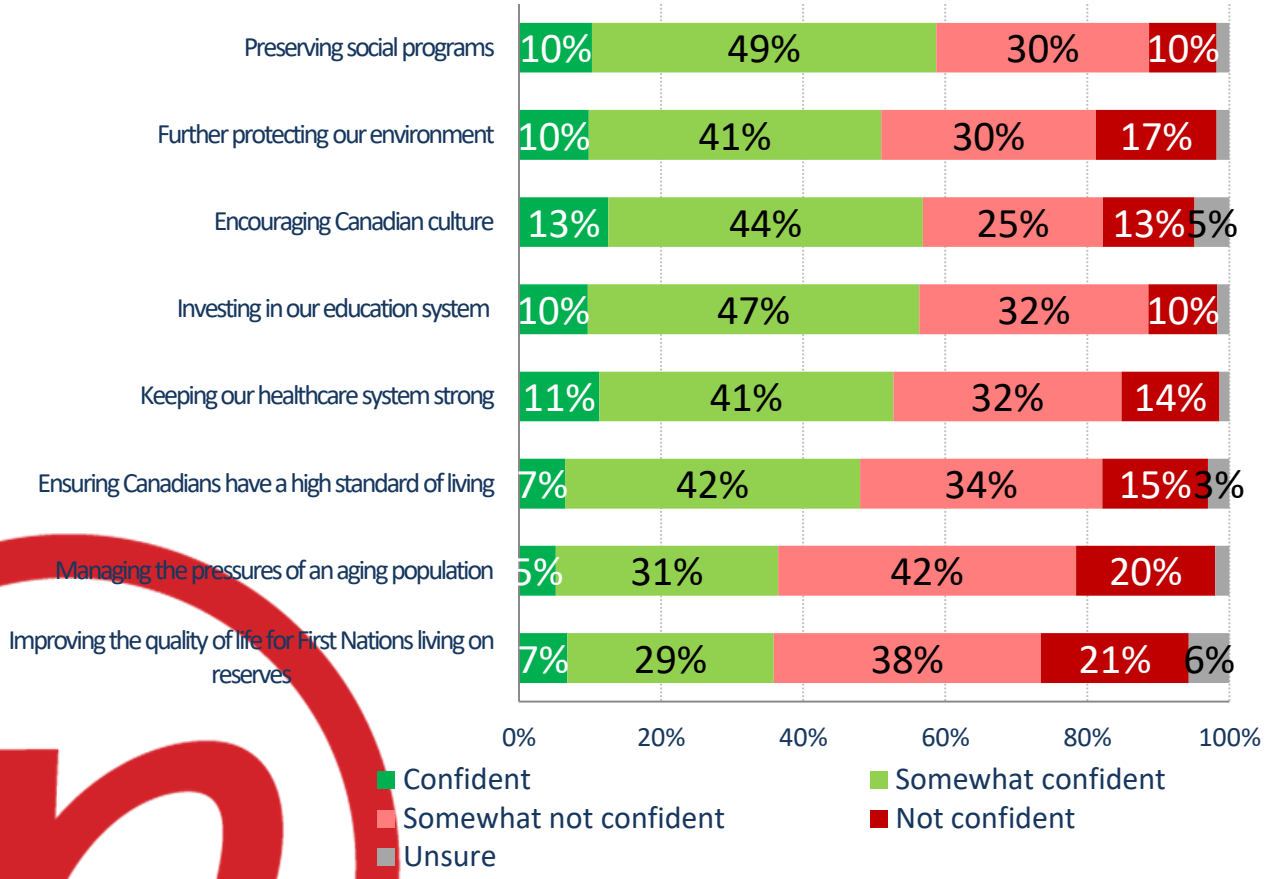

Net score			
2015	2016	2017	2019
+7.6	+19.8	+25.1	+19.3
-5.7	+14.8	+15.4	+3.8
+14.9	+23.8	+23.4	+18.6
+11.3	+20.0	+14.9	+14.4
+4.7	+5.0	+6.9	+6.8
+12.5	+0.4	+8.0	-1.0
-14.0	-14.4	-17.5	-25.1
-28.3	-17.1	-29.3	-22.6

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

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Confidence in managing pressures of an aging population

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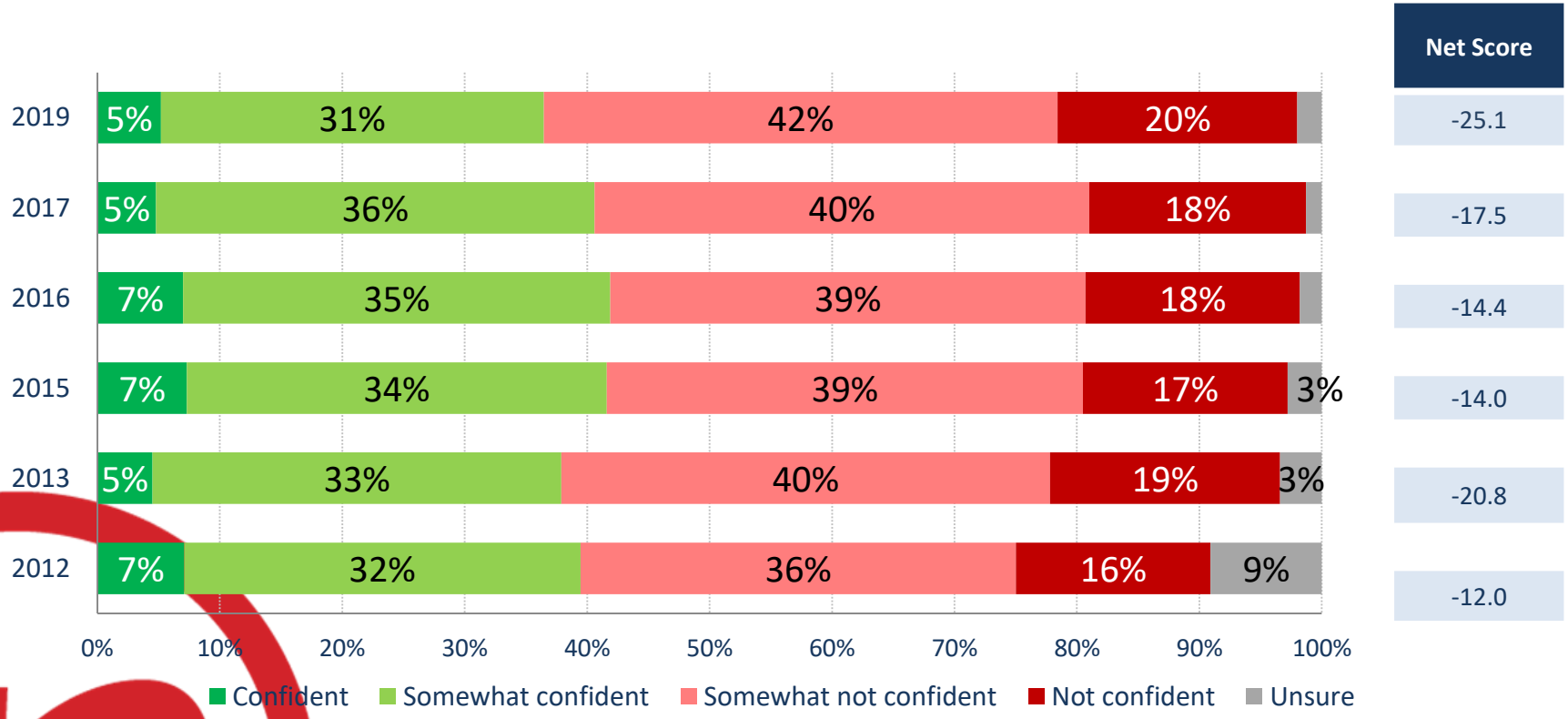

