Canadians give top scores to the UK and Germany as positive partners.

National Survey | Summary
Conducted by Nanos, July 2024
Submission 2024-2594

NANOS

Key Findings

1

The UK and Germany remains highest rated on most positive opinion

Canadians have the most positive opinion of the UK in terms of being a positive partner to Canada with around eight in ten that say they have a positive (51%) or somewhat positive (32%) opinion, followed by Germany (41% positive, 35% somewhat positive), which is similar to the last wave. Positive opinion of the United States (37% positive and 34% somewhat positive) remains higher than the start of tracking in 2019 (19% positive, 25% somewhat positive).

2

United States keeps top spot for Canadians on positive relationship that benefits Canada

Canadians continue to rank the United States as the partner they are most comfortable with in terms of having a positive relationship that benefits Canada with two in three that say so (59%), a slight decrease from 2023 (67%). This followed far behind by Europe (30%) and Asia (2%).

3

Security and trade and prosperity issues are the preferred cooperation with Europe

When asked to rate the level of cooperation Canada should have with Europe, over four in five Canadians think there should be high levels of collaboration (score of 7 to 10 out of 10) between Canada and Europe on security issues (83%) and trade and prosperity issues (82%) which is similar to the last wave (82% for security issues and 85% for trade and prosperity).

4

Australia, Germany and The United States are the preferred energy partners

Australia gets the highest rating from Canadians in terms of the energy partner they are comfortable with (score of 7-10 out of 10), with over two in three that say so (70%), similar to the last wave in 2023 (73%). This is closely followed by Germany (67%) and The United States (63%).

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Level of comfort with relationships with international partners

Q Thinking of Canada and its relationship with the following partners, please rank your level of comfort where 1 is the most comfortable, 2 the second most comfortable and so on in terms of having a positive relationship that benefits Canada. [RANDOMIZE]

"The United States remains the partner that Canadians rank as the one they are most comfortable with in terms of having a positive relationship that benefits Canada with three in five that say so."

TOP RESPONSES

	First rank			Second rank		
	2024 (n=1031)	2023 (n=1080)	2022 (n=1005)	2024 (n=954)	2023 (n=1080)	2022 (n=949)
The United States	59.4%	66.9%	62.2%	25.9%	19.4%	24.6%
Europe	29.5%	23.7%	30.2%	55.9%	62.5%	56.9%
Asia	1.8%	2.4%	1.4%	7.6%	6.4%	6.3%
South America	1.5%	1.4%	0.2%	6.2%	8.1%	2.9%
Africa	0.3%	0.7%	1.3%	1.9%	2.5%	8.7%
Unsure	7.5%	5.1%	4.7%	2.6%	1.1%	0.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1031, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Top reasons for level of comfort with international partnerships

Q What was your main reason for your first ranked choice? [OPEN]

	Total			The United States			Europe			Asia		South America	
	2024 (n=905)	2023 (n=1009)	2022 (n=869)	2024 (n=556)	2023 (n=683)	2022 (n=564)	2024 (n=262)	2023 (n=244)	2022 (n=255)	2024 (n=19)	2023 (n=21)	2024 (n=13)	2023 (n=13)
Physical proximity	22.0%	37.5%	26.7%	35.7%	53.1%	39.5%	1.7%	2.8%	2.0%				
We share common interests and values/are allies	15.9%	21.7%	22.0%	12.1%	21.1%	13.2%	28.8%	29.3%	43.4%				
Largest/important trading partner	12.6%	18.7%	24.0%	19.3%	24.2%	32.6%	1.3%	6.2%	7.6%				
Familiarity/longstanding relationship	12.2%	13.7%	8.2%	14.3%	16.9%	8.5%	11.5%	8.4%	8.7%				
Most trustworthy/stable	10.0%	11.2%	1.9%	4.4%	6.8%	0.6%	22.4%	24.4%	4.7%				
I do not trust the US right now/do not agree with Trump	7.1%	4.3%	3.6%	1.8%	0.6%	0.8%	17.8%	13.2%	5.6%				
Most mutually beneficial/good trading agreements	6.7%	9.1%	2.4%	6.2%	7.5%	0.8%	7.6%	13.5%	5.6%				
Other	2.8%	3.8%	3.4%	1.0%	1.4%	0.8%	0.8%	6.1%	6.8%				
Unsure	1.7%	1.5%	1.6%	0.1%	-	0.1%	1.1%	1.3%	2.9%				

*Shaded due to low sample size
Africa mentions under 30 in 2019, 2021, 2022 and 2024
Only the top reasons shown

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=905, accurate 3.3 percentage points plus or minus, 19 times out of 20.

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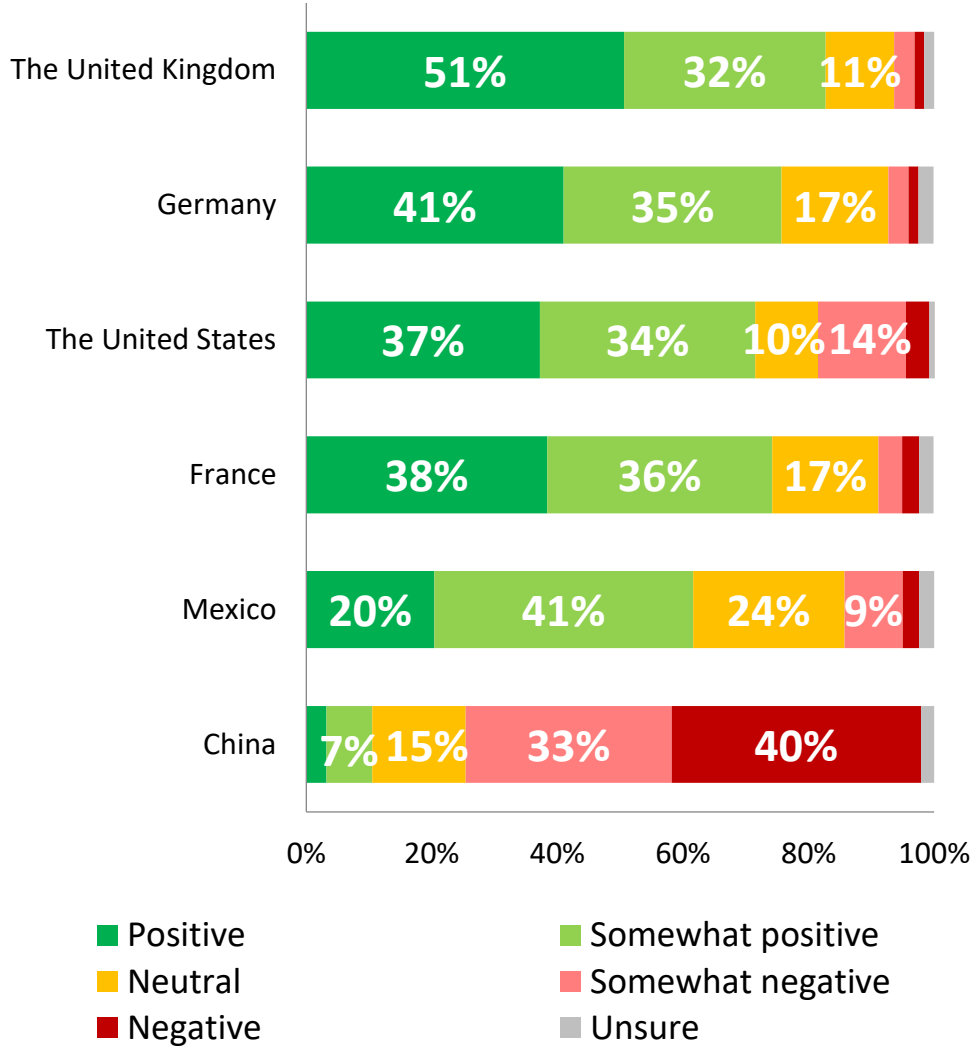
Opinions of Canada's partnerships with other countries



Over **8 in 10** Canadians

say they have a positive or somewhat positive opinion of the United Kingdom followed by Germany and The United States, while around seven in ten have a positive or somewhat positive opinion of France and just under two in three have a positive or somewhat positive opinion of Mexico. Around three in four Canadians have a negative or somewhat negative opinion of China.

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*Data labels under 5% have been removed for clarity.

