

Canadians expect more emergencies and want more action on disaster response and disaster relief.



The research gauged the opinions among Canadians on extreme weather events, power disruptions, and natural disasters, including the likely change in their occurrence going forward and the country's level of preparedness. Respondents were asked their thoughts on government funding for emergency preparedness and the potential creation of a national disaster response agency. Survey participants were also asked to state their level of interest in emergency preparedness and for their views on the amount and quality of information available to Canadians on the subject.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1093 Canadians, 18 years of age or older, between August 30th to September 2nd, 2024, as part of an omnibus survey. The margin of error for a random survey of 1093 Canadians is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by DMG Events and was conducted by Nanos Research.

KEY FINDINGS

1

HIGH LEVEL OF SUPPORT AMONG CANADIANS FOR CREATING A NATIONAL DISASTER RESPONSE AGENCY

Asked if they would support or oppose Canada creating a national disaster response agency, over four in five Canadians say they would support (50%) or somewhat support (32%) this, while five per cent say they would oppose and six per cent would somewhat oppose this.

2

MOST SUPPORT OR SOMEWHAT SUPPORT A VOLUNTEER DISASTER RELIEF PROGRAM SIMILAR TO GERMANY

Since 2022, the federal government has been consulting with provinces and territories on a potential volunteer disaster relief program similar to the one in Germany. Asked if they would support a similar program, the majority of Canadians say they would support (56%) or somewhat support (35%) this. Two per cent say they would oppose and three per cent would somewhat oppose this.

3

CANADIANS ARE OVER SEVEN TIMES MORE LIKELY TO SAY CANADA SHOULD BE INVESTING MORE FUNDING THAN LESS FUNDING FOR EMERGENCY PREPAREDNESS

Over four in ten Canadians (44%) say Canada should be investing more funding in advance of natural disasters, while six per cent say Canada should allocate less funding, and 37 per cent say Canada should allocate around the same amount of funding.

4

MOST CANADIANS INTERESTED OR SOMEWHAT INTERESTED IN DOING A BETTER JOB PREPARING FOR EMERGENCIES AND NATURAL DISASTERS

Asked to indicate their interest in doing a better job preparing for possible emergencies, most Canadians say they are interested (38%) or somewhat interested (49%). Five per cent are not interested and seven per cent are somewhat not interested.

5

CANADIANS SAY THERE WILL BE MORE EMERGENCIES LIKE EXTREME WEATHER EVENTS AND OTHER NATURAL DISASTERS IN CANADA IN THE FUTURE

Three in four Canadians (75%) say there will be more emergencies like extreme weather events, wildfires, floods, power disruptions and other natural disasters in the future in Canada. Over one in five (22%) say there will be the same number of these occurrences, while only one per cent say there will be fewer.

6

THE MAJORITY SAY THERE NOT ENOUGH QUALITY INFORMATION PUBLICLY AVAILABLE TO CANADIANS ON DISASTER PREPAREDNESS

Thinking of the amount and quality of information publicly available to Canadians about emergency preparedness overall, Canadians most often say there is not enough information (57%) to help prepared for natural disasters, followed by just the right amount (31%) and too much (two per cent). Ten per cent were unsure.

KEY FINDINGS – Cont'd

7

MAJORITY SAY CANADA IS NOT PREPARED OR SOMEWHAT NOT PREPARED TO RESPOND TO EMERGENCIES

Three in five Canadians say that Canada as a country is not prepared (25%) or somewhat not prepared (36%) to respond future emergencies. One in three (34%) say Canada is somewhat prepared, and two per cent say Canada is prepared to respond to future emergencies.

9

CANADIANS SPLIT ON WOKPLACE EMERGENCY PREPAREDNESS

While 44 per cent of Canadians say this question was not applicable to them, around one in five each say their workplace is prepared (7%) or somewhat prepared (20%) and not prepared (13%) or somewhat not prepared (12%).