***Note: Charts may not add up to 100 due to rounding**

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Confidence in protecting our environment

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , February 2nd to February 5th , 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , July 23rd to 26th , 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to August 1st , 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
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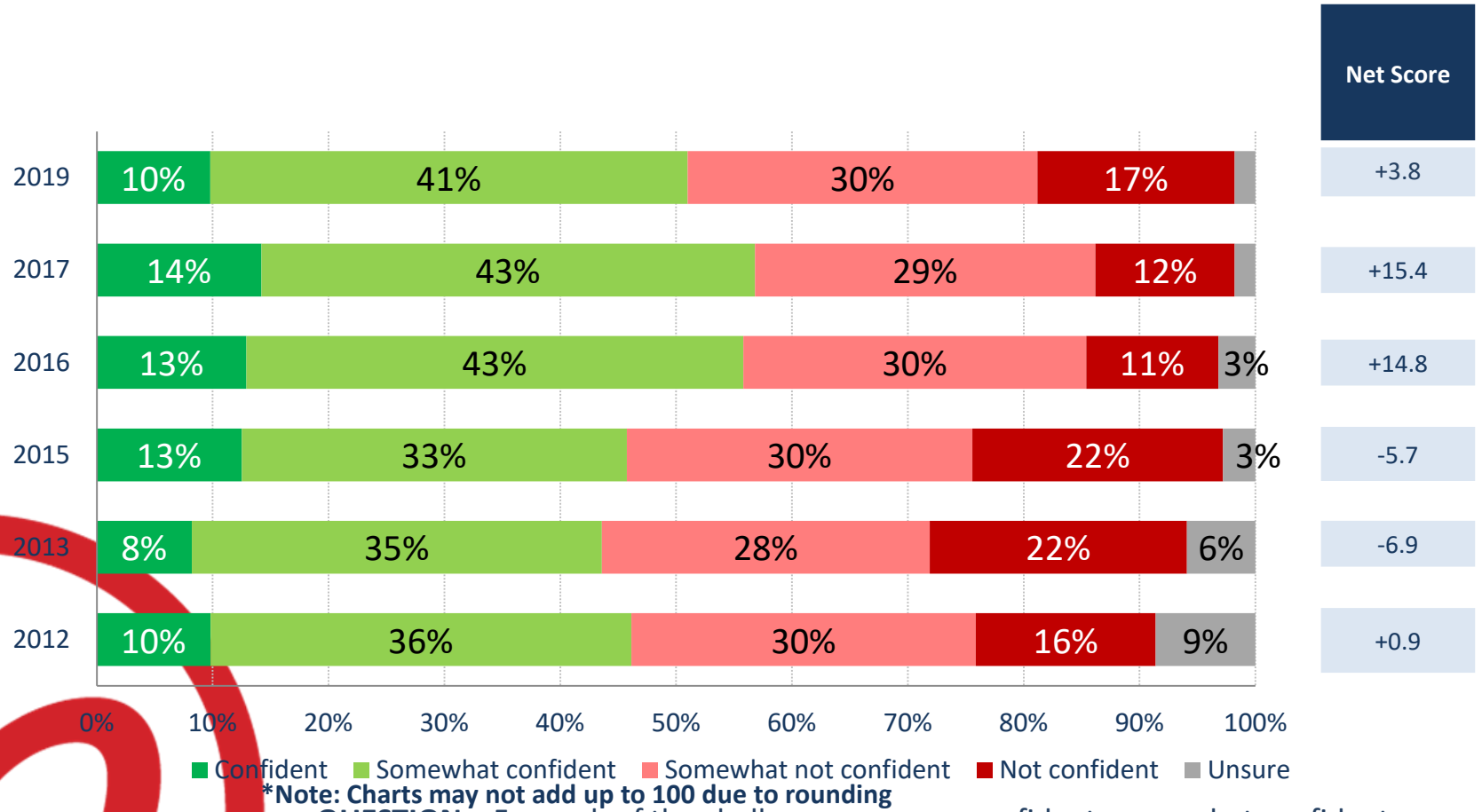
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 6th to 9th, 2013, n=1013, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, representative online random survey, July 5th to 9th, 2012, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



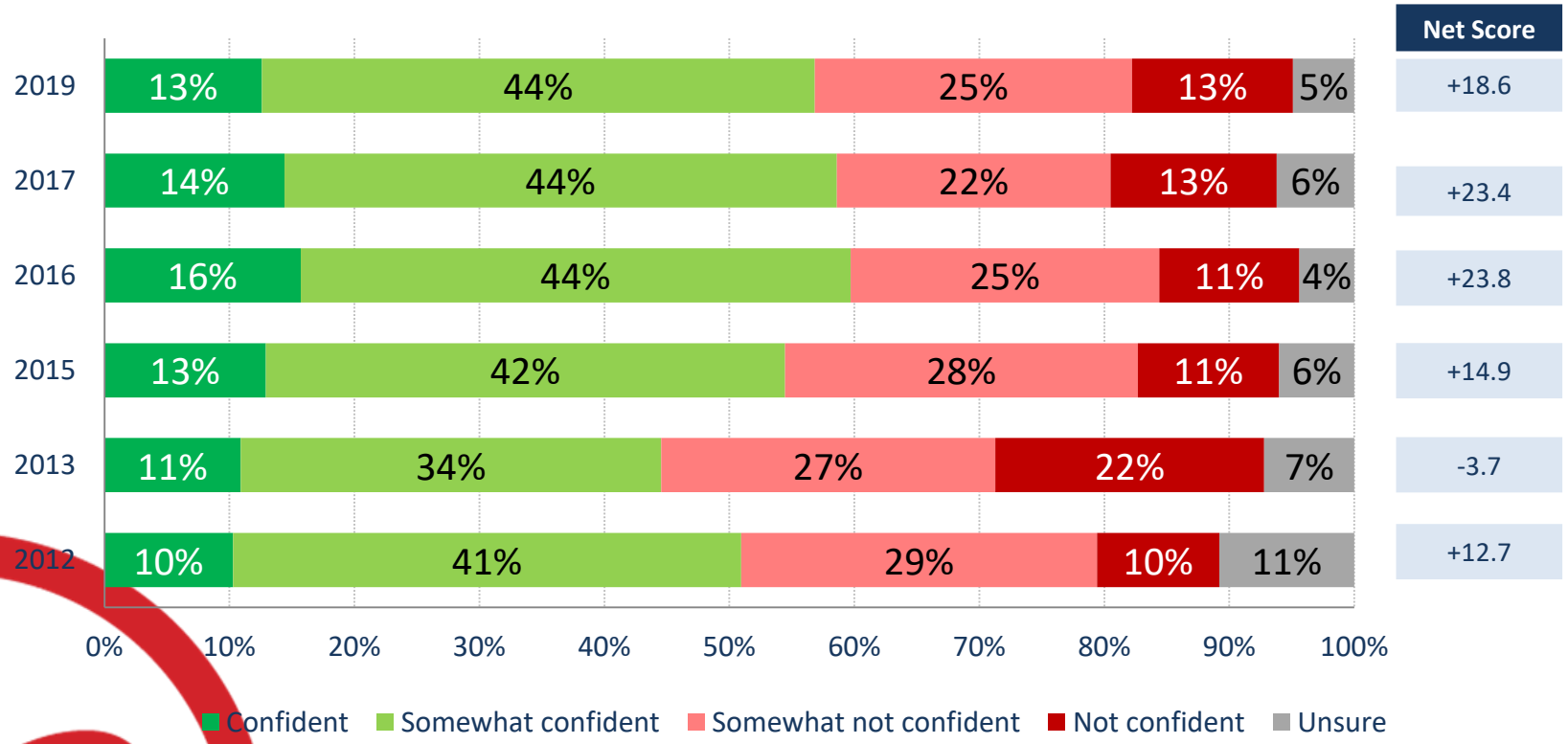
***Note: Charts may not add up to 100 due to rounding**

