Confidence hits lowest mean scores in ten years of tracking for four of nine social and environmental concerns.

NANOS

This Report:
Social & Environmental
4 out of 9 issues
reach all time lowest confidence score

Economic Report
1 out of 5 issues
reach all time lowest confidence score

Security Report
4 out of 4 issues
reach all time lowest confidence score

Confidence scores for four out of the nine social and environmental issues hit their lowest mean scores since tracking began, while mean importance scores remained stable in 2023.

Confidence mean score for trade policies encouraging investment was the lowest since tracking began, while two of five importance mean scores also hit all time lows - creating jobs and trade policies encouraging investment.

Confidence mean scores for all four security issues decreased in 2023 to their lowest score since tracking began, while the importance mean score for asserting Canada's role in international affairs was the lowest since tracking began.

The following nine policy issues are included under the social and environmental issues category:
- Responding to public health threats
- Encouraging Canadian culture
- Preserving social programs
- Investing in education
- Further protecting our environment
- Ensuring a high standard of living
- Improving quality of life on First Nation reserves
- Managing the pressures of an aging population
- Keeping our healthcare system strong

The following five policy issues are included under the economic issues category:
- Being energy self-sufficient
- Investing in infrastructure
- Creating jobs
- Trade policies encouraging investment
- Balancing government budgets

The following four policy issues are included under the security issues category:
- Ensuring safe communities
- Protecting our boarders
- Fighting terrorism
- Asserting Canada's role in international affairs

OVERVIEW

Key Findings

1

CONFIDENCE SCORE LOW IN 2023

In 2023, four of the nine social and environmental issues of concern received their lowest confidence scores in the ten years of tracking.

Investing in our education (2.4 out of 10 in 2022; 2.3 out of 10 in 2023) and ensuring Canadians have a high standard of living (2.3 out of 10 in 2022; 2.2 out of 10 in 2023) decreased in 2023 in their lowest scores since tracking began, while further protecting our environment (2.3 out of 10 points) and keeping out healthcare system strong (2.2 out of 10 points) remained consistent with the previous year of lowest tracked scores.

2

IMPORTANCE SCORES OFR SOCIAL AND ENVIRONMENTAL ISSUES REMAIN STEADY

Importance mean scores for social and environmental issues remained steady in 2023. Consistent with the past four years of tracking, keeping our healthcare system strong remains at its highest rating (9.3 out of 10 points), followed by Investing in our education system (8.7 out of 10 points). The overall lowest level of importance rate of encouraging Canadian culture (6.8 out of 10 points) dropped to its lowest rate since 2016.

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2022-2023 Social and Environmental Policy Map Table

		2012	2023	High	Low	Average
Keeping our healthcare system strong	Importance (Mean score out of ten)	9.0	**9.3**	9.3	9.0	9.2
	Confidence (Out of four)	2.4	**2.1**	2.6	2.1	2.4
Investing in our education system	Importance (Mean score out of ten)	8.4	**8.7**	8.9	8.4	8.7
	Confidence (Out of four)	2.4	**2.3**	2.6	2.3	2.5
Managing the pressures of an aging population	Importance (Mean score out of ten)	8.3	**8.3**	8.6	8.3	8.5
	Confidence (Out of four)	2.3	**2.2**	2.3	2.1	2.3
Ensuring that Canadians have a high standard of living	Importance (Mean score out of ten)	8.0	**8.2**	8.4	7.8	8.1
	Confidence (Out of four)	2.4	**2.2**	2.6	2.2	2.4
Further protecting our environment	Importance (Mean score out of ten)	8.2	**8.1**	8.5	7.8	8.2
	Confidence (Out of four)	2.4	**2.3**	2.6	2.3	2.4

NANOS

2022-2023 Social and Environmental Policy Map Table continued

Q 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]

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]

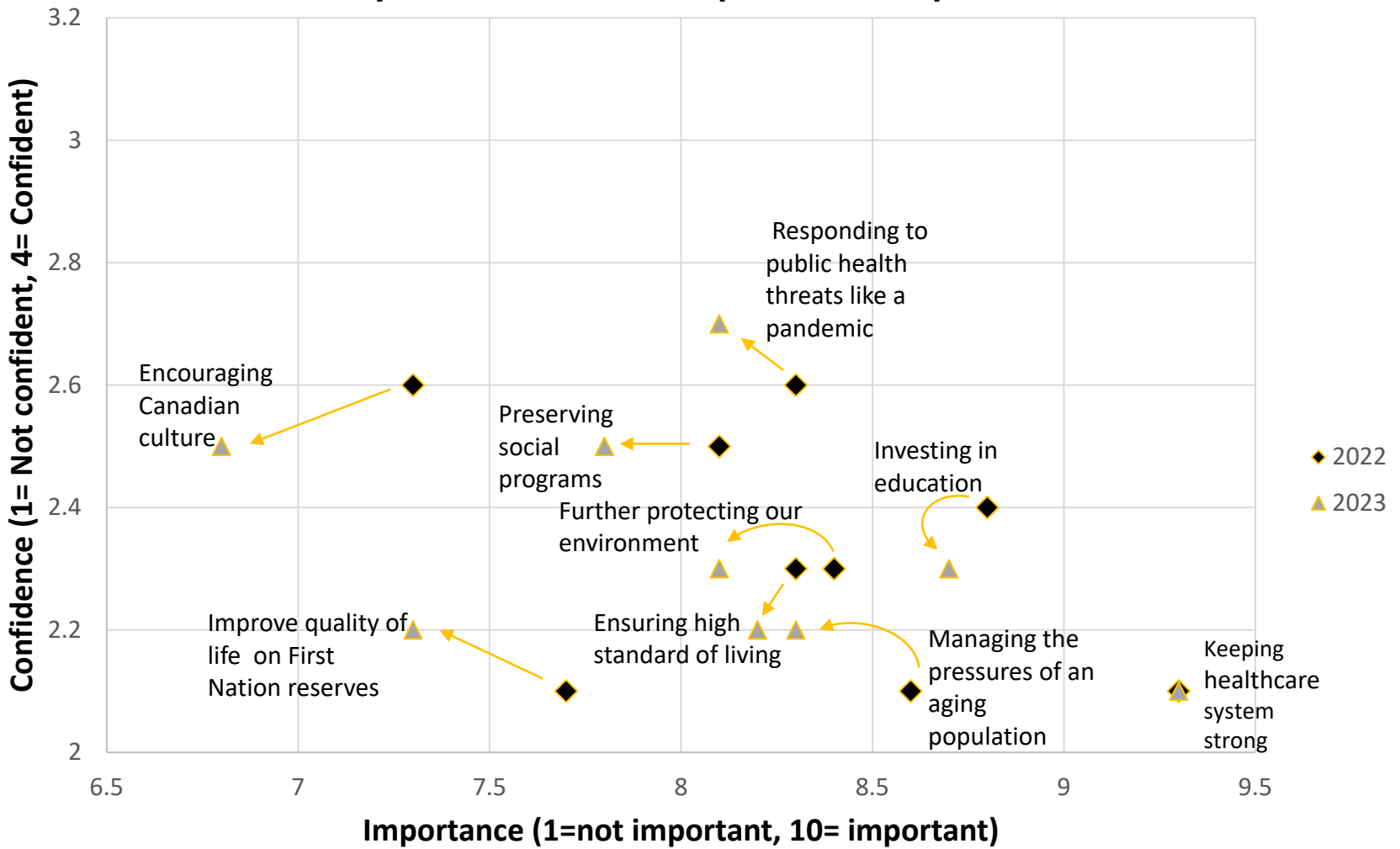|		2012	2023	High	Low	Average
Preserving social programs	Importance (Mean score out of ten)	7.9	**7.8**	8.1	7.8	7.9
	Confidence (Out of four)	2.4	**2.5**	2.7	2.3	2.6
Improving the quality of life for first nations living on reserves	Importance (Mean score out of ten)	6.8	**7.3**	8.1	6.8	7.4
	Confidence (Out of four)	2.3	**2.2**	2.3	2.1	2.2
Encouraging Canadian culture	Importance (Mean score out of ten)	7.2	**6.8**	7.4	6.8	7.2
	Confidence (Out of four)	2.4	**2.5**	2.6	2.5	2.6
Responding to public health threats like a pandemic	Importance (Mean score out of ten)	8.9*	**8.1**	9.00	8.1	8.6
	Confidence (Out of four)	2.8*	**2.7**	2.8	2.6	2.7

* Data from when challenge started tracking in 2020

NANOS

2022-2023 Social Policy Map

Canada Policy - Confidence vs. Importance Map 2022 vs 2023

NANOS

Importance of social and environmental challenges

Keeping our healthcare system strong: 9.0, 9.1, 9.1, 9.2, 9.1, 9.1, 9.3, 9.3, 9.3, 9.3

Responding to public health threats like a pandemic*: 8.9, 9.0, 8.3, 8.1

Investing in our education system: 8.4, 8.7, 8.6, 8.6, 8.6, 8.7, 8.9, 8.8, 8.8, 8.7

Managing the pressures of an aging population: 8.3, 8.6, 8.5, 8.5, 8.5, 8.6, 8.4, 8.6, 8.6, 8.3

Ensuring Canadians have a high standard of living: 8.0, 8.3, 7.9, 7.8, 8.0, 7.9, 8.1, 8.1, 8.4, 8.2

Legend: ■ 2012 ■ 2013 ■ 2015 ■ 2016 ■ 2017 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023

*added in 2020

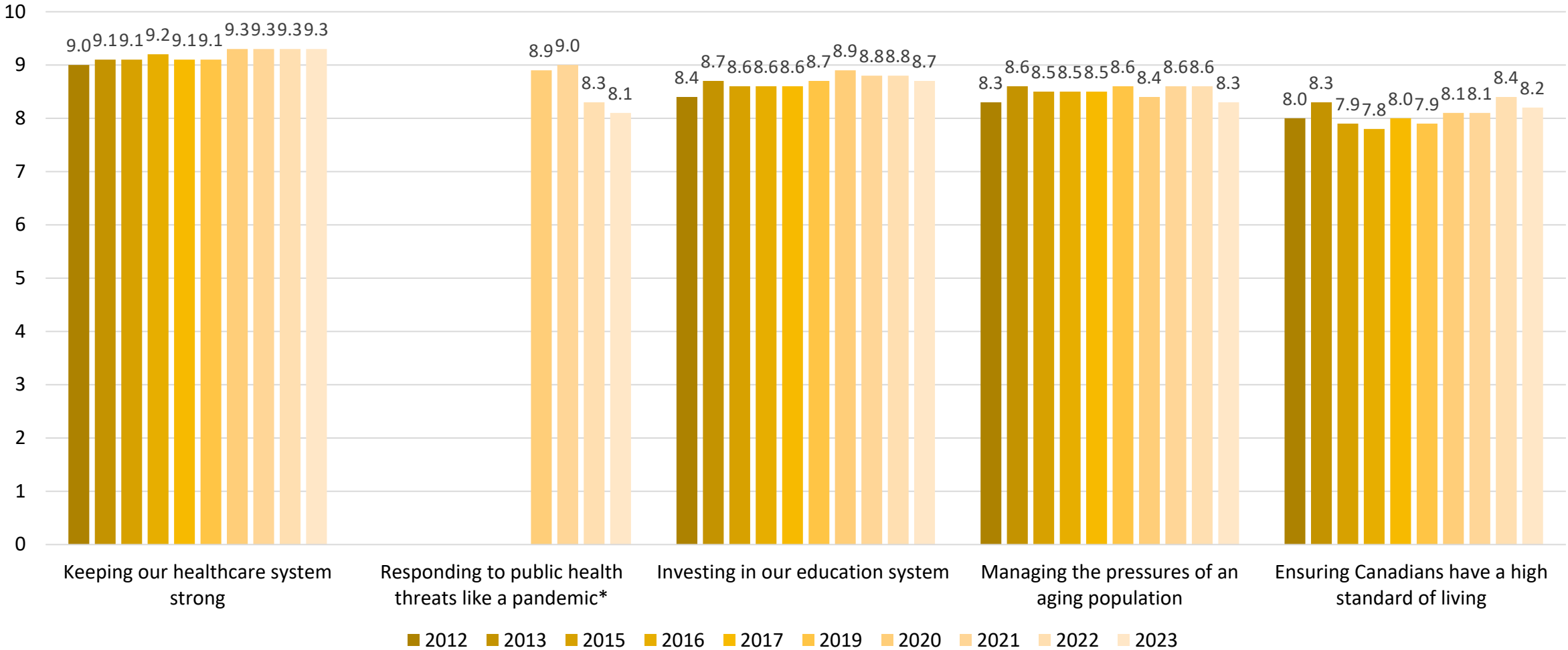Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1st to 4th, 2023, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

NANOS

Importance of social and environmental challenges continued

Further protecting our environment: 8.2, 8, 8.5, 7.8, 8.2, 8.1, 8.5, 8.5, 8.3, 8.1

Preserving social programs: 7.9, 7.8, 7.9, 7.8, 7.8, 8, 8.1, 8.1, 8.1, 7.8

Improving the quality of life for first nations living on reserves: 6.8, 7.1, 7.1, 7.4, 7.4, 7.7, 8.1, 7.7, 7.3

Encouraging Canadian culture: 7.2, 7.3, 7, 6.8, 7.2, 7.3, 7.3, 7.4, 7.3, 6.8

Legend: 2012, 2013, 2015, 2016, 2017, 2019, 2020, 2021, 2022, 2023

NANOS

Managing the pressures of an aging population – Policy chart

Importance of managing the pressures of an aging population hits **lowest score** since 2012

Managing the pressures of an aging population

Q – 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

NANOS

Protecting our environment – Policy chart

Importance of further protecting our environment continues to **decrease** from its highest rating in 2021, reaching the **lowest rating** in the past four years.
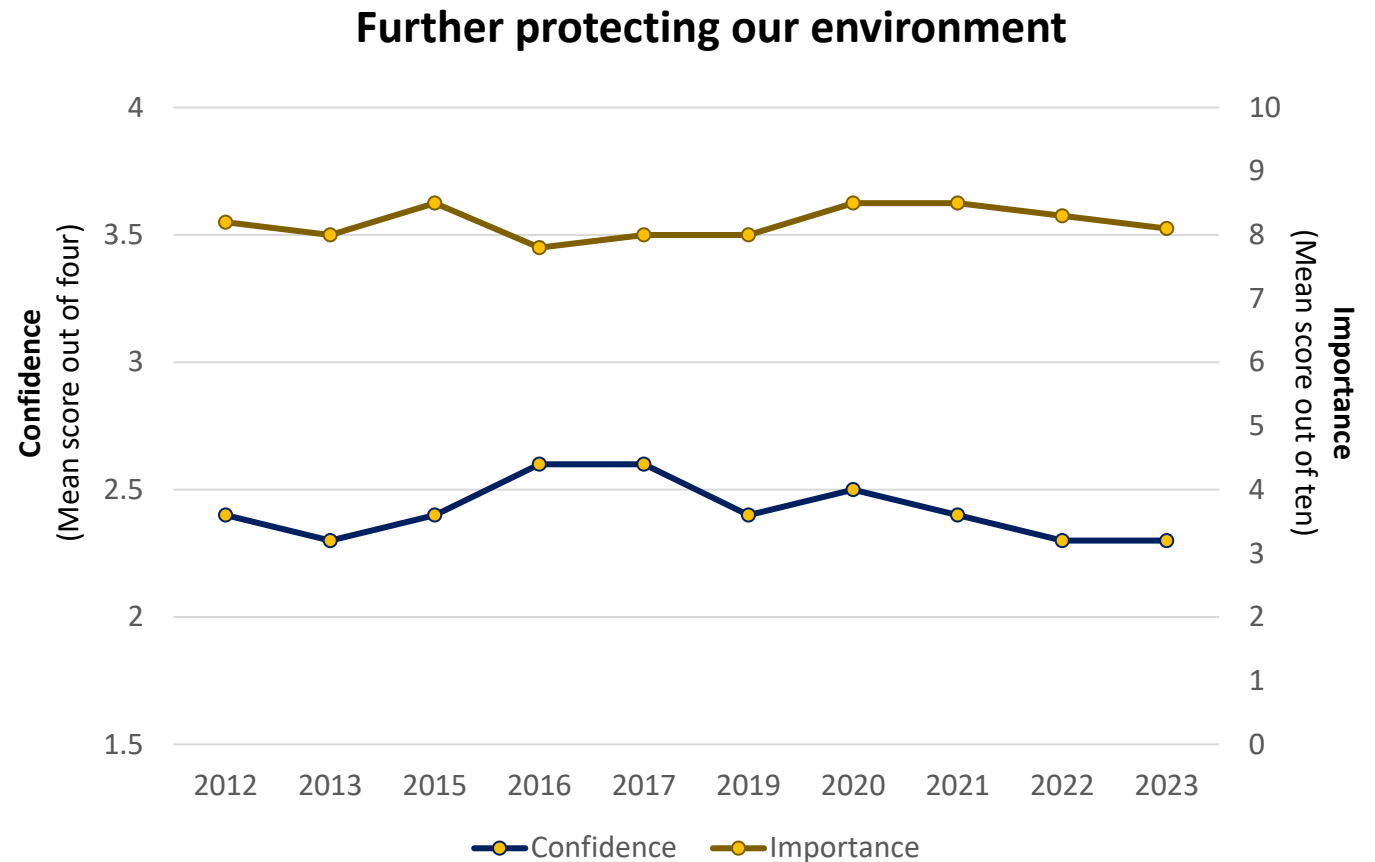
Further protecting our environment

