

Greece as a safe place to visit takes over Greece as a vacation destination as the top driver of overall favourability for Americans.

Nanos is a Canadian-based research firm which gathers world-class intelligence in Canada, the United States and Europe.

Since 2015, the team has been monitoring and tracking the Hellenic brand in the US and Canada. The purpose of the initiative is to support the Republic and its important work advancing the reputation of Greece as a great place to visit, a dynamic place to invest and as an important NATO security partner.

This project was initiated and is sponsored by Nanos. Together the US and Canada market studies are valued at \$125,000 a wave. There is no expectation other than to share insight on the opportunities to make Greece stronger.



Chief Data Scientist and Founder

HCapt(Navy) Nik Nanos, BA (Hons), MBA, CMC, CAIP, FCRIC



KEY FINDINGS

1

OVERALL FAVOURABILITY REMAINS CONSISTENT; GREECE AS A SAFE PLACE TO VISIT AND TAKING A VACATION IN GREECE ARE THE TOP FAVOURABILITY DRIVERS

Overall favourability of Greece remains consistent with the most recent wave, with just over two in five Americans saying they have a favourable impression (score 8-10 out of 10) of Greece overall (38%), which remains significantly higher than the benchmark in 2013 (27%). Greece as a safe place to visit (Pearson score of +0.68), having a vacation in Greece (Pearson score of +0.65) and the Greeks as a welcoming people (Pearson score of +0.63) are the most likely to drive positive impressions of Greece. The Hellenic Republic composite index has reached 71.1 points out of 100, which is consistent with previous waves of research and the 2013 benchmark (70.3).

2

GREECE AS A PLACE OF INTERESTING HISTORY AND NATURAL BEAUTY ARE THE TOP FAVOURABLE ATTRIBUTES OF GREECE

Consistent with previous waves, Americans give the highest favourability scores to Greece as a place of interesting history (mean of 8.3) and Greece as a place of natural beauty (mean of 8.1). The biggest gains since 2013 are in Greece as a safe place to visit (mean of 6.9, up 0.5 points from 6.4 in 2013) and in investing in a Greek company (mean of 5.2, up 0.5 points from 4.7 in 2013).

3

DECLINE IN PROPORTION OF AMERICANS CONSIDERING TRAVELING TO GREECE COMPARED TO 2023

Americans are slightly less likely to consider travelling to Greece (59%) than the previous wave of research (65% in 2023). Almost one in four (24%) say they would not consider visiting Greece (19% in 2023). Americans mention wanting national security and no terrorism (19%) to feel more comfortable traveling outside of the US in general, which is consistent with the previous wave.

4

AMERICANS TOP REASONS NOT TO VISIT GREECE REMAIN COSTS AND SAFETY

Asked unprompted what is their main reason against taking a vacation in Greece, Americans continued to mention high costs/being unable to afford to go (18%) and safety/instability (13%) both of which are consistent with the previous wave. One in four Americans said they have no reason against going to Greece (25%).



Overview

US: Nanos conducted an online non-probability survey of 1,275 Americans, representative of the US population, 18 years of age or older, between August 23rd to 28th, 2024. The results were statistically checked and weighted using the latest Census results to be representative of the American population.

CANADA: Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,018 Canadians, 18 years of age or older, between June 28th to July 3rd, 2024, as part of an omnibus survey. The margin of error for a random survey of 1,018 Canadians is ± 3.1 percentage points, 19 times out of 20.

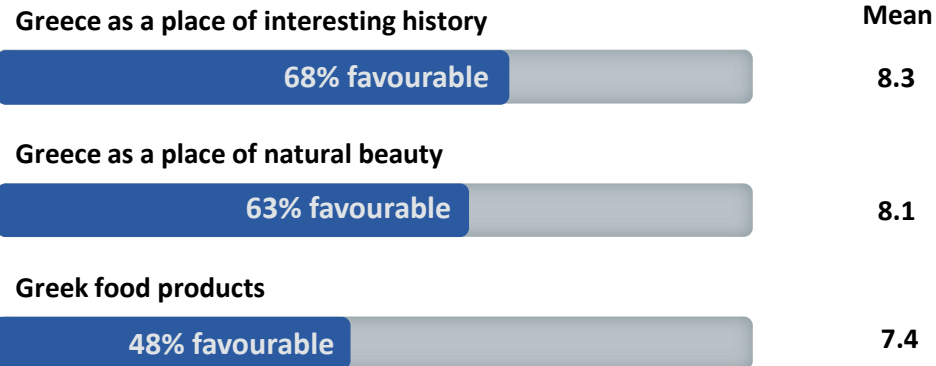
The research was commissioned and conducted by Nanos Research.

- › **Derived Importance Maps**
- › **Return to International Travel**
- › **Favourability and Visiting Greece**
- › **Drivers of Favourability**

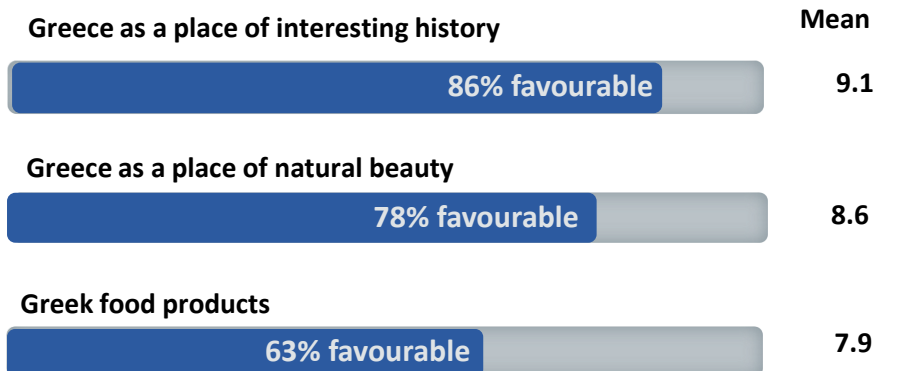
Top Drivers of Favourability

The top drivers of favourability for **both Americans and Canadians** remain Greece as a place of interesting history, Greece as a place of natural beauty and Greek food products.

• United States of America



• Canada



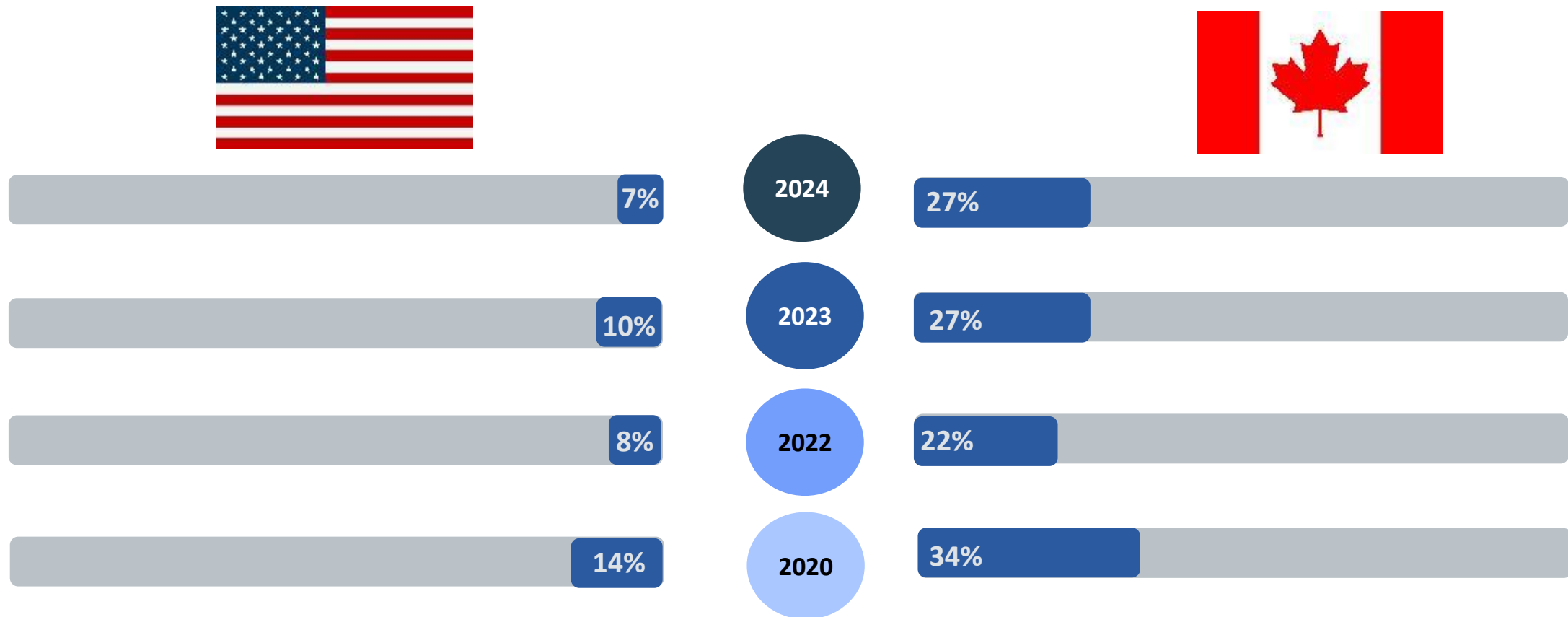
US Source: Nanos Research, online non-probability representative survey, August 23rd to August 28th, 2024, n=1275 Americans

Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Frequency of vacations in another country declining

Q - Do you consider yourself someone who takes a vacation in another country regularly, occasionally, or never?

