

Jobs/economy still trails coronavirus as the top issue of concern but trending up

*Nanos Weekly Tracking, ending May 1, 2020
(released May 5, 2020)*



*Ideas powered by
world-class data*

Nanos tracks unprompted issues of concern every week and is uniquely positioned to monitor the trajectory of opinion on Covid-19. This first was on the Nanos radar the week of January 24, 2020. To access full weekly national and regional tracking visit the Nanos subscriber data portal.

“ Although coronavirus remains the top unprompted issue of concern it is on the decline while concern about jobs/economy is rising. This suggests a opinion shift may be manifesting itself as Canadians shift from health to economic security. ”

Nik Nanos

ISSUE TRACKING - CORONAVIRUS

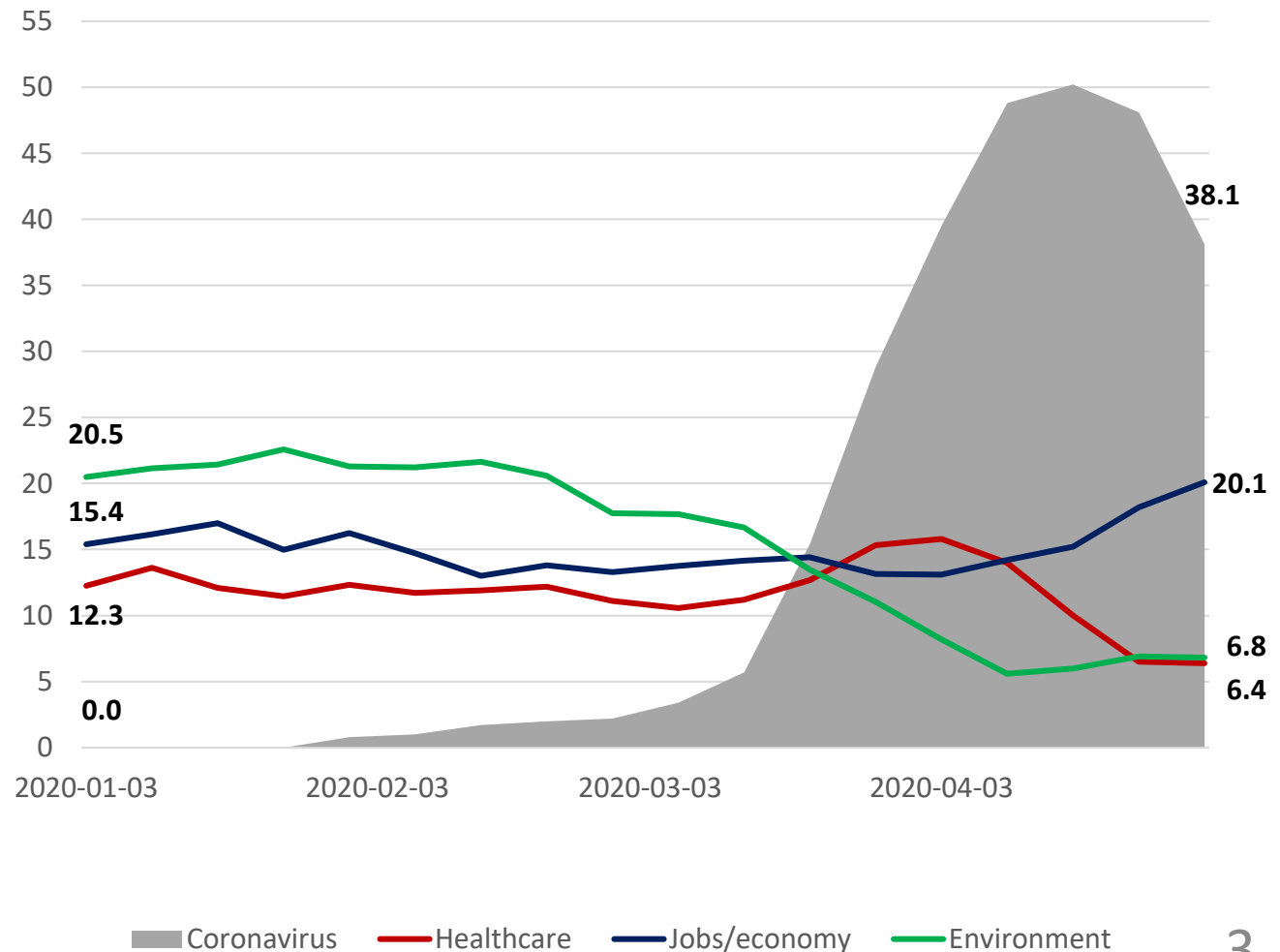
1,000 random interviews recruited from and RDD land- and cell-line sample of Canadians age 18 years and over, ending May 1th, 2020. The data is based on a four week rolling average where each week the oldest group of 250 interviews is dropped and a new group of 250 is added. A random survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