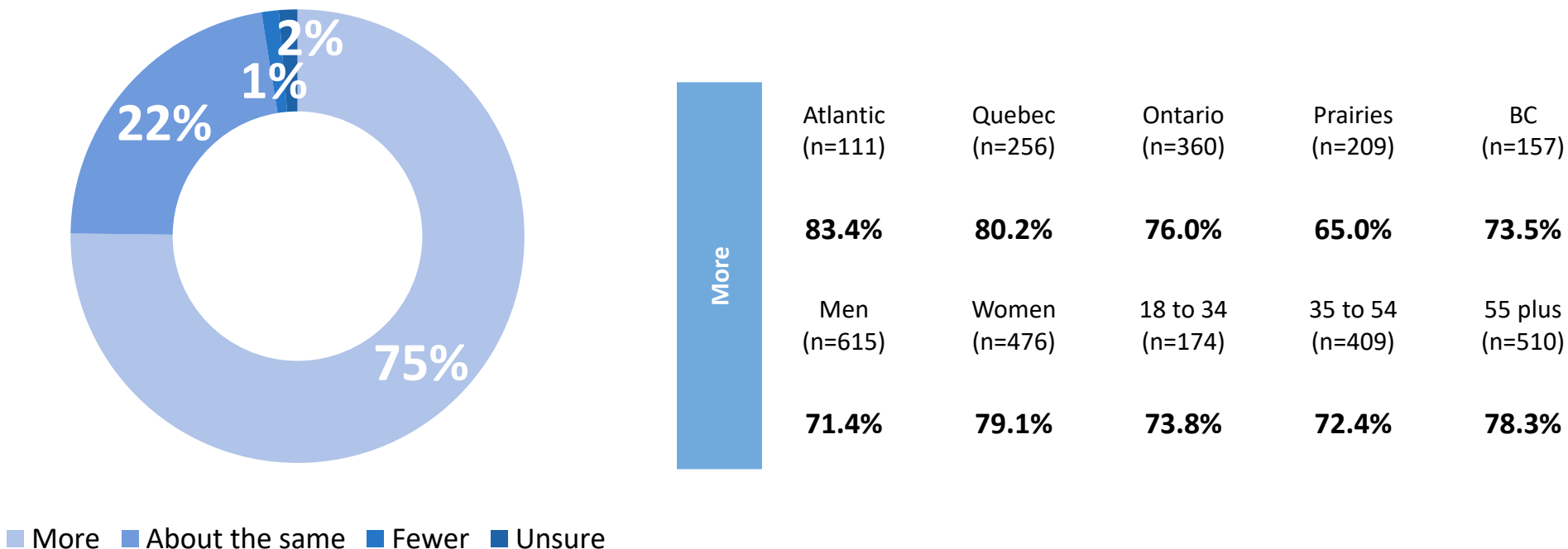
8

CANADIANS FEEL SOMEWHAT PREPARED OR SOMEWHAT NOT PREPARED TO DEAL WITH EMERGENCIES AT HOME

Asked if they feel prepared at their home and property to deal with emergencies, just one in ten of Canadians (10%) say they are prepared, while under one in two feel somewhat prepared (47%). Four in ten Canadians say they feel somewhat not prepared (27%) or not prepared (14%)to deal with emergencies at home.

Future occurrence of extreme weather events and natural disasters

Q – Do you think in the future there will be more, the same or fewer numbers of emergencies like extreme weather events, wildfires, floods, power disruptions and other natural disasters in Canada.

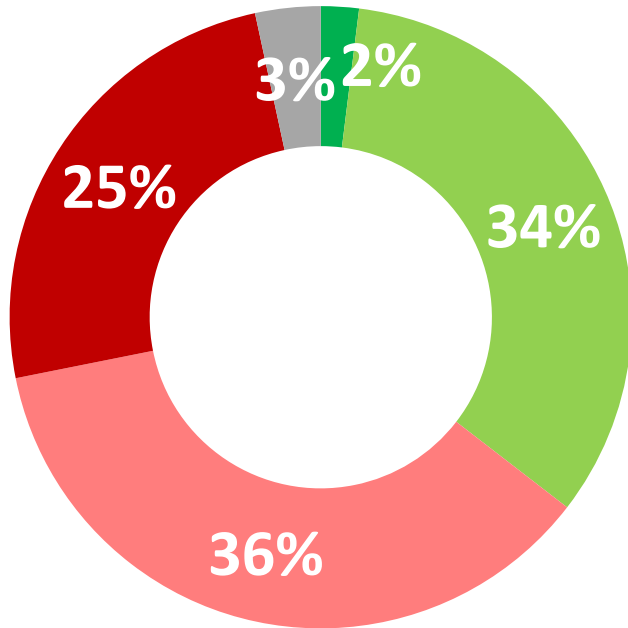


*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Canada's level of emergency preparedness as a country