Appetite for international travel remains consistent in Canada and the US since the 2023 waves, with over one in five Canadians (27%) and close to one in ten Americans (seven per cent) who report regularly taking a vacation in another country.



US Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1,275 Americans

Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.

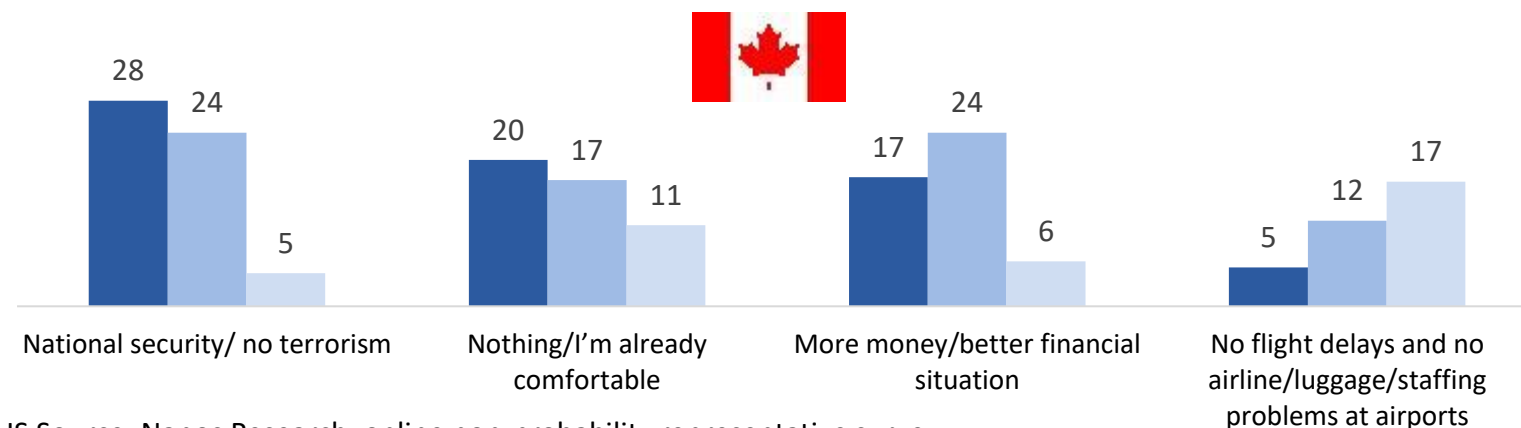
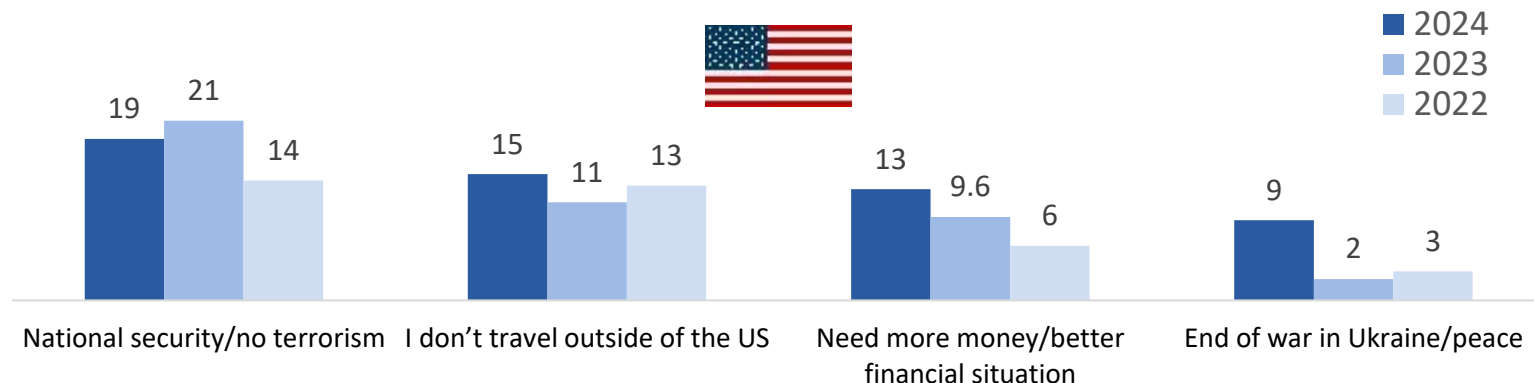


An increase in national security measures

Both Americans and Canadians most often say national security and terrorism is the factor that would make them comfortable to travel outside their country.

Factors influencing return to international travel

National security, no terrorism or gun violence is the top factor mentioned by both Americans and Canadians when it comes to being comfortable to travel outside of their country again.



US Source: Nanos Research, online non-probability representative survey, August 23rd to August 28th, 2024, n=1192 Americans

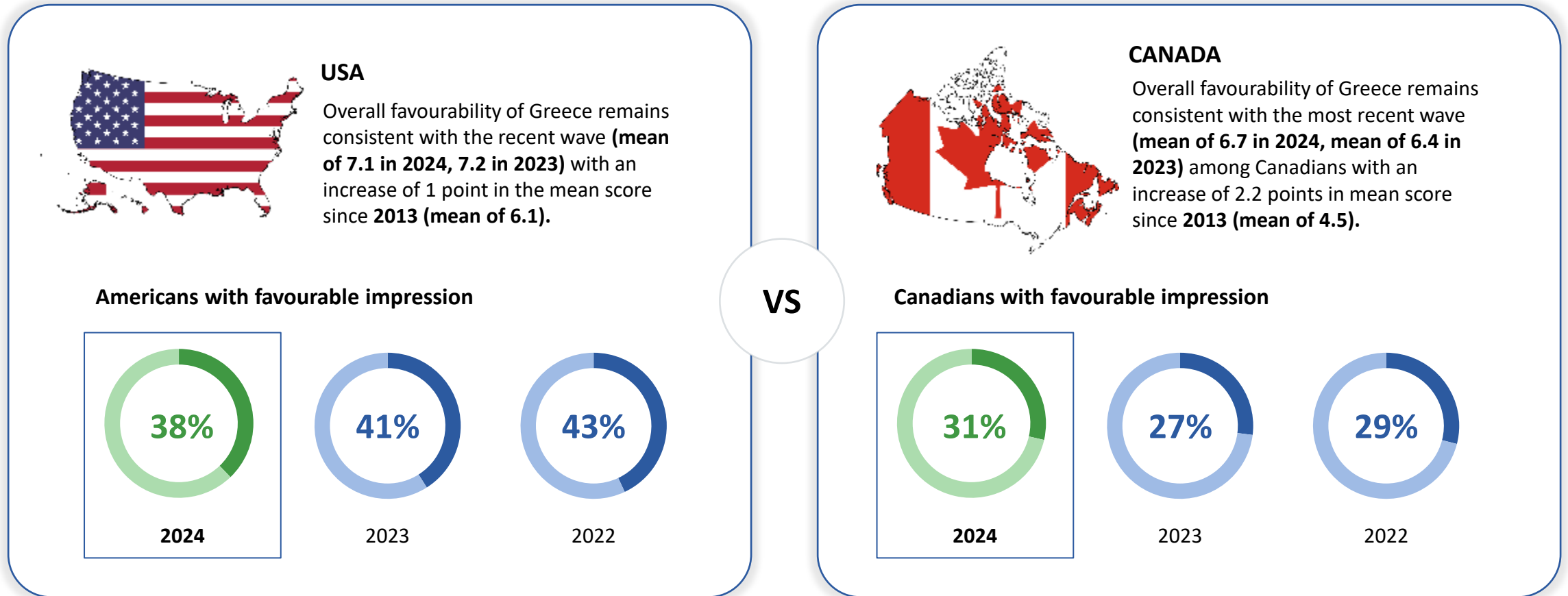
Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.