Q – 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]
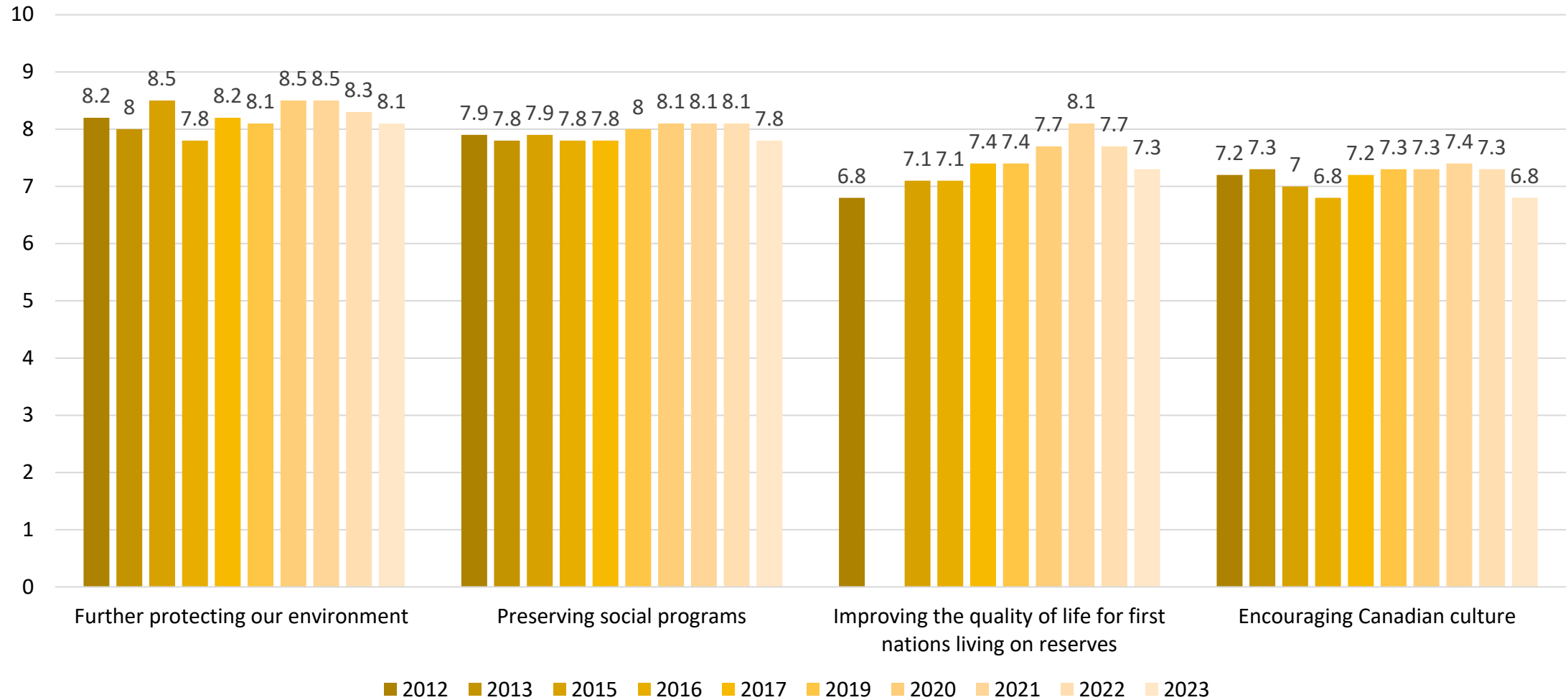**Further protecting our environment**

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.

NANOS

Encouraging Canadian culture – Policy chart

Importance of encouraging Canadian culture reaches its **lowest rating** since 2016, matching it as the **lowest rating** of the past ten years of tracking.

Encouraging Canadian culture

Q – 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]
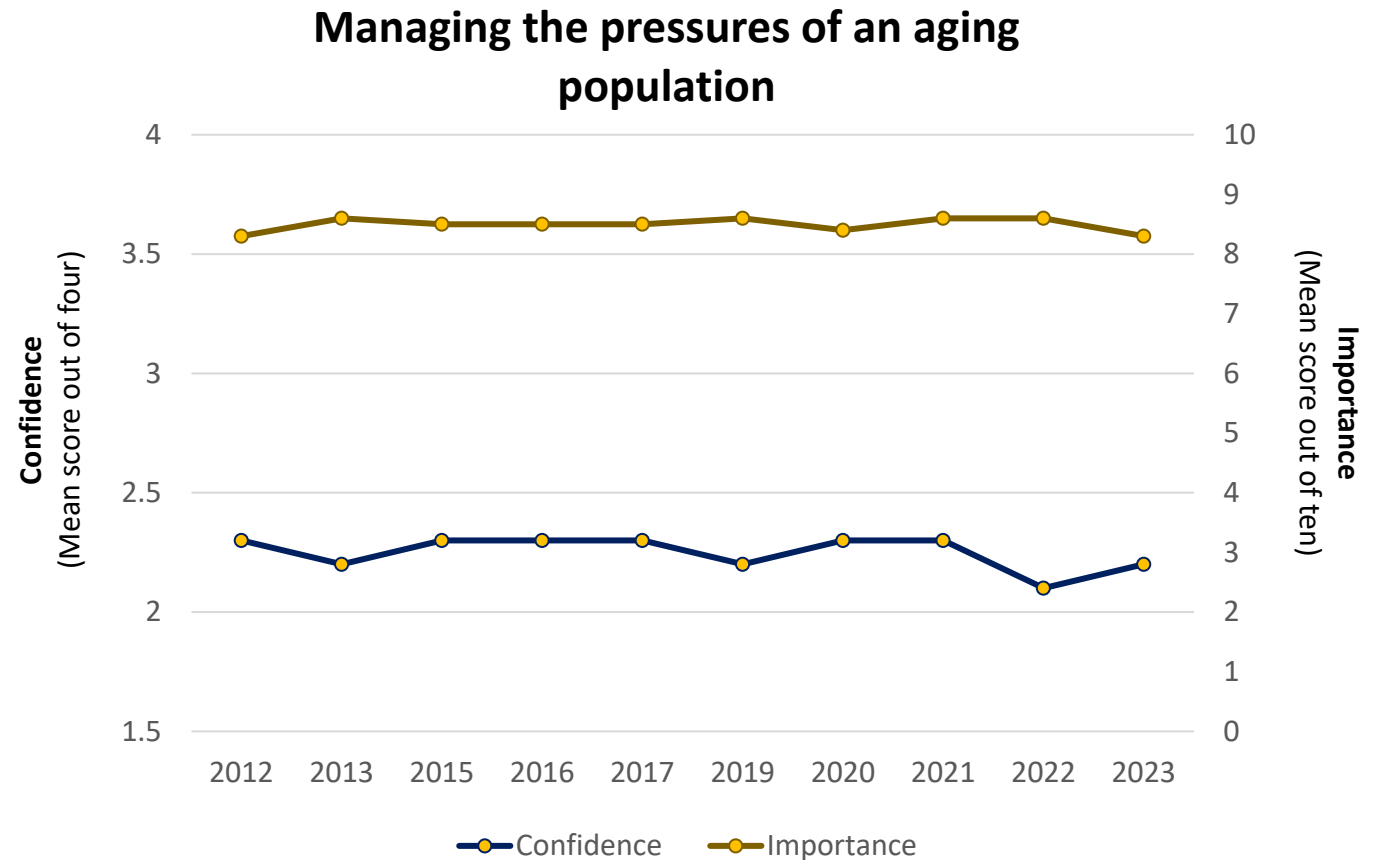**Encouraging Canadian culture**

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.

NANOS

High standard of living for Canadians – Policy chart

Ensuring that Canadians have a high standard of living **decreased slightly** to a mean score of 8.2 in 2023 compared to a mean score of 8.4 in 2022.
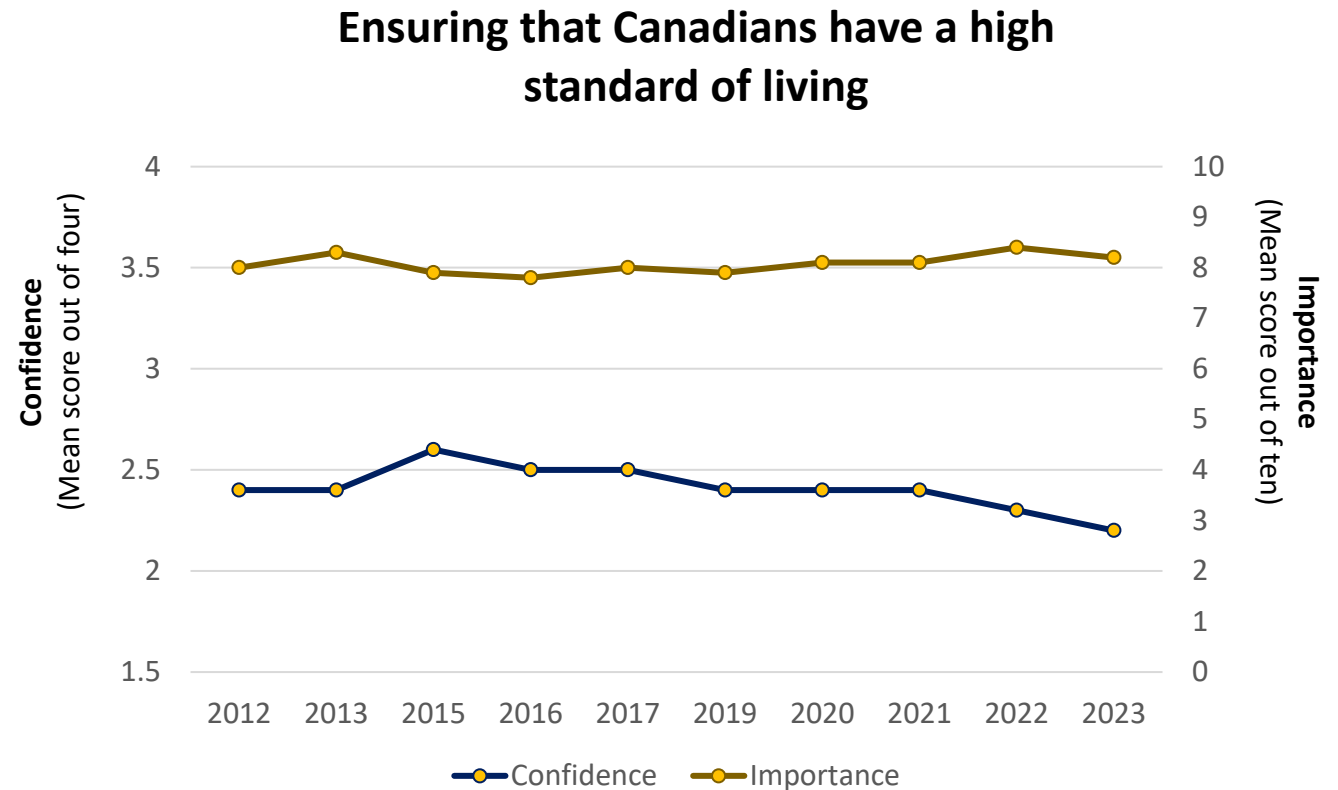
Q – For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]
**Ensuring that Canadians have a high standard of living**

Ensuring that Canadians have a high standard of living

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.

NANOS

Investing in our education system – Policy chart

Rating of the importance of investing in our education system remains high in 2023, despite a **decrease** since its highest rating in 2020.

Investing in our education system

Q – 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]
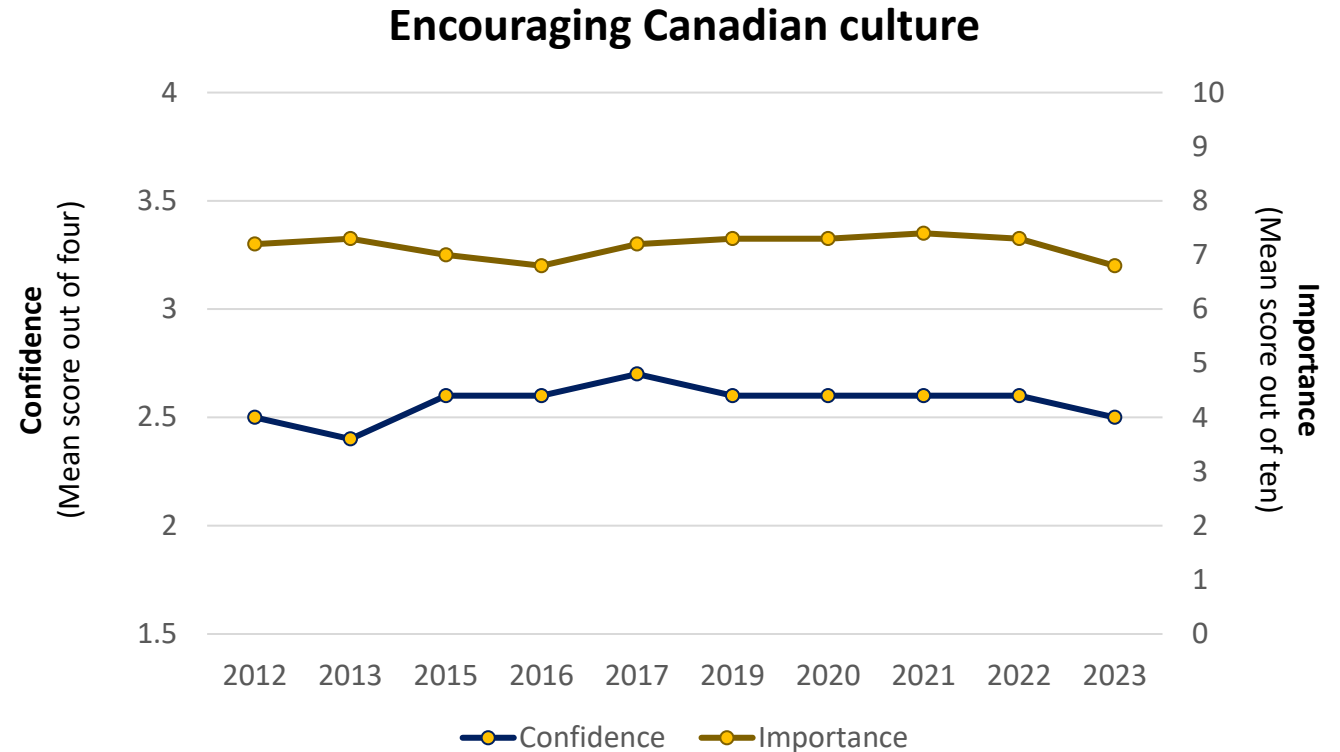**Investing in our education system**

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.

NANOS

Strong healthcare system – Policy chart

Keeping our healthcare system strong **remains consistent** at its **highest rating** of 9.3, continuing to maintain its high rating over the past four years.

Keeping our healthcare system strong

Q – 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

NANOS

Preserving social programs Policy chart

Preserving social programs rated **lowest** score since 2016, tying for its lowest score since tracking began in 2012

Preserving social programs

Q – 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**

NANOS

Improving the quality of life on reserves – Policy chart

Importance of improving the quality of life for First Nations living on reserves **decreased** to a mean score of 7.3 in 2023 compared to mean score of 7.7 in 2022. .