Contact: Nik Nanos
nik@nanos.co
Ottawa: (613) 234-4666 x 237
Website: www.nanos.co
Methodology: www.nanos.co/method

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Question: What is your most important NATIONAL issue of concern? [UNPROMPTED]

Source: Nanos weekly tracking ending May 1th, 2020.



AT A GLANCE

NON SUBSCRIBER REPORT

Every week Nanos captures the political pulse of the nation and is the authoritative go to data source. Here are this week's Nanos political tracking highlights. Play with the data at the interactive Nanos portal at <http://www.nanos.co/dataportal> > ballot tracking > issue tracking > policy tracking > cut the data by region and demographics and see the trend lines.

Subscribe today > gain unlimited access to the Nanos data portals and tracking for \$4 a month.

Ballot – The latest Nanos federal ballot tracking has the Liberals at [REDACTED] per cent, followed by the Conservatives at [REDACTED] per cent, the NDP at [REDACTED] per cent, the Greens at [REDACTED] per cent, the BQ at [REDACTED] per cent and the People's Party of Canada (PPC) at [REDACTED] per cent.

Accessible Voters – Asked whether they would consider voting for each of the federal parties, [REDACTED]

Nanos Party Power Index – The Nanos Index which is a composite of a series of measures including ballot and leadership impressions has the Liberals at 60.4 points, followed by the NDP with 48.1 points, the Conservatives with 40.5 points, the Greens 35.1 points, the People's Party 22.8 points and the BQ 40.5 points (QC only).

Qualities of a Good Political Leader – More than half of Canadians [REDACTED]

Preferred Prime Minister – Nanos tracking has Trudeau as the preferred choice as PM at 37.1 per cent of Canadians followed by Scheer (17.8), Singh (15.5%), May (7.6%) and Bernier (3.9%). Twelve per cent of Canadians were unsure whom they preferred.

Visit the live [Nanos data portal](#) where you can dynamically chart ballot, preferred PM and Nanos Index numbers by region, gender and age. The methodology for the weekly tracking is posted [here](#). PDFs of the polling reports are on the Nanos website.

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PARTY POWER INDEX

1,000 random interviews recruited from and RDD land- and cell-line sample of Canadians age 18 years and over, ending May 1th, 2020. The data is based on a four week rolling average where each week the oldest group of 250 interviews is dropped and a new group of 250 is added. A random survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