Q - Thinking of your next trip to another country, what needs to happen for you to be comfortable to travel outside of the United States/Canada? [Open-ended]

Overall Favourability

The overall favourability score for Greece overall remains stable **for both Americans and Canadians since 2022**, with around four in ten Americans saying they have a [favourable impression](#) (38%) and close to one in three Canadians saying they have a [favourable impression](#) of Greece (31%). Both continue to be **significantly higher than when tracking began in 2013** (US: 27%, Canada: 10%)

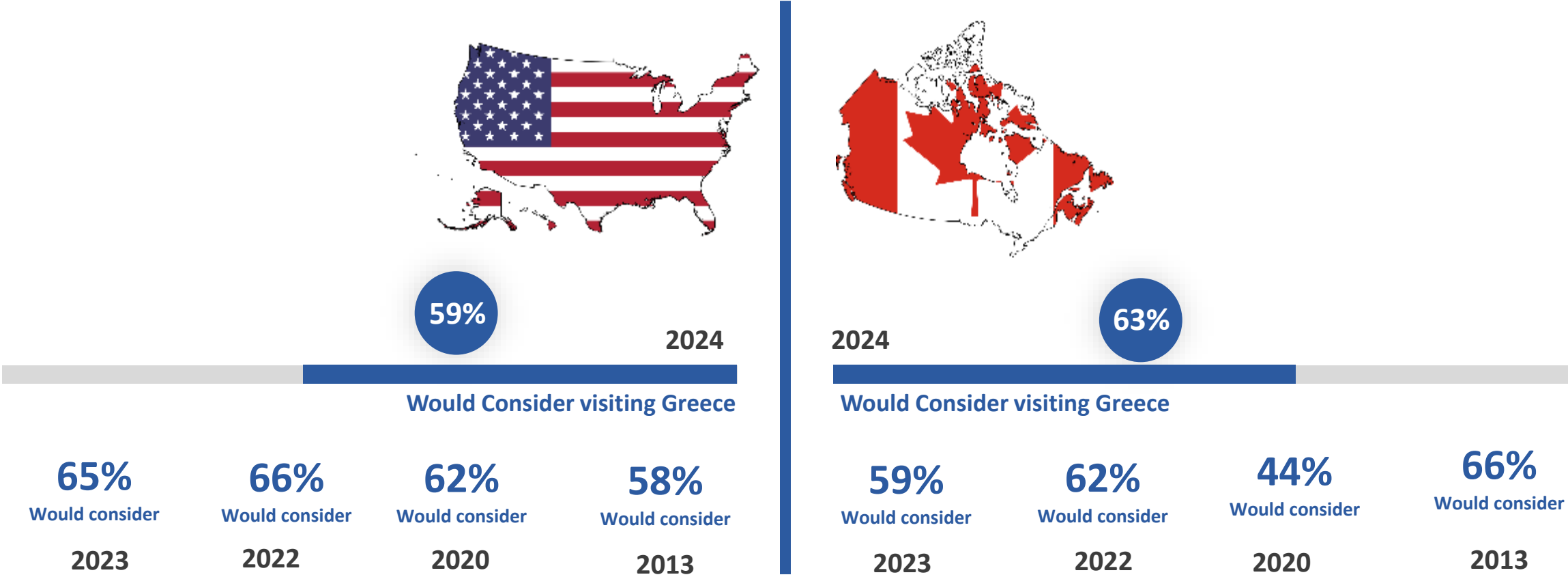


US Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1,275 Americans

Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.

Consider visiting Greece – At a glance

Around six in ten Americans (59%) and Canadians (63%) say they would consider visiting Greece.



US Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1,275 Americans

Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.



Reasons for considering visiting Greece

Q - What are the main reasons you WOULD consider taking a vacation in Greece? [Open-ended]



CANADA

USA



US Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1,197 Americans

Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.



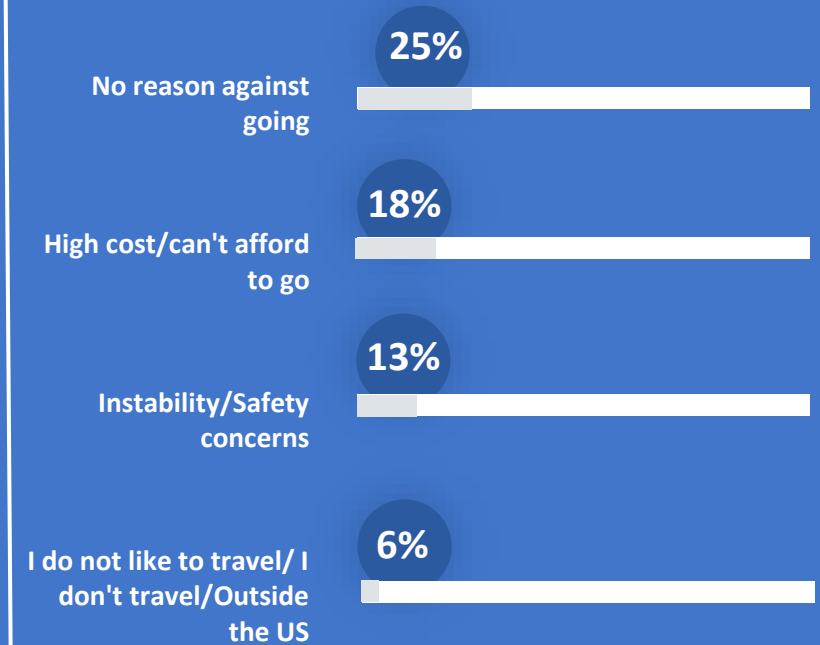
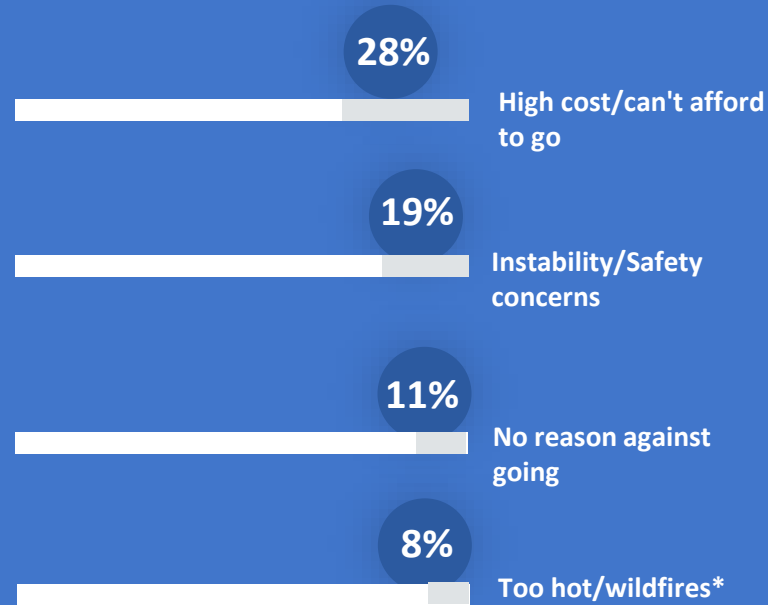
Reasons for NOT considering visiting Greece

Q - What are the main reasons you WOULD NOT consider taking a vacation in Greece? [Open-ended]



CANADA

USA



US Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1,197 Americans

Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.

*wildfires was not mentioned prior to 2022

An aerial photograph of a Greek island, likely Naxos, showing a white sandy beach, turquoise water, and a large, rocky, forested island in the background. The scene is overlaid with a semi-transparent blue gradient. In the top right corner, a small portion of the American flag is visible. A solid blue rectangular shape is present in the bottom right corner.

Hellenic Republic Composite Index

Composite Index

Q

On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

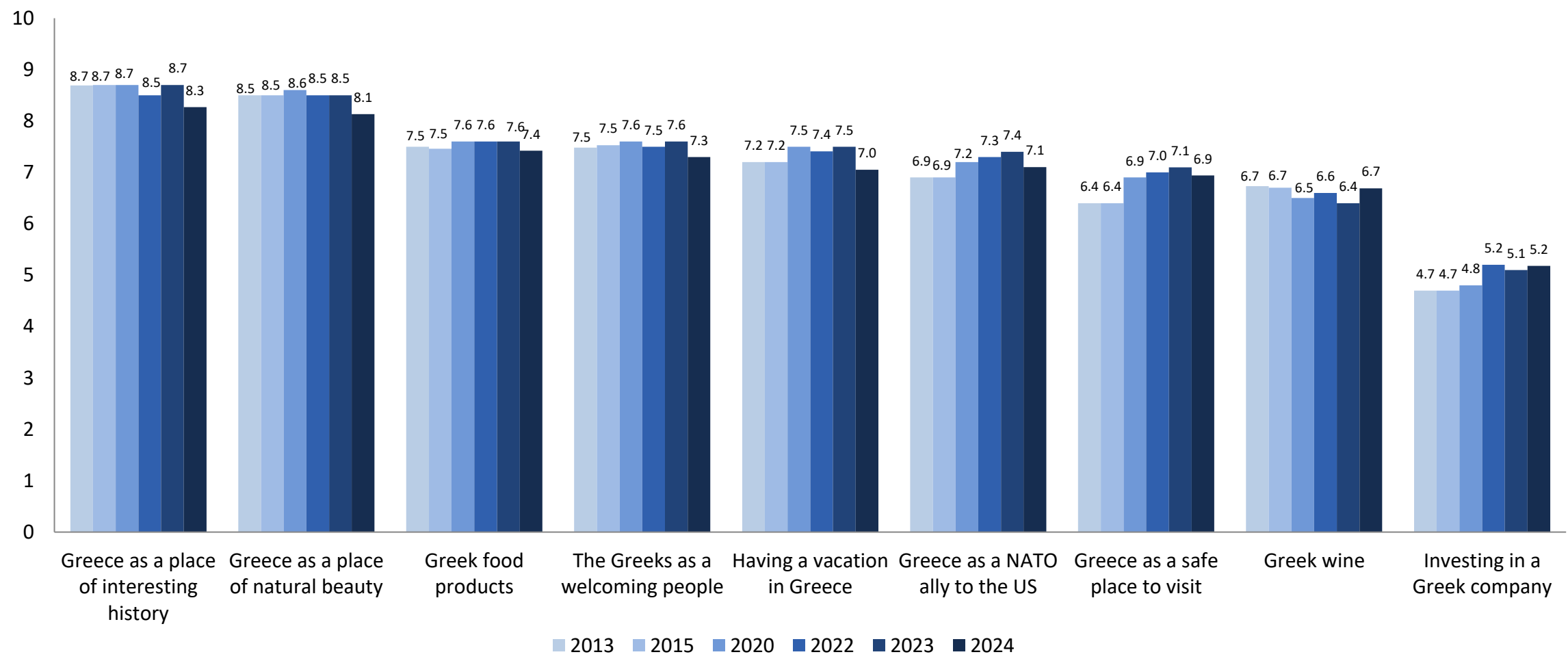
The Hellenic Republic Composite Index below consists of mean scores across 10 measures, including overall favourability of Greece and favourability of various aspects of Greece. The index score has increased 0.8 points since the 2013 benchmark year, with the biggest gains being in overall favourability, Greece as a safe place to visit and investing in a Greek company.

