

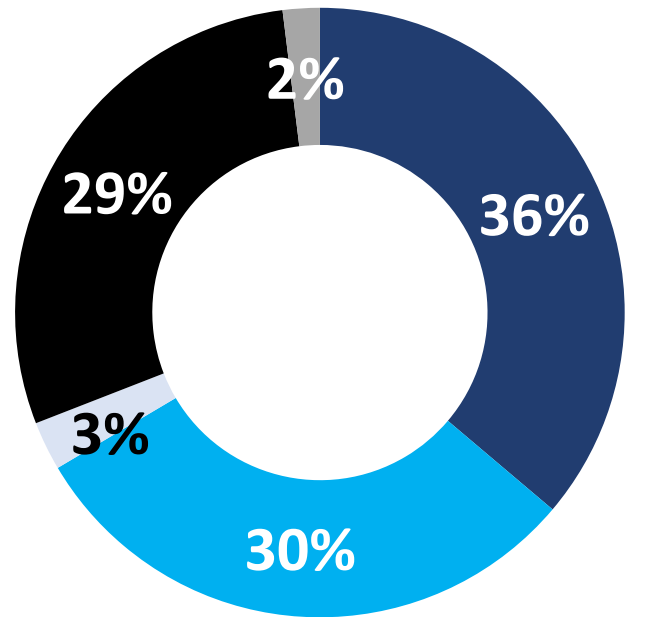
Canadians cross pressured with worry about inflation, climate change and the pandemic.

National survey released December 2021
Submission 2021-2025

Issue of greatest worry today

Q

From the following list, which issue are you most worried about today [RANDOMIZE]



- Inflation
- Climate Change
- Reconciliation with Indigenous Peoples
- The pandemic
- Unsure

“

Canadians are split on the issue they are most worried about today, with one in three most worried about inflation (36%), and three in ten each most worried about climate change (30%) and the pandemic (29%). Younger Canadians are more likely to be worried about inflation (aged 18-34: 39%; aged 35 to 54: 42%) than older Canadians (aged 55 plus) (29%). On the other hand, older Canadians are more likely to be worried about the pandemic (aged 55 plus: 35%) than younger Canadians (aged 18-34: 27%; aged 35 to 54: 24%).

”

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 27th to 29th, 2021, n=1,010, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Issue of greatest worry today – by demographics

Q

From the following list, which issue are you most worried about today
[RANDOMIZE]

		Inflation				
Atlantic (n=87)	Quebec (n=250)	Ontario (n=323)	Prairies (n=208)	BC (n=142)		
35.6%	29.7%	36.3%	46.4%	33.2%		
Men (n=528)	Women (n=482)	18 to 34 (n=273)	35 to 54 (n=338)	55 plus (n=399)		
40.0%	32.5%	38.7%	41.9%	29.3%		
		Climate Change				
Atlantic (n=87)	Quebec (n=250)	Ontario (n=323)	Prairies (n=208)	BC (n=142)		
30.7%	29.4%	30.2%	22.2%	43.2%		
Men (n=528)	Women (n=482)	18 to 34 (n=273)	35 to 54 (n=338)	55 plus (n=399)		
29.5%	31.1%	28.1%	28.5%	33.5%		

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

Issue of greatest worry today – by demographics



From the following list, which issue are you most worried about today
[RANDOMIZE]

The Pandemic					
Atlantic (n=87)	Quebec (n=250)	Ontario (n=323)	Prairies (n=208)	BC (n=142)	
27.9%	37.1%	28.0%	28.4%	18.8%	
Men (n=528)	Women (n=482)	18 to 34 (n=273)	35 to 54 (n=338)	55 plus (n=399)	
26.2%	31.6%	27.4%	23.6%	34.7%	
Reconciliation with Indigenous Peoples					
Atlantic (n=87)	Quebec (n=250)	Ontario (n=323)	Prairies (n=208)	BC (n=142)	
3.2%	1.5%	4.1%	0.9%	2.1%	
Men (n=528)	Women (n=482)	18 to 34 (n=273)	35 to 54 (n=338)	55 plus (n=399)	
2.2%	3.0%	2.9%	3.7%	1.4%	

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

METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 27th and 29th, 2021 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 this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

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

Element	Description	Element	Description
Research sponsor	CTV News	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
Population and Final Sample Size	1,010 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Hybrid Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	This was the only question asked on this topic.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues and views on economic issues.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	November 27 th to 29 th , 2021.		
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/		



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ABOUT NANOS

TABULATIONS



2021-2025 – CTV/Nanos Survey – POWERPLAY – November – STAT SHEET

			Region					Gender		Age			
			Canada 2021-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - From the following list, which issue are you most worried about today [RANDOMIZE]	Total	Unwgt N	1010	87	250	323	208	142	528	482	273	338	399
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Inflation	%	36.2	35.6	29.7	36.3	46.4	33.2	40.0	32.5	38.7	41.9	29.3
	Climate Change	%	30.3	30.7	29.4	30.2	22.2	43.2	29.5	31.1	28.1	28.5	33.5
	Reconciliation with Indigenous Peoples	%	2.6	3.2	1.5	4.1	0.9	2.1	2.2	3.0	2.9	3.7	1.4
	The pandemic	%	29.0	27.9	37.1	28.0	28.4	18.8	26.2	31.6	27.4	23.6	34.7
	Unsure	%	2.0	2.6	2.3	1.3	2.1	2.7	2.1	1.8	2.8	2.2	1.1