Q – Do you have a positive, a somewhat positive, a neutral, a somewhat negative or negative opinion of the following countries in terms of being a positive partner with Canada? [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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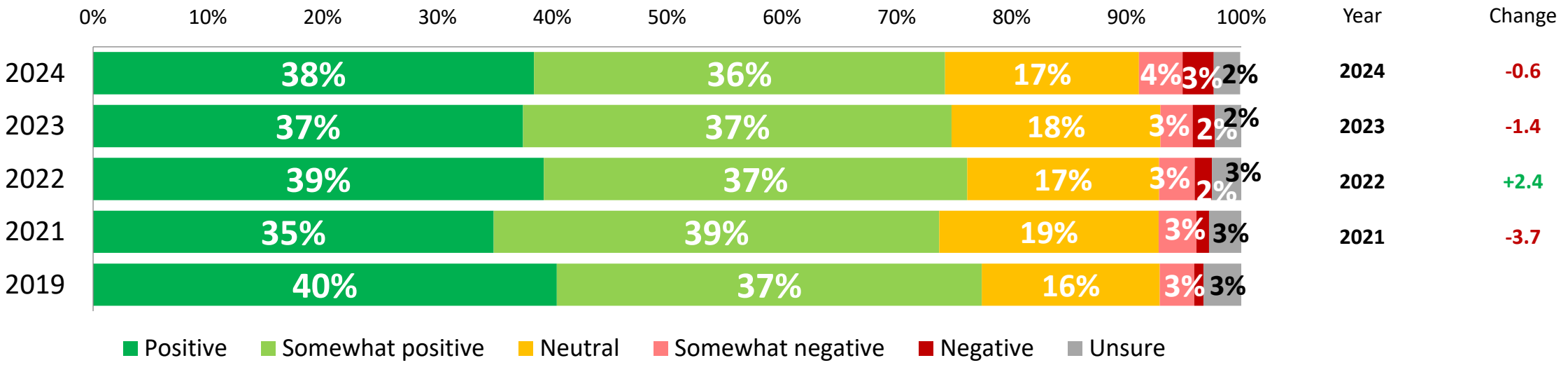
Opinions of Canada's relationship with France



Positive/ somewhat positive

Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
70.8%	**83.6%**	**74.1%**	**67.6%**	**69.1%**

Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
73.0%	**75.3%**	**70.8%**	**73.1%**	**77.4%**

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

Q – Do you have a positive, a somewhat positive, a neutral, a somewhat negative or negative opinion of the following countries in terms of being a positive partner with Canada. [RANDOMIZE]

France

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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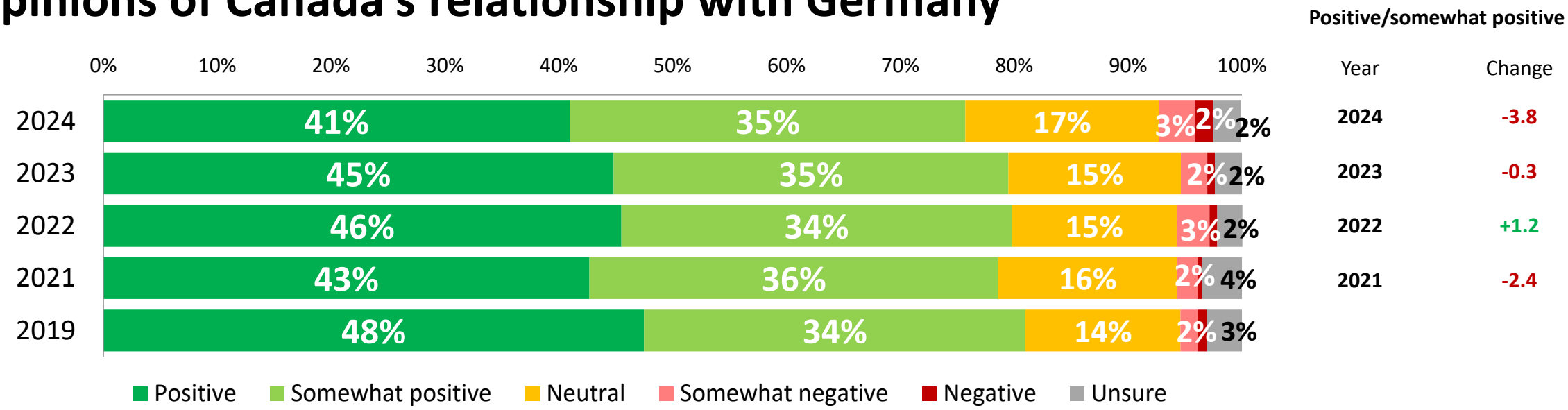
Opinions of Canada's relationship with Germany



Positive/somewhat positive	Year	Change
	2024	-3.8
	2023	-0.3
	2022	+1.2
	2021	-2.4

Positive/ somewhat positive

Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
64.5%	**76.7%**	**75.8%**	**76.4%**	**78.4%**

Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
78.6%	**73.0%**	**72.9%**	**72.4%**	**80.2%**

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

Q – Do you have a positive, a somewhat positive, a neutral, a somewhat negative or negative opinion of the following countries in terms of being a positive partner with Canada. [RANDOMIZE]

Germany

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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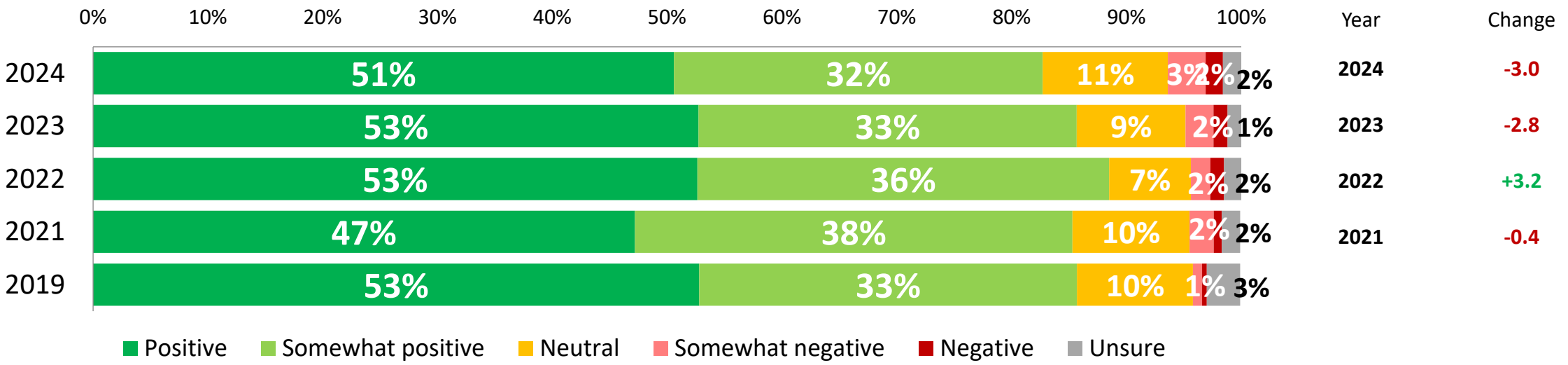
Opinions of Canada's relationship with the United Kingdom



Positive/somewhat positive	Year	Change
2024	2024	-3.0
2023	2023	-2.8
2022	2022	+3.2
2021	2021	-0.4

Positive/ somewhat positive

Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
84.5%	**79.0%**	**83.5%**	**82.9%**	**86.0%**

Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
83.7%	**81.8%**	**78.5%**	**80.0%**	**87.7%**

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

Q – Do you have a positive, a somewhat positive, a neutral, a somewhat negative or negative opinion of the following countries in terms of being a positive partner with Canada. [RANDOMIZE]

The United Kingdom

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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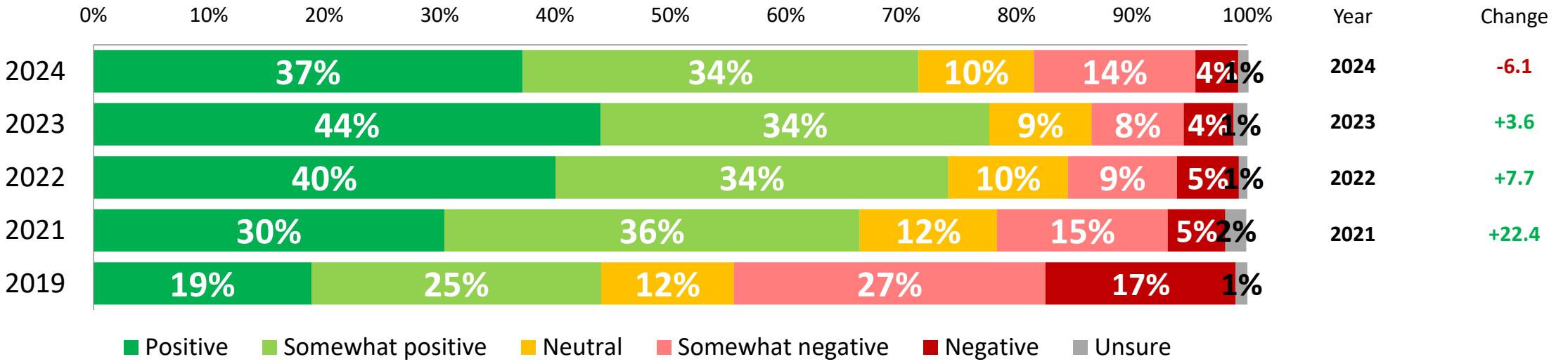
Opinions of Canada's relationship with the United States