Favourability Measure	2024	2023	2022	2020	2015	2013	Change since 2013
Overall impression of Greece	7.1	7.2	7.3	7.0	6.4	6.1	+1.0
Greece as a place of interesting history	8.3	8.7	8.5	8.7	8.6	8.7	-0.4
Greece as a place of natural beauty	8.1	8.5	8.5	8.6	8.3	8.5	-0.4
Greek food products	7.4	7.6	7.6	7.6	7.5	7.5	-0.1
The Greeks as a welcoming people	7.3	7.6	7.5	7.6	7.5	7.5	-0.2
Greece as a NATO ally to the United States	7.1	7.4	7.3	7.2	7.0	7.0	+0.1
Having a vacation in Greece	7.0	7.5	7.4	7.5	7.0	7.2	-0.2
Greece as a safe place to visit	6.9	7.1	7.0	6.9	6.4	6.4	+0.5
Greek wine	6.7	6.4	6.6	6.5	6.7	6.7	-
Investing in a Greek company	5.2	5.1	5.2	4.8	4.7	4.7	+0.5
Total Score (out of 100)	71.1	73.1	72.9	72.4	70.1	70.3	+0.8

Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1275 Americans

Drivers of favourability

Q On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

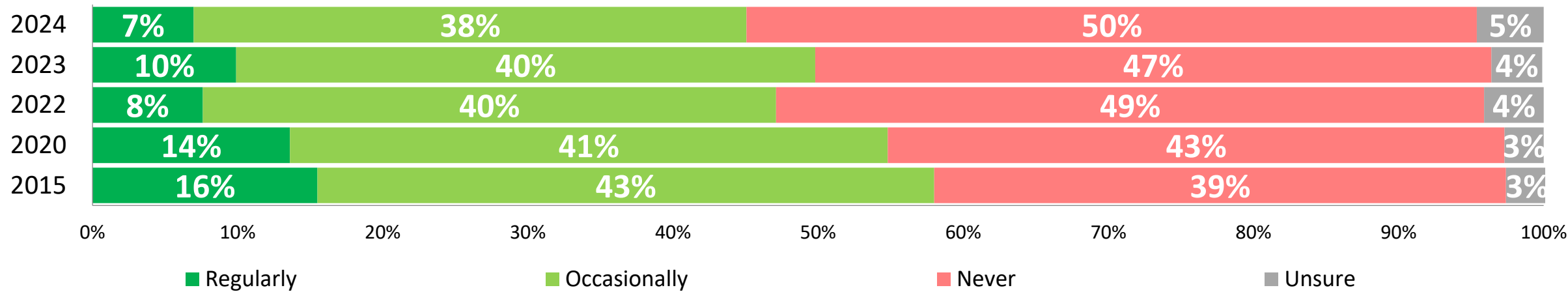


*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.



Travel behaviours of Americans

Frequency of vacations in another country



	2024-06 (n=1275)	Northeast (n=223)	South (n=522)	Midwest (n=256)	West (n=274)	Men (n=551)	Women (n=719)	18-34 (n=331)	35-54 (n=379)	55 plus (n=565)
Regularly	7.0%	10.9%	6.5%	5.7%	5.9%	9.2%	5.0%	9.3%	7.9%	4.2%
Occasionally	38.1%	41.0%	35.2%	34.8%	43.4%	40.3%	36.3%	47.8%	38.1%	30.2%
Never	50.3%	45.7%	52.3%	53.7%	47.7%	46.0%	53.9%	39.4%	48.5%	60.9%

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

Q – Do you consider yourself someone who takes a vacation in another country regularly, occasionally or never?

Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1275 Americans



Factors in comfort travelling outside of the US

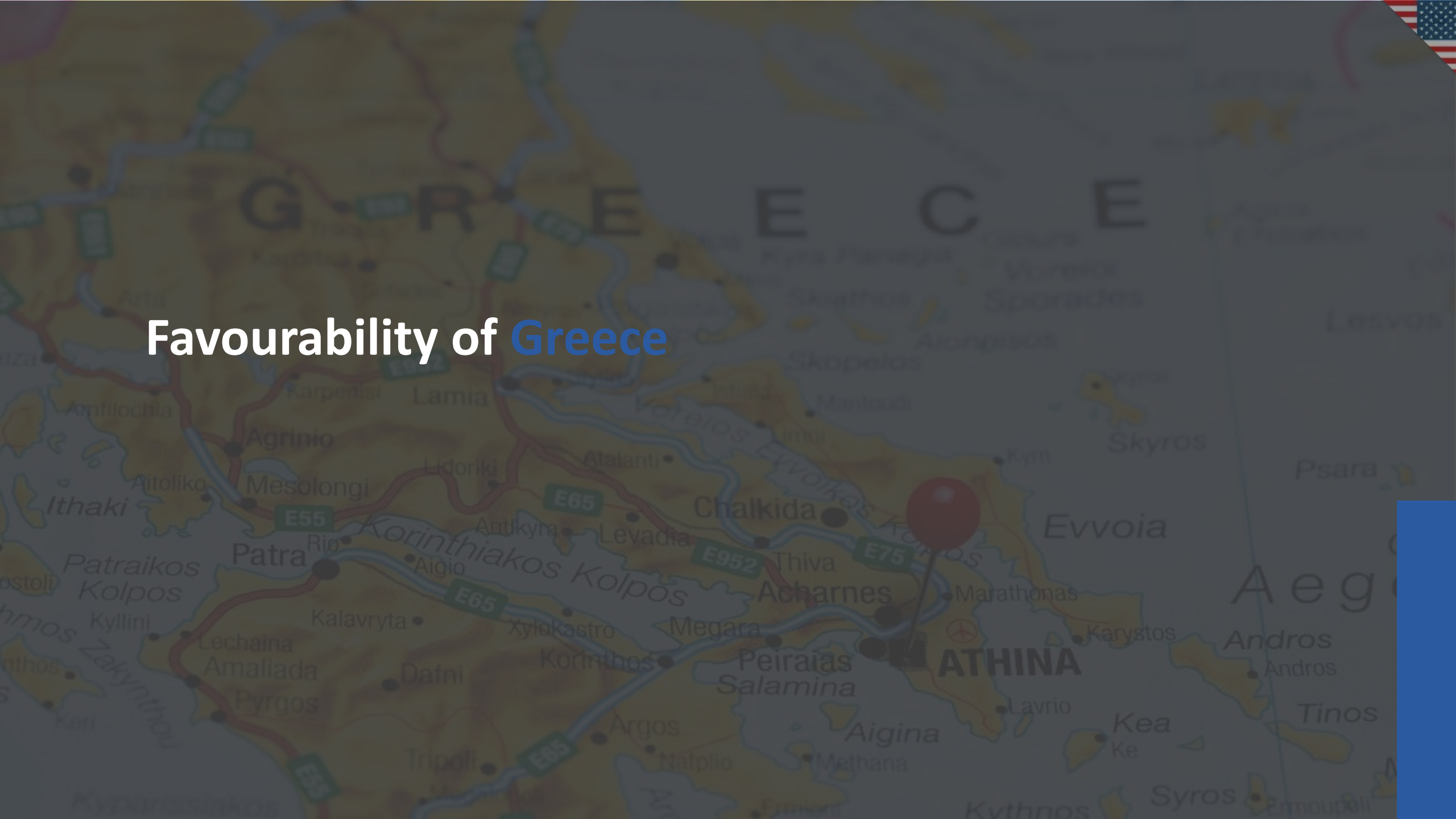
Q Thinking of your next trip to another country, what needs to happen for you to be comfortable to travel outside of the United States? [Open-ended]

“ Americans most often mention national security and no terrorism (19%) as the top factor that is needed for them to be comfortable to travel outside the US, followed by more money/better financial situation (13%) and an end to the war in Ukraine/peace (9%). Fifteen per cent say they do not travel outside the US. ”

TOP RESPONSES

	2024 Frequency (n=1192)	2023 Frequency (n=1205)	2022 Frequency (n=1107)
National security/no terrorism	18.6%	20.7%	13.8%
I don't travel outside of the US	14.5%	11.3%	13.2%
Need more money/better financial situation	12.8%	9.6%	6.3%
End of war in Ukraine/Peace	9.2%	2.5%	3.4%
Nothing	8.3%	8.5%	10.7%
US must be on good terms with the other country	5.0%	7.2%	0.9%
Would only travel to a specific country	3.7%	7.3%	3.8%
Not worried	3.6%	9.7%	3.7%
Safer air/car/cruise ship travel	3.5%	2.7%	0.6%
Other	4.2%	2.6%	3.2%
Unsure	3.4%	3.3%	3.3%

