

A person wearing a dark hoodie and gloves is shown in profile, using a lockpick to attempt to open a car door handle. The scene is outdoors, with a blurred background of a building and trees. The image is overlaid with a semi-transparent white box containing text.

Over two in five Canadians have either been a victim of vehicle theft or know someone who has.

National survey released March, 2024
Submission 2024-2545

THE GLOBE AND MAIL 



Nanos was retained by the Globe and Mail to conduct research among Canadians to gauge their views on important issues for the federal government to focus on and their experience with vehicle theft.

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 to March 2nd, 2024 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 Globe and Mail and the research was conducted by Nanos Research

Important issues for Government Focus

Q – Please rank the following issues in order of importance where 1 is the most important issue for the federal government to focus on, 2 the second most important and 3 the third most important. [RANDOMIZE]

	Rank 1 (n=1065)	Rank 2 (n=1064)	Rank 3 (n=1052)
Cost of living/inflation (housing, groceries, energy bills)	37.2%	21.8%	14.1%
Health/healthcare	17.5%	25.3%	19.6%
The environment/climate change	14.3%	14.1%	12.3%
Economic issues (Jobs and the economy)	10.7%	14.4%	18.0%
Fiscal issues (Taxes and debt)	8.4%	11.3%	12.5%
Immigration	6.2%	6.9%	11.1%
Defense spending	3.6%	4.9%	9.0%
Vehicle theft	0.3%	0.8%	2.0%
Other	1.7%	0.4%	1.3%



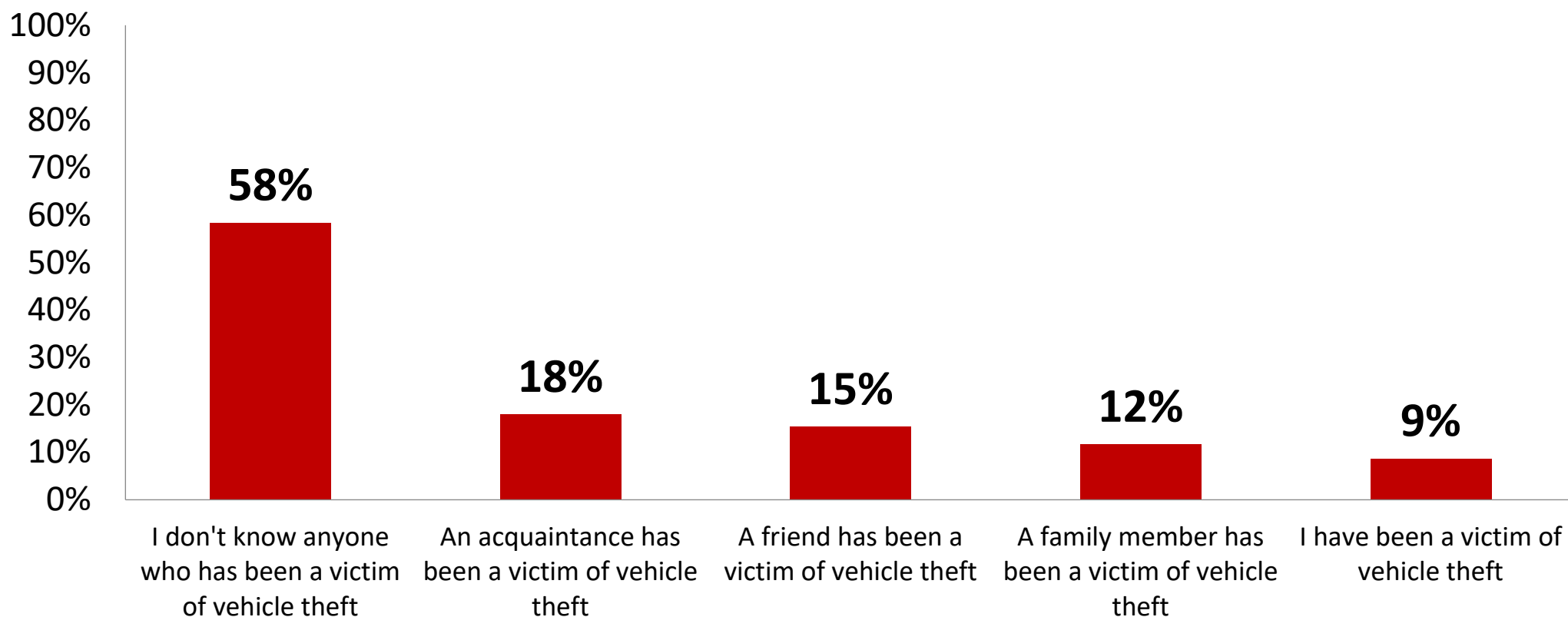
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 2nd, 2023, n=1071, accurate 3.0 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL



Vehicle Theft Experience

Q – Which of the following statements apply to you? [RANDOMIZE] (Please select all that apply)



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.