Positive/somewhat positive	Year	Change
	2024	-6.1
	2023	+3.6
	2022	+7.7
	2021	+22.4

Positive/ somewhat positive

Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
70.3%	**76.3%**	**67.5%**	**78.8%**	**66.3%**

Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
78.3%	**64.9%**	**71.4%**	**71.4%**	**71.6%**

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

Q – Do you have a positive, a somewhat positive, a neutral, a somewhat negative or negative opinion of the following countries in terms of being a positive partner with Canada. [RANDOMIZE]

The United States

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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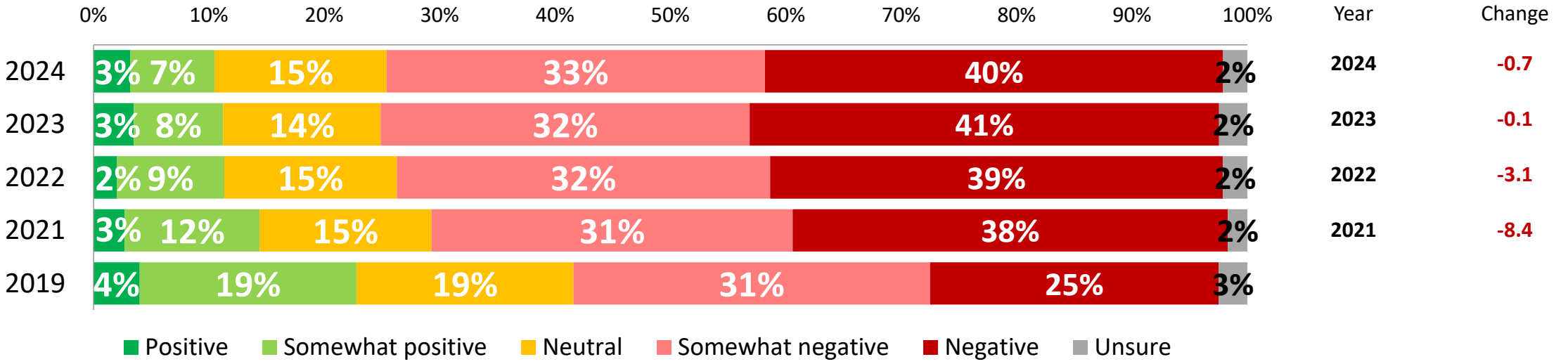
Opinions of Canada's relationship with China



Positive/ somewhat positive

Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
13.5%	**13.5%**	**9.1%**	**9.8%**	**8.9%**

Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
12.0%	**9.1%**	**12.7%**	**11.3%**	**8.5%**

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

Q – Do you have a positive, a somewhat positive, a neutral, a somewhat negative or negative opinion of the following countries in terms of being a positive partner with Canada. [RANDOMIZE]

China

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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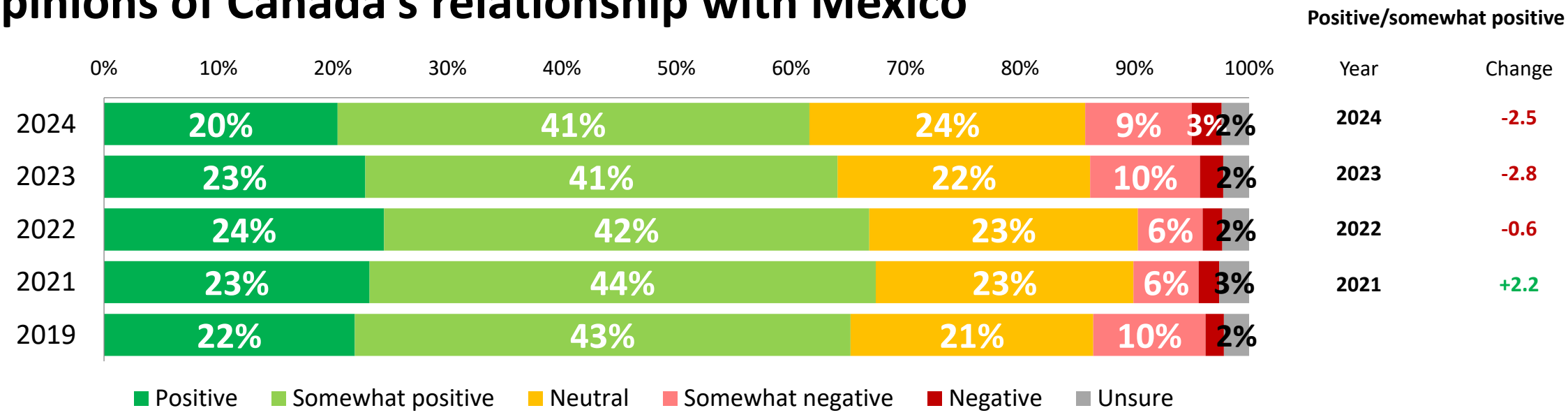
Opinions of Canada's relationship with Mexico



Positive/ somewhat positive

Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
52.3%	**64.4%**	**55.8%**	**68.7%**	**68.3%**

Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
64.3%	**58.8%**	**58.3%**	**62.0%**	**63.3%**

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

Q – Do you have a positive, a somewhat positive, a neutral, a somewhat negative or negative opinion of the following countries in terms of being a positive partner with Canada. [RANDOMIZE]

Mexico

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Canada's relationship with Europe

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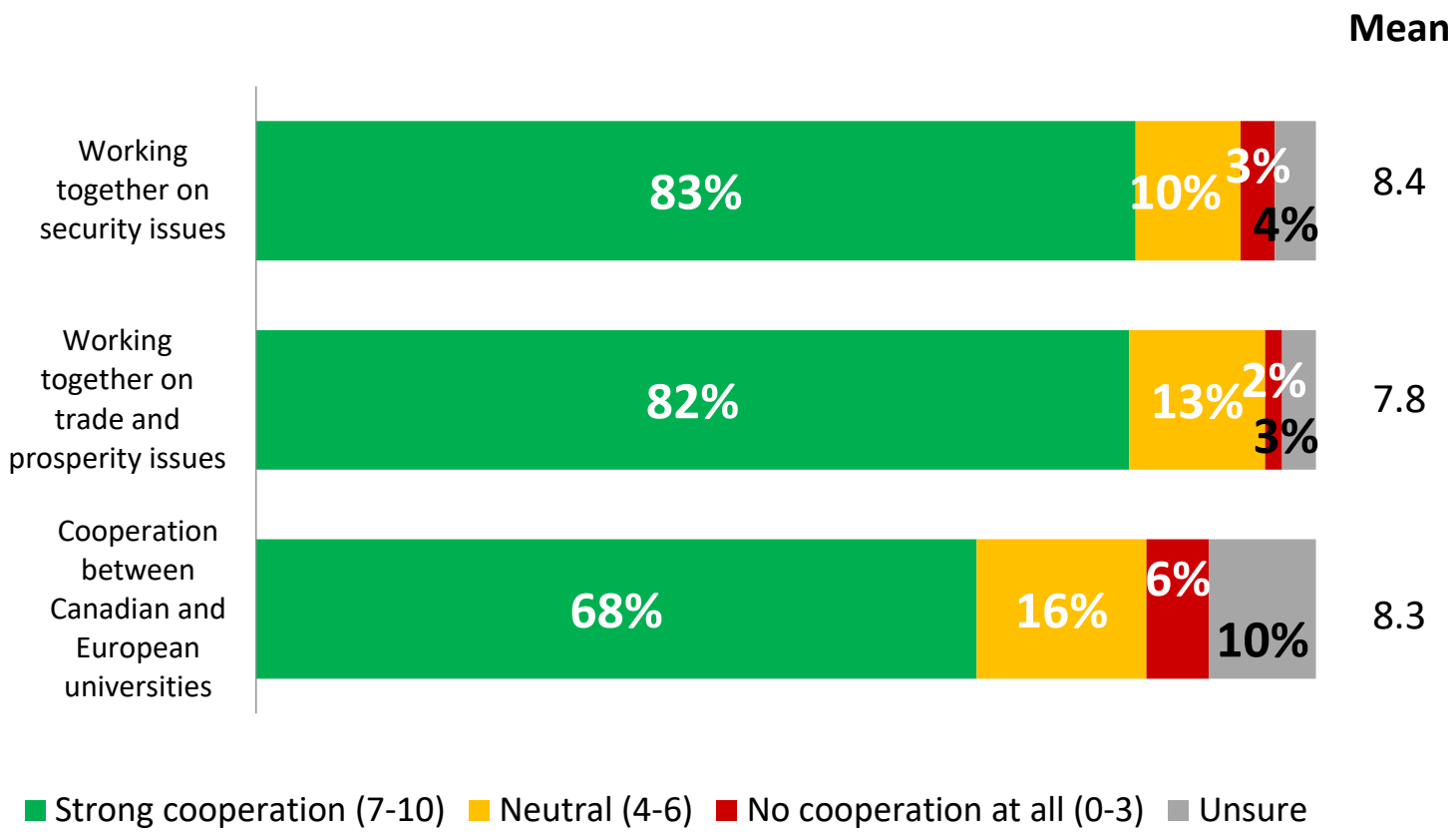
Views on Canada's cooperation with Europe