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Nanos Tracking Data Summary

Ballot		This week	Last week	Oct 18	4 Weeks	3 Months	1 Year	12 Month	12 Month
				(Election Call)	Ago	Ago	Ago	High	Low
	Liberal								
	Conservative								
	NDP								
	Bloc								
	Green								
	People's								
Available to Subscribers through our Data Portals									
Preferred Prime Minister		This week	Last week	Oct 21	4 Weeks	3 Months	1 Year	12 Month	12 Month
				2019	Ago	Ago	Ago	High	Low
	Trudeau	37.1%	38.0%	30.5%	35.4%	33.3%	30.9%	38.2%	26.3%
	Scheer	17.8%	17.3%	26.4%	17.8%	20.1%	27.0%	29.2%	16.3%
	Singh	15.5%	15.7%	19.7%	14.1%	13.2%	7.7%	19.7%	6.7%
	Blanchet	6.7%	6.6%	4.1%	5.4%	5.1%	1.2%	6.7%	1.2%
	May	7.6%	7.0%	4.6%	5.4%	5.1%	9.6%	10.8%	4.6%
	Bernier	3.9%	4.3%	1.5%	2.1%	2.2%	1.7%	4.3%	1.1%
	Unsure	11.5%	11.2%	13.2%	19.8%	21.0%	21.8%	27.8%	11.2%
Canada Party Power Index		This week	Last week	Oct 21	4 Weeks	3 Months	1 Year	12 Month	12 Month
				2019	Ago	Ago	Ago	High	Low
	Liberal	60.4	60.2	50.7	56.3	52.2	49.5	60.4	47.7
	Conservative	40.6	40.8	47.3	42.4	44.7	51.8	52.6	40.6
	NDP	48.1	48.2	51.2	47.4	45.4	41.6	51.2	39.3
	Bloc	40.6	38.9	38.6	37.3	38.0	31.6	40.6	30.2
	Green	35.2	35.1	31.8	34.4	34.4	38.4	40.8	31.8
	People's	22.8	22.9	21.3	24.4	22.5	27.1	27.7	20.0