Vehicle Theft Experience - Demographics

Q – Which of the following statements apply to you? [RANDOMIZE]
(Please select all that apply)

	Canada (n=1071)	Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)	Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
I don't know anyone who has been a victim of vehicle theft	58.4%	71.9%	61.1%	57.8%	52.6%	56.6%	61.1%	56.1%	55.4%	53.3%	64.4%
An acquaintance has been a victim of vehicle theft	18.0%	14.1%	17.3%	20.1%	17.0%	16.3%	15.7%	20.0%	19.7%	21.2%	14.4%
A friend has been a victim of vehicle theft	15.4%	12.9%	11.7%	18.0%	15.4%	15.6%	14.7%	15.9%	16.7%	21.4%	9.9%
A family member has been a victim of vehicle theft	11.7%	9.1%	8.0%	10.1%	17.7%	15.9%	11.1%	12.3%	12.8%	13.0%	9.9%
I have been a victim of vehicle theft	8.7%	4.5%	9.3%	5.4%	13.6%	12.5%	8.4%	9.0%	6.8%	9.1%	9.5%

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 1,071 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 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 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/		



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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



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

Please rank the following issues in order of importance where 1 is the most important issue for the federal government to focus on, 2 the second most important and 3 the third most important. [RANDOMIZE]

Question – Rank 1	Total		Region						Gender			Age		
			Canada 2024-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
		Unwgt N	1065	102	252	343	212	156	550	513	2	194	376	495
		Wgt N	995	68	231	387	171	138	486	506	2	263	322	410
	Economic issues (Jobs and the economy)	%	10.7	10.6	9.4	9.7	14.3	11.0	11.2	10.1		10.5	9.7	11.5
	The environment/climate change	%	14.4	12.6	20.4	13.2	8.0	16.1	14.4	14.3		12.7	13.1	16.4
	Fiscal issues (Taxes and debt)	%	8.4	5.2	6.8	9.4	9.6	8.5	10.0	6.7		7.3	9.8	8.0
	Immigration	%	6.2	0.0	9.4	6.3	6.1	3.9	7.6	5.0		5.0	6.3	7.0
	Cost of living/inflation (housing, groceries, energy bills)	%	37.2	46.9	33.2	36.1	40.7	37.8	35.2	39.1		43.6	43.2	28.4
	Vehicle theft	%	0.3	0.0	0.7	0.4	0.0	0.0	0.2	0.5		0.6	0.2	0.2
	Health/healthcare	%	17.5	18.4	17.1	18.8	14.4	17.6	14.5	20.4		15.4	12.6	22.6
	Defense spending	%	3.6	4.9	1.8	4.0	4.7	3.6	5.1	2.2		2.1	3.1	5.0
	Social welfare and Human rights	%	0.5	0.0	0.8	0.9	0.0	0.0	0.7	0.4		0.6	0.8	0.3
	Education	%	0.2	0.0	0.0	0.4	0.3	0.0	0.1	0.3		0.6	0.0	0.1
	Protecting linguistic minority in Quebec	%	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.2		0.0	0.2	0.0
	Security/crime	%	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.3		0.6	0.0	0.0
	Foreign policy/conflicts (Ukraine, Gaza, etc)	%	0.2	1.3	0.0	0.0	0.9	0.0	0.4	0.1		0.3	0.3	0.2
	Governance and Political reform	%	0.1	0.0	0.0	0.0	0.9	0.0	0.0	0.3		0.6	0.0	0.0
	Other	%	0.3	0.0	0.0	0.3	0.0	1.5	0.6	0.0		0.0	0.6	0.3

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

Question – Rank 2	Total		Region						Gender			Age		
			Canada 2024-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
		Unwgt N	1064	102	252	343	211	156	549	513	2	194	376	494
		Wgt N	994	68	231	387	171	138	486	506	2	263	322	409
		Economic issues (Jobs and the economy)	14.4	8.9	15.1	17.4	11.9	10.5	15.4	13.5		15.6	15.6	12.7
		The environment/climate change	14.1	8.7	16.8	13.4	10.6	18.5	13.0	15.1		16.7	10.9	14.9
		Fiscal issues (Taxes and debt)	11.3	11.3	6.8	12.0	14.5	13.2	14.0	8.8		8.7	12.4	12.2
		Immigration	6.9	1.5	10.6	7.2	3.8	6.3	7.6	6.3		9.0	5.1	6.9
		Cost of living/inflation (housing, groceries, energy bills)	21.8	25.8	22.0	19.2	24.6	23.4	21.1	22.4		21.7	23.3	20.8
		Vehicle theft	0.8	0.0	1.2	1.2	0.6	0.0	1.3	0.4		0.0	1.7	0.7
		Health/healthcare	25.3	39.4	21.5	25.7	25.1	24.2	21.0	29.4		24.8	26.4	24.9
		Defense spending	4.9	4.4	5.7	3.7	8.5	3.1	6.3	3.7		3.5	3.5	7.0
		Social welfare and Human rights	0.1	0.0	0.0	0.0	0.5	0.0	0.2	0.0		0.0	0.3	0.0
		Protecting linguistic minority in Quebec	0.1	0.0	0.4	0.0	0.0	0.0	0.2	0.0		0.0	0.3	0.0
		Governance and Political reform	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.2		0.0	0.3	0.0
		Other	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.2		0.0	0.4	0.0