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Further protecting our environment

Confidence in encouraging Canadian culture

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , February 2nd to February 5th , 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , July 23rd to 26th , 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to August 1st , 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24th to 28th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 6th to 9th, 2013, n=1013, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, representative online random survey, July 5th to 9th, 2012, 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 – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Encouraging Canadian culture

Confidence in high living standard for Canadians

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , February 2nd to February 5th , 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , July 23rd to 26th , 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to August 1st , 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
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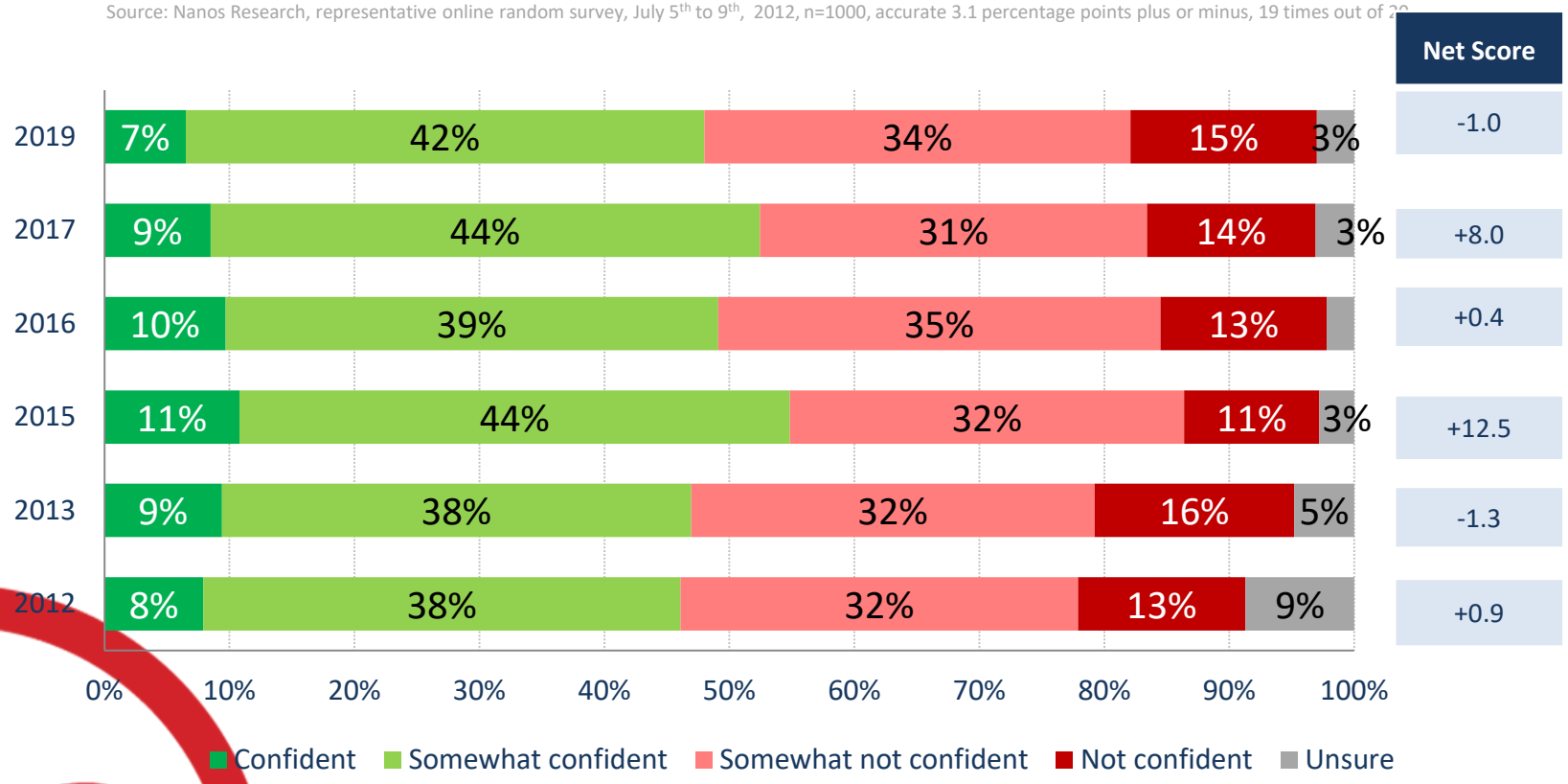
Source: Nanos Research, representative online random survey, July 5th to 9th, 2012, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