PREFERRED PM

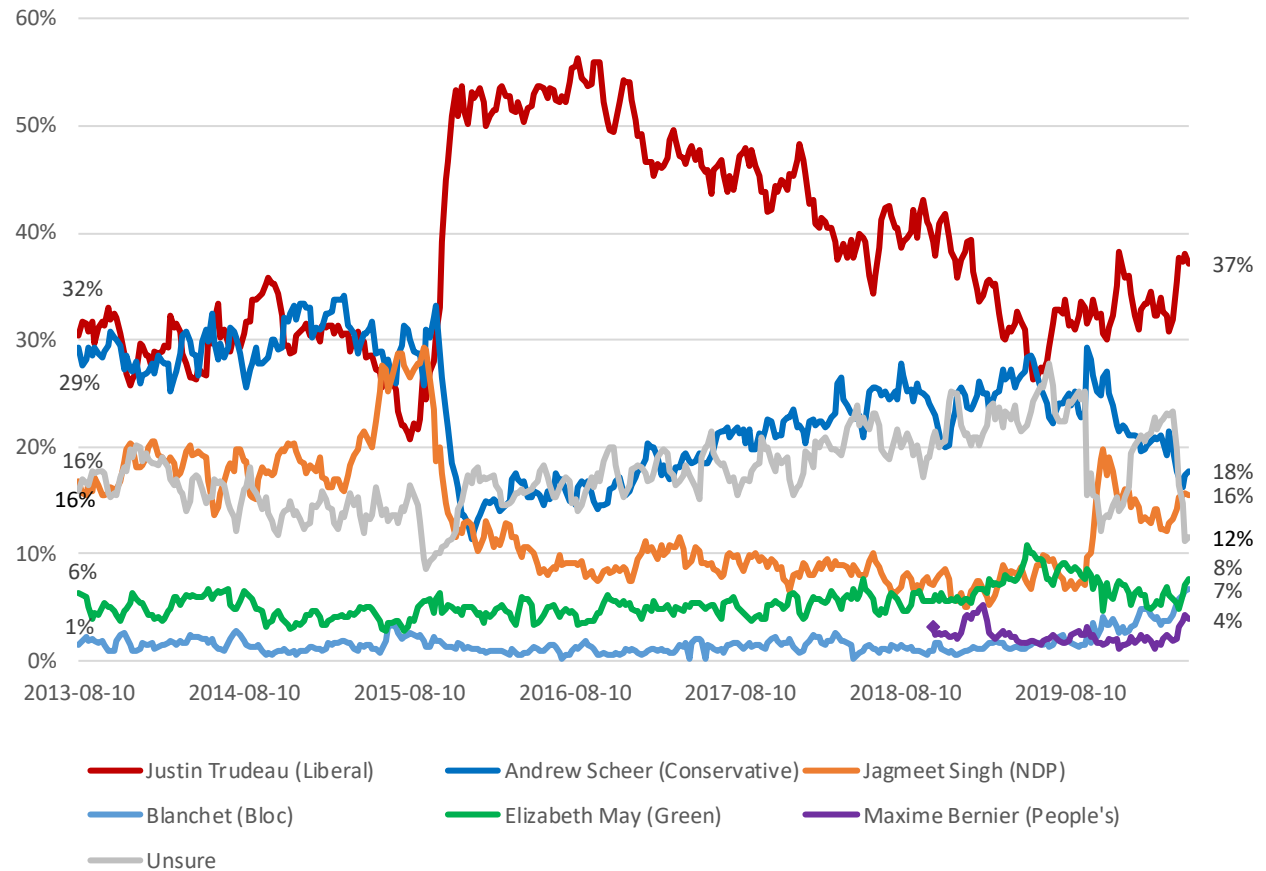


National – Weekly Tracking – Preferred Prime Minister First Ranked Choice (Ending May 1, 2020, n=1,000)

Question: Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS]

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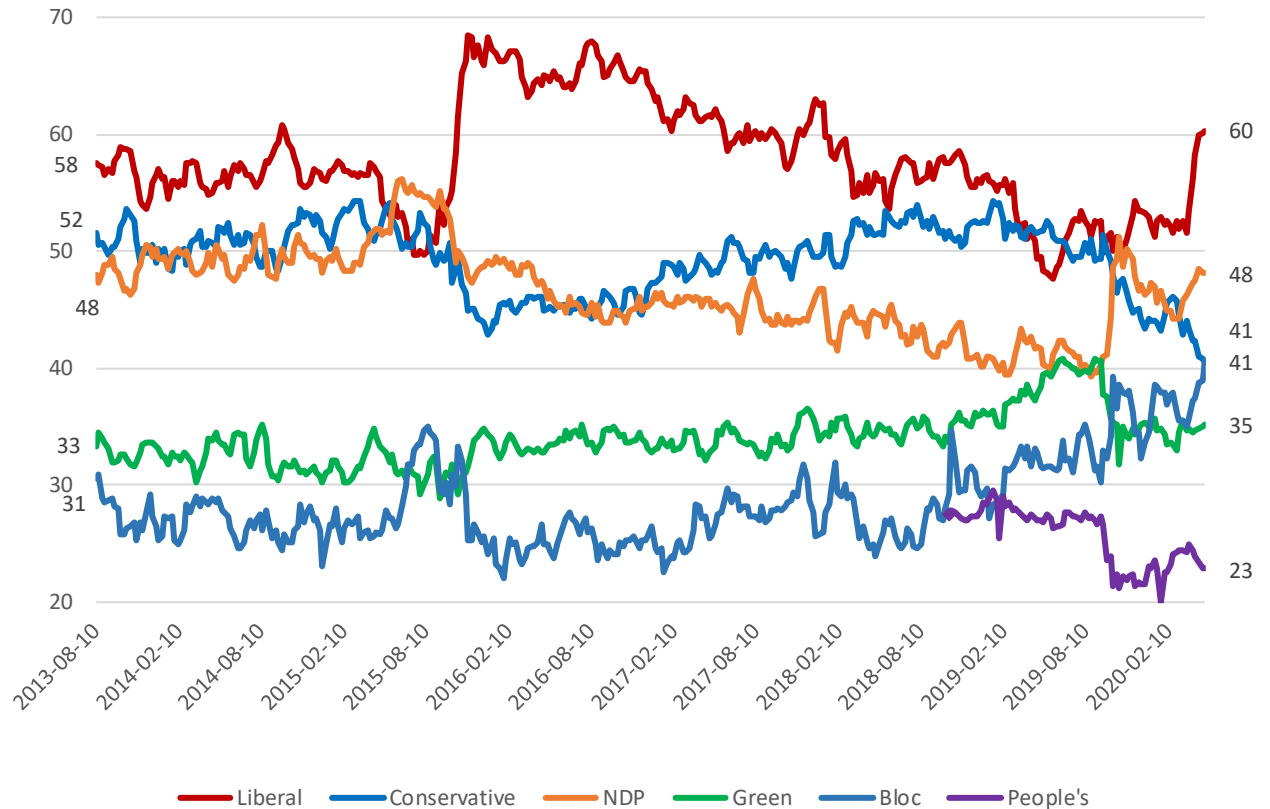
PARTY POWER INDEX