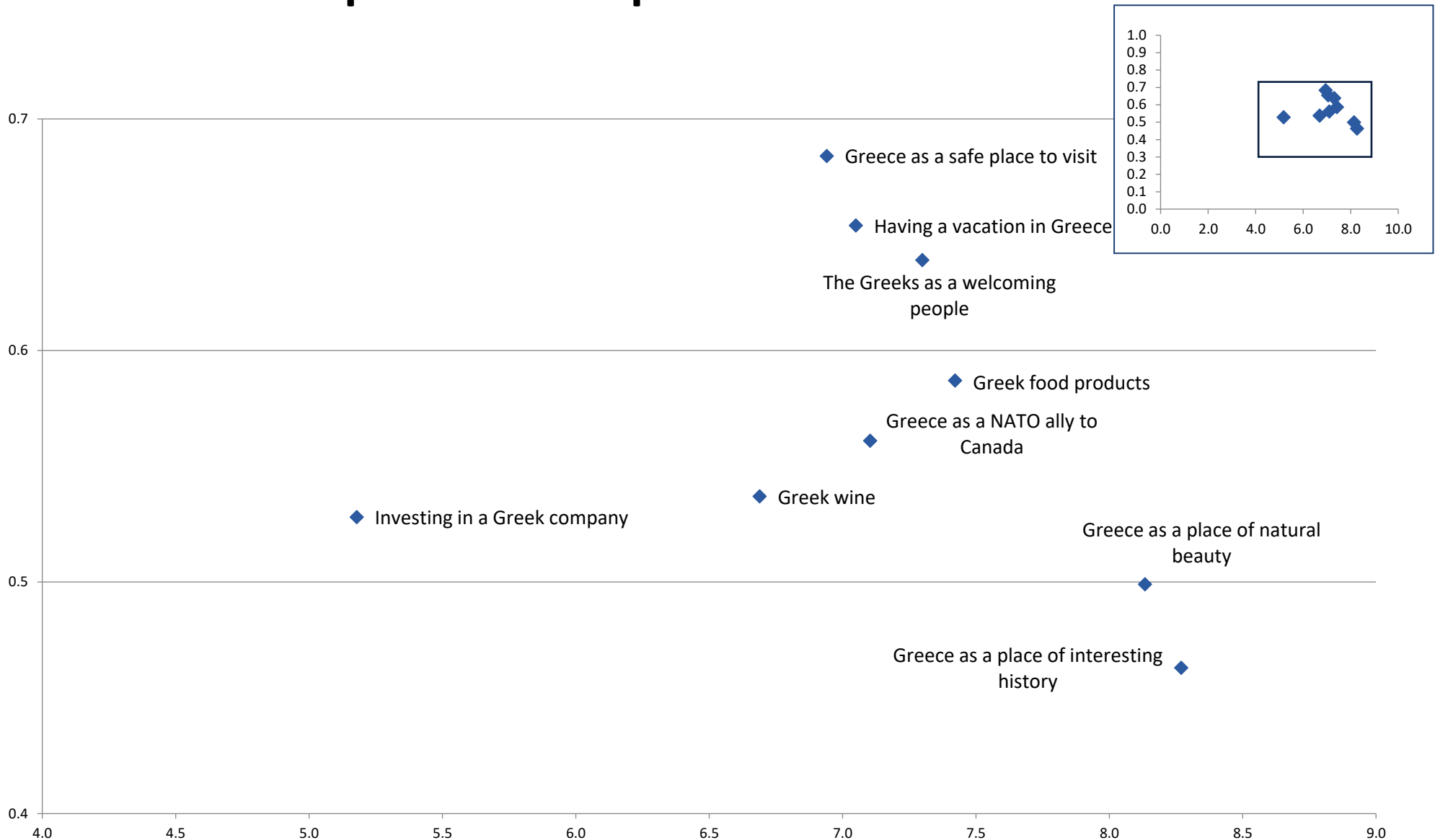
Favourability of Greece



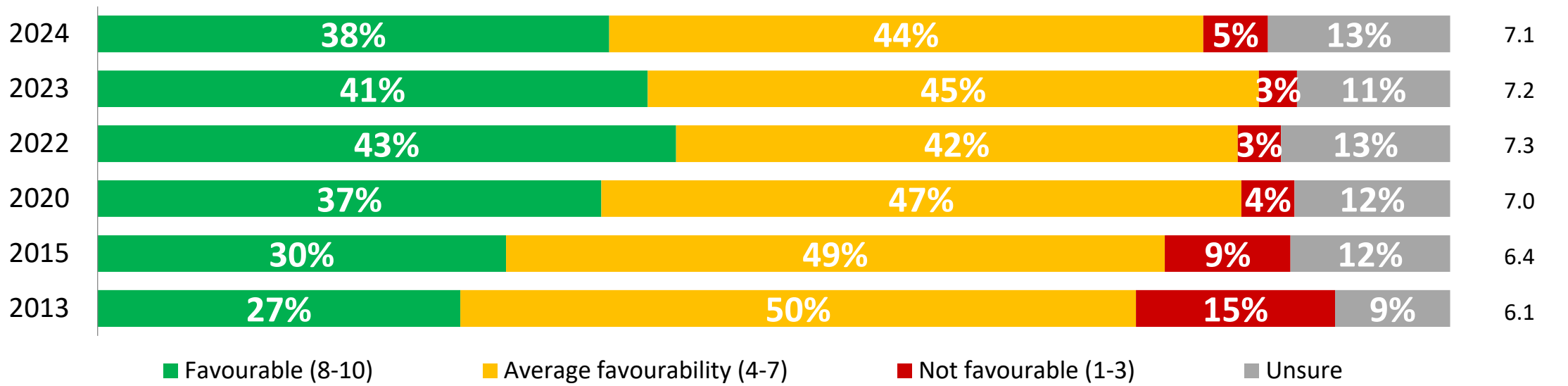
Hellenic Republic Derived Importance Map – United States

The Pearson Correlation score indicates the relationship between favourable impressions of Greece and stated favourability of Greek variables. A value of +1 is total positive linear correlation, 0 is no linear correlation, and -1 is total negative linear correlation.

Greece as a safe place to visit takes over having a vacation in Greece as the most likely drivers of a favourable impression of Greece. This is followed by the Greeks as a welcoming people. The top-rated attributes are Greece as a place of interesting history (mean of 8.3, decrease of 0.4 since 2013) and Greece as a place of natural beauty (mean of 8.1, decrease of 0.4 since 2013), although they are least likely to drive overall favourability.



Greece – Overall favourability



	2024-06 (n=1275)	Northeast (n=223)	South (n=522)	Midwest (n=256)	West (n=274)	Men (n=551)	Women (n=719)	18-34 (n=331)	35-54 (n=370)	55 plus (n=565)
Mean	7.1	7.1	7.1	6.9	7.1	7.0	7.1	7.5	7.1	6.7

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

Q – On a scale of 1 to 10, where 1 is not at all favourable and 10 is very favourable, how would you rate your overall impression of Greece?

Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1275 Americans



Reasons for taking a vacation in Greece

Q What are the main reasons you WOULD consider taking a vacation in Greece? [Open-ended]

“ Americans most frequently mention beautiful scenery, beaches and the weather (27%) as well as the history and architecture (17%) as the main reasons they would consider visiting Greece. ”

	2024 Frequency (n=1,197)	2023 Frequency (n=1,211)	
TOP RESPONSES	Beautiful scenery/beaches/weather	26.9%	29.9%
	The history/historical sites/architecture	17.1%	26.7%
	The people/food/culture	9.6%	10.1%
	Never been before and would love to see it	8.8%	9.0%
	None	6.2%	4.4%
	I wouldn't go/have no interest	6.0%	4.3%
	I've been there before and loved it	4.0%	2.1%
	To explore somewhere new/see the world	3.4%	-
	I don't travel/don't leave the US	3.2%	2.6%
	Other	3.9%	3.9%
Unsure	2.5%	2.1%	

Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1,197 Americans



Reasons against taking a vacation in Greece

Q What are the main reasons AGAINST taking a vacation in Greece? [Open-ended]


“ Americans often mention they have no reason against going (25%), followed by high cost or they can't afford to go (18%) and instability/safety concerns (13%) when asked the main reasons against going to Greece. ”

	2024 Frequency (n=1,195)	2023 Frequency (n=1,201)
TOP RESPONSES No reason against going	25.2%	18.7%
High cost/can't afford to go	18.4%	21.0%
Instability/Safety concerns	13.2%	14.9%
I do not like to travel/ I don't travel/Outside the US	5.7%	5.4%
Not interested/other places I'd rather visit	5.2%	3.8%
Too far to travel	3.2%	6.8%
I don't know a lot about the country/have never been	3.0%	4.0%
Other	2.0%	2.3%
Unsure	3.8%	3.4%