- Prepared
- Somewhat prepared
- Somewhat not prepared
- Not prepared
- Unsure

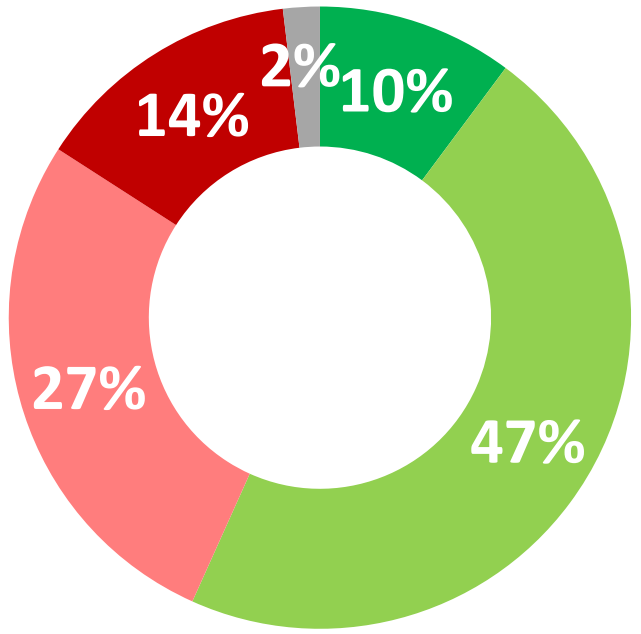
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

	Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
Prepared/Somewhat prepared	37.0%	28.7%	35.4%	37.1%	44.0%
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	33.0%	38.3%	34.4%	34.5%	36.9%
Not prepared/Somewhat not prepared	59.7%	66.2%	61.6%	59.8%	53.9%
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	65.0%	56.9%	61.8%	60.9%	60.9%

Q – Would you say Canada as a country is prepared, somewhat prepared, somewhat not prepared or not prepared to respond to future emergencies like extreme weather events, wildfires, floods, power disruptions and other natural disasters?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Level of emergency preparedness at home



- Prepared
- Somewhat prepared
- Somewhat not prepared
- Not prepared

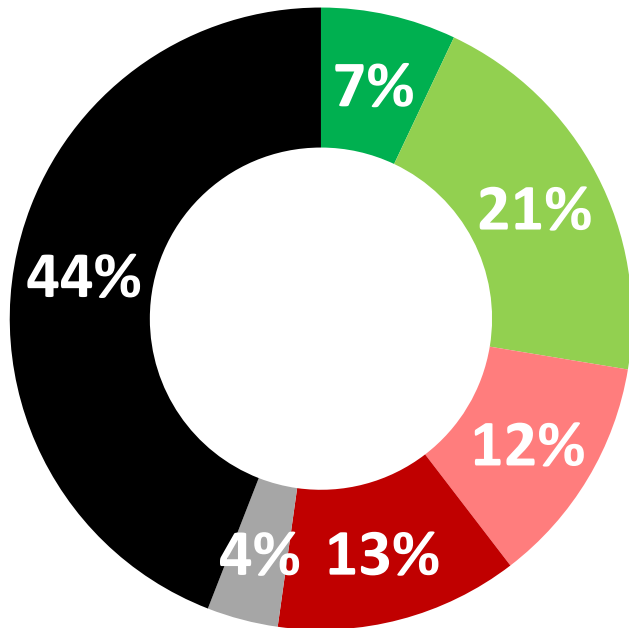
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

	Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
Prepared/Somewhat prepared	72.5%	48.2%	59.8%	54.2%	58.0%
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	61.9%	51.3%	45.9%	54.9%	65.2%
Not prepared/Somewhat not prepared	25.3%	47.8%	39.2%	44.1%	40.9%
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	37.1%	45.9%	51.8%	43.5%	32.8%

Q – Do you feel at your home and property, you are prepared, somewhat prepared, somewhat not prepared or not prepared to deal with emergencies like extreme weather events, wildfires, floods, power disruptions and other natural disasters.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Level of emergency preparedness at work