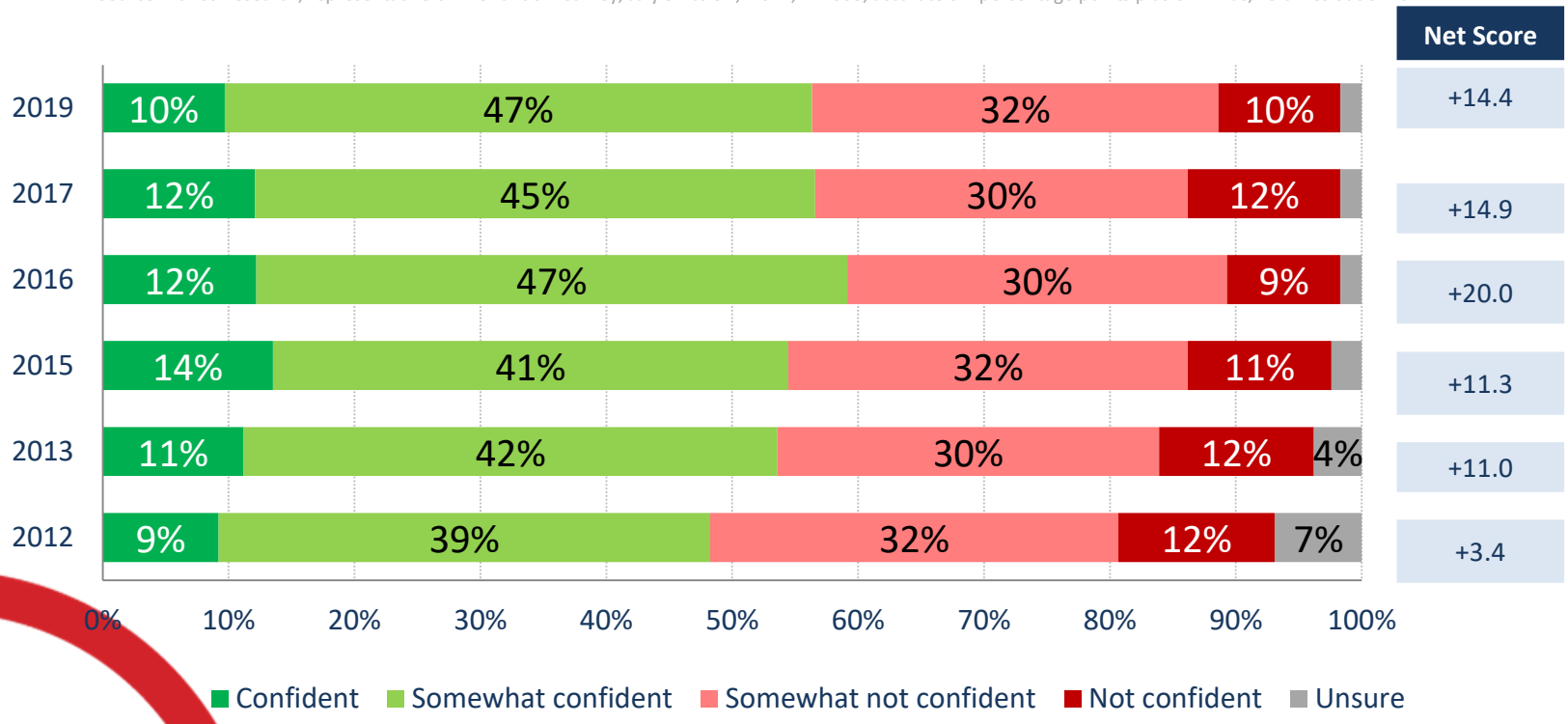
***Note: Charts may not add up to 100 due to rounding**

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Ensuring Canadians have a high standard of living

Confidence in investing in our education system

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , February 2nd to February 5th , 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , July 23rd to 26th , 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to August 1st , 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24th to 28th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 6th to 9th, 2013, n=1013, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, representative online random survey, July 5th to 9th, 2012, 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 – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Investing in our education system

Confidence in keeping a strong healthcare system

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , February 2nd to February 5th , 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , July 23rd to 26th , 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to August 1st , 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
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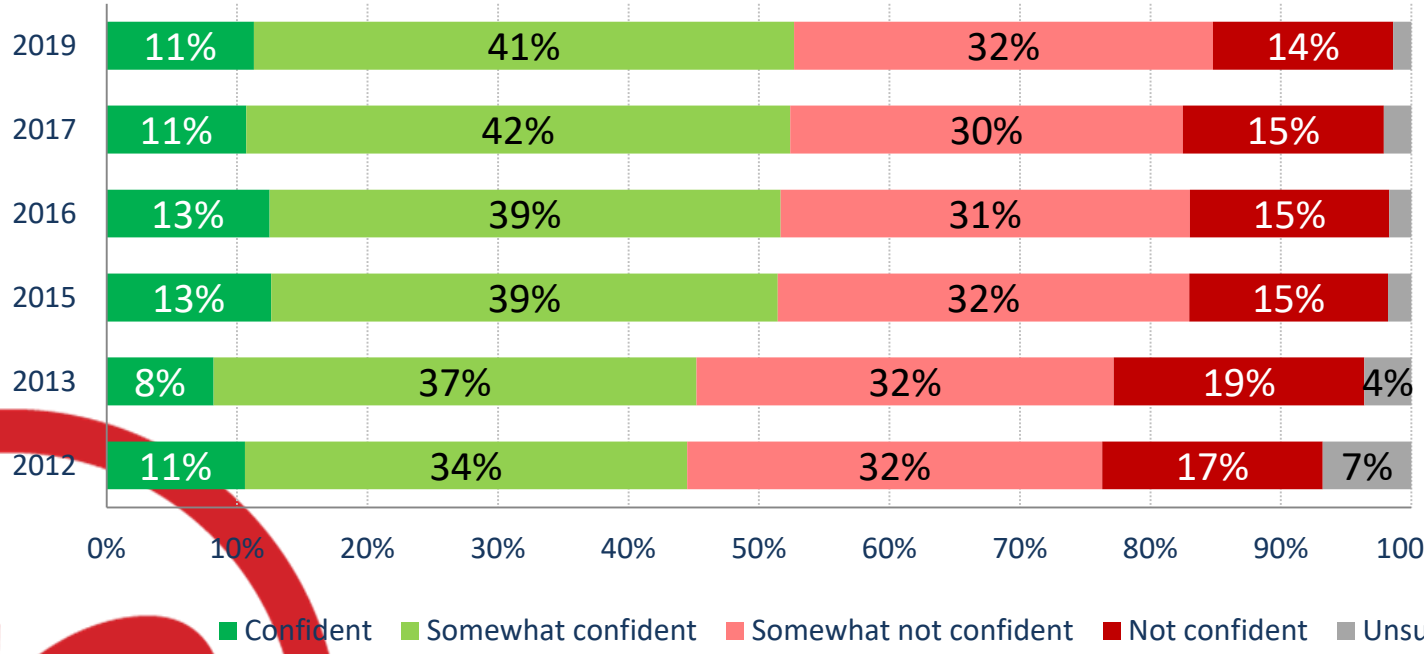
Source: Nanos Research, representative online random survey, July 5th to 9th, 2012, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Net Score
+6.8
+6.9
+5.0
+4.7
-6.0
-4.2

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

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Keeping our healthcare system strong