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

Question - Rank 3	Total	Unwgt N	Region						Gender			Age		
			Canada 2024-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
		Wgt N	1047	99	245	340	208	155	539	506	2	191	367	489
		%	979	66	225	383	168	137	478	500	2	260	314	405
	Economic issues (Jobs and the economy)	%	18.0	13.8	12.8	20.2	21.3	18.2	18.4	17.6		18.3	19.2	16.8
	The environment/climate change	%	12.3	14.9	13.7	11.8	10.6	11.8	10.4	14.1		9.8	13.4	13.0
	Fiscal issues (Taxes and debt)	%	12.5	11.1	13.2	10.9	15.9	12.5	11.9	13.2		11.5	15.0	11.2
	Immigration	%	11.1	10.4	15.7	10.1	9.8	8.4	11.5	10.7		11.9	13.2	9.1
	Cost of living/inflation (housing, groceries, energy bills)	%	14.1	13.9	15.3	13.8	16.6	10.3	13.6	14.7		13.0	11.8	16.7
	Vehicle theft	%	2.0	2.4	2.9	2.1	1.7	0.5	1.9	1.8		2.2	1.3	2.4
	Health/healthcare	%	19.6	24.5	17.3	19.8	15.2	26.1	20.0	19.3		24.4	16.5	19.0
	Defense spending	%	9.0	7.6	8.1	9.8	8.2	10.1	11.6	6.5		7.3	8.0	10.9
	Social welfare and Human rights	%	0.3	0.0	0.0	0.3	0.0	1.6	0.2	0.4		0.5	0.6	0.0
	Education	%	0.1	1.2	0.0	0.0	0.0	0.0	0.0	0.2		0.0	0.0	0.2
	Security/crime	%	0.2	0.0	0.4	0.2	0.0	0.0	0.4	0.0		0.0	0.3	0.2
	Foreign policy/conflicts (Ukraine, Gaza, etc)	%	0.1	0.0	0.0	0.0	0.8	0.0	0.0	0.3		0.0	0.4	0.0
	Governance and Political reform	%	0.4	0.0	0.5	0.5	0.0	0.5	0.0	0.8		0.5	0.3	0.4
	Other	%	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.3		0.6	0.0	0.0

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

Question - Which of the following statements apply to you? [RANDOMIZE] (Please select all that apply)	Total	Unwgt N	Region					Gender			Age			
			Canada 2024-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
			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
I have been a victim of vehicle theft	%		8.7	4.5	9.3	5.4	13.6	12.5	8.4	9.0		6.8	9.1	9.5
A family member has been a victim of vehicle theft	%		11.7	9.1	8.0	10.1	17.7	15.9	11.1	12.3		12.8	13.0	9.9
A friend has been a victim of vehicle theft	%		15.4	12.9	11.7	18.0	15.4	15.6	14.7	15.9		16.7	21.4	9.9
An acquaintance has been a victim of vehicle theft	%		18.0	14.1	17.3	20.1	17.0	16.3	15.7	20.0		19.7	21.2	14.4
I don't know anyone who has been a victim of vehicle theft	%		58.4	71.9	61.1	57.8	52.6	56.6	61.1	56.1		55.4	53.3	64.4

*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

**Multifrequency tab based on multiple responses

Question - Which of the following statements apply to you? [RANDOMIZE] (Please select all that apply)	Total	Unwgt N	Region					Gender			Age			
			Canada 2024-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
			1198	116	272	383	248	179	611	585	2	215	441	542
		Wgt N	1124	76	248	432	205	163	544	578	2	298	379	446
I have been a victim of vehicle theft	%		7.7	4.0	8.7	4.8	11.7	10.7	7.5	7.9		6.1	7.7	8.8
A family member has been a victim of vehicle theft	%		10.4	8.1	7.4	9.1	15.2	13.6	10.0	10.8		11.5	11.0	9.2
A friend has been a victim of vehicle theft	%		13.7	11.5	10.9	16.2	13.2	13.3	13.3	14.0		15.0	18.1	9.2
An acquaintance has been a victim of vehicle theft	%		16.0	12.6	16.1	18.1	14.6	13.9	14.2	17.7		17.7	17.9	13.3
I don't know anyone who has been a victim of vehicle theft	%		52.1	63.9	56.9	51.9	45.2	48.4	55.0	49.5		49.7	45.2	59.5

*Values are based on the proportion an activity represents of all response options (columns add up to 100%).

**Multifrequency tab based on multiple responses

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