

Canadians most likely to say the recent honouring of a Nazi World War Two veteran has had a major impact on Canada's reputation abroad.

National survey released October 2023
Submission 2023-2459B



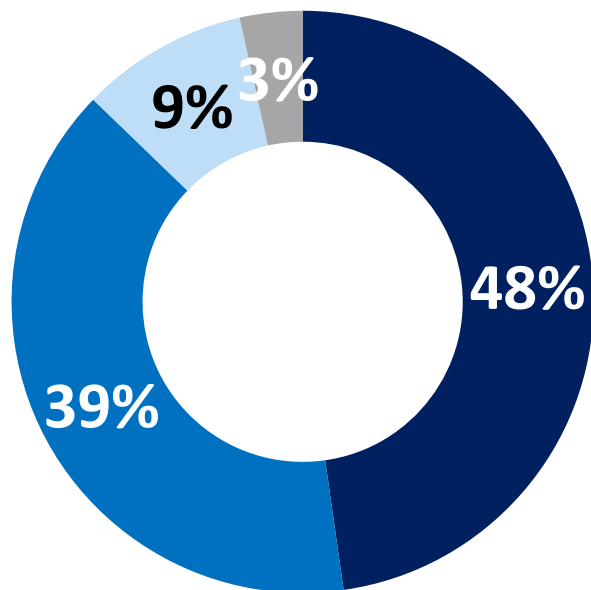
Nanos was retained by CTV News to conduct research among Canadians to gauge their views on the level of impact that honouring a Nazi in the House of Commons will have on Canada's reputation.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1st to 4th, 2023, as part of an omnibus survey. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

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

Impact of honouring a Nazi in the House of Commons on Canada's reputation

Q – As you may know, the House of Commons recently honoured a 98-year-old World War Two veteran who fought for the Nazis. Do you think this had a major impact, minor impact or no impact on Canada's reputation abroad?



■ Major impact

■ Minor impact

■ No impact

■ Unsure

Nearly **1 in 2** Canadians

say the recent event where the House of Commons honoured a 98-year-old World War Two veteran who fought for the Nazis has had a major impact on Canada's reputation abroad.

*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, October 1st to 4th, 2023, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Impact of honouring a Nazi in the House of Commons on Canada's reputation – By demographics

Q – As you may know, the House of Commons recently honoured a 98-year-old World War Two veteran who fought for the Nazis. Do you think this had a major impact, minor impact or no impact on Canada's reputation abroad?

Major impact				
Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
43.2%	54.4%	42.5%	56.3%	42.7%
Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
49.7%	45.8%	49.1%	44.7%	49.3%
Minor impact				
Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
37.9%	36.1%	42.9%	30.9%	46.9%
Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
37.6%	41.4%	39.8%	39.0%	39.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1st to 4th, 2023, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Impact of honouring a Nazi in the House of Commons on Canada's reputation – By demographics continued

Q – As you may know, the House of Commons recently honoured a 98-year-old World War Two veteran who fought for the Nazis. Do you think this had a major impact, minor impact or no impact on Canada's reputation abroad?

No impact				
Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
7.7%	6.7%	11.6%	9.1%	8.2%
Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
10.1%	8.6%	8.5%	11.2%	8.3%
Unsure				
Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
11.2%	2.8%	2.9%	3.6%	2.2%
Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
2.7%	4.3%	2.6%	5.1%	2.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1st to 4th, 2023, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between October 1st to 4th, 2023 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 ± 3.0 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
Research sponsor	CTV News
Population and Final Sample Size	1058 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid 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	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	October 1 st to 4 th , 2023.
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 (2021) 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, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2021) 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	13 percent, 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	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues and India-Canada relations.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	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 .



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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

EthicStratēgies

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

Any questions?



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TABULATIONS

2023-2459 – CTV/Nanos Survey – September Omni - STAT SHEET - Nazi

			Region					Gender			Age			
		Canada	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
		2023-10												
Question - As you may know, the House of Commons recently honoured a 98-year-old World War Two veteran who fought for the Nazis. Do you think this had a major impact, minor impact or no impact on Canada's reputation abroad?	Total	Unwgt N	1058	100	226	362	212	158	572	485	1	177	407	474
		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	Major impact	%	47.7	43.2	54.4	42.5	56.3	42.7	49.7	45.8		49.1	44.7	49.3
	Minor impact	%	39.5	37.9	36.1	42.9	30.9	46.9	37.6	41.4		39.8	39.0	39.6
	No impact	%	9.3	7.7	6.7	11.6	9.1	8.2	10.1	8.6		8.5	11.2	8.3
	Unsure	%	3.5	11.2	2.8	2.9	3.6	2.2	2.7	4.3		2.6	5.1	2.8