Canadians think conflict in Middle East and Ukraine War should have equal importance as a priority for Canada.
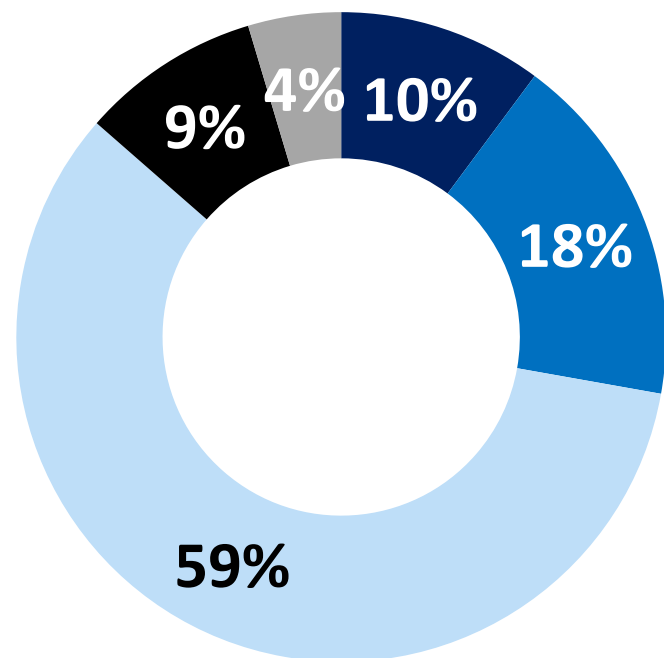
Nanos was retained by CTV News to conduct research among Canadians to gauge their views on government priorities, more specifically on the importance of the war in Ukraine and the conflict in the Middle-East.

Nanos conducted an RDD dual frame (land-and cell-lines) hybrid telephone and online random survey of 1,071 Canadians, 18 years of age or older, between October 29th to 31st, 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.

Priorities of the Government of Canada

3 in 5 Canadians

say the conflict in the Middle East and the Ukraine War should be equally important priorities for the Government of Canada. Women are more likely to say both have equal importance (67%) than men (51%, who are more likely to say Canada should make the Ukraine War a higher priority (24%; 12% of women). Younger Canadians (18-34) are more likely to say neither is important (16%) than individuals 35 to 54 (five per cent) or 55 plus (three per cent).

Pie chart values: 10%, 18%, 59%, 9%, 4%

Legend:
- Canada should make the conflict in the Middle East a higher priority than the Ukraine War
- Canada should make the Ukraine War a higher priority than the conflict in the Middle East
- Both have equal importance
- Neither are important
- Unsure

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

Q – Thinking of all the priorities of the Government of Canada, which of the following best reflects your personal views: [RANDOMIZE]
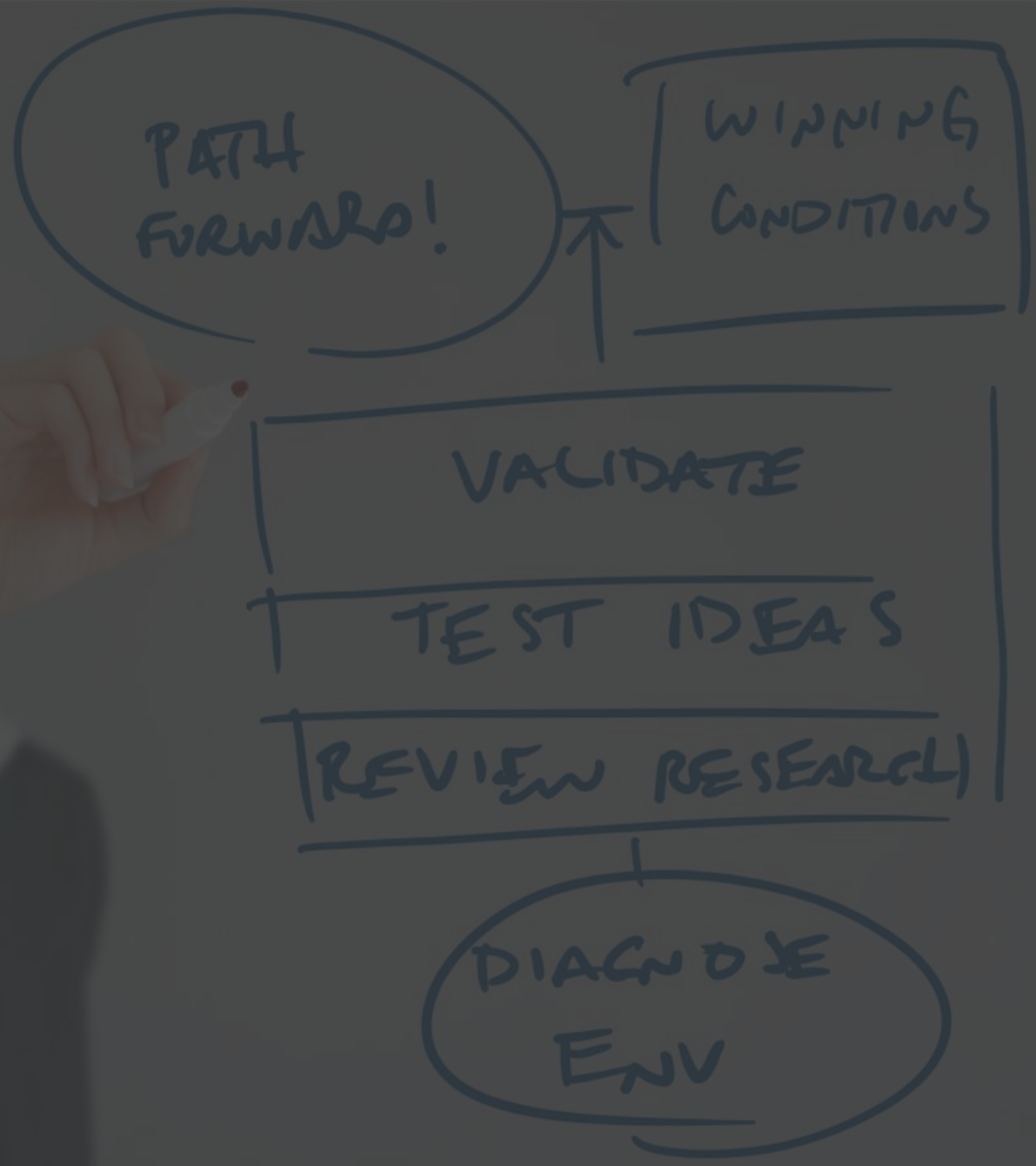
CTV NEWS   n NANOS