On average, Canadians give high scores when asked to rate the level of cooperation Canada should have with Europe in working together on security issues (mean of 8.4), working together on trade and prosperity issues (mean of 8.3) and cooperation between Canadian and European universities (mean of 7.8).



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

Q – On a scale of 0 to 10 where 0 is no cooperation at all and 10 is very strong cooperation, how would you rate the level of cooperation Canada should have with Europe in the following areas? [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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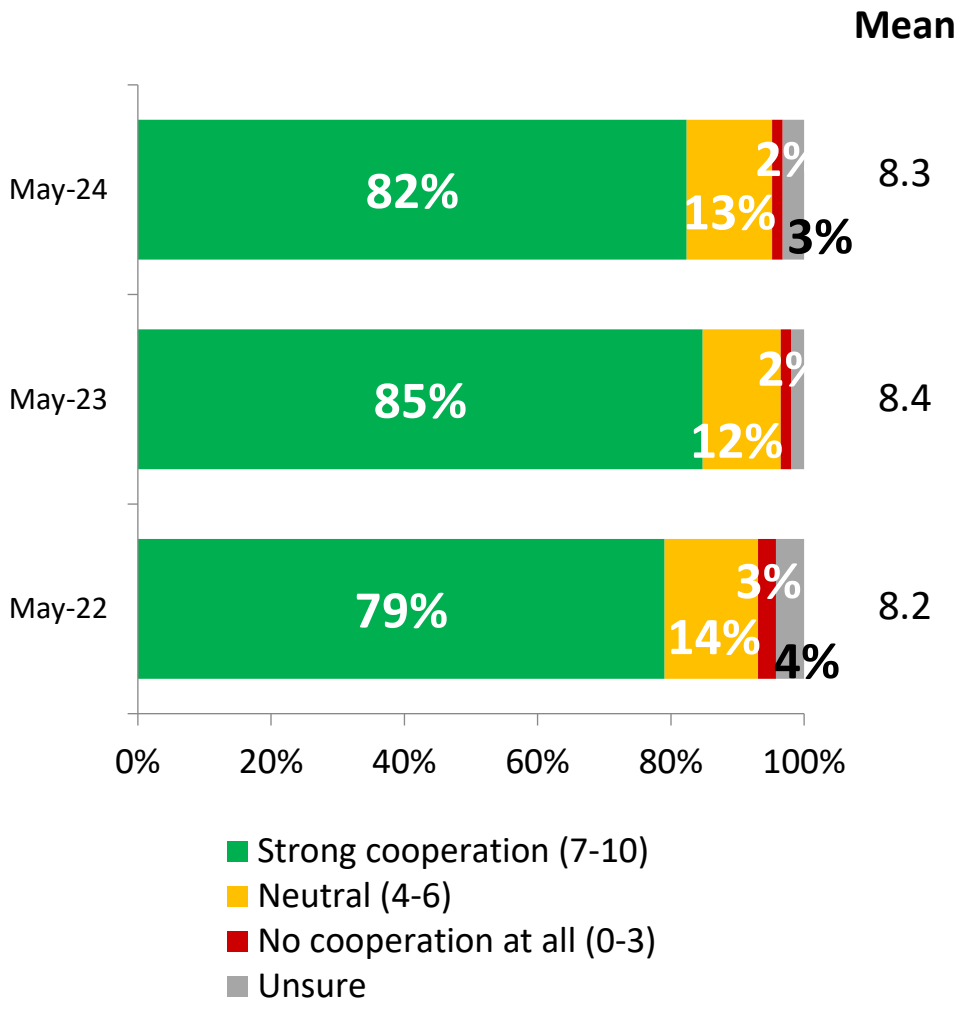
Canada-Europe cooperation on trade and prosperity



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

	Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
Mean	8.4	8.5	8.3	8.1	8.5
	Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
Mean	8.3	8.3	8.1	8.3	8.4

Q – On a scale of 0 to 10 where 0 is no cooperation at all and 10 is very strong cooperation, how would you rate the level of cooperation Canada should have with Europe in the following areas? [RANDOMIZE]
Working together on trade and prosperity issues

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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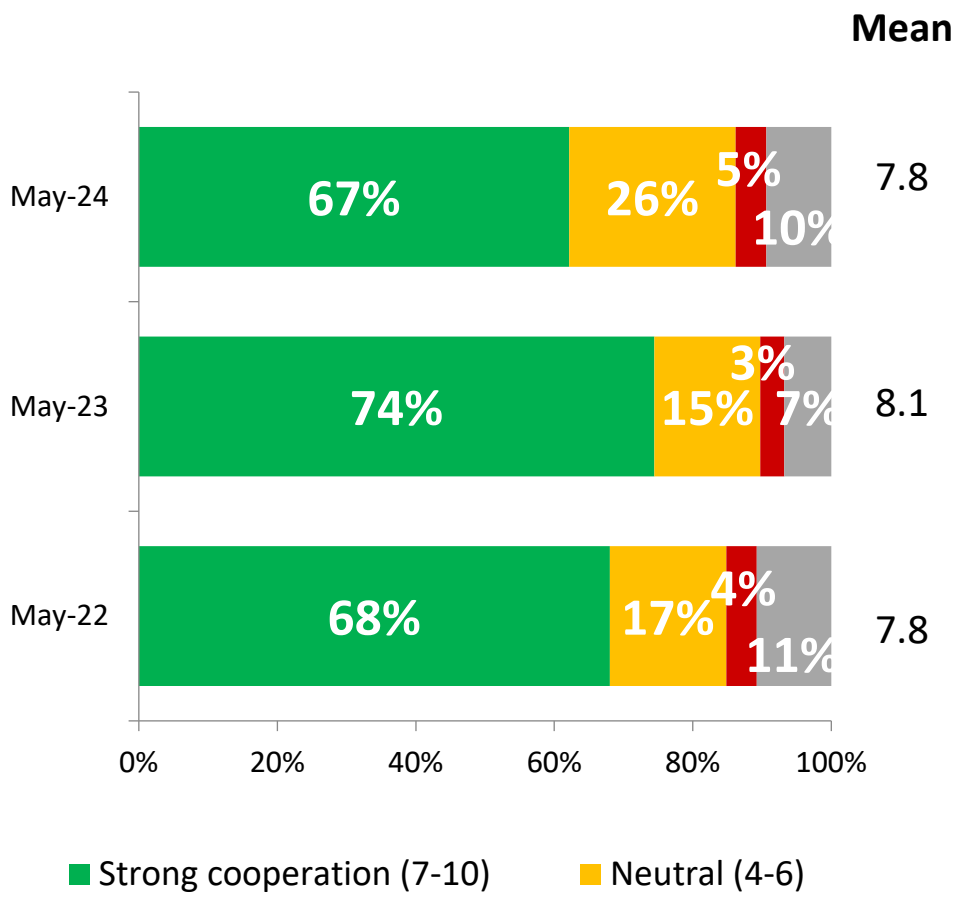
Canada-Europe university cooperation