- Prepared
- Somewhat prepared
- Somewhat not prepared
- Not prepared
- Unsure
- Not applicable/don't work

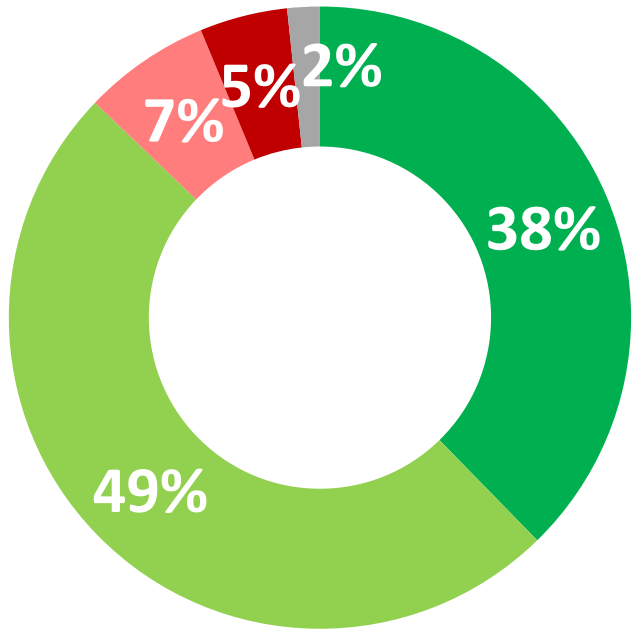
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

	Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
Prepared/Somewhat prepared	28.3%	23.8%	25.7%	33.8%	31.0%
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	31.9%	22.9%	37.1%	38.6%	12.8%
	Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
Not prepared/Somewhat not prepared	14.7%	32.9%	24.8%	23.2%	16.9%
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	23.2%	26.2%	38.2%	31.1%	10.6%

Q - Do you feel your place of work is prepared, somewhat prepared, somewhat not prepared or not prepared to deal with emergencies like extreme weather events, power disruptions and other natural disasters?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Interest in doing a better job preparing for emergencies and natural disasters



- Interested
- Somewhat interested
- Somewhat not interested
- Not interested

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

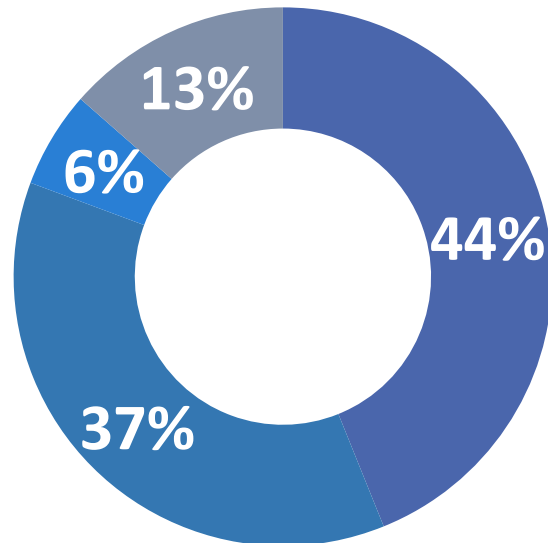
	Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
Interested/Somewhat interested	89.7%	85.6%	90.3%	81.4%	86.7%
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
Not interested/Somewhat not interested	8.1%	11.1%	8.7%	16.8%	12.6%
	13.4%	8.9%	14.6%	10.4%	9.6%

Q – Are you interested, somewhat interested, somewhat not interested or not interested in doing a better job preparing for possible emergencies like extreme weather events, power disruptions and other natural disasters?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Funding for emergency preparedness

Q – Canada is planning to invest \$674M for emergency preparedness in 2024 to 2025. Do you feel Canada should be investing more funding, about the same amount of funding or less funding for emergency preparedness in advance of natural disasters occurring such as wildfires, floods, extreme weather events and earthquakes?