The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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*Canada Weekly Index Tracking Scores
(Ending May 1, 2020, n=1,000)*





METHODOLOGY

The Weekly Nanos Tracking is produced by the Nanos Research Corporation, headquartered in Canada, which operates in Canada and the United States. The data is based on random interviews with 1,000 Canadian consumers (recruited by RDD land- and cell-line sample), using a four-week rolling average of 250 respondents each week, 18 years of age and over. The random sample of 1,000 respondents may be weighted using the latest census information for Canada. The interviews are compiled into a four-week rolling average of 1,000 interviews where each week, the oldest group of 250 interviews is dropped and a new group of 250 interviews is added.

A random survey of 1,000 respondents in Canada is accurate 3.1 percentage points, plus or minus, 19 times out of 20. This report is based on the four waves of tracking ending May 1, 2020. Readers should note that due to the Covid-19 outbreak and ESOMAR standards starting May 1, 2020 Nanos is using its probability online panel. The weeks prior to the transition were administered by telephone.

Since voters are not actually able to make a choice between elections, it is interesting to think about party strength and support more broadly. The Nanos Party Power Index fills this need by incorporating more information than just current vote preference.

The Nanos Party Power Index is a weekly composite measurement of federal party brands based on four questions about the federal parties and their leadership. The questions include:

- a ballot question that captures the 1st and 2nd vote preferences;
- a measure of whether the respondent would consider voting for the party;
- the 1st and 2nd preferences for Prime Minister of the current federal leaders; and,
- whether the respondent believes each current leader has the quality to be a good leader.

The views of 1,000 respondents are compiled into a diffusion brand index for each party that goes from 0 to 100, where 0 means that the party has no brand strength and 100 means it has maximum brand strength. A score above 50 is an indication of brand strength for the party and its leader at this time. The important factors in this weekly tracking include the direction of the brand strength or weakness and also the brand strength of one federal party relative to another.

TECHNICAL NOTE

Element	Description
Organization who commissioned the research	Nanos Research
Final Sample Size	1,000 Randomly selected individuals, four week rolling average of 250 interviews a week. Starting May 1, 2020 online probability panel.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	Recruited by RDD dual frame (land- and cell-lines) telephone survey. Hybrid random telephone online survey starting May 1, 2020.
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.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work. Online probability effective May 1, 2020.
Number of Calls/	Maximum of five call backs.
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm
Field Dates	Four-week period May 1, 2020
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/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure.
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line or internet could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Nine percent, consistent with industry norms.
Question Order	Question order in the preceding report was asked in the following order – unprompted issue of concern, party consideration, unprompted vote preferences, preferred Prime Minister and qualities of a good political leader.
Question Content	This was module one of a weekly tracking survey.
Question Wording	The wording of questions is as presented in the report with a randomization of the political leaders for the question involving leader qualities.
Survey Company	Nanos Research
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 .

ABOUT NANOS



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.