*Refugee/migrant crisis not mentioned until 2023

Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1,195 Americans

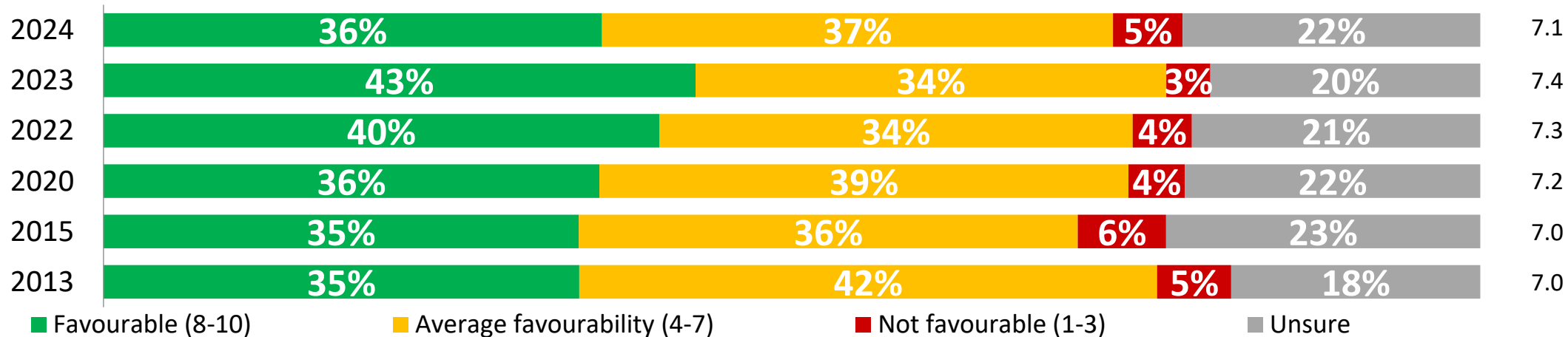


A large grey naval ship, possibly a minesweeper or auxiliary vessel, is docked at a pier. The ship features a complex superstructure with various antennas and radar equipment. A long string of colorful signal flags is draped across the deck. The ship is secured with thick ropes. In the background, a clear blue sky and a distant shoreline are visible. A small portion of the American flag is visible in the top right corner of the image.

Greece as a NATO ally to the United States

Greece as a NATO ally to the US

Mean



	2024-06 (n=1275)	Northeast (n=223)	South (n=522)	Midwest (n=256)	West (n=274)	Men (n=551)	Women (n=719)	18-34 (n=331)	35-54 (n=379)	55 plus (n=565)
Mean	7.1	7.0	7.3	6.7	7.2	7.2	7.0	7.0	7.2	7.1

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

Q – On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Greece as a NATO ally to the United States

Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1275 Americans

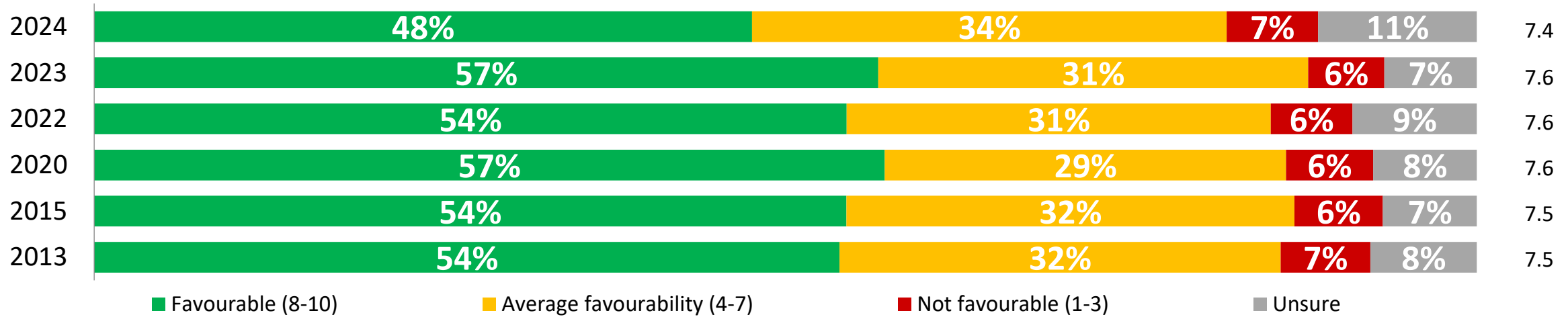


A woman with blonde hair, wearing a blue tank top and a necklace with a star pendant, is smiling and sitting at a table outdoors. The table is set with several plates of Greek food, including a large fish, a salad, and a small cup of white sauce. There are also glasses of water on the table. The background shows a beach and other people sitting at tables. An American flag is visible in the top right corner.

Impressions of Greek food products

Greek food products

Mean



	2024-06 (n=1275)	Northeast (n=223)	South (n=522)	Midwest (n=256)	West (n=256)	Men (n=551)	Women (n=719)	18-34 (n=331)	35-54 (n=379)	55 plus (n=565)
Mean	7.4	7.4	7.4	7.2	7.7	7.4	7.5	7.6	7.6	7.1

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

Q – On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]
Greek food products

Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1275 Americans

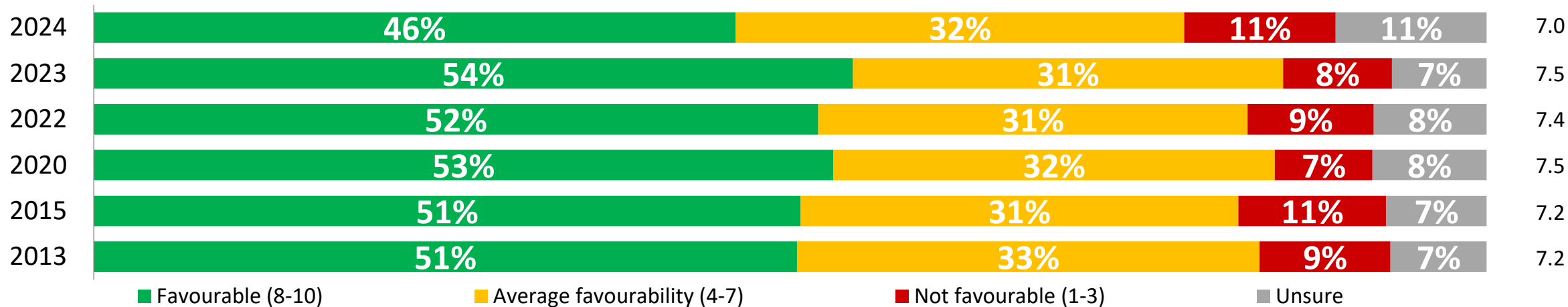


A woman with long hair, wearing a wide-brimmed straw hat and a black and white striped dress, is sitting on a white ledge. She is looking out over a scenic view of a bay or coastal area with mountains in the background. The sky is blue with some clouds. The overall image has a dark, moody overlay.

Impressions of having a vacation in Greece

Having a vacation in Greece

Mean



	2024-06 (n=1275)	Northeast (n=223)	South (n=522)	Midwest (n=256)	West (n=274)	Men (n=551)	Women (n=719)	18-34 (n=331)	35-54 (n=379)	55 plus (n=565)
Mean	7.0	7.2	7.0	6.7	7.3	6.9	7.2	7.5	7.2	6.5

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

Q – On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Having a vacation in Greece

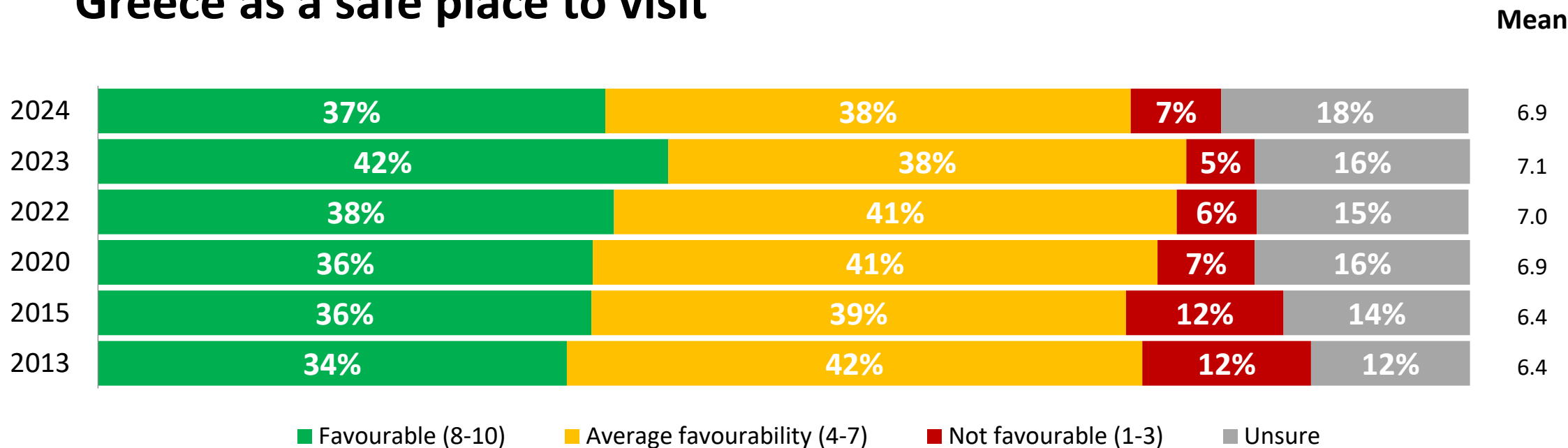
Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1275 Americans