- More funding
- About the same amount of funding
- Less funding
- Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Over **2 in 5** Canadians

say they feel Canada should be investing more funding for emergency preparedness in advance of natural disasters, while 37 per cent say there should be about the same amount of funding and six per cent say there should be less funding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

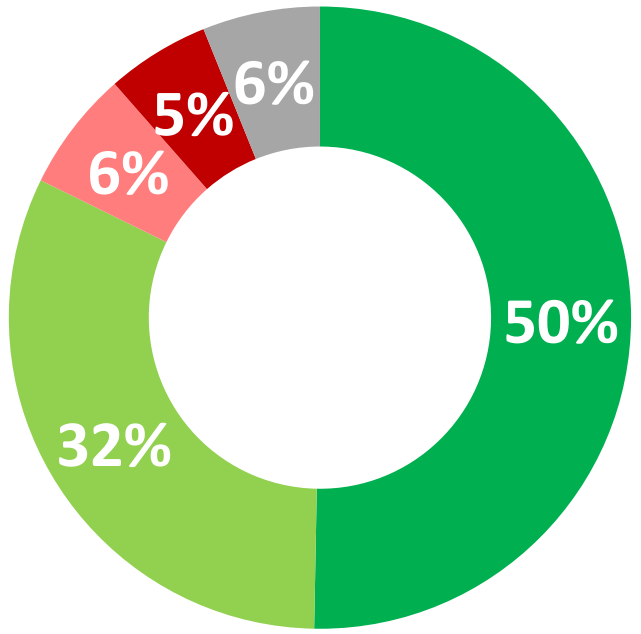
Funding for emergency preparedness – by demographics

Q – Canada is planning to invest \$674M for emergency preparedness in 2024 to 2025. Do you feel Canada should be investing more funding, about the same amount of funding or less funding for emergency preparedness in advance of natural disasters occurring such as wildfires, floods, extreme weather events and earthquakes?

	Canada (n=1093)	Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)	Men (n=615)	Women (n=476)	18-34 (n=174)	35-54 (n=409)	55 plus (n=510)
More funding	43.9%	45.3%	40.5%	47.2%	37.0%	48.5%	46.3%	41.0%	41.5%	43.6%	45.7%
About the same amount of funding	36.8%	37.9%	41.2%	32.1%	42.3%	35.0%	35.4%	38.4%	37.0%	35.3%	37.8%
Less funding	5.8%	3.4%	6.1%	5.1%	7.9%	5.7%	6.0%	5.6%	7.0%	6.8%	4.3%
Unsure	13.5%	13.4%	12.2%	15.6%	12.8%	10.8%	12.2%	15.0%	14.6%	14.3%	12.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Support for creating a national disaster response agency



■ Support
■ Somewhat support
■ Somewhat oppose
■ Oppose
■ Unsure

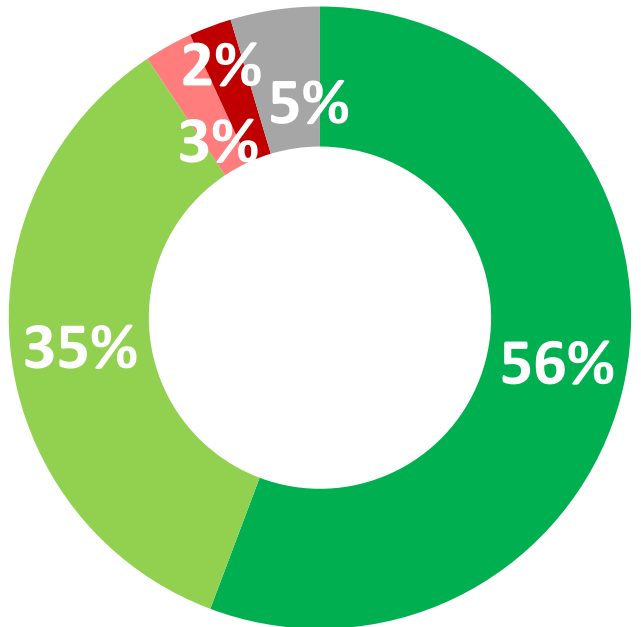
	Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
Support/Somewhat support	86.9%	78.3%	84.0%	76.5%	89.2%
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	79.5%	85.2%	78.5%	81.0%	85.7%
Oppose/Somewhat oppose	10.9%	11.2%	10.8%	17.8%	7.1%
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	15.7%	7.3%	11.1%	14.5%	9.7%