Confidence in preserving social programs

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , February 2nd to February 5th , 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , July 23rd to 26th , 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to August 1st , 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 6th to 9th, 2013, n=1013, accurate 3.1 percentage points plus or minus, 19 times out of 20.
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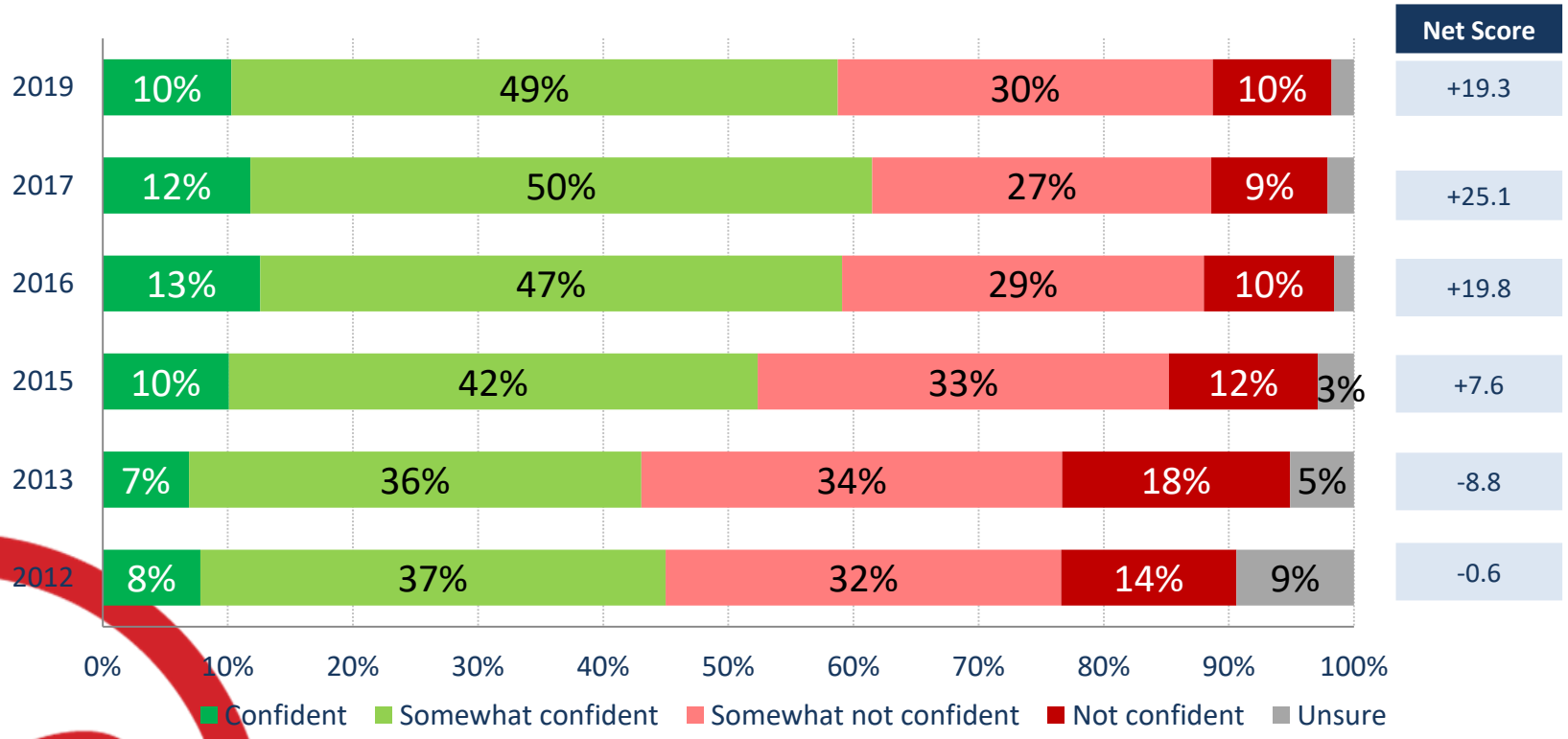

***Note: Charts may not add up to 100 due to rounding**

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Preserving social programs

Confidence in improving the quality of life on reserves

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , February 2nd to February 5th , 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , July 23rd to 26th , 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to August 1st , 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24th to 28th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
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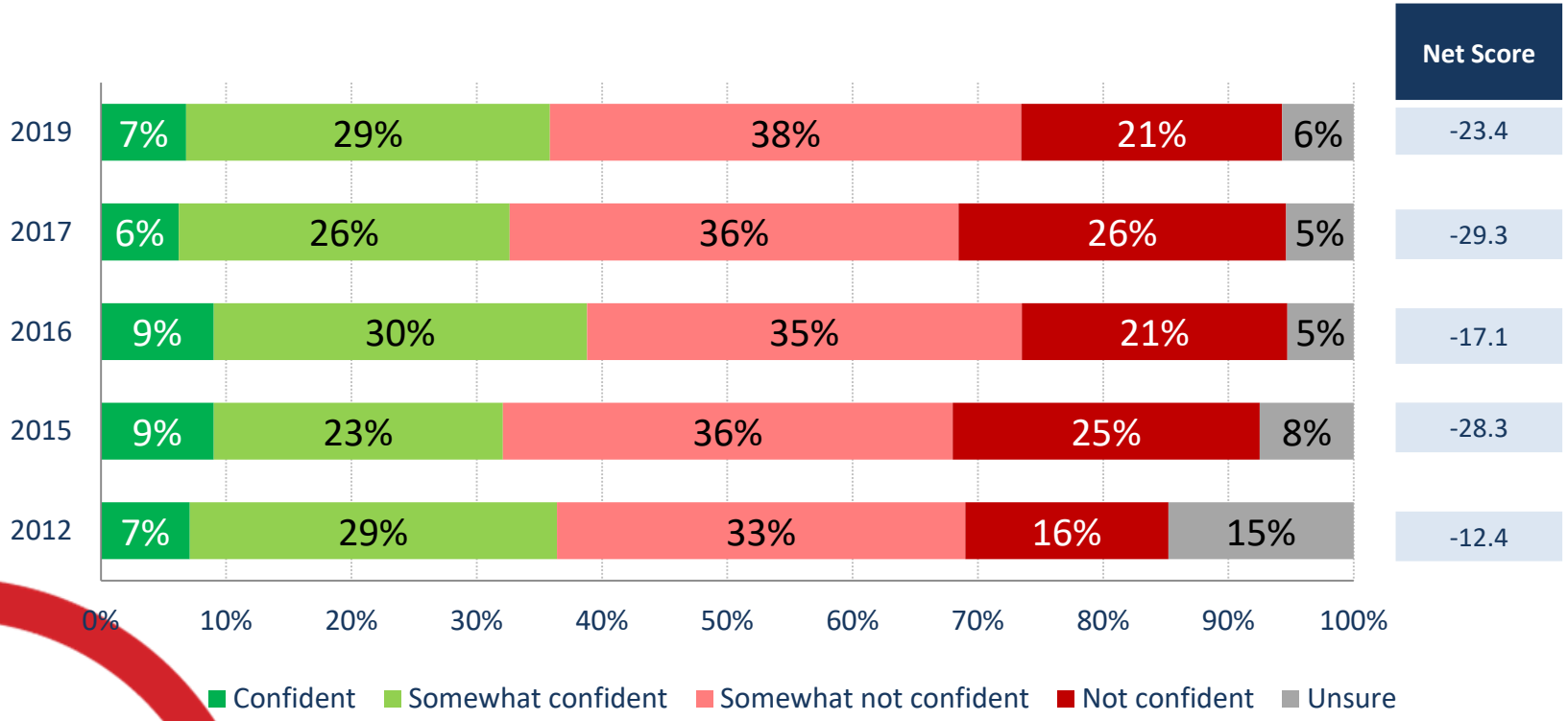
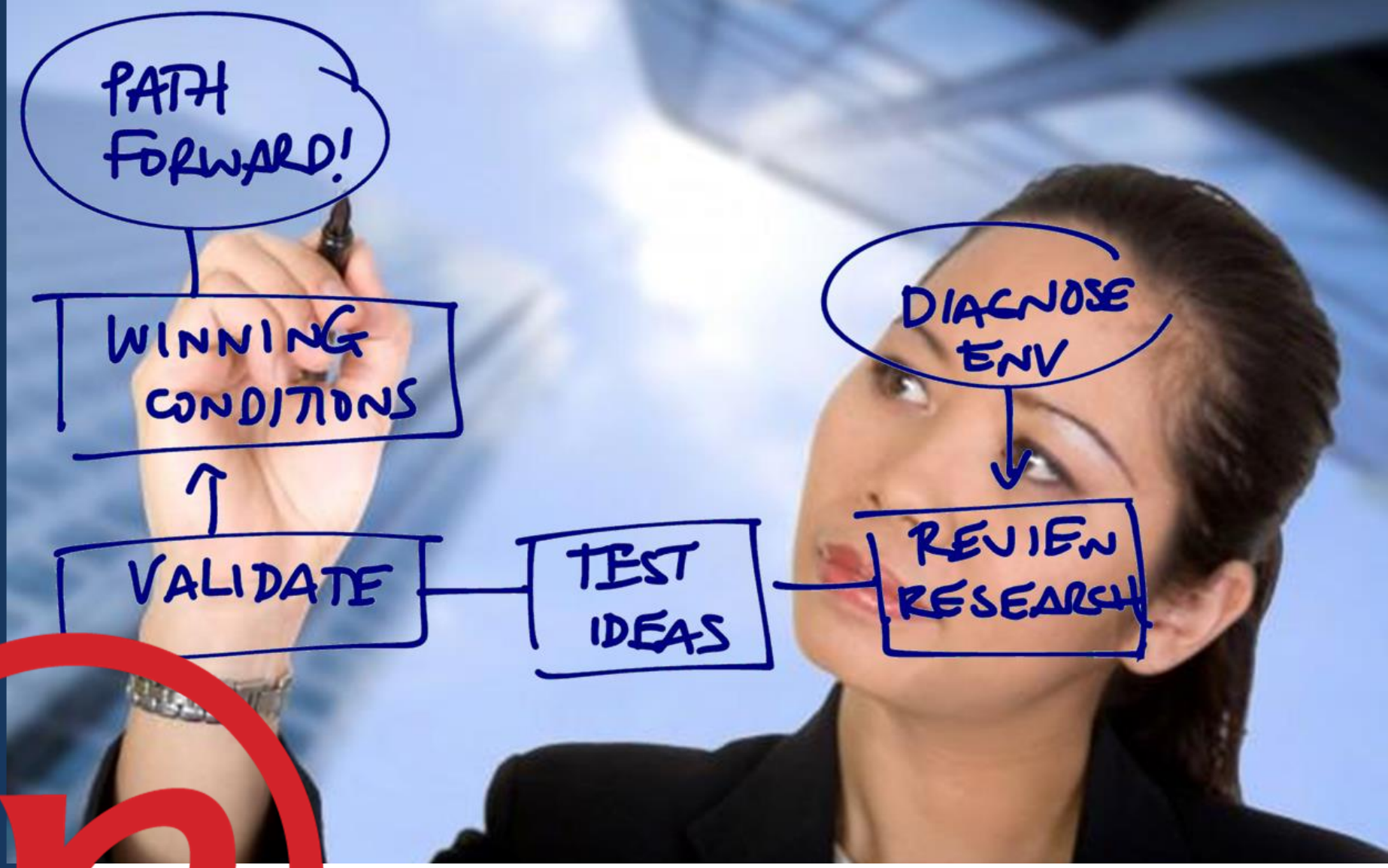