Improving the quality of life for first nations living on reserves

Q – 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 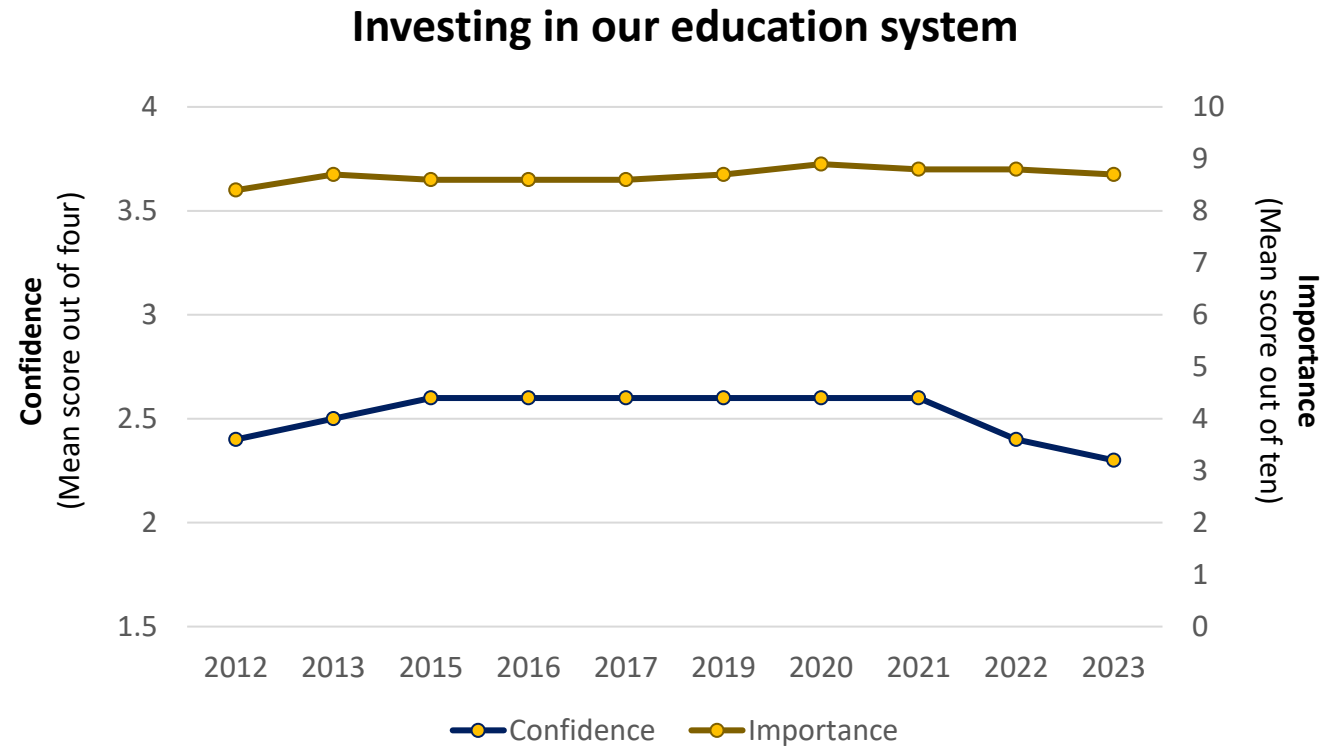important in terms of Canada's future. [RANDOMIZE] **Improving the quality of life for First Nations living on reserves**

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.

NANOS

Responding to public health threats – Policy chart

Rating for the importance of responding to public health threats like a pandemic saw its **lowest rating** in 2023, continuing its **decline** since 2021.

Responding to public health threats like a pandemic

Q – 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] **Responding to public health threats like a pandemic**
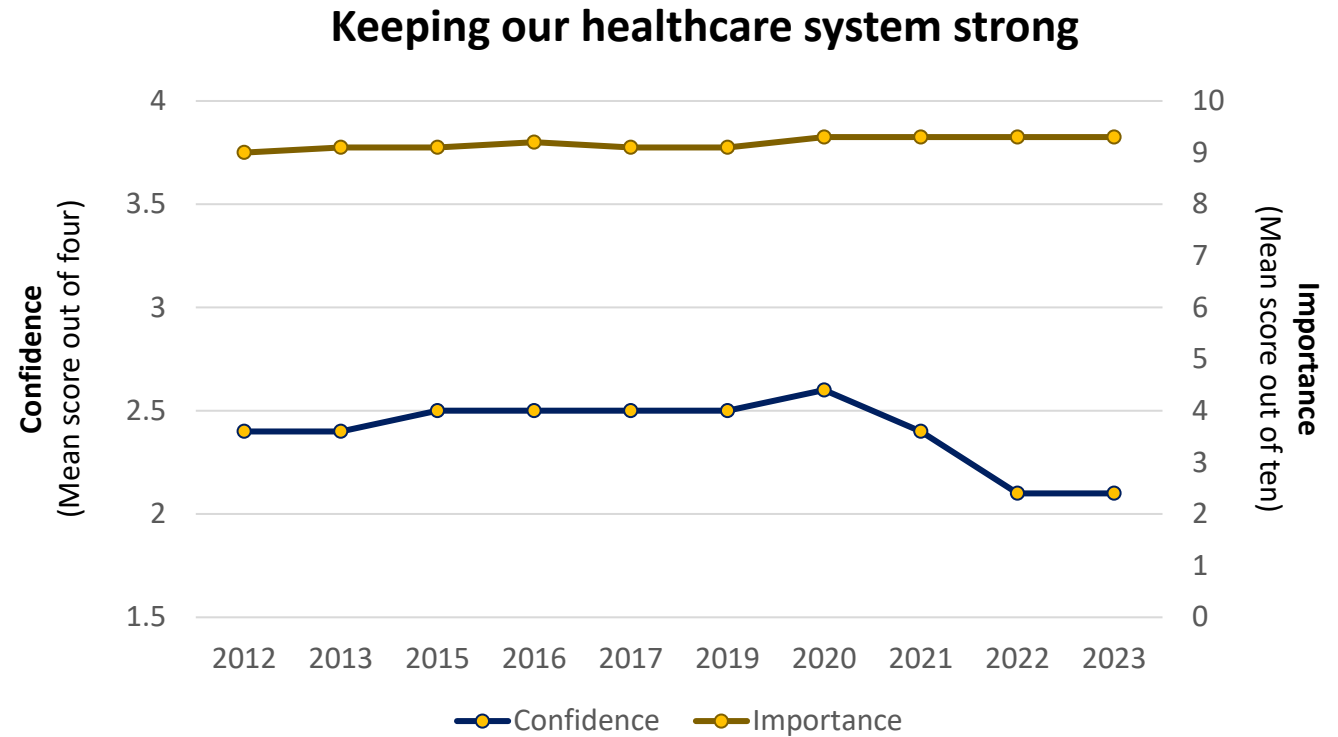
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1st to 4th, 2023, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

NANOS

Importance of managing the pressures of an aging population

Mean 8.3

- 73%
- 24%
- 2%

■ Important (8-10)   ■ Average (4-7)

■ Not important (1-3)   ■ Unsure

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

Mean	Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
	8.4	8.4	8.4	8.2	8.3
	Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
	8.2	8.5	7.6	8.3	8.8

Q - 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]
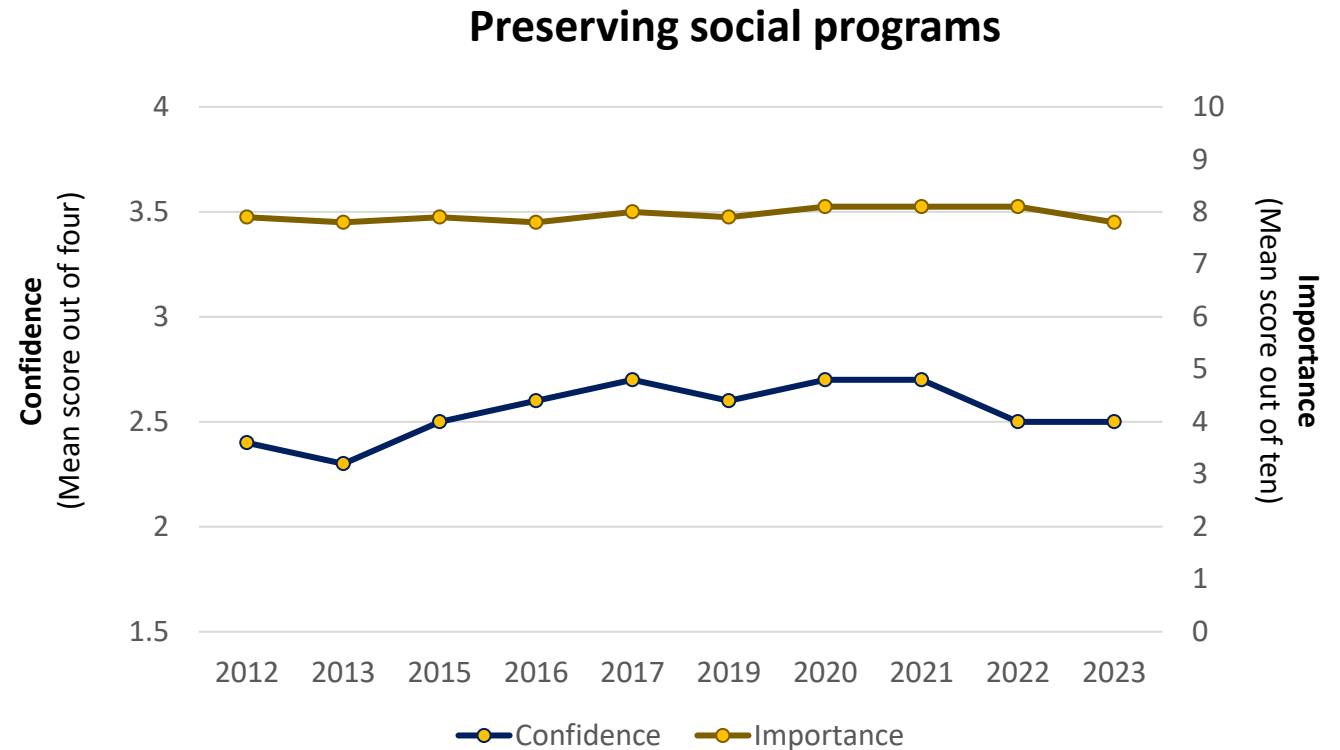**Managing the pressures of an aging population**

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.

NANOS

Importance of protecting our environment

Mean
8.1

67%

26%

6%

- Important (8-10)
- Average (4-7)
- Not important (1-3)
- Unsure

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

Mean	Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
	8.2	8.5	7.9	7.7	8.2
	Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
	7.8	8.3	8.2	7.9	8.1

Q - 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]
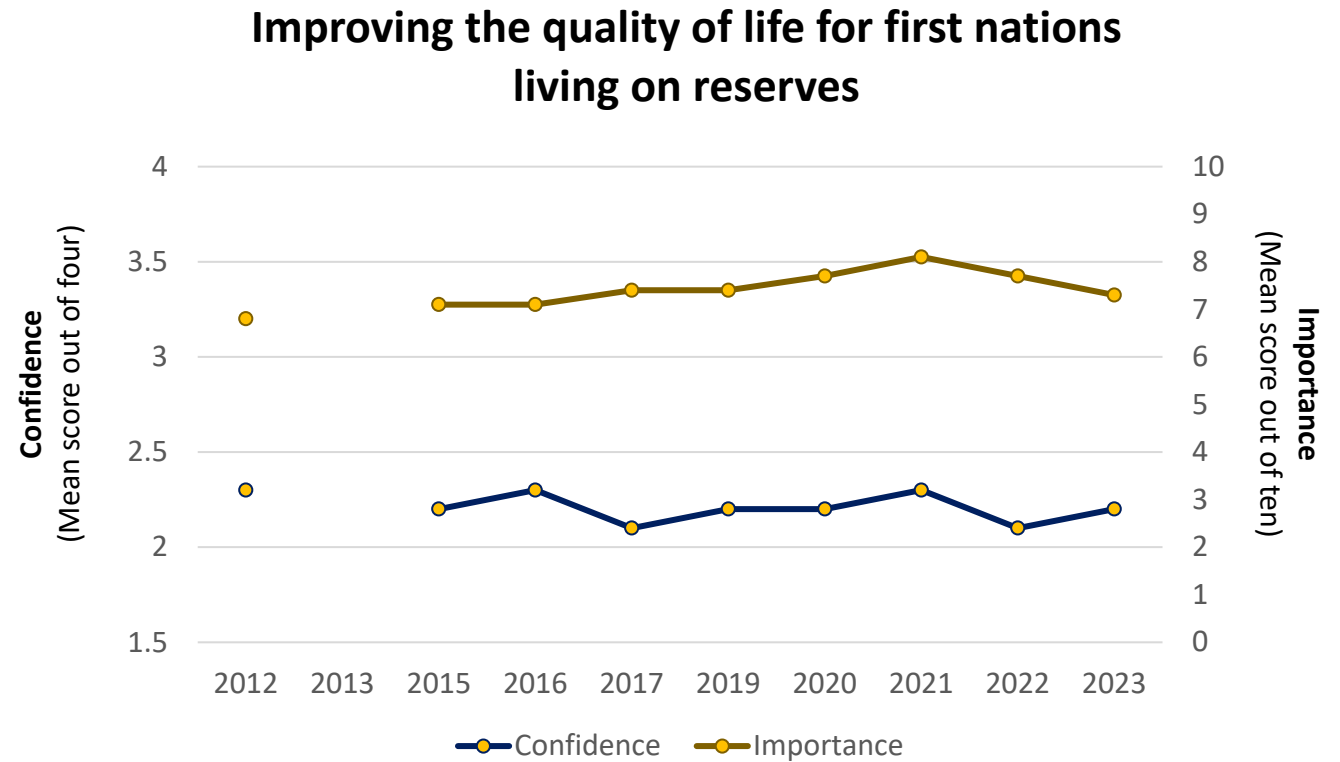**Further protecting our environment**

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.

NANOS

Importance of encouraging Canadian culture

Mean
6.8

44%

49%

5%

- Important (8-10)
- Average (4-7)
- Not important (1-3)
- Unsure

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

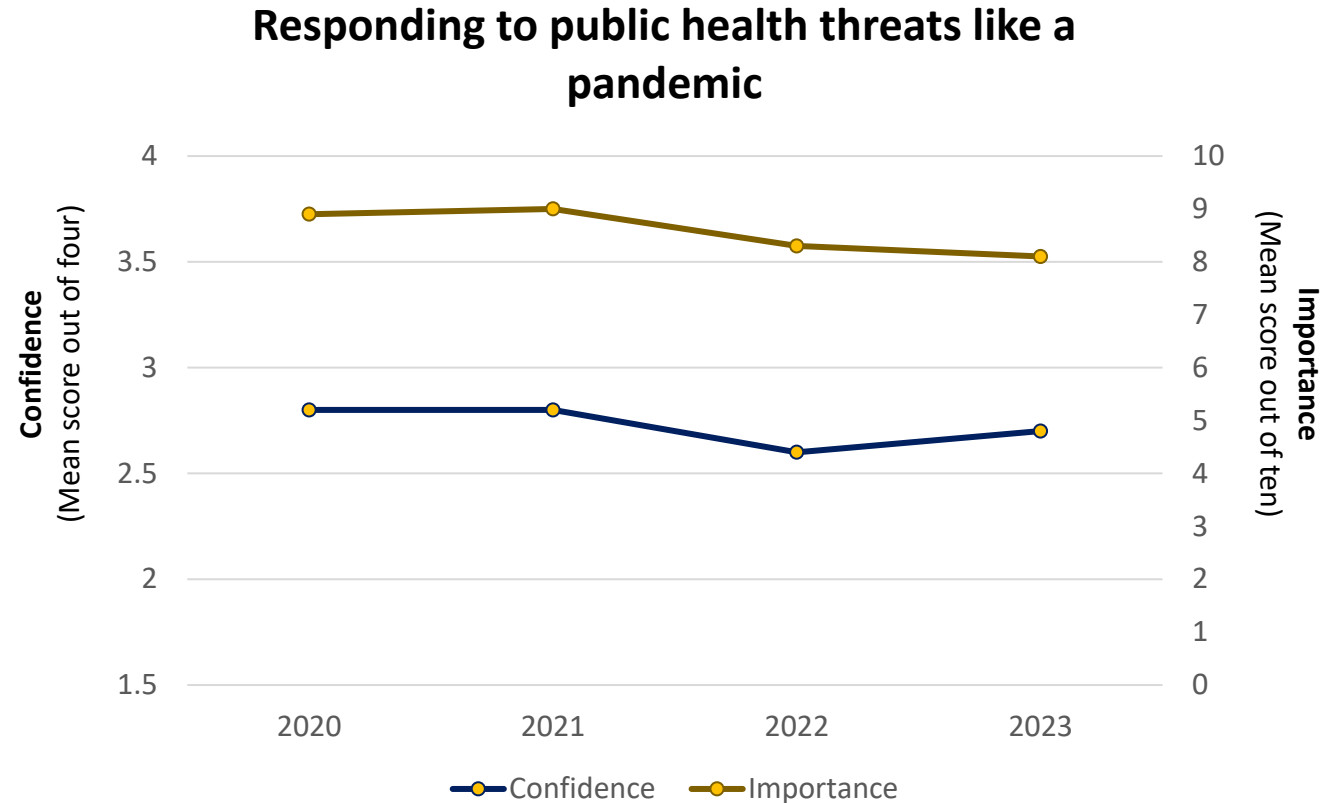| Mean	Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
	7.1	7.2	6.4	6.8	6.7
	Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
	6.7	6.8	6.4	6.7	7.1

Q - 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

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.