Mean	Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
	7.6	8.3	7.6	7.3	8.0
	Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
	7.6	7.9	7.7	7.8	7.7

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

Q – On a scale of 0 to 10 where 0 is no cooperation at all and 10 is very strong cooperation, how would you rate the level of cooperation Canada should have with Europe in the following areas? [RANDOMIZE]
Cooperation between Canadian and European universities

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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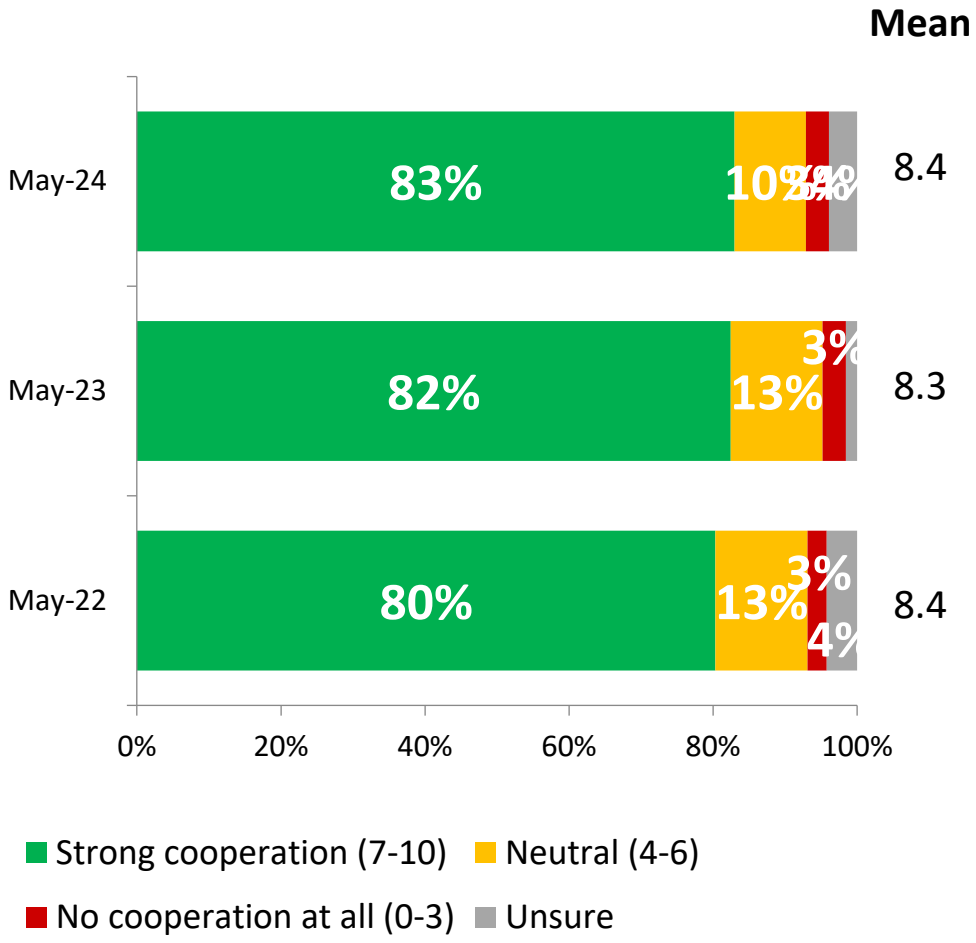
Canada-Europe cooperation on security issues



Mean	Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
	8.5	8.4	8.5	8.4	8.5
	Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
	8.4	8.5	8.1	8.4	8.7

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

Q – On a scale of 0 to 10 where 0 is no cooperation at all and 10 is very strong cooperation, how would you rate the level of cooperation Canada should have with Europe in the following areas? [RANDOMIZE]
Working together on security issues

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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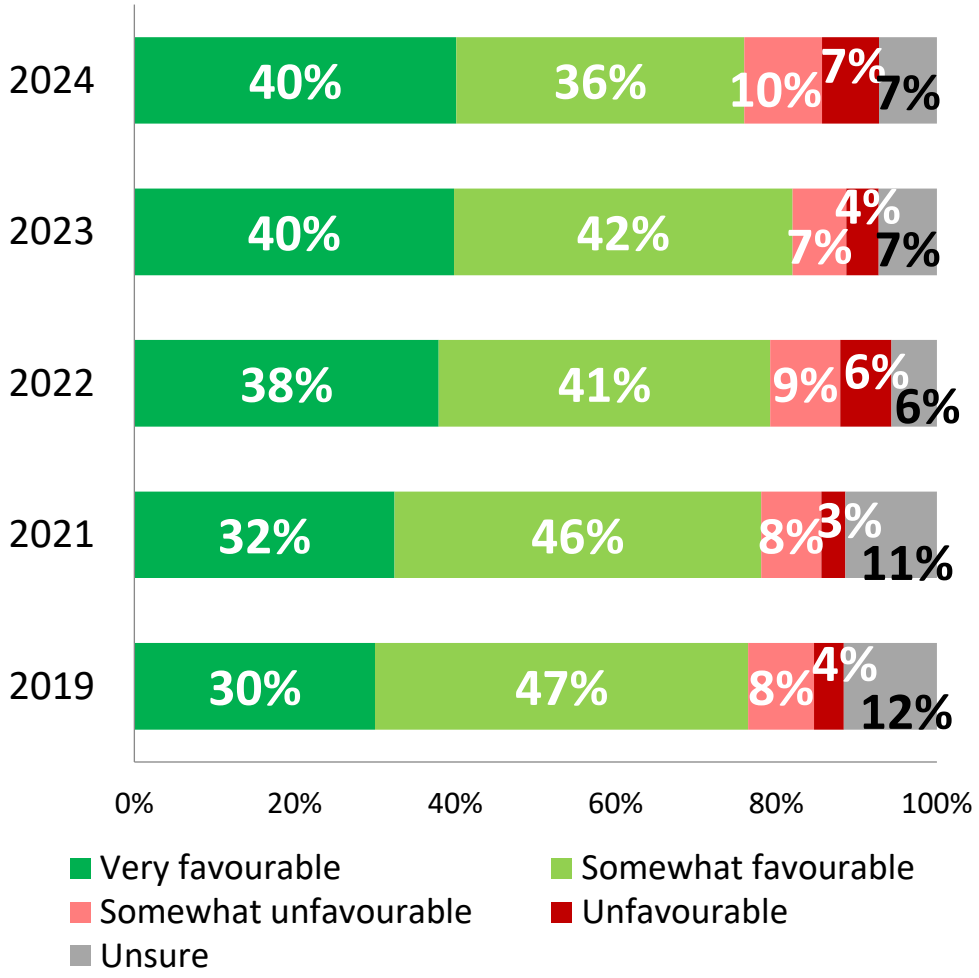
Opinion of NATO



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

Around 3 in 4 Canadians

say they have a very favourable or somewhat favourable opinion of NATO, consistent with previous waves, although the proportion of Canadians who have a very favourable opinion of NATO has increased since 2019, where 30 per cent said they had a very favourable opinion, compared to 40 per cent in 2023.

Q – Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of NATO, that is, North Atlantic Treaty Organization.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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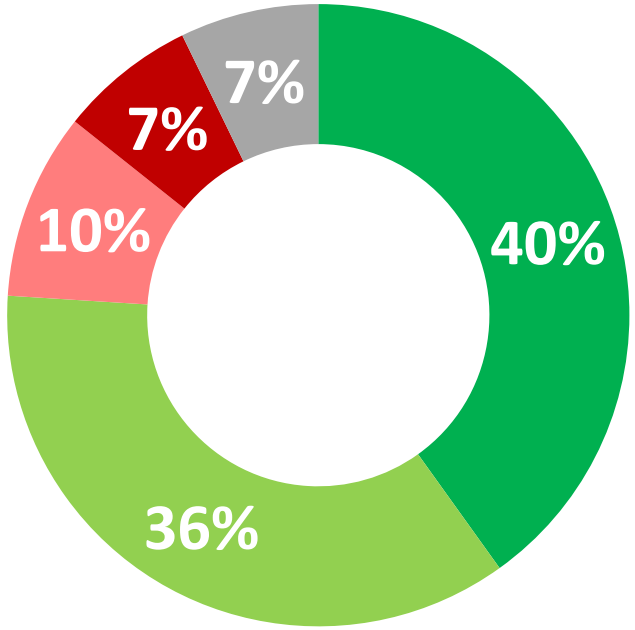
Opinion of NATO