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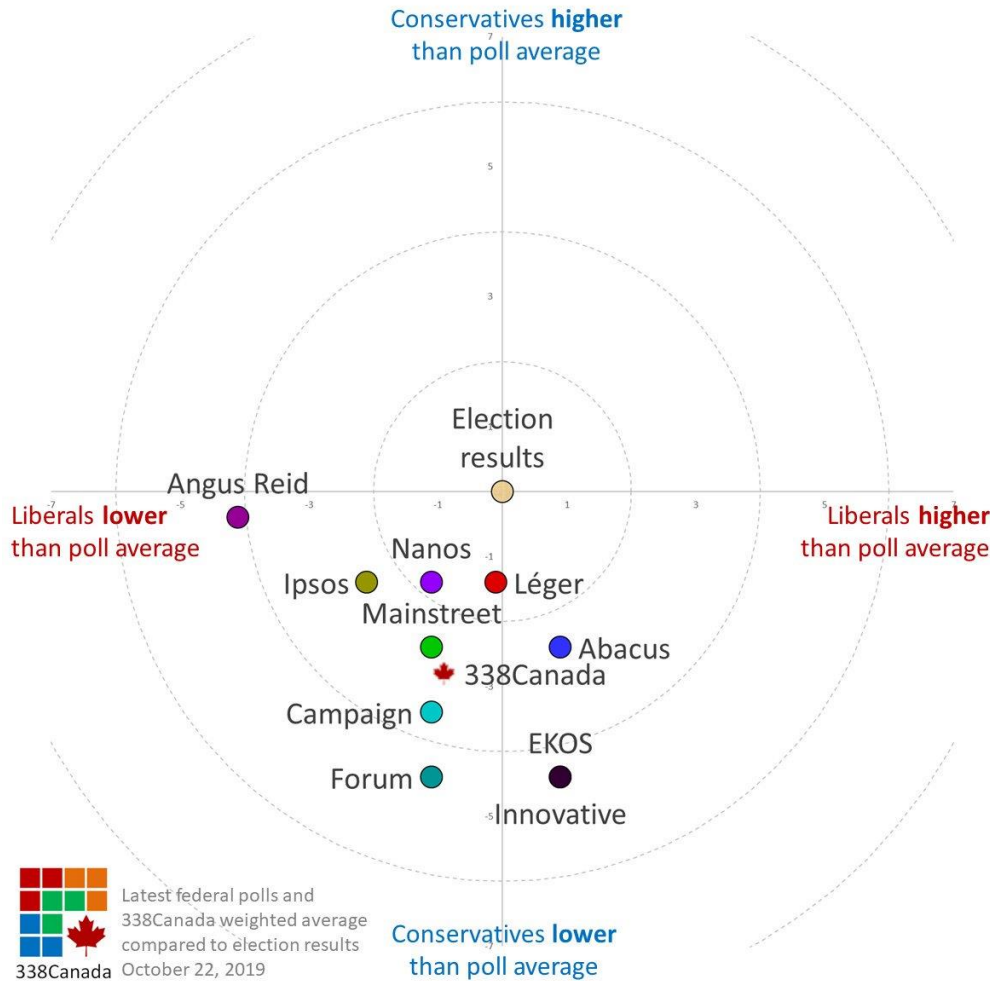
This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

www.nanosdimap.com

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TRACK RECORD



Party	Sunday 20 th Only	Election Results 2019	Variance
Conservative	32.5%	34.4%	-1.9
Liberal	31.7%	33.1%	-1.4
NDP	20.8%	15.9%	+4.9
GPC	6.0%	6.5%	-0.5
BQ	7.2%	7.7%	-0.5
PPC	1.5%	1.6%	-0.1
Other	0.3%	0.5%	-0.2
Decided Voters	n=739		
Margin of Error > 19 times out of 20 > ±3.6			