NANOS

Importance of a high standard of living for Canadians
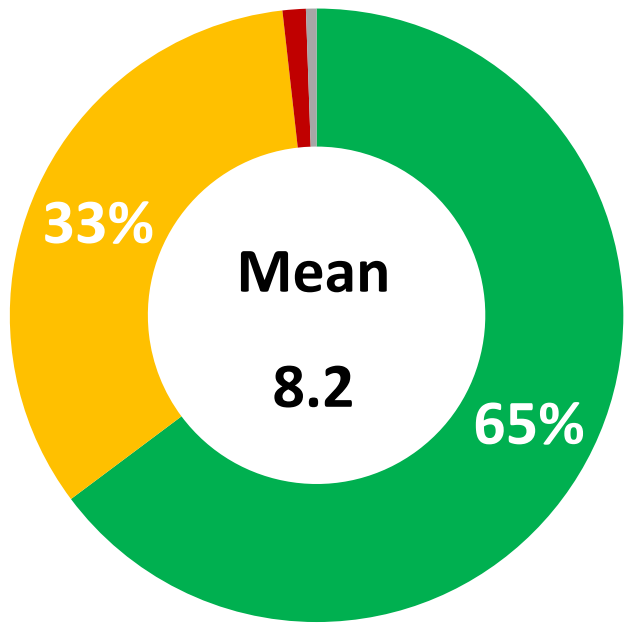
Mean 8.2

33%

65%

- Important (8-10)
- Average (4-7)
- Not important (1-3)
- Unsure

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

Mean	Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
	8.4	**8.0**	**8.3**	**8.3**	**7.8**
	Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
	8.2	**8.1**	**8.5**	**8.1**	**8.0**

Q - 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

NANOS

Importance of investing in our education system

Mean
8.7

81%

16%

2%

- 🟩 Important (8-10)
- 🟨 Average (4-7)
- 🟥 Not important (1-3)
- ⬜ Unsure

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

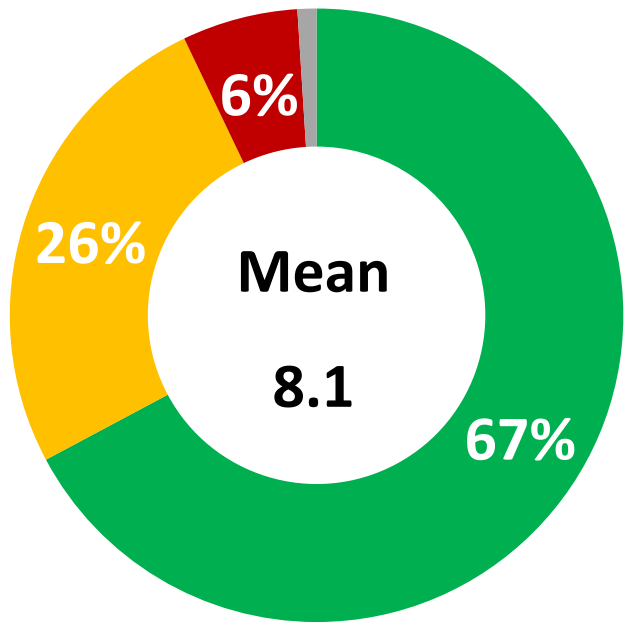| Mean	Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
	8.9	**8.8**	**8.6**	**8.6**	**8.6**
	Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
	8.5	**8.8**	**8.7**	**8.6**	**8.7**

Q - 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

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.

n **NANOS**

Importance of a strong healthcare system
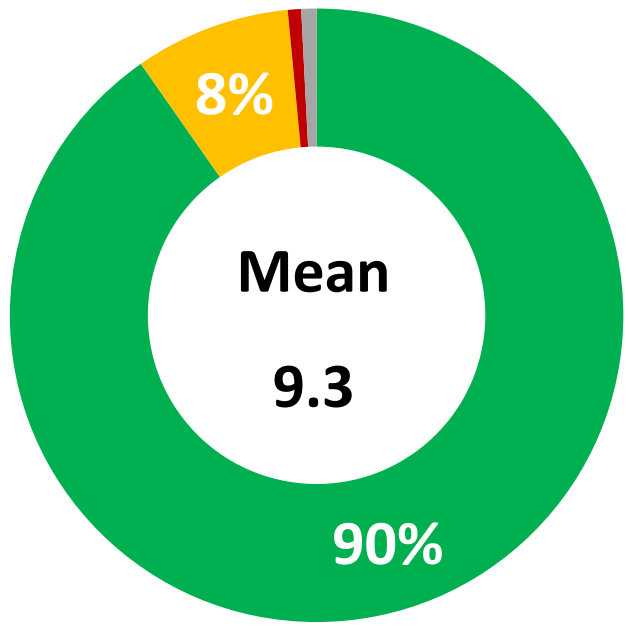
Mean

9.3

8%

90%

- ■ Important (8-10)
- ■ Average (4-7)
- ■ Not important (1-3)
- ■ Unsure

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

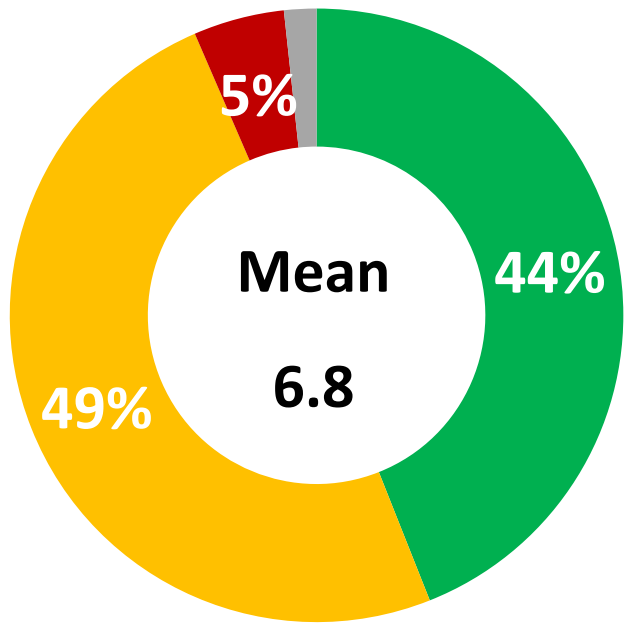| Mean	Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
	9.5	9.2	9.3	9.3	9.1
	Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
	9.1	9.4	9.2	9.1	9.5
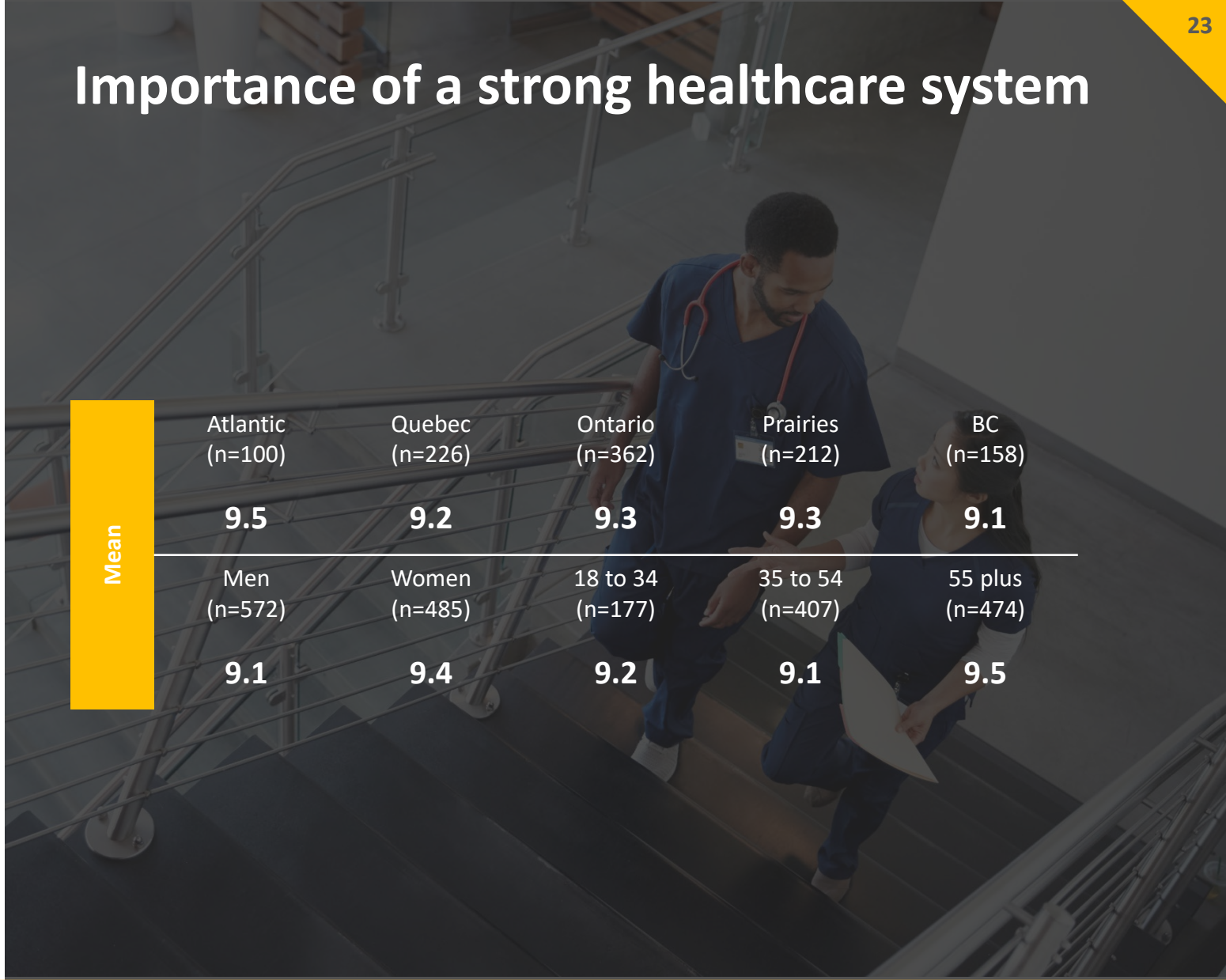
Q - For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future. [RANDOMIZE]
Keeping our healthcare system strong

NANOS

Importance of preserving social programs
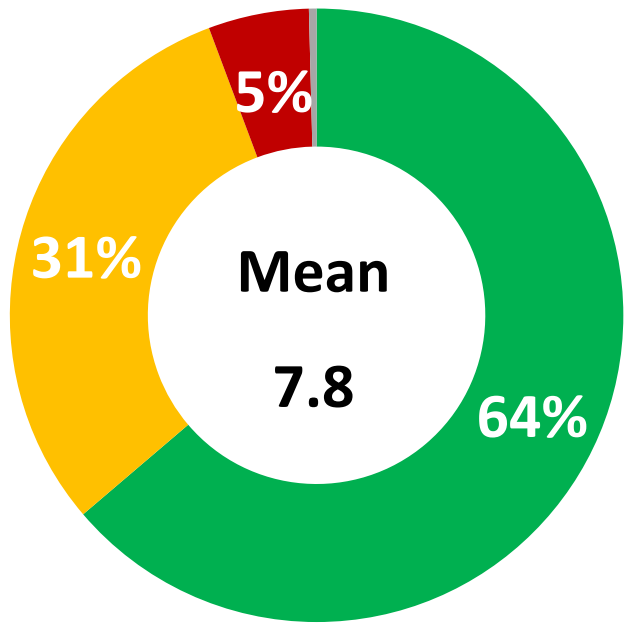
Mean
7.8

5%
31%
64%

- ■ Important (8-10)
- ■ Average (4-7)
- ■ Not important (1-3)
- ■ Unsure

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

Mean	Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
	8.1	8.2	7.7	7.7	7.7
	Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
	7.6	8.0	7.4	7.7	8.3

Q - 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

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.

NANOS

Importance of improving the quality of life on reserves

Mean 7.3

- 56%
- 30%
- 12%
- 2%

- ■ Important (8-10)
- ■ Average (4-7)
- ■ Not important (1-3)
- ■ Unsure

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

Mean	Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
	7.8	7.5	7.3	7.1	7.5
	Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
	6.8	7.9	7.1	7.4	7.5

Q - 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**

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.

NANOS

Importance of responding to public health threats

Mean 8.1

- Important (8-10)
- Average (4-7)
- Not important (1-3)
- Unsure

6%
23%
70%

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

Mean	Atlantic (n=100)	Quebec (n=226)	Ontario (n=362)	Prairies (n=212)	BC (n=158)
	8.4	8.2	8.1	7.8	8.0
	Men (n=572)	Women (n=485)	18 to 34 (n=177)	35 to 54 (n=407)	55 plus (n=474)
	8.0	8.2	7.6	7.8	8.6

Q - 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]
Responding to public health threats like a pandemic

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.

NANOS

Confidence in nation's ability to find solutions – Tracking

Q 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: 2.4, 2.4, 2.5, 2.5, 2.5, 2.5, 2.6, 2.4, 2.1, 2.1

Responding to public health threats like a pandemic*: 2.8, 2.8, 2.6, 2.7

Investing in our education system: 2.4, 2.5, 2.6, 2.6, 2.6, 2.6, 2.6, 2.6, 2.4, 2.3

Managing the pressures of an aging population: 2.3, 2.2, 2.3, 2.3, 2.3, 2.2, 2.3, 2.3, 2.1, 2.2

Legend: ■ 2012 ■ 2013 ■ 2015 ■ 2016 ■ 2017 ■ 2019 ■ 2020 ■ 2021 ■ 2022 ■ 2023

*added in 2020

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.

NANOS

Confidence in nation's ability to find solutions – Tracking, cont'd

Q Q – 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]

Legend: 2012, 2013, 2015, 2016, 2017, 2019, 2020, 2021, 2022, 2023

Further protecting our environment: 2.4, 2.3, 2.4, 2.6, 2.6, 2.4, 2.5, 2.4, 2.3, 2.3

Preserving social programs: 2.4, 2.3, 2.5, 2.6, 2.7, 2.6, 2.7, 2.7, 2.5, 2.5

Improving the quality of life for first nations living on reserves: 2.3, 2.2, 2.3, 2.1, 2.2, 2.2, 2.3, 2.1, 2.2

Encouraging Canadian culture: 2.5, 2.4, 2.6, 2.6, 2.7, 2.6, 2.6, 2.6, 2.6, 2.5

Ensuring Canadians have a high standard of living: 2.4, 2.4, 2.6, 2.5, 2.5, 2.4, 2.4, 2.4, 2.3, 2.2

NANOS

Confidence level in nation's ability to find solutions

Canadians were most confident in the nation's ability to find solutions to public health threats like a pandemic, with two in three confident (17%) or somewhat confident (47%). More than one in two Canadians were confident (11%) or somewhat confident (43%) in the nation's ability to encourage Canadian culture, and 53% were confident (9%) or somewhat confident (44%) in preserving social programs.