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

Very favourable/Somewhat favourable

Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
82%	**75.7%**	**77.9%**	**71.5%**	**73.4%**

Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
78.3%	**73.6%**	**68.0%**	**73.1%**	**83.4%**

Q – Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of NATO, that is, North Atlantic Treaty Organization.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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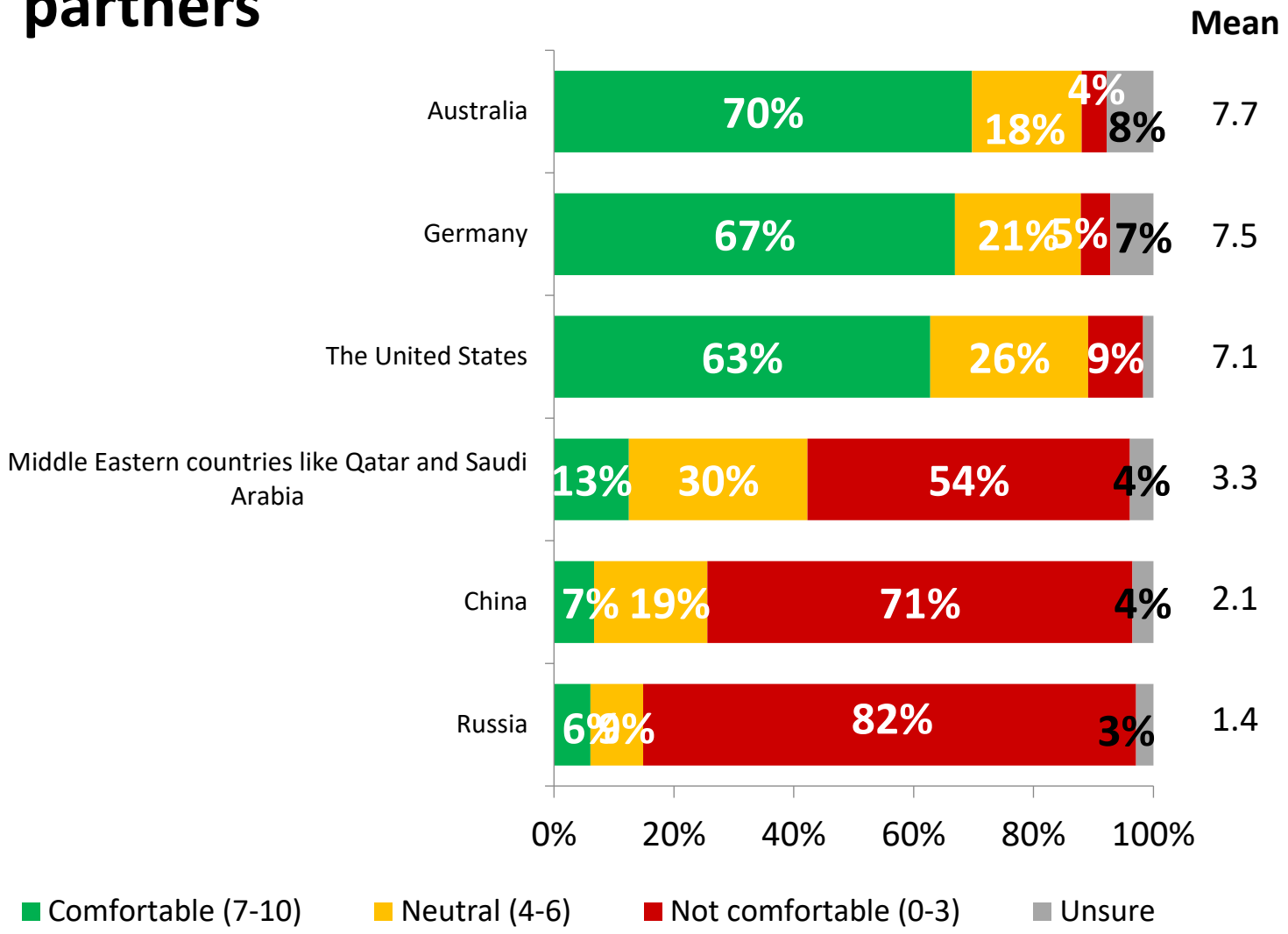
Levels of comfort with countries as energy partners

Canadians are most comfortable with Australia, Germany and the United States as energy partners, while being uncomfortable with Russia, China and Middle Eastern countries as energy partners.



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

Q – On a scale of 0 to 10 where 0 is not at all comfortable and 10 is completely comfortable, how comfortable are you with the following as energy partners?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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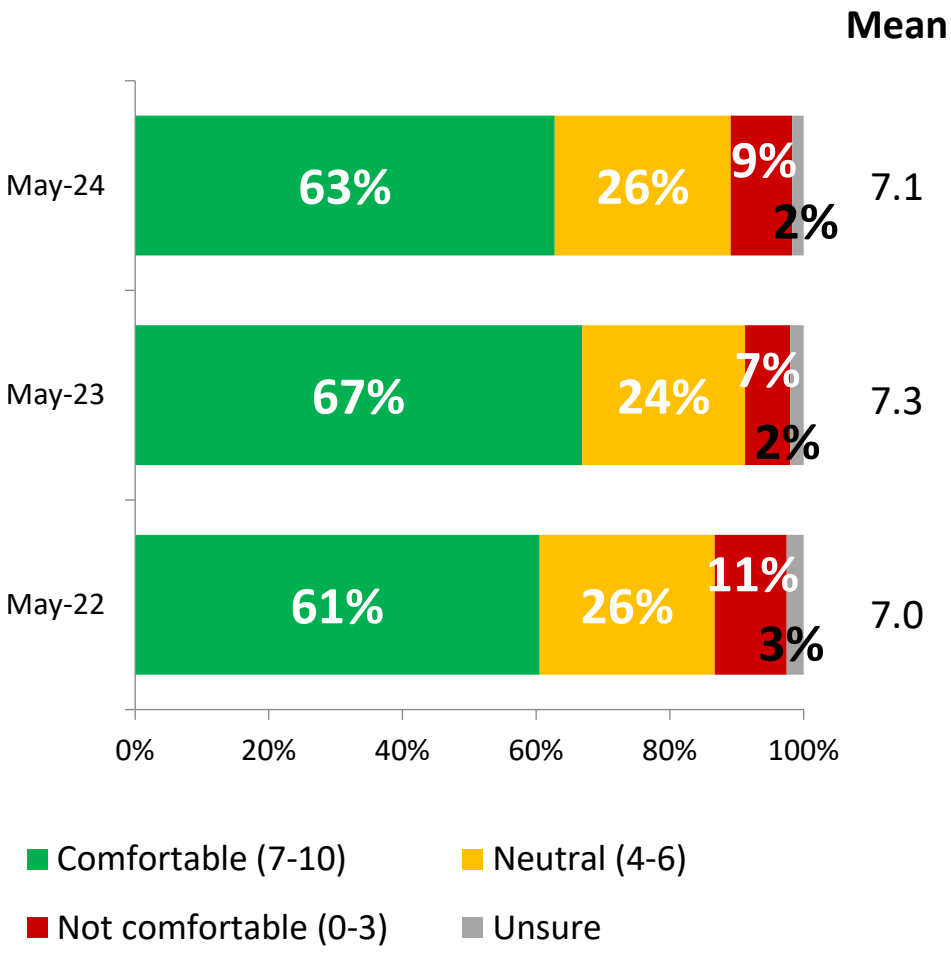
Level of comfort with the United States and Canada as energy partners



Mean	Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
	6.8	7.4	6.8	7.4	7.1
	Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
	7.5	6.7	7.2	7.0	7.0

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

Q – On a scale of 0 to 10 where 0 is not at all comfortable and 10 is completely comfortable, how comfortable are you with the following as energy partners?
The United States