NANOS DATA PORTALS

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	Subscribers	Non-subscribers
Weekly National Ballot Tracking Canada (2014 to present)	✓	
Weekly Undecided Tracking (new) (2014 to present)	✓	
Weekly Preferred PM Tracking Canada (2014 to present)	✓	✓ (topline data only)
Weekly Party Power Index Tracking Canada (2014 to present)	✓	✓ (topline data only)
Weekly Consider Voting for Liberal Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Conservative Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the NDP of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Green Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Bloc Québécois (new) (2014 to present)	✓	
Weekly Consider Voting for the People's Party of Canada (new) (2014 to present)	✓	
2015 Canadian Nightly Federal Election Tracking (detailed data)	✓	✓ (topline data only)
CTV-Globe-Nanos 2019 Canadian Nightly Federal Election Tracking (detailed data)	✓	✓ (topline data only)
Weekly Canadian Consumer Confidence Tracking (2008 to present)	✓	
Weekly Issue Tracking Canada (2015 to present)	✓	
Canada-US Relations Annual Tracking (2005 to present)	✓	
The Nanos Annual Public Policy Map (2015 to present)	✓	
The Mood of Canada Annual Tracking Survey (2007 to present)	✓	



Political Package – Tracking ending May 1st, 2020 – STAT SHEET

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

			Region						Gender		Age				
			Canada 2020-05- 01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Consider Liberal	Total	Unwgt N	1051	116	248	311	218	158	544	507	161	197	191	210	292
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes, would consider	%	63.1												
	No, would not consider	%	27.8												
	Unsure	%	9.2												

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For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

			Region						Gender		Age				
			Canada 2020-05- 01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Consider Conservative	Total	Unwgt N	1051	116	248	311	218	158	544	507	161	197	191	210	292
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes, would consider	%	41.5												
	No, would not consider	%	48.7												
	Unsure	%	9.8												

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For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

			Region						Gender		Age				
			Canada 2020-05- 01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Consider NDP	Total	Unwgt N	1051	116	248	311	218	158	544	507	161	197	191	210	292
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes, would consider	%	45.6												
	No, would not consider	%	42.0												
	Unsure	%	12.5												

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Nanos conducted an RDD dual frame (land- and cell- lines) hybrid random telephone online survey of 1,051 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending May 1st, 2020. The margin of error this survey is ± 3.1 percentage points, 19 times out of 20.

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Political Package – Tracking ending May 1st, 2020 – STAT SHEET

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

			Region		Gender		Age				
			Canada 2020-05-01	Quebec	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Consider Bloc	Total	Unwgt N	248	248	123	125	41	45	62	47	53
		Wgt N	248	248	120	128	46	40	45	48	69
	Yes, would consider	%	39.1								
	No, would not consider	%	51.2	Subscribers only - visit the Nanos Data Portal at https://www.nanos.co/dataportal/							
	Unsure	%	9.7								

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

			Region							Gender		Age				
			Canada 2020-05-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Consider Green	Total	Unwgt N	1051	116	248	311	218	158	544	507	161	197	191	210	292	
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265	
	Yes, would consider	%	32.6													
	No, would not consider	%	52.8	Subscribers only - visit the Nanos Data Portal at https://www.nanos.co/dataportal/												
	Unsure	%	14.5													

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

			Region							Gender		Age				
			Canada 2020-05-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Consider Peoples	Total	Unwgt N	1051	116	248	311	218	158	544	507	161	197	191	210	292	
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265	
	Yes, would consider	%	9.0													
	No, would not consider	%	82.1	Subscribers only - visit the Nanos Data Portal at https://www.nanos.co/dataportal/												
	Unsure	%	8.9													

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Political Package – Tracking ending May 1st, 2020 – STAT SHEET

Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS]

			Region						Gender		Age				
			Canada 2020-05- 01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - First ranked Preferred Prime Minister	Total	Unwgt N	1051	116	248	311	218	158	544	507	161	197	191	210	292
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Justin Trudeau	%	37.1												
	Andrew Scheer	%	17.8												
	Jagmeet Singh	%	15.5												
	Yves-François Blanchet	%	6.7												
	Elizabeth May	%	7.6												
	Maxime Bernier	%	3.9												
	Unsure	%	11.5												