Challenge	Confident	Somewhat confident	Somewhat not confident	Not confident	Unsure
Responding to public health threats like a pandemic	17%	47%	19%	16%	2%
Encouraging Canadian culture	11%	43%	23%	16%	8%
Preserving social programs	9%	44%	28%	15%	4%
Investing in our education system	9%	36%	34%	20%	3%
Further protecting our environment	8%	35%	32%	21%	4%
Ensuring Canadians have a high standard of living	5%	33%	32%	26%	4%
Improving the quality of life for First Nations living on reserves	8%	28%	33%	24%	7%
Keeping our healthcare system strong	6%	28%	37%	28%	2%
Managing the pressures of an aging population	5%	28%	40%	23%	3%

■ Confident ■ Somewhat confident ■ Somewhat not confident ■ Not confident ■ Unsure
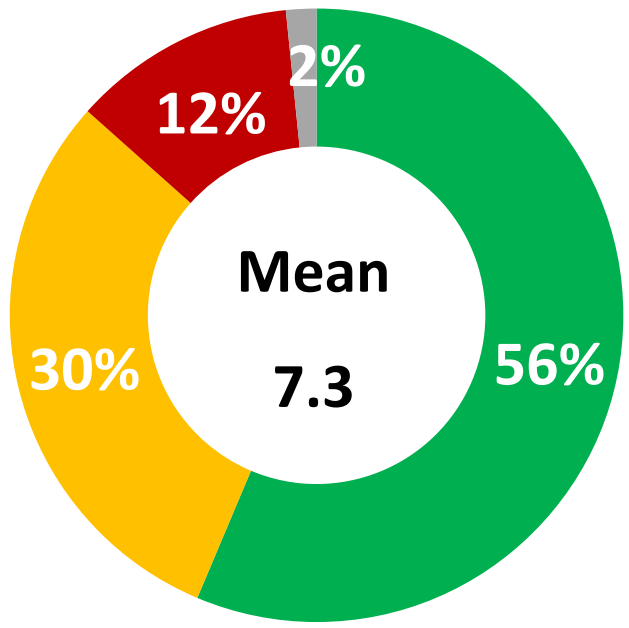
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Q – 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]

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.

NANOS

Confidence in managing pressures of an aging population

The chart shows stacked area percentages over the years 2012, 2013, 2015, 2016, 2017, 2019, 2020, 2021, 2022, 2023.

2023 values:
- Unsure: 3%
- Not confident: 23%
- Somewhat not confident: 40%
- Somewhat Confident: 28%
- Confident: 5%

Legend:
- Confident
- Somewhat Confident
- Somewhat not confident
- Not confident
- Unsure

1 in 3 Canadians

are confident (5%) or somewhat confident (28%) in the nation's ability to manage the pressures of an aging population in 2023, rather consistent with the previous year.

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

Q – 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]
Managing the pressures of an aging population

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.

NANOS

Confidence in protecting our environment

2 in 5 Canadians

are confident (8%) or somewhat confident (35%) in the nation finding solutions to further protect our environment in 2023, consistent with the previous year.

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

Q – 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

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.
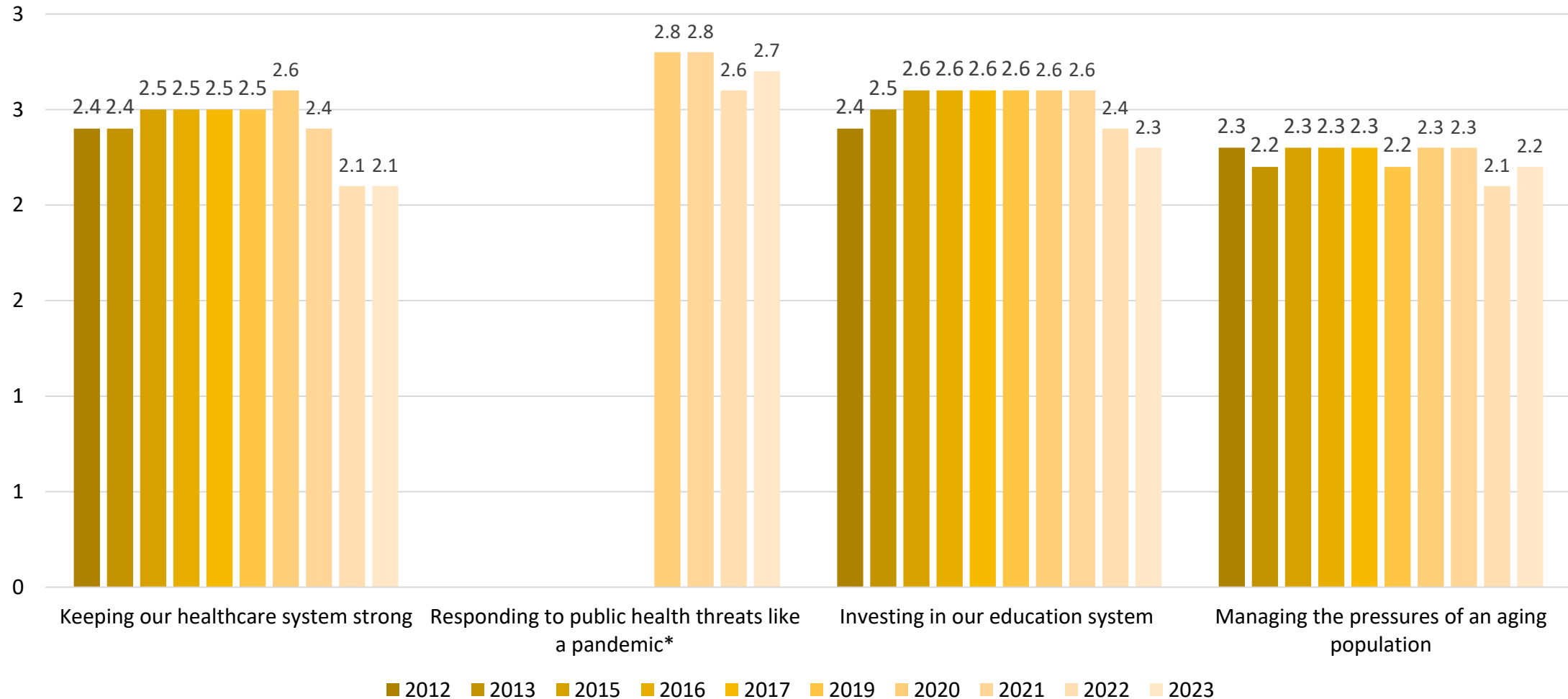
Confidence in encouraging Canadian culture

1 in 2 Canadians

are confident (11%) or somewhat confident (43%) in our ability as a nation to encourage Canadian culture, consistent with the previous wave.

Confident
Somewhat Confident
Somewhat not confident
Not confident
Unsure

- 8%
- 16%
- 23%
- 43%
- 11%

Years: 2012, 2013, 2015, 2016, 2017, 2019, 2020, 2021, 2022, 2023

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

Q – 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]
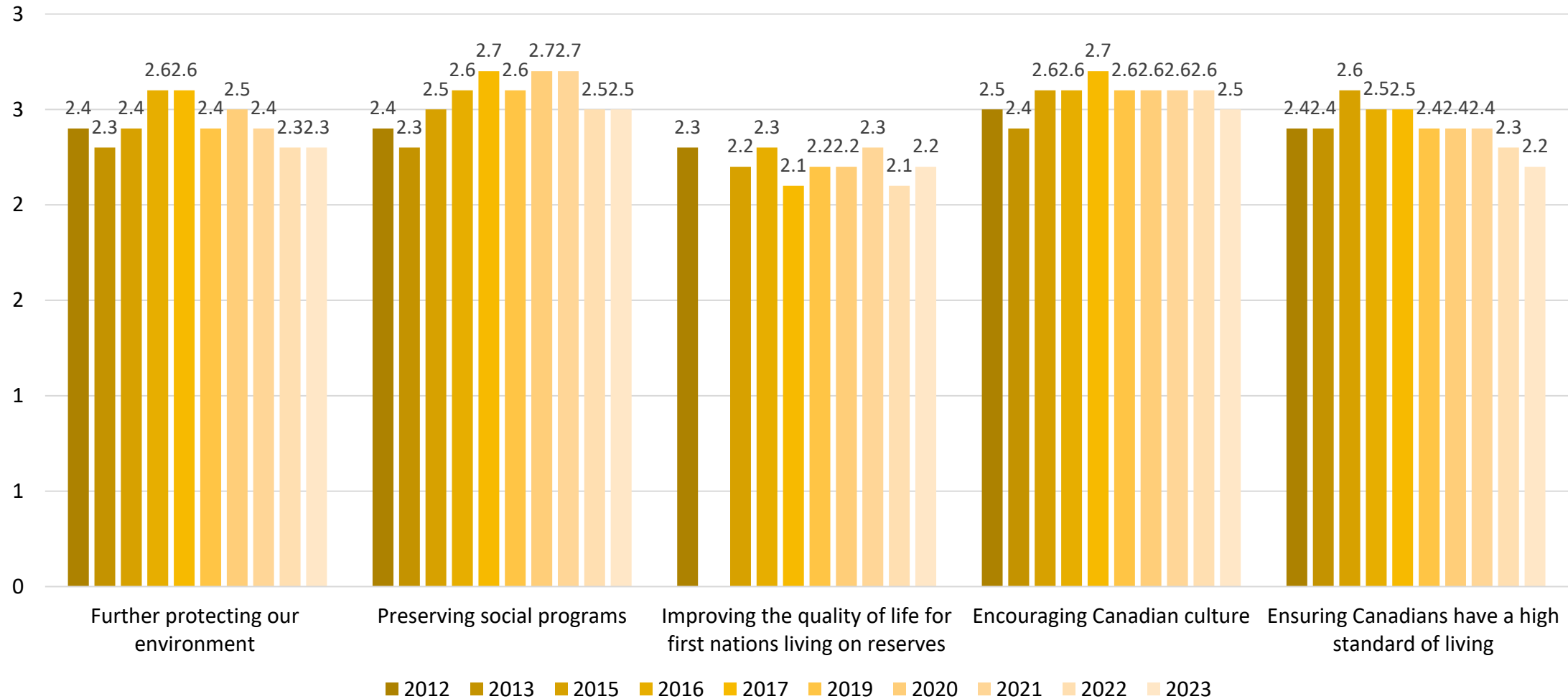**Encouraging Canadian culture**

NANOS

Confidence in high living standard for Canadians

Just under **2 in 5** Canadians

are confident (5%) or somewhat confident (33%) in the nation finding solutions to ensuring Canadians have a high standard of living, the lowest score in the past ten years or tracking.
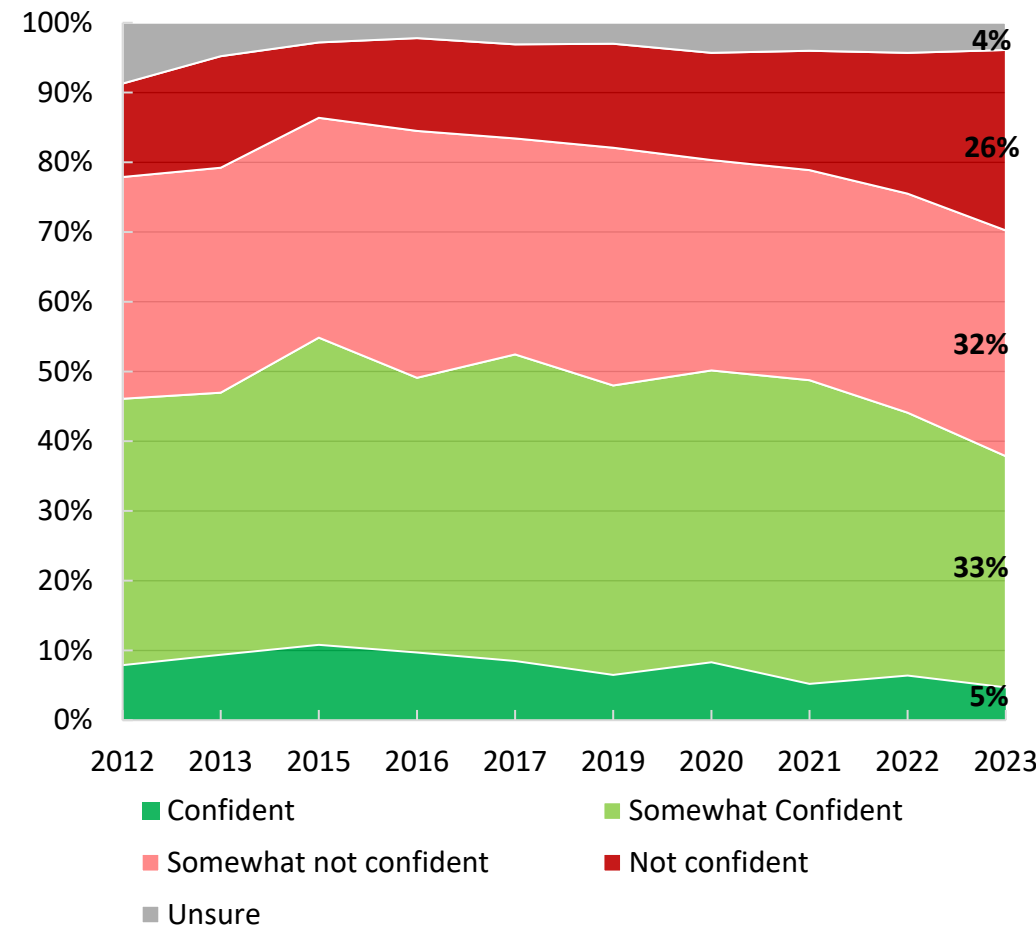
Chart legend:
- Confident
- Somewhat Confident
- Somewhat not confident
- Not confident
- Unsure

Chart values (2023): 4%, 26%, 32%, 33%, 5%

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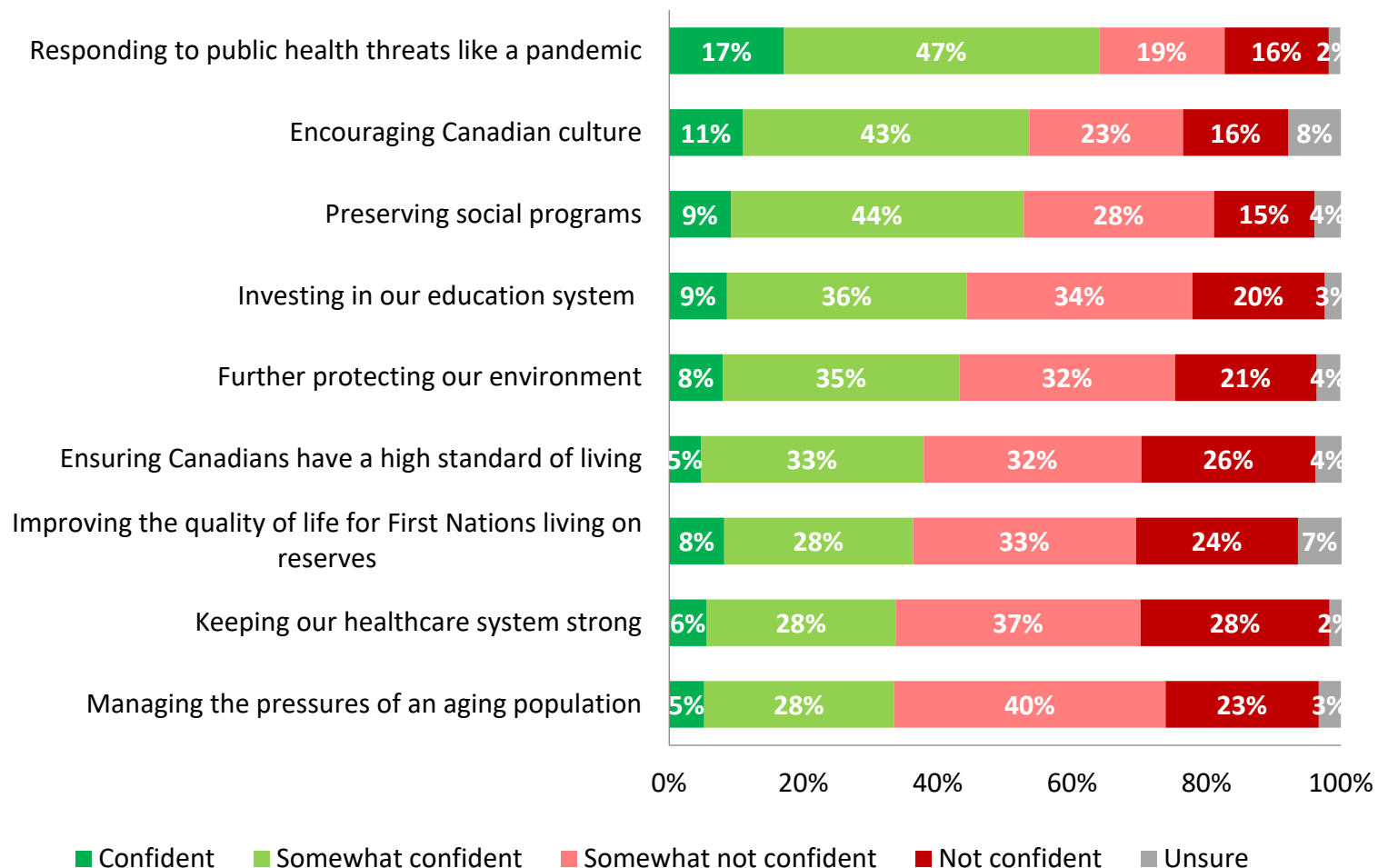*Charts may not add up to 100 due to rounding.