***Note: Charts may not add up to 100 due to rounding**

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Improving the quality of life for First Nations living on reserves



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between February 2nd to 5th, 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 a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

Previous waves:

- A representative online random survey of 1,000 Canadians, conducted from July 5th to 9th, 2012, accurate 3.1 percentage points plus or minus, 19 times out of 20;
- A national RDD dual frame (land- and cell- lines) random telephone survey of 1,013 Canadians conducted between April 6th and 9th, 2013 as part of an omnibus survey. The margin of error for a survey of 1,013 Canadians is ±3.1 percentage points, 19 times out of 20; and,
- A national RDD dual frame (land- and cell-lines) random telephone survey of 1,000 Canadians conducted between May 24th and May 28th, 2015 as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.
- A national RDD dual frame (land- and cell-lines) random telephone survey of 1,000 Canadians conducted between July 28th and August 1st, 2016, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.
- A national RDD dual frame (land- and cell-lines) random telephone survey of 1,000 Canadians conducted between July 23rd to 26th, 2017, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

This research was sponsored by Nanos.

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
Organization who commissioned the research	Nanos Research.
Final Sample Size	1000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid random 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	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
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	February 2nd, to February 5th 2019.
Language of Survey	The survey was conducted in both English and French.

Element	Description
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
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 could not participate.
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.
Estimated Response Rate	11 per cent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was the module five of an omnibus survey. Previous modules asked about the relationship between Canada and China, the impressions of Canadians on Facebook, foreign companies and federal leaders, and economic issues.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
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.

Tabulations

2019-1379 – Nanos Research – Policy Map – Social – STAT SHEET

For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Managing the pressures of an aging population	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	8.62	8.93	8.62	8.59	8.56	8.57	8.54	8.70	8.14	8.73	8.86
	Not at all important (1)	%	0.3	0.0	0.5	0.3	0.0	0.5	0.3	0.2	0.0	0.2	0.5
	2	%	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0
	3	%	0.3	0.0	0.0	0.4	0.4	0.6	0.1	0.4	0.4	0.0	0.4
	4	%	0.8	0.0	0.8	0.6	1.3	1.1	1.2	0.4	1.3	0.2	1.0
	5	%	2.7	1.7	3.1	1.2	4.8	3.2	3.6	2.0	4.9	2.4	1.5
	6	%	3.3	4.3	3.4	2.7	1.9	5.2	3.5	3.0	5.7	2.4	2.3
	7	%	12.8	8.2	10.5	14.9	15.7	11.5	13.4	12.2	21.2	11.8	7.8
	8	%	21.6	17.8	25.0	25.2	17.6	16.3	21.1	22.0	23.6	22.3	19.4
	9	%	18.6	12.5	17.8	18.8	18.7	23.4	19.7	17.6	16.6	19.7	19.1
	Very important (10)	%	38.9	53.2	38.5	35.2	38.5	37.7	36.4	41.3	26.2	40.6	46.2
	Unsure	%	0.7	1.3	0.4	0.7	1.1	0.5	0.8	0.7	0.0	0.2	1.7

2019-1379 – Nanos Research – Policy Map – Social – STAT SHEET

For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Further protecting our environment	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	8.13	8.07	8.98	7.81	7.71	7.97	7.68	8.57	8.10	8.06	8.23
	Not at all important (1)	%	1.9	2.2	0.7	2.0	1.3	4.3	3.0	0.8	2.0	2.2	1.5
	2	%	0.8	0.9	0.0	0.8	1.8	1.0	1.0	0.7	1.1	1.3	0.2
	3	%	2.1	0.8	1.3	2.3	3.1	2.6	3.3	1.0	0.9	2.8	2.4
	4	%	2.6	5.3	0.4	3.2	2.0	3.8	4.0	1.2	3.3	1.9	2.6
	5	%	6.4	3.8	2.8	8.3	10.5	4.8	7.7	5.2	5.2	7.6	6.2
	6	%	5.3	3.7	3.6	5.9	7.6	5.2	6.6	4.1	6.1	5.5	4.7
	7	%	11.4	13.1	3.8	15.4	14.8	10.6	12.9	10.0	12.0	10.3	12.0
	8	%	13.3	13.5	12.4	16.1	12.7	9.5	13.9	12.7	14.8	12.4	13.0
	9	%	15.8	24.0	18.5	12.4	13.4	15.7	15.5	16.1	20.0	15.0	13.5
	Very important (10)	%	38.9	30.5	55.3	32.3	31.5	40.3	31.0	46.5	34.1	39.8	41.5
	Unsure	%	1.5	2.2	1.2	1.4	1.3	2.1	1.1	1.8	0.5	1.3	2.3

