



Favourable score of Greece hits 12-year high in wake of Prime Minister Mitsotakis' visit to Canada.

Canada Survey | Summary | Tracking Report 2015 to 2024
Conducted by Nanos, September 2024
Field dates: August 23rd to August 28th, 2024
Submission 2024-2616



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 SINCE 2021 – HAVING A VACATION IN GREECE AND GREECE AS A SAFE PLACE TO VISIT MOST LIKELY TO DRIVE FAVOURABILITY

Asked to rate their overall favourability of Greece, close to one in three Canadians (31%) say they have a favourable impression (scores of eight to 10 out of ten), which is a 12-year high since tracking started. Having a vacation in Greece (Pearson derived score of +0.66) and Greece as a safe place to visit (Pearson derived score of +0.65) are most likely to drive overall favourability. The Hellenic Republic composite index remains consistent with a total favourability score of 69.5 out of 100, which is consistent with the previous wave, but higher than the 2013 benchmark (63.1).

2

GREECE AS A PLACE OF INTERESTING HISTORY AND AS A PLACE OF NATURAL BEAUTY SEEN AS MOST FAVOURABLE ATTRIBUTES OF GREECE

Consistent with previous waves, Canadians give top favourability scores to Greece as a place of interesting history (mean of 9.1 out of 10) and Greece as a place of natural beauty (mean of 8.6), followed by Greek food products (mean of 7.9), the Greeks as a welcoming people (mean of 7.4) and having a vacation in Greece (mean of 7.3). The biggest gains since the 2013 benchmark are Greece as a safe place to visit (mean of 6.7, a 1.3-point increase from 5.4 in 2013) and as a NATO ally to Canada (mean of 6.9, a 0.9-point increase from 5.4 in 2013).

3

SECURITY AND FINANCES MOST IMPORTANT FACTORS IN TRAVELLING OUTSIDE OF CANADA

Canadians most often mention national security/no terrorism/no war/no gun violence (28% from 24% in 2023), followed by more money/better financial situation (18% from 24% in 2023) as the top things that need to happen for them to be comfortable to travel outside of Canada. Of note, one in five (20%) say nothing or that they already feel comfortable travelling, and a decreasing number of Canadians mentioned no flight delays and no airline/luggage/staffing problems at airports would make them feel more comfortable (five per cent; from 12% in 2023).

4

CANADIANS INCREASINGLY SAY THEIR MAIN REASON AGAINST GOING TO GREECE IS COST AND NOT BEING ABLE TO AFFORD TO GO

Asked unprompted what is their main reason against taking a vacation in Greece, close to three in ten Canadians say high cost/can't afford to go (28%; 20% in 2023), followed by instability/safety concerns (19%). One in ten (11%) say they have no reason against going. A decreasing proportion of Canadians say too hot/wildfires (nine per cent; compared to 21% in 2023).

Overview

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.

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.

The research was commissioned and conducted by Nanos Research.

- › **Derived Importance Maps**
- › **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