Q – 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

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.

NANOS

Confidence in investing in our education system

Over **2 in 5** Canadians

are confident (9%) or somewhat confident (36%) in the ability of the nation to find solutions to investing in our education system, the lowest confidence level in the past ten years of tracking.
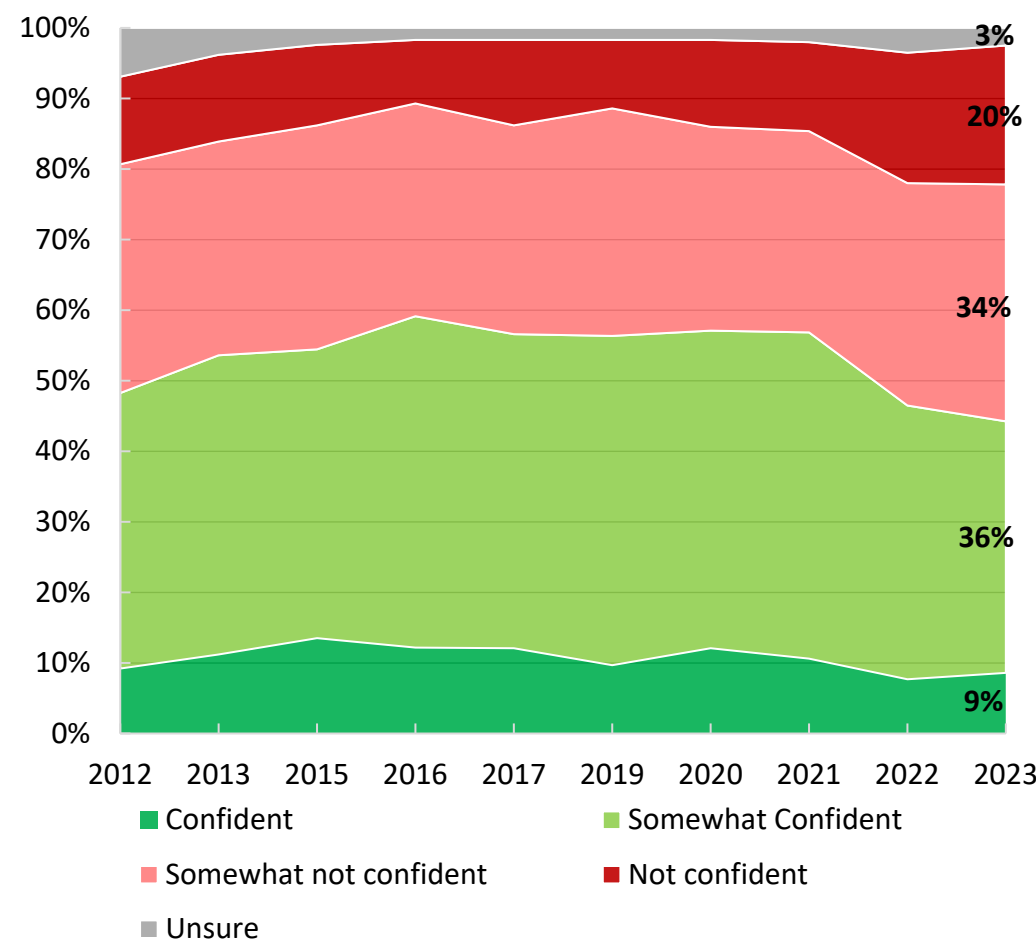
Chart data (stacked area, 2012–2023):

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

2012 2013 2015 2016 2017 2019 2020 2021 2022 2023

Labels at 2023:
- Unsure: 3%
- Not confident: 20%
- Somewhat not confident: 34%
- Somewhat Confident: 36%
- Confident: 9%

Legend:
- ■ Confident
- ■ Somewhat Confident
- ■ Somewhat not confident
- ■ Not confident
- ■ Unsure

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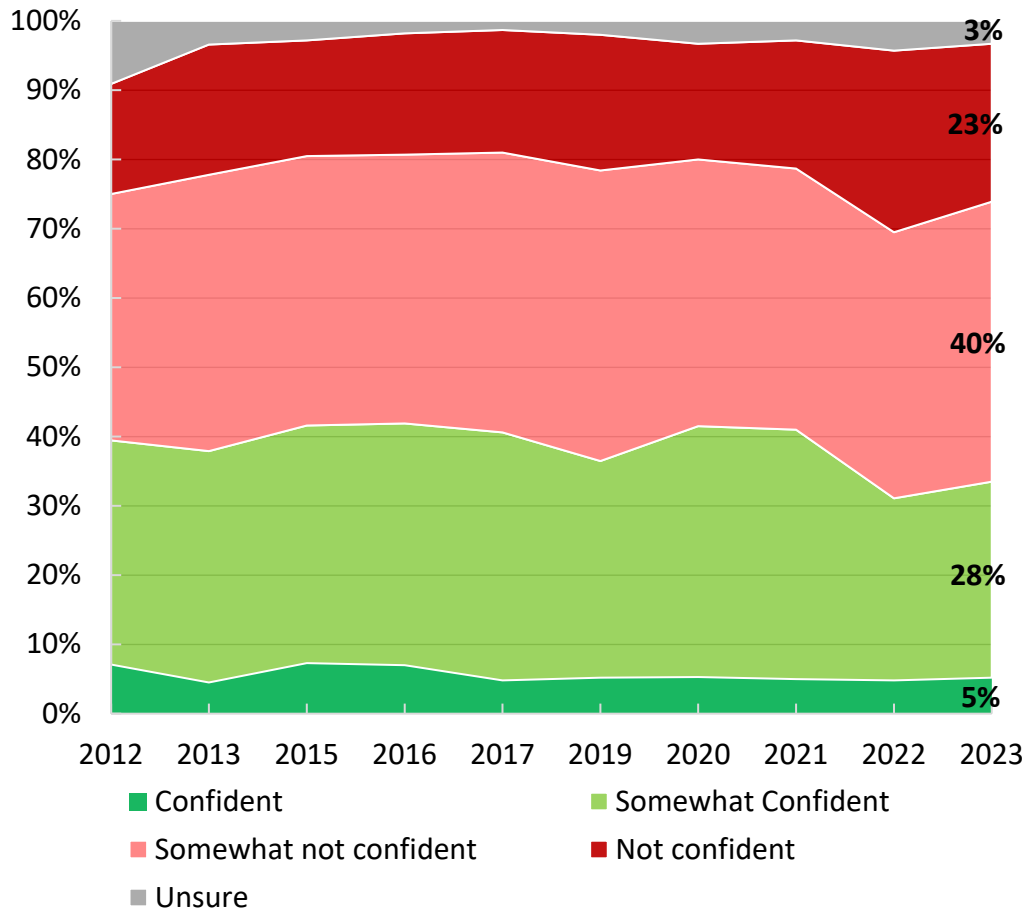*Charts may not add up to 100 due to rounding.

Q – 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

NANOS

Confidence in keeping a strong healthcare system

1 in 3 Canadians

are confident (6%) or somewhat confident (28%) in the nation's ability to keep our healthcare system strong, the second lowest confidence rating since the all-time lowest score in 2022.
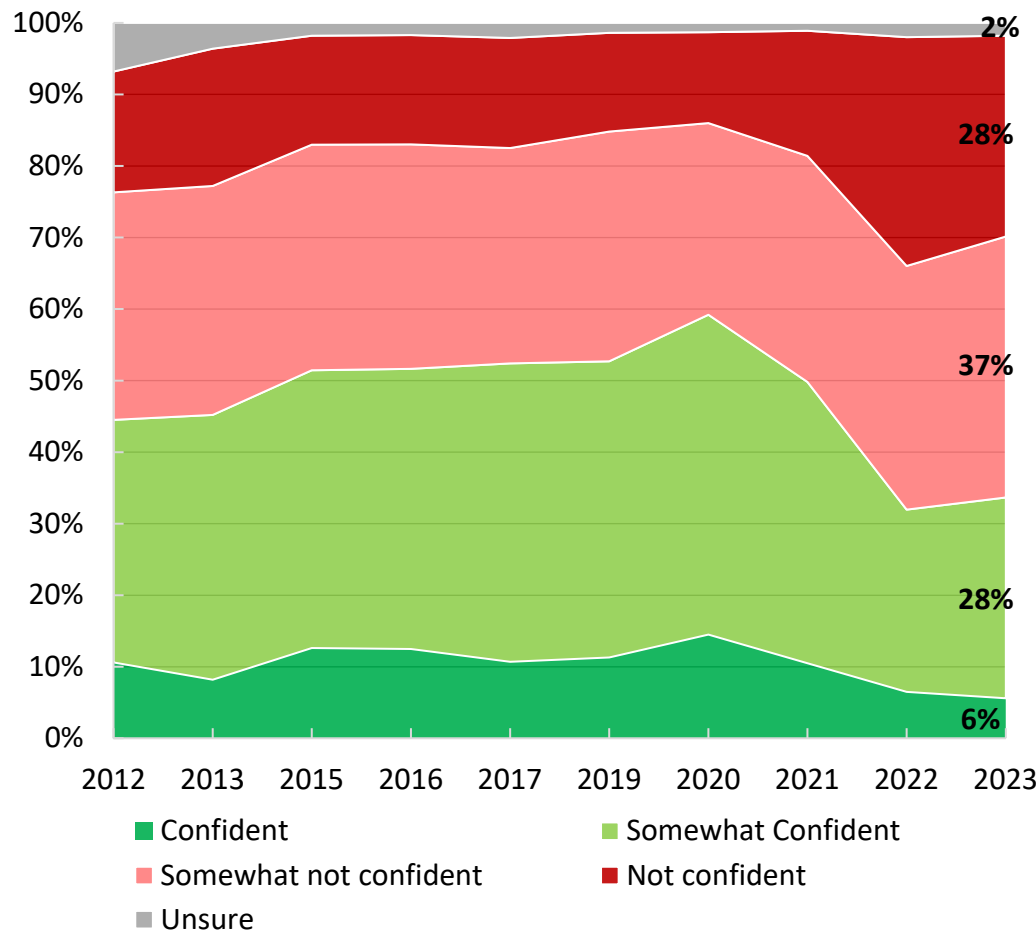
Legend:
- Confident
- Somewhat Confident
- Somewhat not confident
- Not confident
- Unsure

Chart data labels (2023): 2%, 28%, 37%, 28%, 6%

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

Q – 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

NANOS

Confidence in preserving social programs
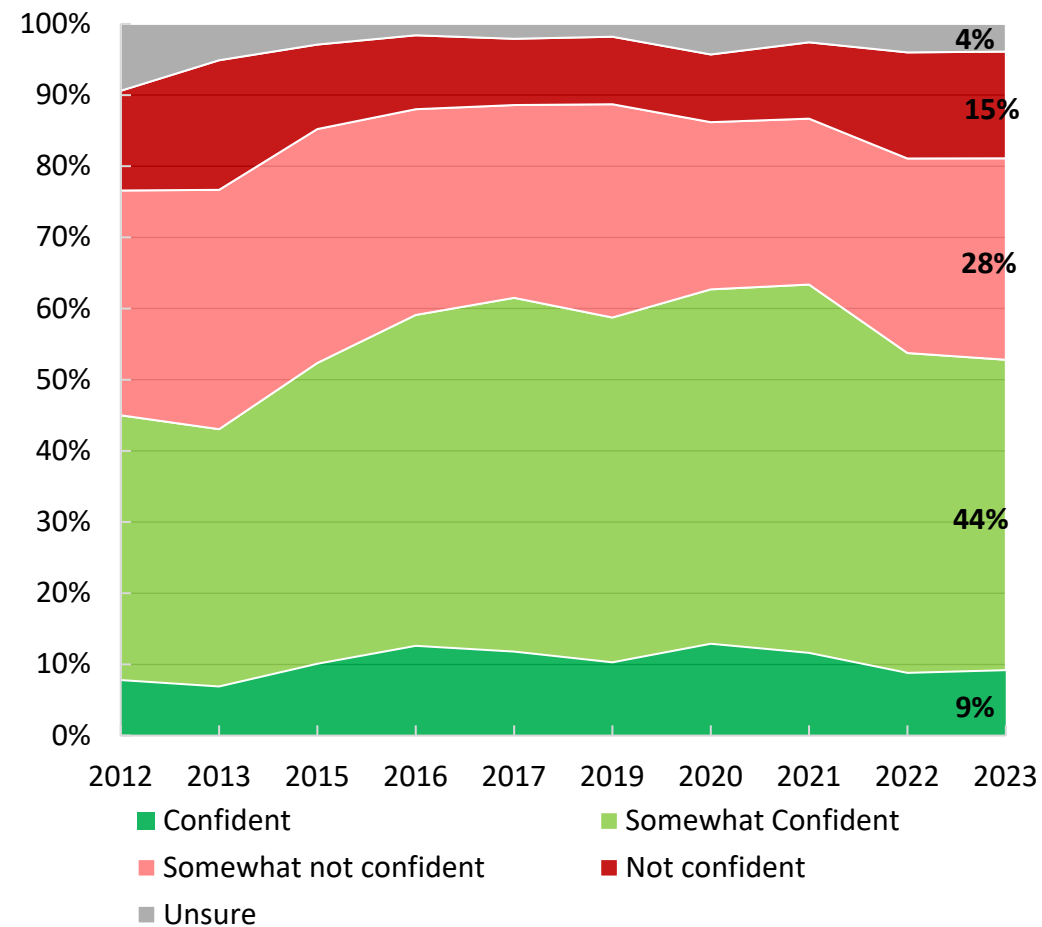
More than **1 in 2** Canadians

are confident (9%) or somewhat confident (44%) in the nation preserving social programs, consistent with the previous wave in 2022.