2019-1379 – Nanos Research – Policy Map – Social – STAT SHEET

For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Encouraging Canadian culture	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	7.27	7.42	7.76	7.06	7.10	6.99	7.01	7.52	6.79	7.21	7.65
	Not at all important (1)	%	2.8	2.4	1.5	3.1	2.4	4.8	4.3	1.2	4.1	2.4	2.2
	2	%	2.1	1.3	1.6	2.7	2.6	1.8	2.5	1.8	1.4	2.9	2.0
	3	%	3.9	2.4	1.9	5.0	4.3	5.3	4.2	3.6	4.1	5.0	2.7
	4	%	2.8	0.9	2.4	3.5	3.2	3.0	2.7	3.0	3.6	4.0	1.2
	5	%	10.2	11.7	6.9	10.6	12.7	10.5	11.7	8.8	15.9	9.0	7.2
	6	%	9.7	6.0	8.8	10.4	9.2	13.1	10.3	9.2	9.4	9.9	9.8
	7	%	16.3	26.1	12.2	18.5	16.4	12.2	16.3	16.3	21.4	13.7	15.1
	8	%	18.1	17.1	23.2	14.8	18.2	17.0	17.7	18.6	16.9	19.0	18.2
	9	%	10.3	9.2	13.7	9.3	8.9	9.4	8.5	12.1	5.5	9.3	14.5
	Very important (10)	%	23.0	23.0	26.3	22.1	21.2	21.7	21.0	24.9	17.0	23.9	26.3
	Unsure	%	0.7	0.0	1.5	0.0	0.9	1.1	0.9	0.5	0.6	0.8	0.7

2019-1379 – Nanos Research – Policy Map – Social – STAT SHEET

For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Ensuring Canadians have a high standard of living	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	7.94	8.19	7.88	7.83	8.03	7.99	8.07	7.83	7.83	7.95	8.02
	Not at all important (1)	%	0.3	0.0	1.0	0.0	0.0	0.5	0.1	0.5	0.0	0.2	0.6
	2	%	0.5	0.9	0.5	0.0	1.0	0.5	0.3	0.6	0.0	0.7	0.6
	3	%	0.9	0.8	1.1	0.4	1.8	0.7	1.1	0.7	1.5	0.3	1.0
	4	%	0.7	0.0	0.4	1.4	0.0	1.3	1.1	0.4	0.0	0.6	1.3
	5	%	6.0	4.0	6.7	7.0	6.1	3.8	5.3	6.6	7.0	6.9	4.4
	6	%	8.4	6.2	6.5	11.8	7.5	7.4	8.1	8.7	9.0	7.6	8.7
	7	%	20.7	18.4	22.7	23.4	15.5	20.7	18.5	22.9	23.7	21.5	18.0
	8	%	23.6	24.3	21.4	20.3	27.3	28.6	23.6	23.7	25.4	23.4	22.6
	9	%	14.1	16.7	16.3	12.4	14.5	11.9	12.8	15.4	13.4	12.6	16.0
	Very important (10)	%	24.1	27.3	22.3	23.3	25.9	24.3	28.5	19.9	20.0	24.8	26.4
	Unsure	%	0.6	1.3	1.2	0.0	0.5	0.5	0.7	0.5	0.0	1.4	0.3

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For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Investing in our education system	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	8.69	8.64	9.04	8.57	8.51	8.60	8.53	8.84	8.59	8.68	8.76
	Not at all important (1)	%	0.5	0.0	0.9	0.3	1.0	0.0	0.8	0.2	0.0	0.9	0.5
	2	%	0.4	1.7	0.0	0.3	0.0	1.1	0.3	0.5	0.6	0.3	0.4
	3	%	0.6	1.3	0.0	0.5	0.0	1.8	0.9	0.3	0.6	0.2	0.8
	4	%	0.5	0.0	0.0	0.6	0.9	1.1	0.9	0.2	0.0	0.7	0.6
	5	%	2.6	0.8	1.7	2.8	3.8	3.4	3.0	2.3	2.1	2.4	3.2
	6	%	4.4	9.2	1.2	7.1	3.2	2.5	5.9	2.9	5.3	5.8	2.5
	7	%	8.6	6.9	7.1	9.3	10.1	8.5	8.9	8.3	11.8	8.8	6.1
	8	%	20.7	15.5	17.1	22.1	26.3	19.9	20.4	21.0	24.4	19.1	19.5
	9	%	17.2	18.1	18.6	15.3	18.0	17.0	18.2	16.1	14.9	15.3	20.4
	Very important (10)	%	43.2	45.0	52.4	40.6	35.2	42.8	39.2	47.1	39.2	45.7	43.9
	Unsure	%	1.4	1.3	1.1	1.2	1.6	1.9	1.6	1.2	1.2	0.9	2.0

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For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Keeping our healthcare system strong	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	9.13	9.50	9.12	9.05	9.06	9.16	8.95	9.30	8.90	9.14	9.28
	Not at all important (1)	%	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.3
	2	%	0.2	0.9	0.4	0.0	0.0	0.0	0.2	0.2	0.0	0.3	0.2
	3	%	0.2	0.0	0.0	0.6	0.4	0.0	0.3	0.2	0.0	0.2	0.4
	4	%	0.2	0.0	0.8	0.0	0.0	0.0	0.4	0.0	0.4	0.3	0.0
	5	%	1.5	0.7	1.2	1.5	2.4	1.6	2.6	0.5	2.0	1.9	0.9
	6	%	1.5	0.0	0.3	2.3	3.9	0.0	2.0	1.1	1.7	1.9	1.1
	7	%	7.8	4.2	6.9	9.3	6.7	9.9	8.9	6.7	13.5	6.9	4.4
	8	%	12.6	6.4	12.9	14.0	11.1	15.8	14.7	10.7	16.1	11.0	11.7
	9	%	17.7	12.4	20.5	17.5	20.2	13.4	19.8	15.6	17.3	19.2	16.6
	Very important (10)	%	56.4	72.4	54.6	53.6	54.0	57.3	49.2	63.3	48.0	56.8	61.8
	Unsure	%	1.7	3.1	1.9	1.3	1.4	2.1	1.9	1.6	0.9	1.5	2.5

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For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Preserving social programs	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	8.03	8.40	8.43	7.82	7.87	7.76	7.67	8.38	7.69	8.01	8.28
	Not at all important (1)	%	0.7	0.0	0.0	1.3	0.9	0.7	1.3	0.0	1.1	0.3	0.6
	2	%	0.6	1.3	0.9	0.3	0.5	0.5	0.7	0.5	0.0	1.0	0.7
	3	%	2.3	3.6	1.6	1.1	2.1	5.6	2.8	1.9	3.2	2.2	1.8
	4	%	2.2	0.0	1.2	3.5	2.5	2.6	3.6	0.9	4.3	1.6	1.4
	5	%	6.7	4.3	3.7	7.0	11.5	6.6	8.4	5.2	9.6	6.8	4.7
	6	%	7.5	3.3	3.7	12.2	5.8	9.4	9.1	5.9	10.3	7.6	5.4
	7	%	11.3	11.9	9.7	12.3	11.3	11.6	13.9	8.8	9.5	13.2	10.9
	8	%	20.3	18.4	22.8	20.2	18.9	19.4	18.8	21.8	19.8	19.8	21.1
	9	%	16.0	11.2	20.8	12.8	19.1	13.5	14.1	17.9	12.7	16.9	17.5
	Very important (10)	%	31.1	42.7	34.0	28.4	27.1	29.1	26.3	35.7	28.2	29.4	34.5
	Unsure	%	1.2	3.2	1.6	1.0	0.4	1.0	1.0	1.4	1.3	1.1	1.3

