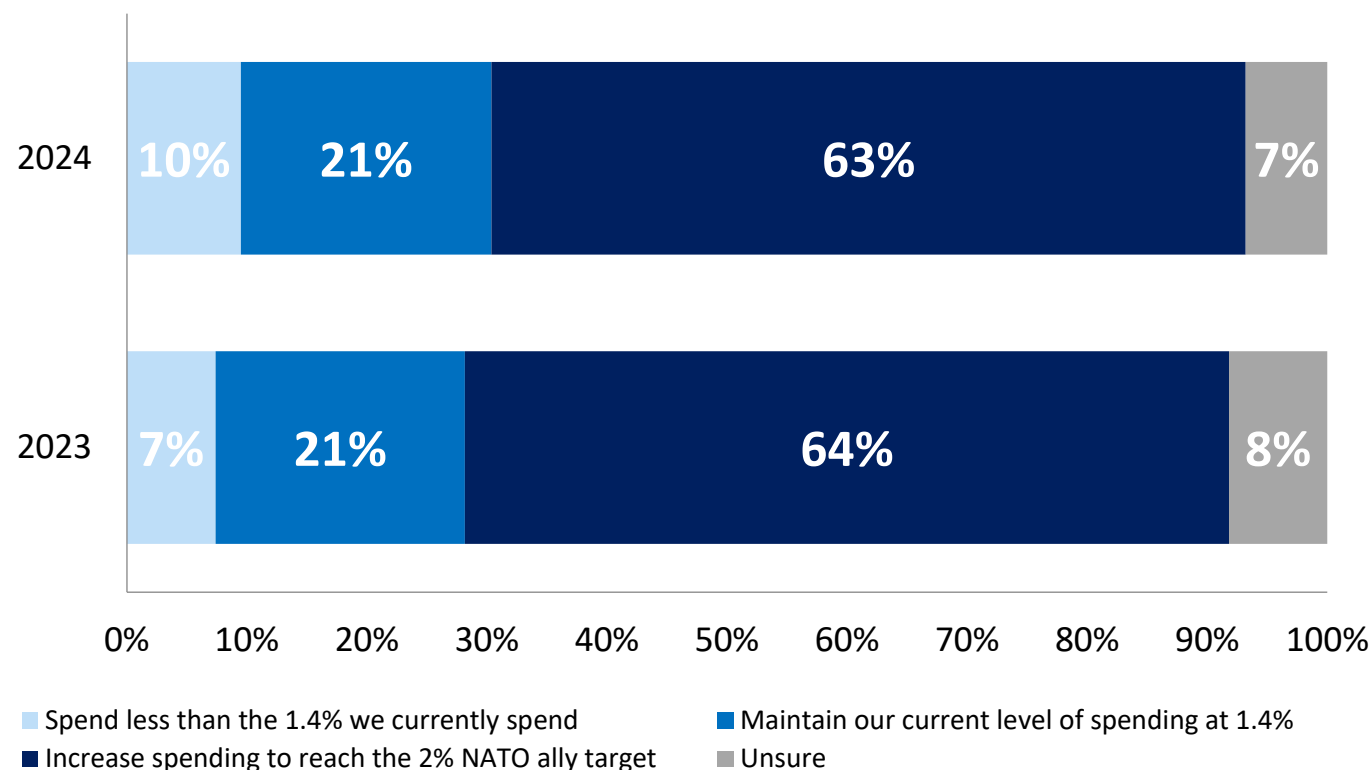


Majority of Canadians still prefer increasing our defence spending to reach the 2% NATO ally target.

Similar to previous waves, nearly two in three Canadians prefer increasing spending to reach the 2% NATO ally target. Older Canadians aged 55 plus are more likely to prefer increasing spending to reach the 2% NATO ally target (74%) than younger Canadians aged 35 to 54 (58%) and 18 to 34 (52%). Men are also more likely to say this (71%) than women (55%).

Defence spending preference - Tracking



*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, February 28th to March 2nd, 2024, n=1071, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Defence spending preference - Demographics

Q – In the 2023-24 fiscal year, Canada is estimated to spend approximately 1.4 per cent of GDP on defence spending. Our commitment as a NATO ally is to spend 2 per cent of GDP on defence spending. Canada has not spent 2% of GDP on defence since the 1980s. Which approach would you prefer for Canada's defence spending?

Spend less than the 1.4% we currently spend

Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
10.8	14.0	8.3	7.4	7.0
Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
9.9	8.9	13.0	12.3	4.9

Maintain our current level of spending at 1.4%

Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
14.2	25.4	20.3	17.2	22.8
Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
15.6	25.8	26.3	22.4	16.1

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 2nd, 2023, n=1071, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Defence spending preference - Demographics

Q – In the 2023-24 fiscal year, Canada is estimated to spend approximately 1.4 per cent of GDP on defence spending. Our commitment as a NATO ally is to spend 2 per cent of GDP on defence spending. Canada has not spent 2% of GDP on defence since the 1980s. Which approach would you prefer for Canada's defence spending?

Increase spending to reach the 2% NATO ally target				
Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
69.3	54.8	64.2	69.6	60.9
Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
71.2	55.1	52.0	57.6	74.0
Unsure				
Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
5.6	5.8	7.2	5.7	9.3
Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
3.3	10.2	8.7	7.6	5.0

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 2nd, 2024, n=1071, 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 1,000 Canadians, 18 years of age or older, between February 28th and March 2nd, 2024 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 dialing 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 the Globe and Mail 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	The Globe and Mail	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
Population and Final Sample Size	1071 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 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 (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.
Margin of Error	±3.0 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	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
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, views on economic issues, and views on transgender persons.
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	February 28 th to March 2 nd , 2024.		
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/		



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

nanos dimap analytika



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?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co



NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

For more information about our services, please visit us at:

www.nanos.co

TABULATIONS





2024-2545 – Globe and Mail/Nanos Survey – February Omni - STAT SHEET

			Region						Gender			Age		
			Canada 2024-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - In the 2023-24 fiscal year, Canada is estimated to spend approximately 1.4 per cent of GDP on defence spending. Our commitment as a NATO ally is to spend 2 per cent of GDP on defence spending. Canada has not spent 2% of GDP on defence since the 1980s. Whic	Total	Unwgt N	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	Spend less than the 1.4% we currently spend	%	9.5	10.8	14.0	8.3	7.4	7.0	9.9	8.9		13.0	12.3	4.9
	Maintain our current level of spending at 1.4%	%	20.9	14.2	25.4	20.3	17.2	22.8	15.6	25.8		26.3	22.4	16.1
	Increase spending to reach the 2% NATO ally target	%	62.9	69.3	54.8	64.2	69.6	60.9	71.2	55.1		52.0	57.6	74.0
	Unsure	%	6.8	5.6	5.8	7.2	5.7	9.3	3.3	10.2		8.7	7.6	5.0

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 February 28th and March 2nd, 2024. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. *Responses with n values under 30 have been shaded.