Chart legend:
- Confident
- Somewhat Confident
- Somewhat not confident
- Not confident
- Unsure

Chart values (2023): Unsure 4%, Not confident 15%, Somewhat not confident 28%, Somewhat Confident 44%, Confident 9%

X-axis: 2012, 2013, 2015, 2016, 2017, 2019, 2020, 2021, 2022, 2023

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

Q – 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]
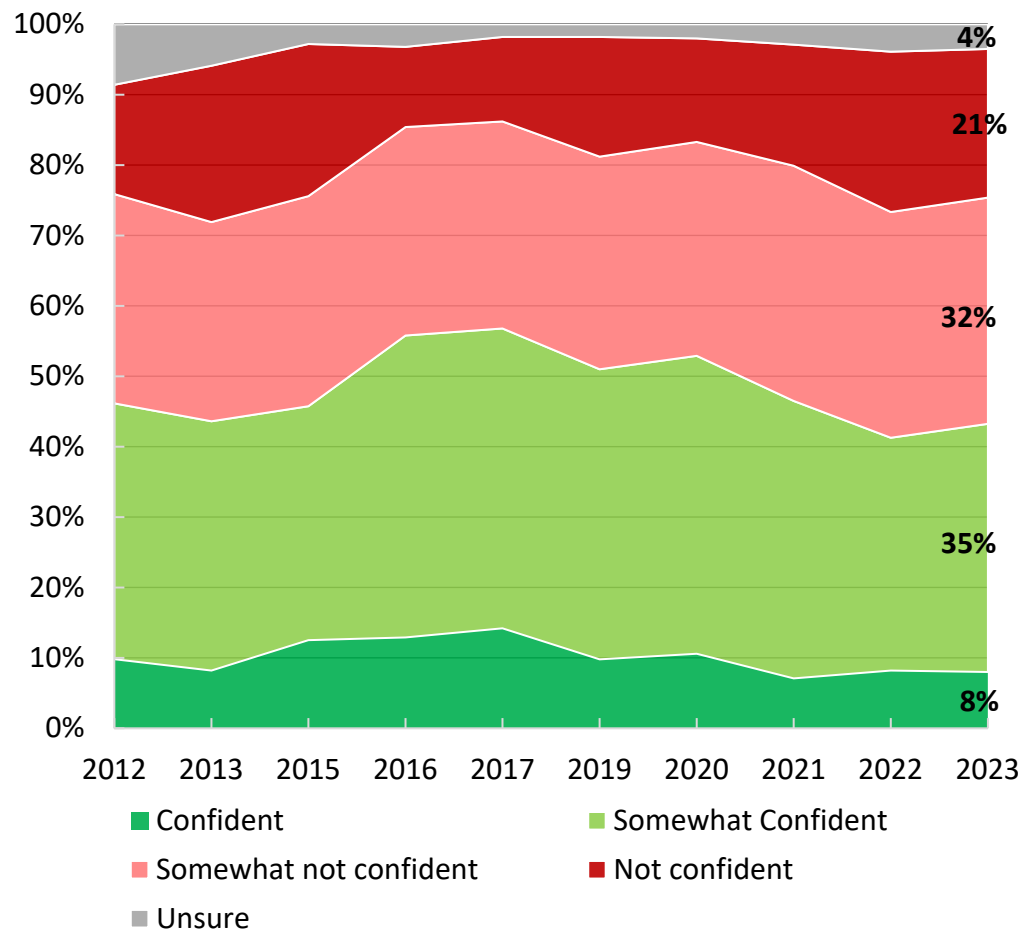**Preserving social programs**

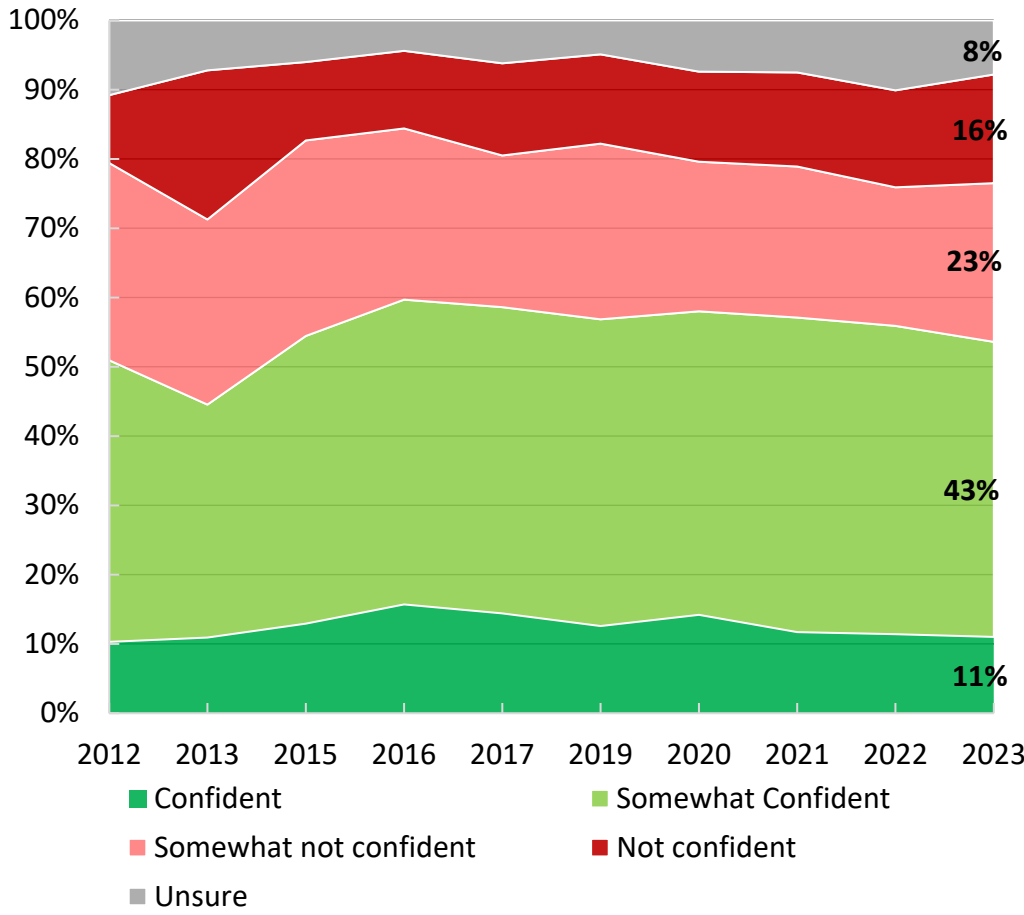Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1st to 4th, 2023, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

NANOS

Confidence in improving the quality of life on reserves

7%
24%
33%
28%
8%

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

2012 2015 2016 2017 2019 2020 2021 2022 2023

■ Confident ■ Somewhat Confident
■ Somewhat not confident ■ Not confident
■ Unsure

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

Over **1 in 3** Canadians

are confident (8%) or somewhat confident (28%) in the nation improving

the quality of life for First Nations living on reserves in 2023, remaining

fairly consistent with the previous year.
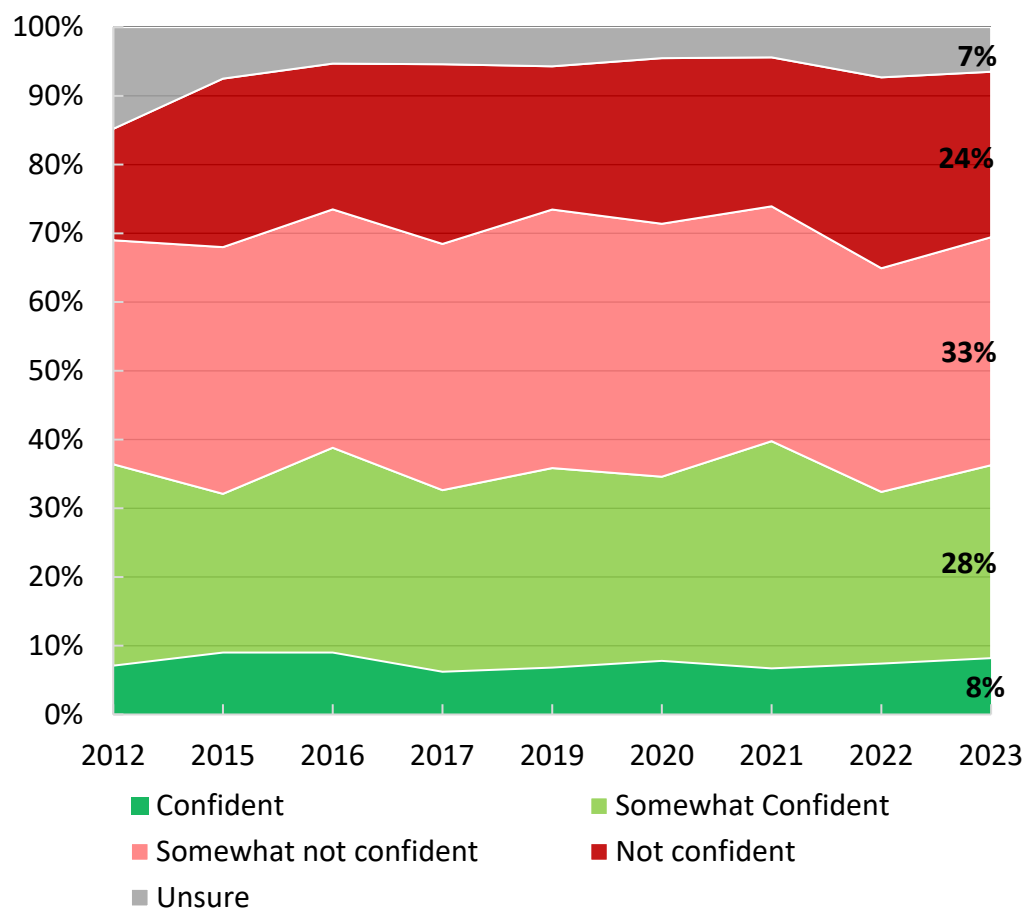
Q – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]
Improving the quality of life for First Nations living on reserves

NANOS

Confidence of responding to public health threats

100% ┌─────────────────────────────────────┐ **2%**
90%   │   │ **16%**
80%   │   │ **19%**
70%   │   │
60%   │   │
50%   │   │
40%   │   │ **47%**
30%   │   │
20%   │   │
10%   │   │ **17%**
0%   └─────────────────────────────────────┘
      2020   2021   2022   2023

- ■ Confident
- ■ Somewhat Confident
- ■ Somewhat not confident
- ■ Not confident
- ■ Unsure

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

2 in 3 Canadians

are confident (17%) or somewhat confident (47%) in the nation responding to public health threats like a pandemic, on par with the previous wave in 2022.

Q – 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]
**Responding to public health threats like a pandemic**

NANOS

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 a random survey of 1,058 Canadians is ±3.0 percentage points, 19 times out of 20.

The research was commissioned and conducted by Nanos Research.

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

METHODOLOGY

2022 - Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,038 Canadians, 18 years of age or older, between July 29th to August 2nd, 2022 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.

2021 - Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,017 Canadians, 18 years of age or older, between September 30th and October 3rd, 2021 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were randomly called using random digit dialing with a maximum of five call backs. The margin of error for a random survey of 1,017 Canadians is ±3.1 percentage points, 19 times out of 20.

2020 - Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,003 Canadians between September 30th and October 4th, 2020 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 1,003 Canadians is ±3.1 percentage points, 19 times out of 20.

PREVIOUS WAVES

2019 - Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between February 2nd and 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. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

2017 - Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 23rd to 26th, 2017, 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. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

2016 - 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.

2015 - 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.

2013 - 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

2012 - 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;

PREVIOUS WAVES

Element	Description
Research sponsor	Nanos Research
Population and Final Sample Size	1058 Randomly selected individuals.
Source of Sample	Nanos Hybrid 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 1st to 4th, 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	Ten percent, consistent with industry norms.
Question Order	This is one report of three which contains the questions asked on public policy questions. Reports two and three contain questions on security policy and economic policy.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, relations with India, the House of Commons honouring a WWII veteran who fought for the Nazis, financial aid to Ukraine, the federal party they trust most on economic issues, affordable housing, views on grocery store price increases, feelings towards the federal government, seizing assets of Russian and Iranian governments to helps victims of human rights violations, and the Trans Mountain Expansion.
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

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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Managing the pressures of an aging population	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
		Mean	8.3	8.4	8.4	8.4	8.2	8.3	8.2	8.5		7.6	8.3	8.8
		Median	9.0	9.0	9.0	9.0	8.0	9.0	8.0	9.0		8.0	9.0	9.0
	Not at all important (1)	%	1.1	1.2	0.3	1.6	0.9	0.9	1.6	0.6		1.8	1.6	0.2
	2	%	0.2	1.2	0.0	0.0	0.8	0.0	0.5	0.0		0.5	0.0	0.2
	3	%	0.4	1.7	0.3	0.0	0.2	1.1	0.2	0.5		0.8	0.4	0.1
	4	%	1.4	0.0	1.2	1.9	1.1	1.5	2.0	0.9		3.4	1.4	0.2
	5	%	3.8	4.7	3.2	2.6	5.3	5.4	4.4	3.2		5.5	4.1	2.3
	6	%	6.0	1.7	5.3	6.3	8.2	5.5	6.1	5.8		10.5	5.2	3.7
	7	%	13.4	11.2	14.0	13.7	15.0	10.8	12.6	14.2		18.1	14.2	9.8
	8	%	20.7	19.2	24.6	19.3	19.9	19.8	23.8	17.6		22.6	21.7	18.7
	9	%	17.6	20.7	16.4	17.9	15.3	19.9	17.4	17.7		14.2	18.3	19.1
	Very important (10)	%	34.4	37.9	33.1	35.4	32.0	35.1	30.4	38.4		19.8	32.5	45.4
	Unsure	%	1.1	0.7	1.5	1.2	1.2	0.0	0.9	1.2		2.7	0.6	0.3

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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Further protecting our environment	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
		Mean	8.1	8.2	8.5	7.9	7.7	8.2	7.8	8.3		8.2	7.9	8.1
		Median	9.0	9.0	9.0	9.0	8.0	9.0	8.0	9.0		9.0	9.0	9.0
	Not at all important (1)	%	2.6	3.0	1.0	1.9	5.2	3.5	3.5	1.7		2.1	4.3	1.5
	2	%	1.4	0.7	0.9	1.4	1.7	2.2	1.5	1.3		0.5	2.3	1.2
	3	%	2.1	0.0	0.0	3.6	2.7	1.7	1.9	2.3		2.6	1.2	2.5
	4	%	2.7	0.0	1.6	3.8	4.0	1.0	3.3	2.1		4.6	2.4	1.6
	5	%	6.3	7.9	6.0	7.2	6.1	3.6	8.4	4.3		5.5	7.2	6.1
	6	%	6.2	6.3	6.8	6.7	6.0	4.4	7.1	5.5		7.6	6.0	5.5
	7	%	10.5	10.6	10.6	10.5	11.6	8.7	11.0	10.0		9.2	9.0	12.4
	8	%	14.5	17.9	14.0	13.4	14.4	17.3	13.8	15.3		9.2	15.4	17.4
	9	%	10.6	17.2	10.4	9.6	11.2	10.0	11.5	9.8		9.0	12.1	10.5
	Very important (10)	%	42.1	35.1	48.2	40.6	36.6	46.6	37.1	46.8		48.0	39.5	40.4
	Unsure	%	1.0	1.3	0.6	1.4	0.4	1.0	0.9	1.0		1.7	0.5	0.8

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. The margin of error this survey is ±3.0 percentage points, 19 times out of 20.

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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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Encouraging Canadian culture	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
		Mean	6.8	7.1	7.2	6.4	6.8	6.7	6.7	6.8		6.4	6.7	7.1
		Median	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0		6.0	7.0	7.0
	Not at all important (1)	%	4.0	4.0	0.7	4.6	6.2	5.1	4.8	3.3		4.4	5.2	2.8
	2	%	2.2	2.0	2.2	2.8	1.4	1.8	2.0	2.4		1.5	2.3	2.6
	3	%	4.3	3.4	5.4	4.7	2.0	5.1	3.4	5.3		5.7	4.5	3.3
	4	%	4.1	3.5	3.3	4.0	5.8	3.8	4.6	3.6		4.7	5.0	2.9
	5	%	14.4	7.7	12.7	17.4	13.1	13.8	16.0	12.7		18.8	11.4	14.0
	6	%	13.0	16.0	11.3	14.7	12.9	9.4	13.4	12.6		13.8	13.2	12.3
	7	%	15.0	13.3	14.3	15.5	10.8	20.6	15.2	14.8		15.7	16.3	13.5
	8	%	16.2	20.2	16.3	15.5	15.8	16.8	14.7	17.7		15.0	18.1	15.5
	9	%	8.3	6.9	12.0	6.7	8.9	6.6	7.5	9.1		3.8	8.4	11.2
	Very important (10)	%	16.8	21.6	20.6	12.8	20.0	15.7	16.9	16.8		14.3	14.3	20.5
	Unsure	%	1.6	1.3	1.2	1.4	3.2	1.3	1.5	1.8		2.2	1.4	1.4

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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Ensuring Canadians have a high standard of living	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
		Mean	8.2	8.4	8.0	8.3	8.3	7.8	8.2	8.1		8.5	8.1	8.0
		Median	8.0	8.0	8.0	8.0	9.0	8.0	8.0	8.0		9.0	8.0	8.0
	Not at all important (1)	%	0.5	0.0	0.7	0.2	0.9	0.9	0.7	0.3		0.0	1.3	0.2
	2	%	0.1	1.2	0.0	0.0	0.0	0.4	0.3	0.0		0.0	0.0	0.3
	3	%	0.5	0.0	0.3	0.7	0.4	0.4	0.4	0.6		0.8	0.2	0.5
	4	%	1.5	0.0	3.1	1.2	0.4	2.0	1.8	1.3		1.3	1.6	1.6
	5	%	4.8	3.3	6.2	3.3	4.1	8.0	5.3	4.3		2.1	5.2	6.2
	6	%	7.7	5.2	7.8	6.6	9.3	10.0	6.7	8.6		6.7	7.2	8.7
	7	%	16.1	13.6	18.6	14.3	13.8	21.2	13.6	18.5		13.5	16.5	17.5
	8	%	23.2	28.0	20.4	27.3	19.2	19.3	22.8	23.6		20.8	23.5	24.5
	9	%	14.7	13.9	14.8	14.2	19.9	9.7	14.4	15.0		15.1	14.8	14.4
	Very important (10)	%	30.4	34.2	27.7	31.6	31.7	28.4	33.6	27.2		38.8	29.0	26.1
	Unsure	%	0.5	0.7	0.4	0.7	0.4	0.0	0.4	0.5		1.0	0.6	0.0

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. The margin of error this survey is ±3.0 percentage points, 19 times out of 20.