**Impressions of Greece as a safe place
to visit**

Greece as a safe place to visit



	2024-06 (n=1275)	Northeast (n=223)	South (n=522)	Midwest (n=256)	West (n=274)	Men (n=551)	Women (n=719)	18-34 (n=331)	35-54 (n=379)	55 plus (n=565)
Mean	6.9	7.0	7.0	6.6	7.1	6.9	6.9	7.3	7.1	6.4

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

Q – On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Greece as a safe place to visit

Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1275 Americans

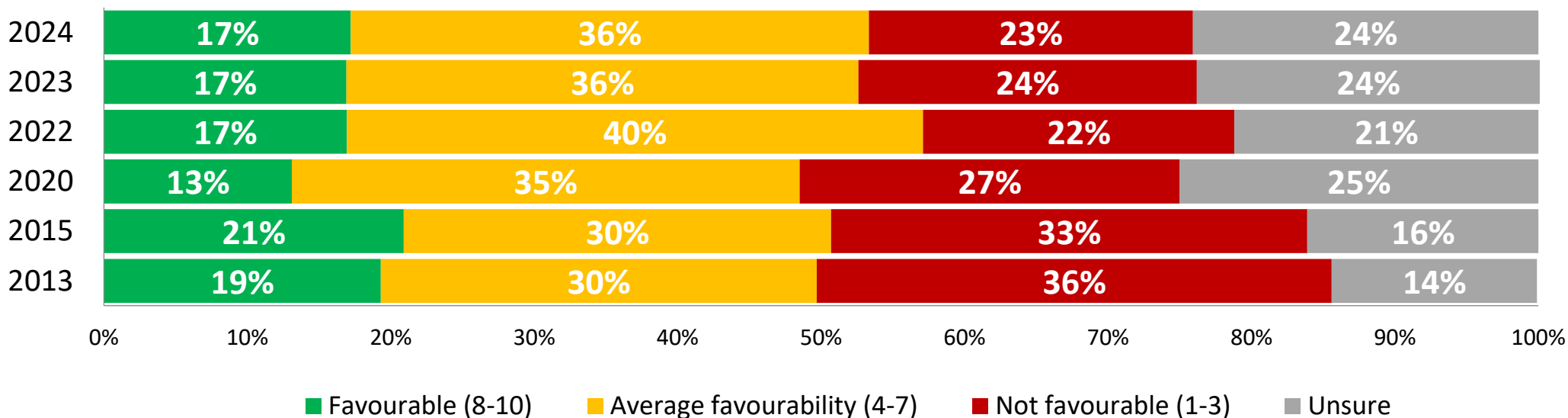




Impressions of investing in a **Greek** **company**

Investing in a Greek company

Mean



	2024-06 (n=1275)	Northeast (n=223)	South (n=522)	Midwest (n=256)	West (n=274)	Men (n=551)	Women (n=719)	18-34 (n=331)	35-54 (n=379)	55 plus (n=565)
Mean	5.2	5.3	5.0	5.1	5.4	5.3	5.0	5.7	5.8	4.1

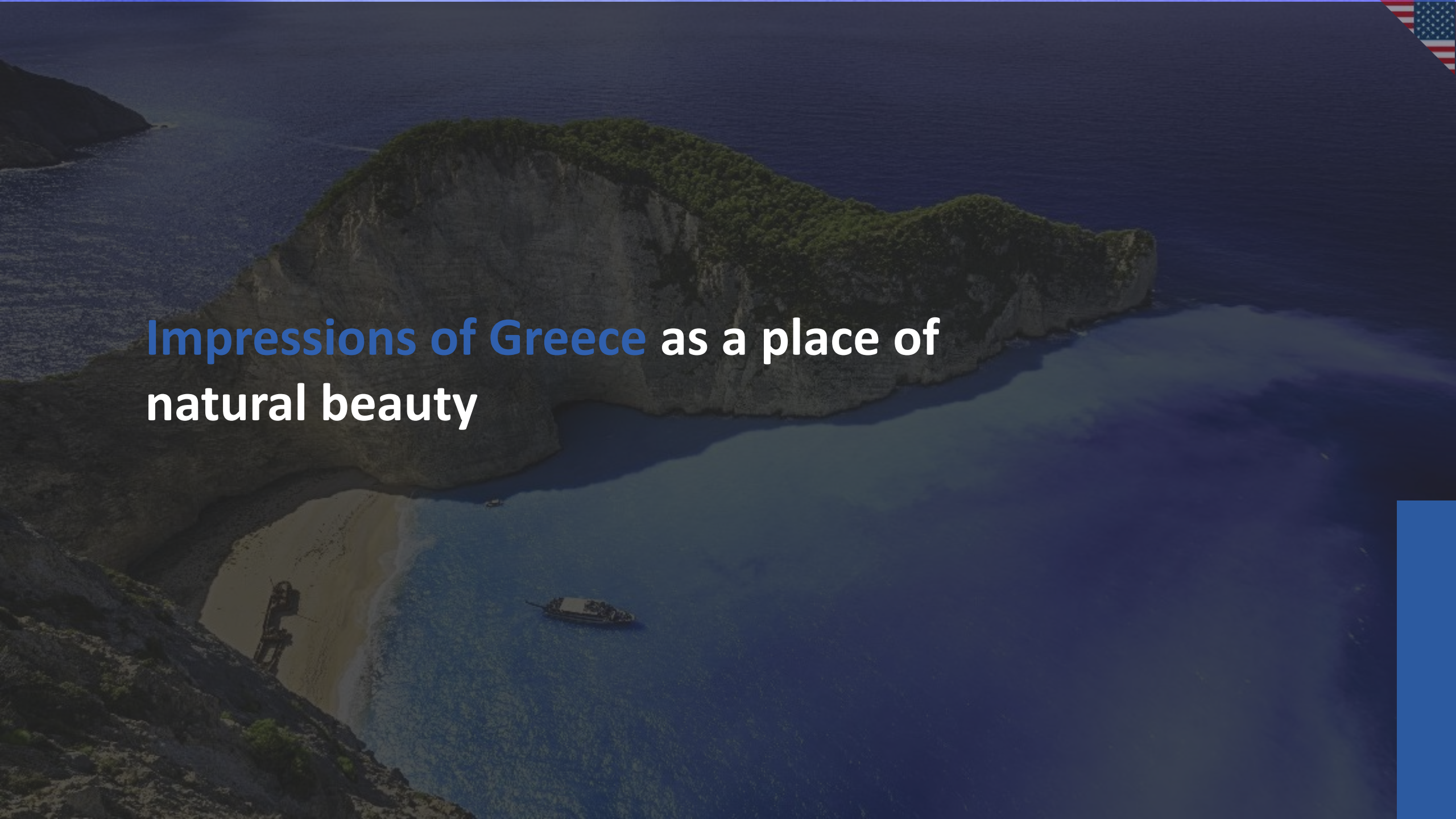
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Q – On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Investing in a Greek company

Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1275 Americans

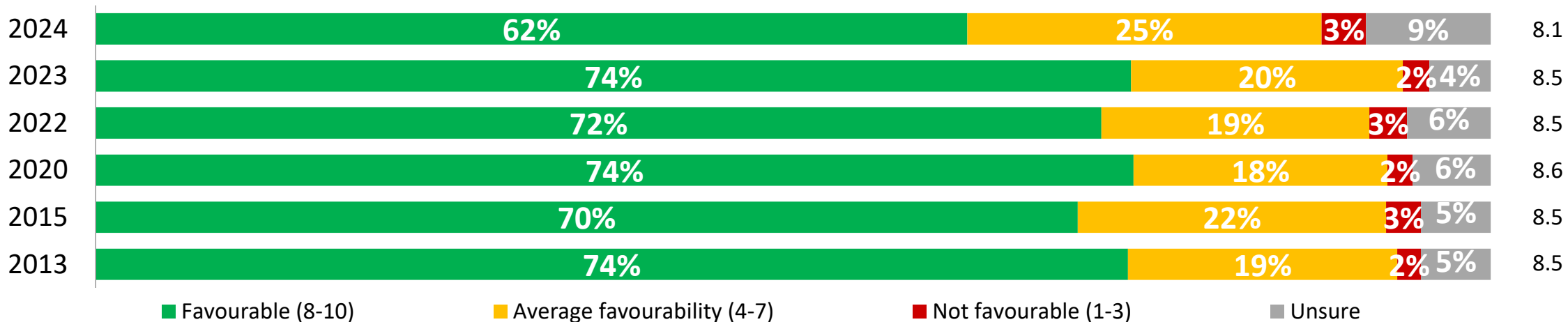


An aerial photograph of a Greek coastline. A large, dark, forested cliffside dominates the upper half of the frame. Below the cliff, a small bay with a sandy beach is visible. A boat is anchored in the water. The sea is a deep blue. The text "Impressions of Greece as a place of natural beauty" is overlaid on the image. In the top right corner, there is a small American flag. A solid blue rectangle is in the bottom right corner.