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For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

			Region						Gender		Age				
			Canada 2020-05- 01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Justin Trudeau	Total	Unwgt N	1051	116	248	311	218	158	544	507	161	197	191	210	292
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	62.7												
	Not have	%	28.2												
	Unsure	%	9.1												

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For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

			Region						Gender		Age				
			Canada 2020-05- 01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Andrew Scheer	Total	Unwgt N	1051	116	248	311	218	158	544	507	161	197	191	210	292
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	26.9												
	Not have	%	59.8												
	Unsure	%	13.3												

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Political Package – Tracking ending May 1st, 2020 – STAT SHEET

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

			Region						Gender		Age				
			Canada 2020-05-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Jagmeet Singh	Total	Unwgt N	1051	116	248	311	218	158	544	507	161	197	191	210	292
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	51.1												
	Not have	%	27.4												
	Unsure	%	21.5												

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For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

			Region		Gender		Age				
			Canada 2020-05-01	Quebec	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Yves-François Blanchet	Total	Unwgt N	248	248	123	125	41	45	62	47	53
		Wgt N	248	248	120	128	46	40	45	48	69
	Have	%	57.7								
	Not have	%	24.0								
	Unsure	%	18.3								

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For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

			Region						Gender		Age				
			Canada 2020-05-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Elizabeth May	Total	Unwgt N	1051	116	248	311	218	158	544	507	161	197	191	210	292
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	40.3												
	Not have	%	37.9												
	Unsure	%	21.8												

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Political Package – Tracking ending May 1st, 2020 – STAT SHEET

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

			Region							Gender		Age			
			Canada 2020-05- 01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Maxime Bernier	Total	Unwgt N	1051	116	248	311	218	158	544	507	161	197	191	210	292
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	12.4												
	Not have	%	67.4	Subscribers only - visit the Nanos Data Portal at https://www.nanos.co/dataportal/											
	Unsure	%	20.3												

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Issue of Concern – Tracking ending May 1st, 2020 - STAT SHEET

Question - What is your most important NATIONAL issue of concern? [Open][UNPROMPTED]

		Issue									
		Total	Healthcare	Education	Jobs/economy	Crime	Debt/deficit	High taxes	Environment	Homeless	Senate/Scandal
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada	1000	6.4	0.1	20.1	0.4	4.6	0.7	6.8	0.6	0.3
	2020-05-01										
	Atlantic										
	Quebec										
	Ontario										
	Prairies										
	British Columbia										

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Question - What is your most important NATIONAL issue of concern? [Open][UNPROMPTED]

		Issue									
		Total	Pipelines/energy	Immigration	Seniors issues	Cost of living	Other	Change gov't	Aboriginal issues	Change PM	National unity
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada	1000	1.6	0.8	0.6	7.0	2.1	0.3	0.4	0.5	0.8
	2020-05-01										
	Atlantic										
	Quebec										
	Ontario										
	Prairies										
	British Columbia										

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Nanos conducted an RDD dual frame (land- and cell- lines) hybrid random telephone online survey of 1,051 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending May 1st, 2020. The margin of error this survey is ± 3.1 percentage points, 19 times out of 20.

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Issue of Concern – Tracking ending May 1st, 2020 - STAT SHEET

Question - What is your most important NATIONAL issue of concern? [Open][UNPROMPTED]

		Issue									
		Total	Income inequality	Electoral Reform	National security/terrorism	Family issues/childcare	Housing/Cost of housing	Foreign/International affairs	Freedom of speech/individual freedom	Extremism	Unsure/No issue
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada	1000	0.8	0.2	0.1	0.4	0.2	0.3	0.4	0.1	38.1
	2020-05-01										5.4
	Atlantic										
	Quebec										
	Ontario										
	Prairies										
	British Columbia										

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