Priorities of the Government of Canada – By demographics

Q – Thinking of all the priorities of the Government of Canada, which of the following best reflects your personal views: [RANDOMIZE]

	Canada (n=1071)	Atlantic (n=103)	Quebec (n=227)	Ontario (n=362)	Prairies (n=220)	BC (n=159)	Men (n=561)	Women (n=497)	18 to 34 (n=158)	35 to 54 (n=386)	55 plus (n=527)
Both have equal importance	58.6%	59.1%	62.1%	58.3%	55.9%	57.0%	50.5%	66.6%	47.0%	57.0%	67.4%
Canada should make the Ukraine War a higher priority than the conflict in the Middle East	17.6%	17.2%	17.1%	17.8%	16.0%	20.4%	24.0%	11.8%	15.3%	15.7%	20.7%
Canada should make the conflict in the Middle East a higher priority than the Ukraine War	10.2%	12.5%	7.5%	10.6%	10.7%	11.4%	10.7%	9.3%	14.7%	12.1%	5.7%
Neither are important	8.9%	9.6%	9.4%	7.9%	11.8%	7.2%	12.2%	5.7%	15.5%	10.4%	3.5%
Unsure	4.6%	1.7%	3.9%	5.4%	5.5%	3.9%	2.7%	6.6%	7.5%	4.8%	2.6%

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,071 Canadians, 18 years of age or older, between October 29th to 31st, 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.

METHODOLOGY

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1,071 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 29th to 31st, 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	Thirteen 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 and views on economic issues.
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.

TECHNICAL NOTE

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. www.nanos.co

This international joint venture between dimap and Nanos 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

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, 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

ABOUT NANOS

2023-2476 – CTV/Nanos Survey – October OMNI – PowerPlay – STAT SHEET

			Canada 2023-10		Region					Gender			Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – Thinking of all the priorities of the Government of Canada, which of the following best reflects your personal views: [RANDOMIZE]	Total	Unwgt N	1071	103	227	362	220	159	561	497	13	158	386	527
		Wgt N	1013	67	234	395	175	142	490	510	13	269	329	415
	Canada should make the conflict in the Middle East a higher priority than the Ukraine War	%	10.2	12.5	7.5	10.6	10.7	11.4	10.7	9.3		14.7	12.1	5.7
	Canada should make the Ukraine War a higher priority than the conflict in the Middle East	%	17.6	17.2	17.1	17.8	16.0	20.4	24.0	11.8		15.3	15.7	20.7
	Both have equal importance	%	58.6	59.1	62.1	58.3	55.9	57.0	50.5	66.6		47.0	57.0	67.4
	Neither are important	%	8.9	9.6	9.4	7.9	11.8	7.2	12.2	5.7		15.5	10.4	3.5
	Unsure	%	4.6	1.7	3.9	5.4	5.5	3.9	2.7	6.6		7.5	4.8	2.6