Impressions of Greece as a place of natural beauty

Greece as a place of natural beauty

Mean



	2024-06 (n=1275)	Northeast (n=223)	South (n=522)	Midwest (n=256)	West (n=274)	Men (n=551)	Women (n=719)	18-34 (n=331)	35-54 (n=379)	55 plus (n=565)
Mean	8.1	8.0	8.2	7.9	8.3	8.0	8.3	8.2	8.1	8.1

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

Q – On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]
Greece as a place of natural beauty

Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1275 Americans

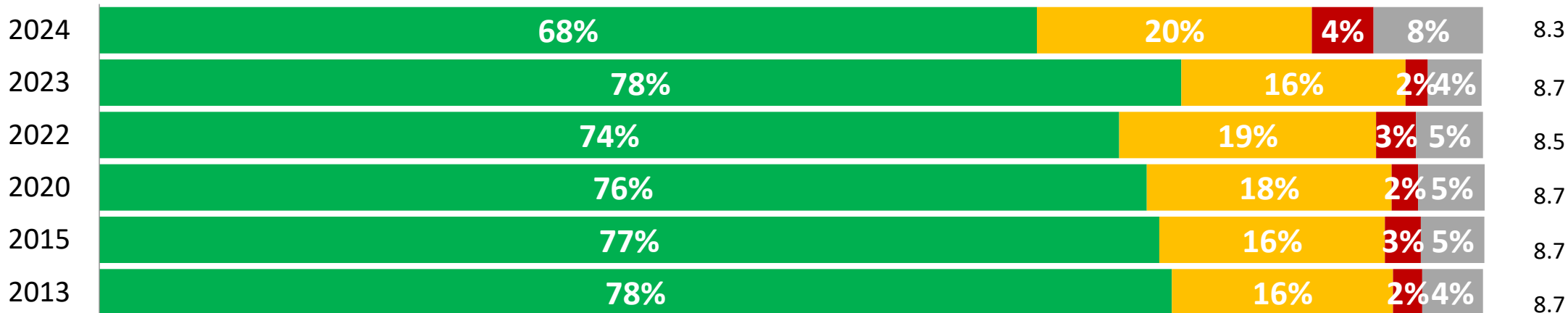




Impressions of Greece as a place with
interesting history

Greece as a place of interesting history

Mean



■ Favourable (8-10)
 ■ Average favourability (4-7)
 ■ Not favourable (1-3)
 ■ Unsure

	2024-06 (n=1275)	Northeast (n=223)	South (n=522)	Midwest (n=256)	West (n=274)	Men (n=551)	Women (n=719)	18-34 (n=331)	35-54 (n=379)	55 plus (n=565)
Mean	8.3	8.1	8.3	8.1	8.4	8.2	8.3	8.2	8.2	8.4

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

Q – On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Greece as a place of interesting history

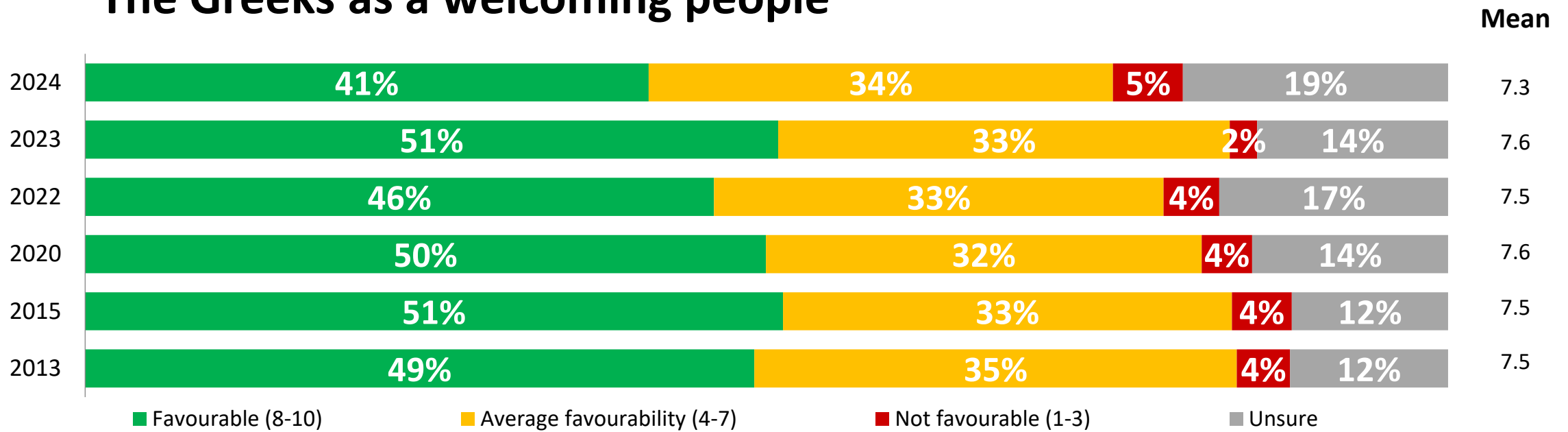
Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1275 Americans





Impressions of Greece as welcoming people

The Greeks as a welcoming people



	2024-06 (n=1275)	Northeast (n=223)	South (n=522)	Midwest (n=256)	West (n=274)	Men (n=551)	Women (n=719)	18-34 (n=331)	35-54 (n=379)	55 plus (n=565)
Mean	7.3	7.5	7.4	7.0	7.3	7.2	7.4	7.3	7.4	7.3

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

Q – On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]
The Greeks as a welcoming people

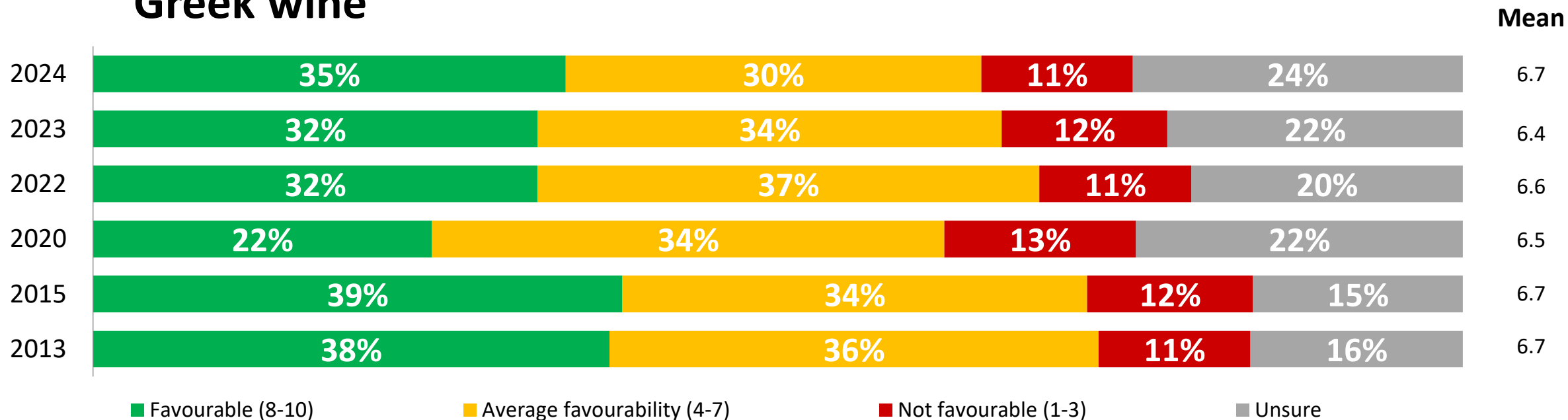
Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1275 Americans



Impressions of Greek wine



Greek wine



	2024-06 (n=1275)	Northeast (n=223)	South (n=522)	Midwest (n=256)	West (n=274)	Men (n=551)	Women (n=719)	18-34 (n=331)	35-54 (n=379)	55 plus (n=565)
Mean	6.7	6.6	6.8	6.4	6.8	6.7	6.7	7.2	7.0	5.9

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

Q – On a scale of 1 to 10 where 1 is not at all favourable and 10 is very favourable, how would you rate your impression of Greece in the following areas: [ROTATE]

Greek wine

Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1275 Americans





Nanos conducted an online non-probability survey of 1,275 Americans, representative of the US population, 18 years of age or older, August 23rd to 28th, 2024. The US study was a representative non-probability survey weighted to reflect the US population.

A margin of error cannot be calculated on a non-probability sample. For comparison purposes, a probability sample of 1,275 respondents would have a margin of error of ± 2.7 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

Element	Description	Element	Description
Research sponsor	Nanos Research	Weighting of Data	The results were weighted by age and gender using the latest Census information and the sample is geographically stratified to ensure a distribution across all regions of the United States. See tables for full weighting disclosure.
Population and Final Sample Size	1,275 Americans.	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	Prodege	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	Representative non-probability	Stratification	By age and gender using the latest Census information and the sample is geographically stratified to be representative of the United States. Smaller areas were marginally oversampled to allow for a minimum regional sample.
Margin of Error	A margin of error cannot be calculated on a non-probability sample. For comparison purposes, a probability sample of 1,275 respondents would have a margin of error of ± 2.7 percentage points, 19 times out of 20.	Estimated Response Rate	Not applicable
Mode of Survey	Online survey	Question Order	Question order in the tabulations reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	Non-probability	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, real estate and relations with Canada.
Demographics (Captured)	Northwestern US, Southern US, Midwestern US, Western US; Men, Women, and Other; 18 years and older. Zip code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Demographics (Other)	Age, gender, education, income	Research/Data Collection Supplier	Nanos Research
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	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.
Field Dates	August 23rd to 28th, 2024	Data Tables	By region, age and gender
Language of Survey	The survey was conducted in English.		
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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EthicStratēgies

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