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For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]

			Region						Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Improving the quality of life for First Nations living on reserves	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	7.40	7.75	7.67	7.28	7.18	7.27	6.77	8.01	6.97	7.42	7.70
	Not at all important (1)	%	4.1	0.8	3.4	3.5	7.7	4.2	7.5	0.9	6.6	3.6	2.8
	2	%	2.5	0.9	1.5	3.7	1.2	5.0	3.9	1.3	3.9	2.0	2.1
	3	%	3.7	0.0	3.4	3.7	2.2	8.4	4.1	3.3	4.9	3.8	2.7
	4	%	3.2	7.0	2.3	3.2	2.5	3.2	4.6	1.9	3.4	2.6	3.6
	5	%	7.8	11.9	6.1	8.4	9.8	4.1	9.9	5.8	10.2	7.3	6.5
	6	%	8.6	9.0	8.8	8.5	8.4	8.6	8.9	8.3	7.2	10.9	7.6
	7	%	12.5	11.5	11.9	15.2	14.8	5.7	13.6	11.4	12.4	13.2	12.0
	8	%	15.1	13.3	18.3	14.1	15.8	12.1	13.2	16.8	12.7	16.1	15.9
	9	%	13.6	12.4	12.9	14.0	13.6	14.6	11.6	15.5	13.5	12.9	14.2
	Very important (10)	%	27.9	33.3	30.5	24.9	23.7	31.8	21.3	34.3	24.6	26.8	31.2
	Unsure	%	1.0	0.0	1.1	1.0	0.4	2.2	1.4	0.6	0.5	0.8	1.4

For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Managing the pressures of an aging population	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	5.2	1.4	6.9	4.7	4.7	6.6	6.1	4.3	4.2	6.7	4.6
	Somewhat confident	%	31.3	33.6	37.2	29.2	24.7	32.6	27.3	35.1	28.4	29.5	34.8
	Somewhat not confident	%	42.0	41.9	40.5	45.4	42.1	37.7	43.2	40.8	44.0	41.2	41.3
	Not confident	%	19.6	22.2	12.8	19.1	25.3	22.5	20.9	18.3	20.2	21.2	17.7
	Unsure	%	2.0	1.0	2.7	1.6	3.3	0.6	2.4	1.6	3.2	1.4	1.7

For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Further protecting our environment	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	9.8	2.7	8.3	8.7	11.9	16.1	9.2	10.3	10.2	11.5	7.9
	Somewhat confident	%	41.2	49.9	37.4	46.8	36.5	37.1	38.8	43.6	36.5	38.3	47.1
	Somewhat not confident	%	30.2	32.5	34.0	29.5	27.0	27.7	31.1	29.2	30.1	29.8	30.5
	Not confident	%	17.0	11.6	19.1	13.1	23.3	16.9	19.3	14.8	21.2	18.3	13.1
	Unsure	%	1.8	3.4	1.2	1.9	1.3	2.1	1.5	2.1	2.0	2.1	1.4

For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Encouraging Canadian culture	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	12.6	10.4	11.5	14.3	9.8	16.1	11.3	13.8	13.8	11.0	13.1
	Somewhat confident	%	44.3	56.0	48.0	41.8	37.8	43.8	41.5	46.9	43.6	46.5	42.8
	Somewhat not confident	%	25.4	20.0	26.2	26.0	29.3	21.1	26.2	24.6	21.2	24.3	29.3
	Not confident	%	12.9	9.3	11.5	12.9	17.7	10.9	15.8	10.0	15.9	12.8	10.8
	Unsure	%	4.9	4.3	2.8	5.0	5.3	8.2	5.1	4.7	5.6	5.4	4.0

For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Ensuring Canadians have a high standard of living	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	6.5	7.6	8.6	6.4	4.8	5.0	6.2	6.8	8.9	6.0	5.4
	Somewhat confident	%	41.5	45.8	46.6	41.7	32.8	41.1	38.8	44.1	36.8	39.4	46.6
	Somewhat not confident	%	34.1	33.1	31.8	33.5	38.6	33.8	35.4	32.9	32.9	34.9	34.2
	Not confident	%	14.9	11.6	8.6	16.1	20.6	17.4	17.2	12.7	16.5	17.2	11.8
	Unsure	%	3.0	1.8	4.4	2.3	3.1	2.7	2.4	3.6	5.0	2.5	2.0

For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Investing in our education system	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	9.7	5.9	9.0	10.1	7.8	15.4	9.5	10.0	9.0	11.4	8.8
	Somewhat confident	%	46.7	47.5	50.3	46.6	42.6	45.7	45.5	47.8	42.7	44.6	51.2
	Somewhat not confident	%	32.3	37.7	30.4	31.3	34.3	31.2	34.1	30.5	35.9	29.8	31.9
	Not confident	%	9.7	7.1	8.6	9.9	14.0	6.6	9.5	9.8	10.1	12.3	7.1
	Unsure	%	1.7	1.8	1.7	2.2	1.3	1.1	1.4	2.0	2.4	1.9	1.0

For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Keeping our healthcare system strong	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	11.3	9.4	11.7	11.3	10.4	13.1	10.3	12.3	11.6	10.8	11.5
	Somewhat confident	%	41.4	38.9	43.6	39.9	42.3	41.0	41.5	41.2	36.7	40.6	45.3
	Somewhat not confident	%	32.1	33.8	33.0	35.3	26.7	30.5	34.3	30.1	32.1	31.2	33.0
	Not confident	%	13.8	16.2	8.9	12.8	19.2	15.3	13.2	14.5	17.4	16.0	9.5
	Unsure	%	1.4	1.6	2.7	0.7	1.4	0.0	0.7	2.0	2.2	1.4	0.7

For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Preserving social programs	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	10.3	9.9	11.4	8.2	7.4	16.6	9.4	11.1	9.2	9.8	11.4
	Somewhat confident	%	48.5	44.0	53.1	48.1	46.3	47.5	49.7	47.4	47.4	48.8	49.0
	Somewhat not confident	%	30.0	28.9	26.4	32.5	32.2	28.5	29.6	30.3	28.2	29.4	31.6
	Not confident	%	9.5	15.5	7.9	9.2	11.6	6.0	10.1	8.9	12.2	10.4	6.9
	Unsure	%	1.8	1.6	1.2	2.0	2.5	1.3	1.2	2.3	3.0	1.6	1.0

For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Improving the quality of life for First Nations living on reserves	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	6.8	3.9	7.1	7.5	5.5	8.8	7.1	6.6	7.7	8.0	5.2
	Somewhat confident	%	29.0	31.4	31.4	26.9	25.4	32.3	26.2	31.7	22.6	30.6	32.0
	Somewhat not confident	%	37.6	40.7	39.1	40.1	37.2	28.6	37.5	37.8	39.5	34.4	39.1
	Not confident	%	20.8	18.5	15.8	20.7	27.1	22.7	22.5	19.2	25.2	20.3	18.2
	Unsure	%	5.7	5.5	6.6	4.8	4.9	7.5	6.7	4.8	5.0	6.8	5.4