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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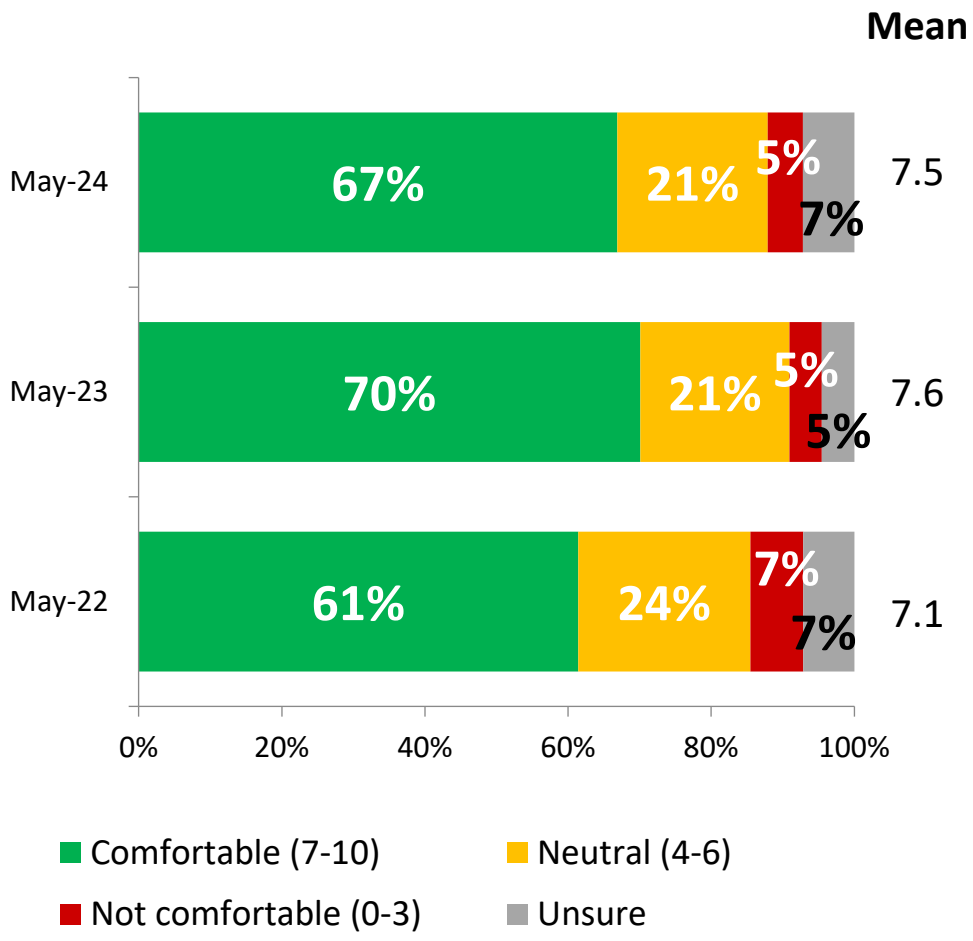
Level of comfort with Germany and Canada as energy partners



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

	Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
Mean	7.1	7.8	7.5	7.3	7.5

	Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
Mean	7.7	7.3	7.4	7.4	7.6

Q – On a scale of 0 to 10 where 0 is not at all comfortable and 10 is completely comfortable, how comfortable are you with the following as energy partners?
Germany

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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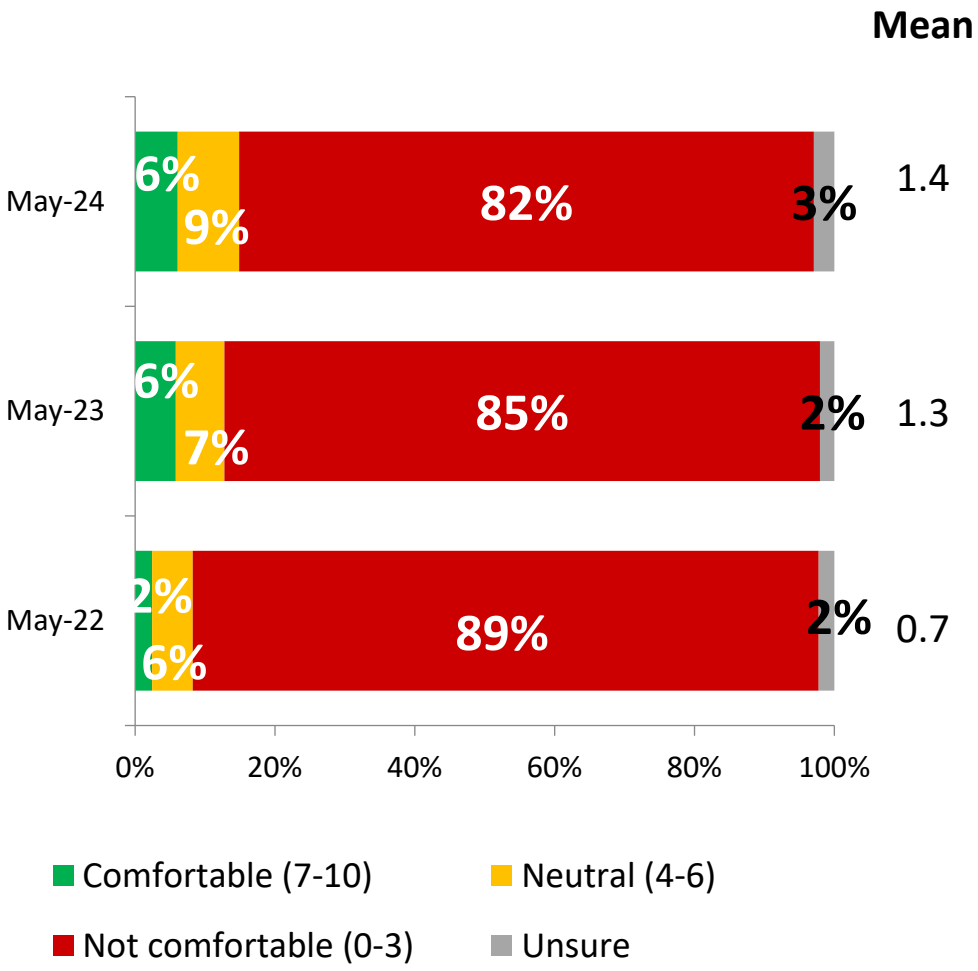
Level of comfort with Russia and Canada as energy partners



Mean	Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
	0.8	1.7	1.1	1.6	1.7
	Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
	1.7	1.1	1.9	1.6	0.9

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

Q – On a scale of 0 to 10 where 0 is not at all comfortable and 10 is completely comfortable, how comfortable are you with the following as energy partners?
Russia

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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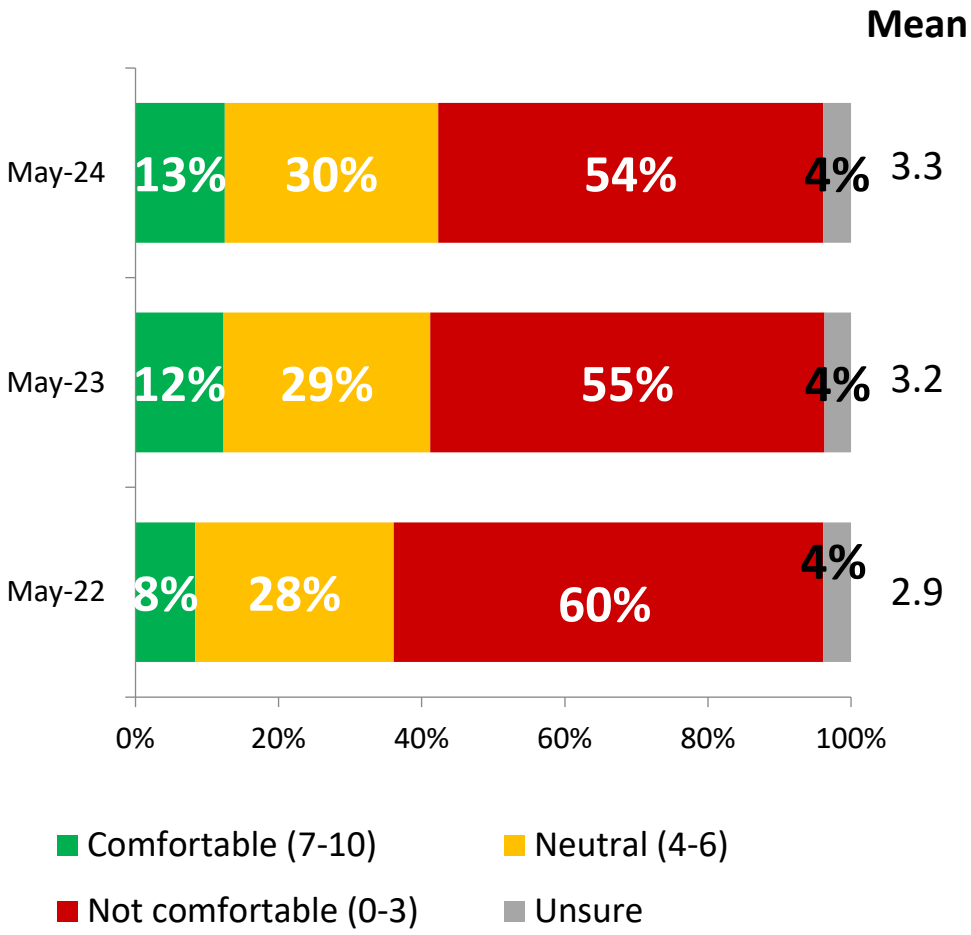
Level of comfort with the Middle Eastern countries and Canada as energy partners