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

Q – Canada does not currently have a national disaster response agency. Would you support, somewhat support, somewhat oppose or oppose Canada creating a national disaster response agency?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Support for a volunteer disaster relief program



■ Support
■ Somewhat support
■ Somewhat oppose
■ Oppose
■ Unsure

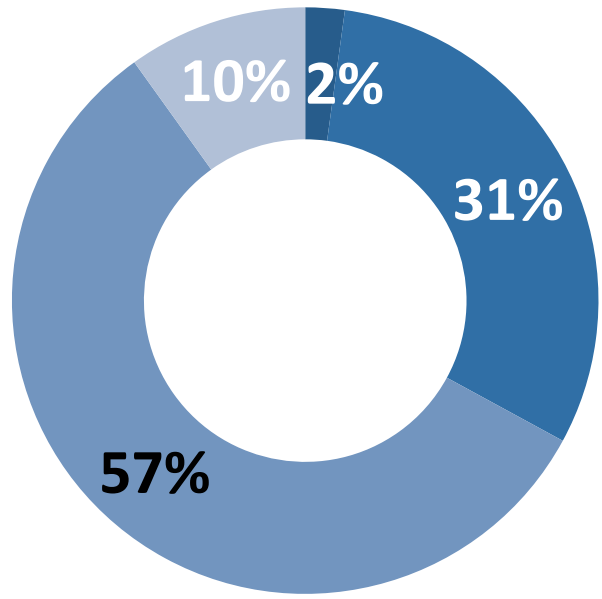
	Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
Support/Somewhat support	90.9%	88.0%	92.0%	86.2%	96.7%
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	90.5%	90.7%	90.8%	87.6%	92.9%
Oppose/Somewhat oppose	3.9%	5.1%	4.0%	8.7%	1.5%
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	5.6%	3.8%	4.4%	6.8%	3.3%

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

Q – Since 2022, the federal government has been consulting with provinces and territories on a potential volunteer disaster relief program, similar to the one in Germany which has an 80,000 strong citizen-volunteer-driven agency that first responders can call upon in times of emergency. Would you support, somewhat support, somewhat oppose or oppose the creation of a similar agency in Canada?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Information publicly available to Canadians on disaster preparedness



- Too much
- Just the right amount
- Not enough
- Unsure

A majority of Canadians

say there is not enough quality information publicly available for natural disasters such as floods, wildfires, smoke or other unexpected extreme weather events.

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

Q – Thinking of the amount and quality of information publicly available to Canadians about emergency preparedness overall. Do you think there is too much information, about the right amount or not enough information to help you prepare for natural disasters such as floods, wildfires, smoke or other unexpected extreme weather events publicly available?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Information publicly available to Canadians on disaster preparedness – by demographics

Q – Thinking of the amount and quality of information publicly available to Canadians about emergency preparedness overall. Do you think there is too much information, about the right amount or not enough information to help you prepare for natural disasters such as floods, wildfires, smoke or other unexpected extreme weather events publicly available?

	Canada (n=1,093)	Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)	Men (n=615)	Women (n=476)	18-34 (n=174)	35-54 (n=409)	55 plus (n=510)
Not enough	57.2%	55.5%	57.0%	62.2%	47.5%	56.4%	53.8%	60.6%	54.0%	56.0%	60.1%
The right amount	30.8%	29.7%	30.6%	26.3%	37.1%	35.8%	35.8%	25.6%	30.1%	30.6%	31.4%
Too much	2.2%	2.5%	1.2%	2.5%	3.2%	1.2%	2.7%	1.6%	2.5%	1.7%	2.3%
Unsure	9.9%	12.3%	11.1%	8.9%	12.2%	6.6%	7.8%	12.2%	13.4%	11.6%	6.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1093 Canadians, 18 years of age or older, between August 30th and September 2nd, 2024 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 1,093 Canadians is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by DMG Events and was conducted by Nanos Research.

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

Element	Description	Element	Description
Research sponsor	DMG Events	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.
Population and Final Sample Size	1093 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 Probability 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	14 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, views on immigration, views on electric vehicles, views on standard of living, and views on volunteerism.
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.	Data Tables	By region, age and gender: 2024-2678 DMG Formatted tabs.xlsx
Field Dates	August 30 th to September 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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