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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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Investing in our education system	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
		Mean	8.7	8.9	8.8	8.6	8.6	8.6	8.5	8.8		8.7	8.6	8.7
		Median	9.0	9.0	10.0	9.0	9.0	9.0	9.0	9.0		10.0	9.0	9.0
	Not at all important (1)	%	1.2	1.2	1.0	0.8	1.6	2.1	2.0	0.4		1.6	1.2	0.9
	2	%	0.3	0.0	0.3	0.4	0.6	0.0	0.6	0.1		0.0	0.5	0.5
	3	%	0.3	0.0	0.3	0.2	0.0	1.3	0.5	0.1		0.0	0.9	0.1
	4	%	0.5	0.0	0.3	0.7	0.9	0.4	1.0	0.1		1.2	0.2	0.4
	5	%	3.1	2.3	3.0	3.8	2.5	2.4	3.6	2.7		3.1	2.7	3.5
	6	%	3.2	2.8	4.0	2.8	3.9	1.9	2.8	3.5		2.3	4.7	2.5
	7	%	9.5	7.6	9.8	10.4	8.2	9.6	10.7	8.4		7.8	10.4	10.0
	8	%	19.3	19.2	14.9	21.8	19.3	19.9	20.2	18.5		21.8	18.6	18.3
	9	%	16.2	18.8	16.2	14.1	18.5	17.7	14.6	17.7		11.7	16.5	18.8
	Very important (10)	%	45.6	46.8	50.0	44.2	43.1	44.7	43.3	47.7		49.6	43.4	44.7
	Unsure	%	0.7	1.3	0.0	0.9	1.4	0.0	0.7	0.7		1.0	1.1	0.2

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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Keeping our healthcare system strong	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
		Mean	9.3	9.5	9.2	9.3	9.3	9.1	9.1	9.4		9.2	9.1	9.5
		Median	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0		10.0	10.0	10.0
	Not at all important (1)	%	0.5	0.0	0.7	0.4	0.3	1.0	0.9	0.1		0.5	1.2	0.0
	2	%	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0		0.0	0.0	0.1
	3	%	0.2	0.0	0.0	0.5	0.0	0.0	0.0	0.4		0.8	0.0	0.0
	4	%	0.4	0.7	0.3	0.0	0.2	1.4	0.4	0.3		0.6	0.1	0.4
	5	%	2.0	1.2	1.7	2.5	1.9	1.8	3.1	1.0		3.5	1.8	1.3
	6	%	1.5	0.0	2.5	1.3	2.0	0.6	2.3	0.7		2.0	1.8	0.9
	7	%	4.3	2.5	4.4	4.4	4.5	4.6	4.5	4.1		4.9	5.8	2.8
	8	%	9.6	6.2	10.8	7.3	10.4	15.0	11.6	7.8		9.4	10.6	9.0
	9	%	14.7	18.8	16.3	13.6	12.2	16.4	16.3	13.2		10.9	19.2	13.6
	Very important (10)	%	65.9	67.2	62.5	69.3	67.7	59.1	59.8	71.6		66.4	59.1	70.8
	Unsure	%	0.8	3.5	0.9	0.7	0.4	0.0	0.9	0.7		1.0	0.4	1.0

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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Preserving social programs	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
		Mean	7.8	8.1	8.2	7.7	7.7	7.7	7.6	8.0		7.4	7.7	8.3
		Median	8.0	9.0	9.0	8.0	8.0	8.0	8.0	9.0		8.0	8.0	9.0
	Not at all important (1)	%	2.0	1.3	1.4	2.2	1.9	2.9	3.4	0.7		2.5	3.1	0.8
	2	%	1.1	0.7	0.4	1.5	0.4	2.0	1.4	0.7		1.2	1.3	0.7
	3	%	2.2	0.0	1.8	3.3	1.6	2.0	2.0	2.5		5.2	0.9	1.4
	4	%	3.9	3.4	2.4	3.9	6.1	4.1	4.2	3.7		4.2	5.3	2.7
	5	%	6.2	6.7	3.8	7.4	8.0	4.5	5.0	7.5		7.4	6.7	5.1
	6	%	7.2	4.7	6.2	7.3	9.0	7.3	7.7	6.7		10.9	6.4	5.3
	7	%	13.2	14.8	15.7	11.9	12.1	13.2	15.0	11.5		12.8	15.7	11.5
	8	%	18.3	18.1	13.6	20.0	18.3	21.8	20.5	16.3		17.0	19.2	18.5
	9	%	12.8	16.6	18.2	10.6	11.0	10.2	12.4	13.1		10.1	10.6	16.2
	Very important (10)	%	32.6	33.1	36.5	31.4	31.0	31.5	28.1	36.9		27.6	30.6	37.5
	Unsure	%	0.4	0.7	0.0	0.5	0.4	0.7	0.4	0.4		1.0	0.1	0.2

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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Improving the quality of life for First Nations living on reserves	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
		Mean	7.3	7.8	7.5	7.3	7.1	7.5	6.8	7.9		7.1	7.4	7.5
		Median	8.0	8.0	8.0	8.0	8.0	8.0	7.0	8.0		8.0	8.0	8.0
	Not at all important (1)	%	5.3	2.5	3.8	5.3	7.9	5.6	7.7	2.9		6.6	5.7	4.1
	2	%	2.5	3.6	1.9	2.0	4.0	2.7	3.0	2.1		3.2	2.4	2.2
	3	%	4.0	1.3	2.0	6.4	2.9	3.7	4.9	3.3		6.2	4.2	2.6
	4	%	3.2	3.6	4.1	2.4	3.4	3.8	4.4	1.9		4.5	3.4	2.3
	5	%	7.2	3.8	8.5	7.1	7.3	7.1	9.9	4.7		5.4	7.5	8.2
	6	%	7.2	4.7	6.6	8.6	6.9	6.1	8.6	6.0		9.0	7.3	6.0
	7	%	12.6	17.1	14.3	13.2	10.4	8.7	14.1	11.2		10.9	11.4	14.7
	8	%	15.4	19.6	17.8	13.3	16.0	14.2	13.2	17.5		12.1	13.2	19.2
	9	%	11.9	10.2	12.2	10.9	11.5	15.3	9.5	14.2		10.7	10.9	13.4
	Very important (10)	%	29.0	32.8	26.4	29.4	27.7	32.3	23.2	34.7		29.6	32.3	26.1
	Unsure	%	1.6	0.7	2.3	1.4	2.0	0.6	1.4	1.8		1.8	1.8	1.2

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. The margin of error this survey is ±3.0 percentage points, 19 times out of 20.

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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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Responding to public health threats like a pandemic	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
		Mean	8.1	8.4	8.2	8.1	7.8	8.0	8.0	8.2		7.6	7.8	8.6
		Median	9.0	9.0	9.0	9.0	8.0	8.0	9.0	9.0		8.0	8.0	9.0
	Not at all important (1)	%	3.0	1.8	2.5	2.3	6.0	2.3	3.4	2.6		3.7	4.5	1.3
	2	%	1.4	1.2	0.7	1.1	1.5	3.3	1.1	1.7		1.1	2.7	0.6
	3	%	1.7	2.4	1.8	1.2	2.4	2.0	1.7	1.8		1.6	2.3	1.4
	4	%	1.9	2.0	1.4	1.8	2.5	2.0	2.1	1.6		3.0	1.5	1.5
	5	%	5.5	2.8	4.9	6.8	4.5	5.5	5.7	5.3		8.3	5.2	3.9
	6	%	6.3	3.8	8.1	6.3	5.6	5.2	7.0	5.6		13.0	5.9	2.2
	7	%	9.6	8.5	8.7	11.0	9.5	8.0	10.4	8.9		10.7	11.3	7.6
	8	%	16.7	13.4	17.2	14.4	18.4	21.7	17.4	16.1		15.0	17.7	17.0
	9	%	13.4	15.5	14.1	15.4	10.8	9.0	13.5	13.4		13.1	12.5	14.3
	Very important (10)	%	39.4	45.5	39.4	39.1	38.2	39.2	36.9	41.8		29.2	35.3	49.3
	Unsure	%	1.0	3.0	1.3	0.5	0.5	1.7	0.9	1.2		1.2	1.0	0.9

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. The margin of error this survey is ±3.0 percentage points, 19 times out of 20.

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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]

			Canada 2023-10	Region Atlantic	Quebec	Ontario	Prairies	British Columbia	Gender Male	Female	Other	Age 18 to 34	35 to 54	55 plus
Question - Managing the pressures of an aging population	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
		Mean	2.2	2.0	2.3	2.1	2.3	2.0	2.2	2.2		2.2	2.1	2.2
		Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0		2.0	2.0	2.0
	Not confident	%	22.8	24.8	17.9	25.3	20.5	26.2	23.5	22.2		18.5	25.7	23.4
	Somewhat not confident	%	40.4	42.7	40.6	39.3	36.7	46.9	40.2	40.7		40.5	38.4	42.0
	Somewhat confident	%	28.3	23.7	30.5	28.1	34.5	19.2	26.8	29.8		27.7	29.2	27.9
	Confident	%	5.2	2.3	7.9	3.4	6.9	4.9	5.9	4.5		6.2	3.8	5.5
	Unsure	%	3.3	6.4	3.0	3.9	1.5	2.9	3.6	2.8		7.1	2.8	1.2

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]

			Canada 2023-10	Region Atlantic	Quebec	Ontario	Prairies	British Columbia	Gender Male	Female	Other	Age 18 to 34	35 to 54	55 plus
Question - Further protecting our environment	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
		Mean	2.3	2.3	2.3	2.3	2.3	2.2	2.4	2.3		2.3	2.3	2.4
		Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0		2.0	2.0	2.0
	Not confident	%	21.1	18.1	19.4	20.4	21.4	27.1	19.8	22.5		22.9	23.9	17.9
	Somewhat not confident	%	32.1	35.4	33.3	34.4	29.1	26.1	32.1	32.0		31.3	29.3	34.8
	Somewhat confident	%	35.2	37.3	37.9	30.7	38.6	38.0	36.0	34.5		33.2	34.9	36.7
	Confident	%	8.0	7.2	6.5	10.1	7.7	5.8	9.1	7.0		8.0	8.3	7.9
	Unsure	%	3.5	2.0	2.9	4.5	3.2	3.0	3.0	4.0		4.6	3.6	2.7

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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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Encouraging Canadian culture	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
		Mean	2.5	2.5	2.5	2.6	2.5	2.6	2.5	2.6		2.6	2.5	2.5
		Median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0		3.0	3.0	3.0
	Not confident	%	15.7	18.7	13.6	16.1	18.7	13.2	17.2	14.3		13.9	18.1	15.0
	Somewhat not confident	%	22.9	24.6	27.9	22.6	17.9	21.0	25.0	20.9		21.2	21.0	25.5
	Somewhat confident	%	42.6	37.2	45.5	39.0	48.7	42.9	40.0	45.2		43.3	42.4	42.3
	Confident	%	11.0	11.7	9.5	13.8	8.1	8.8	11.7	10.3		10.2	12.0	10.7
	Unsure	%	7.8	7.8	3.5	8.6	6.6	14.2	6.1	9.2		11.4	6.5	6.5

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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Ensuring Canadians have a high standard of living	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
		Mean	2.2	2.1	2.3	2.1	2.2	2.2	2.2	2.2		2.1	2.2	2.3
		Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0		2.0	2.0	2.0
	Not confident	%	25.9	30.1	22.5	27.9	24.1	25.8	26.7	24.9		31.9	27.2	20.9
	Somewhat not confident	%	32.4	32.5	30.7	32.1	33.8	34.2	32.6	32.3		30.4	32.4	33.7
	Somewhat confident	%	33.2	29.0	36.3	30.9	35.8	33.1	32.5	33.9		27.1	32.7	37.5
	Confident	%	4.7	4.3	5.2	4.2	5.2	4.6	5.1	4.3		5.3	5.1	3.9
	Unsure	%	3.9	4.1	5.2	4.9	1.1	2.3	3.2	4.6		5.2	2.6	4.1

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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Investing in our education system	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
		Mean	2.3	2.3	2.4	2.3	2.3	2.4	2.4	2.3		2.3	2.3	2.4
		Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0		2.0	2.0	2.0
	Not confident	%	19.7	19.8	19.2	20.5	21.4	16.2	20.3	19.0		21.7	23.3	15.6
	Somewhat not confident	%	33.6	36.4	33.8	32.4	31.1	38.0	30.4	36.7		33.3	31.5	35.3
	Somewhat confident	%	35.7	31.6	34.7	34.2	41.0	36.5	37.9	33.6		31.5	35.9	38.2
	Confident	%	8.6	9.2	10.5	9.1	5.4	7.6	9.4	7.8		9.5	7.4	8.9
	Unsure	%	2.5	3.0	1.8	3.7	1.1	1.7	2.0	3.0		4.1	1.9	1.9

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. The margin of error this survey is ±3.0 percentage points, 19 times out of 20.

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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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Keeping our healthcare system strong	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
		Mean	2.1	2.0	2.2	2.1	2.2	2.1	2.1	2.1		2.0	2.1	2.2
		Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0		2.0	2.0	2.0
	Not confident	%	28.1	30.6	25.5	28.4	28.2	29.7	28.1	27.9		32.6	29.8	23.7
	Somewhat not confident	%	36.5	42.1	33.4	40.5	32.1	33.0	35.5	37.5		35.5	34.2	38.8
	Somewhat confident	%	28.1	21.0	31.4	23.9	32.8	31.9	29.4	27.0		23.6	29.5	30.0
	Confident	%	5.6	4.3	7.2	5.4	5.3	4.3	5.5	5.7		5.0	4.5	6.8
	Unsure	%	1.8	2.0	2.6	1.7	1.5	1.0	1.6	2.0		3.3	2.0	0.6

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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Preserving social programs	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
		Mean	2.5	2.5	2.6	2.4	2.4	2.5	2.5	2.4		2.5	2.4	2.5
		Median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0		3.0	3.0	3.0
	Not confident	%	15.0	14.6	13.0	17.3	16.2	10.4	13.0	16.9		15.7	16.0	13.7
	Somewhat not confident	%	28.3	30.3	22.7	28.1	31.1	33.9	29.3	27.2		21.6	31.9	29.9
	Somewhat confident	%	43.6	42.6	50.2	41.8	42.8	39.6	45.3	42.1		45.8	40.3	44.8
	Confident	%	9.2	8.2	11.2	8.2	7.6	11.0	9.8	8.6		10.1	8.8	8.9
	Unsure	%	3.9	4.3	3.0	4.6	2.2	5.1	2.5	5.2		6.8	3.0	2.7

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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Improving the quality of life for First Nations living on reserves	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
		Mean	2.2	2.3	2.4	2.1	2.2	2.3	2.2	2.2		2.1	2.2	2.3
		Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0		2.0	2.0	2.0
	Not confident	%	24.1	17.8	17.7	30.9	22.7	20.6	24.1	24.2		28.9	28.7	17.5
	Somewhat not confident	%	33.2	39.5	32.4	29.8	35.2	38.1	35.1	31.4		35.5	28.3	35.5
	Somewhat confident	%	28.1	30.3	31.2	25.0	27.7	30.7	25.7	30.3		19.8	28.6	32.9
	Confident	%	8.2	6.0	10.9	7.0	8.3	8.0	8.8	7.6		9.0	8.4	7.5
	Unsure	%	6.5	6.4	7.8	7.3	6.0	2.7	6.3	6.5		6.8	6.0	6.6

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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 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Responding to public health threats like a pandemic	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
		Mean	2.7	2.7	2.8	2.6	2.5	2.7	2.6	2.7		2.5	2.6	2.8
		Median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0		3.0	3.0	3.0
	Not confident	%	15.5	11.5	10.1	17.4	21.3	13.8	17.0	14.1		21.9	17.3	9.9
	Somewhat not confident	%	18.7	23.3	13.2	18.0	25.2	19.3	21.4	16.1		19.8	18.5	18.2
	Somewhat confident	%	46.9	42.4	59.9	45.9	38.3	41.4	44.6	49.3		44.0	44.8	50.5
	Confident	%	17.1	20.9	15.5	17.0	13.8	22.4	15.6	18.5		11.3	17.2	20.8
	Unsure	%	1.7	2.0	1.2	1.6	1.4	3.1	1.4	2.0		2.9	2.2	0.6