Mean	Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
	3.4	3.7	3.2	3.0	3.4
	Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
	3.6	3.0	3.3	3.3	3.3

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

Q – On a scale of 0 to 10 where 0 is not at all comfortable and 10 is completely comfortable, how comfortable are you with the following as energy partners?
Middle Eastern countries like Qatar and Saudi Arabia

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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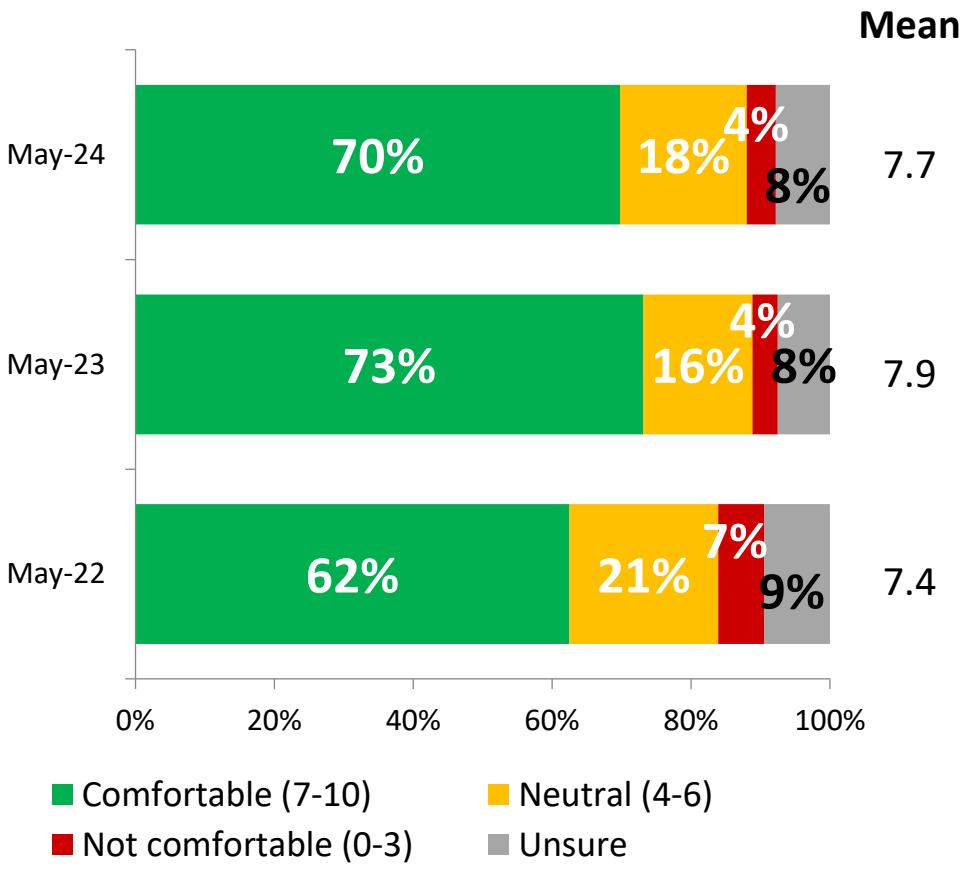
Level of comfort with Australia and Canada as energy partners



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

Mean	Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
	7.6	7.5	7.7	7.8	8.1
	Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
	7.9	7.6	7.5	7.7	8.0

Q – On a scale of 0 to 10 where 0 is not at all comfortable and 10 is completely comfortable, how comfortable are you with the following as energy partners?
Australia

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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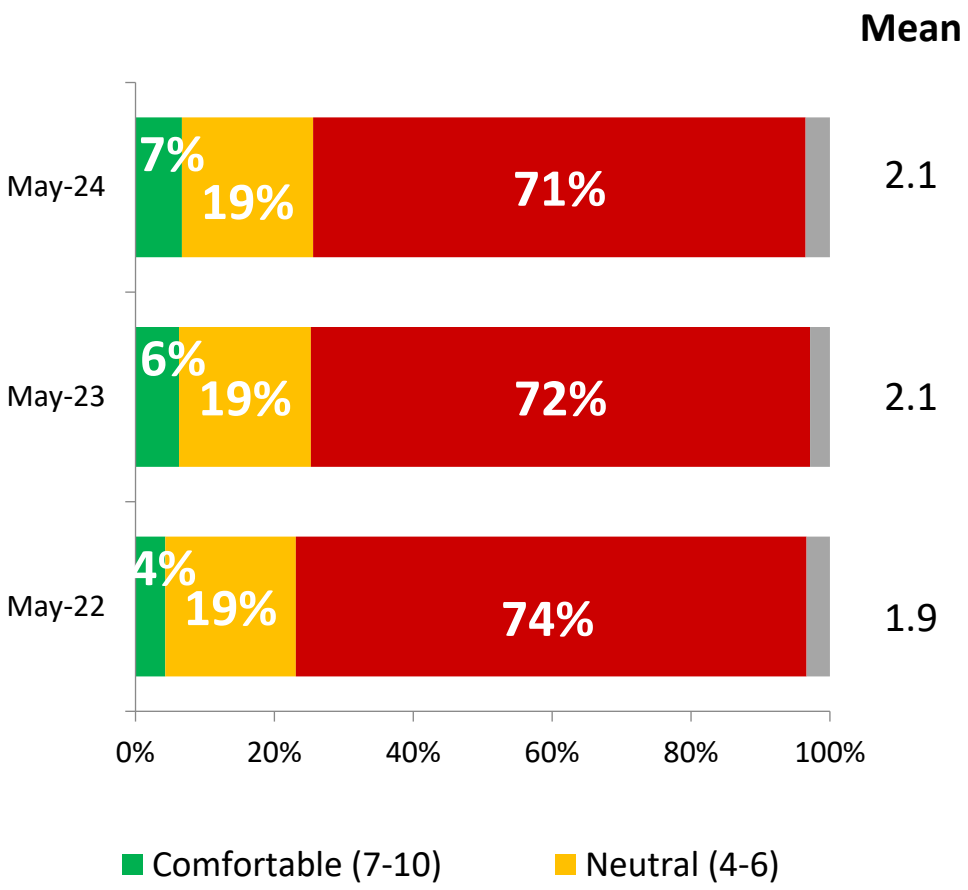
Level of comfort with China and Canada as energy partners



Mean	Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
	2.0	2.7	1.9	2.0	2.0
	Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
	2.4	1.9	2.5	2.2	1.8

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

Q – On a scale of 0 to 10 where 0 is not at all comfortable and 10 is completely comfortable, how comfortable are you with the following as energy partners?
China

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

NANOS

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,043 Canadians, 18 years of age or older, between May 31st and June 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.

The research was conducted by Nanos Research.

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

PAST WAVES METHODOLOGY

2023: Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023, 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 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. The research was conducted by Nanos Research in collaboration with Atlantik Brücke. Note: Charts may not add up to 100 due to rounding.

2022: Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,005 Canadians, 18 years of age or older, between April 29th and May 2nd, 2022 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 1,005 Canadians is ±3.1 percentage points, 19 times out of 20. The research was conducted by Nanos Research in collaboration with Atlantik Brücke. Note: Charts may not add up to 100 due to rounding.

2019: 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 April 25th to 28th, 2019 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 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. The research was conducted by Nanos Research in collaboration with Atlantik Brücke.
Note: Charts may not add up to 100 due to rounding.

TECHNICAL NOTE

Element	Description
Research sponsor	Nanos Research
Population and Final Sample Size	1,043 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	May 31st to June 2nd, 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/

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 [INSERT REGION]. 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. *Confirm if applicable
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 [INSERT REGION]. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	11 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, food insecurity, thoughts on hybrid working arrangements, military spending, the capital gains tax and standard of living.
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.
Data Tables	By region, age and gender: 2024-2594 Canada EU May Omni - Formatted tabs.xlsx

ABOUT NANOS

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

Any questions?

Nanos Research

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

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