Greece as a place of interesting history

68% favourable

Mean

8.3

Greece as a place of natural beauty

63% favourable

8.1

Greek food products

48% favourable

7.4

• Canada



Greece as a place of interesting history

86% favourable

Mean

9.1

Greece as a place of natural beauty

78% favourable

8.6

Greek food products

63% favourable

7.9

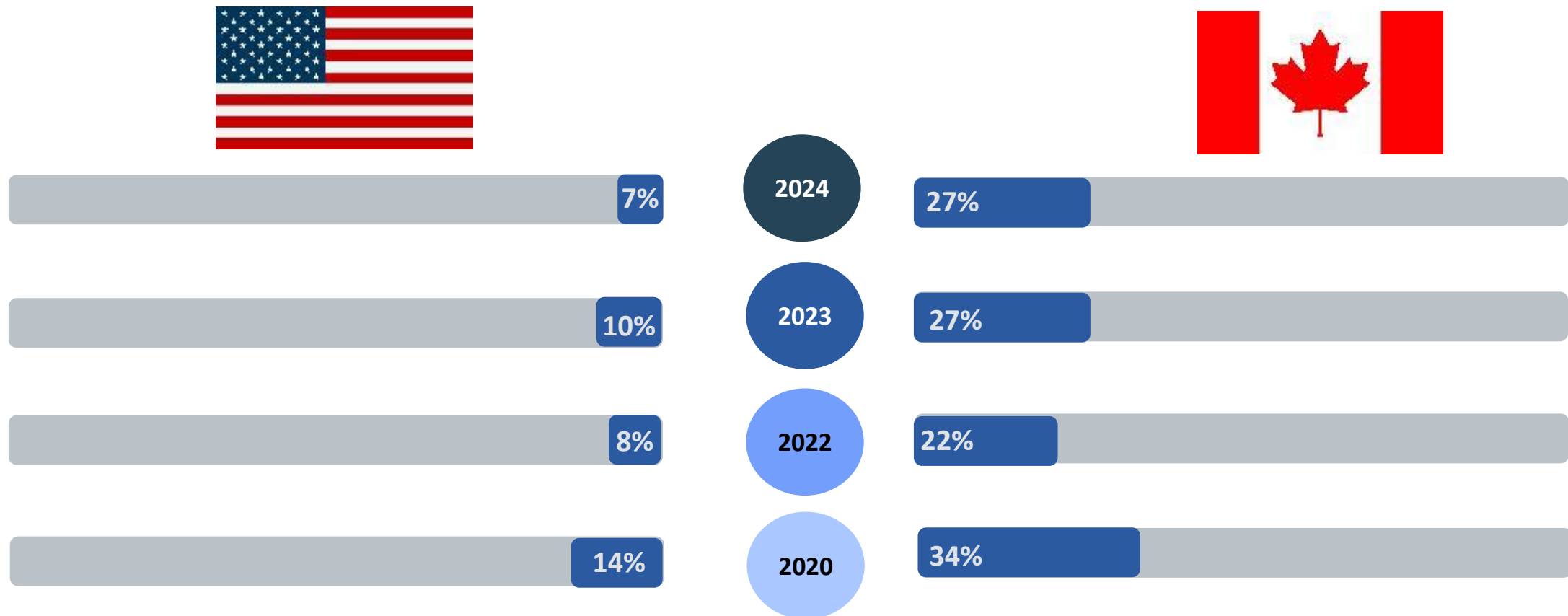
US Source: Nanos Research, online non-probability representative survey, August 23rd to August 28th, 2024, n=1275 Americans

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.

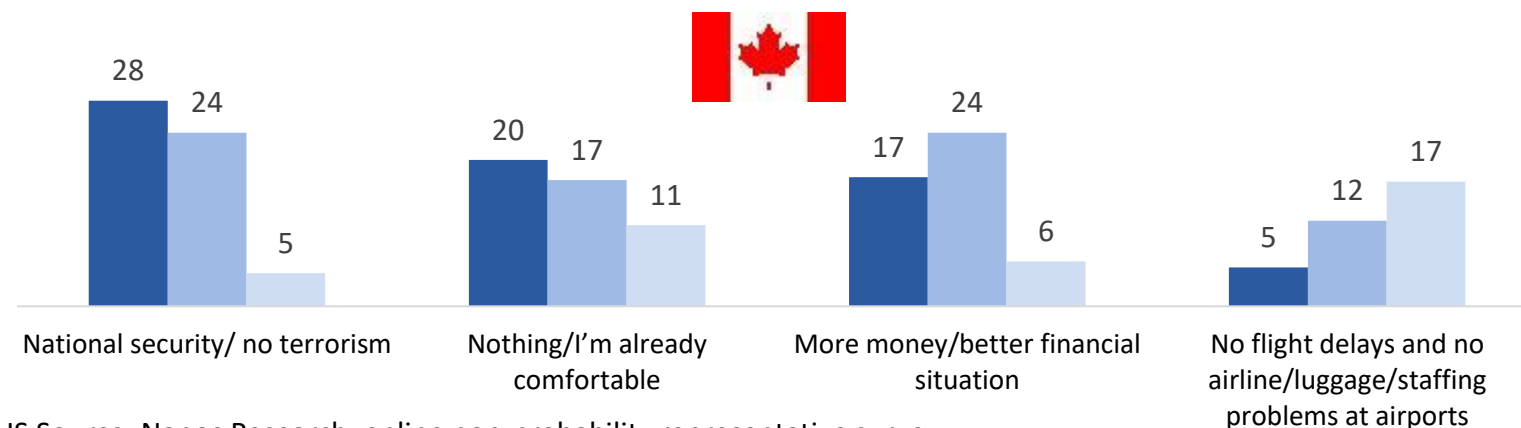
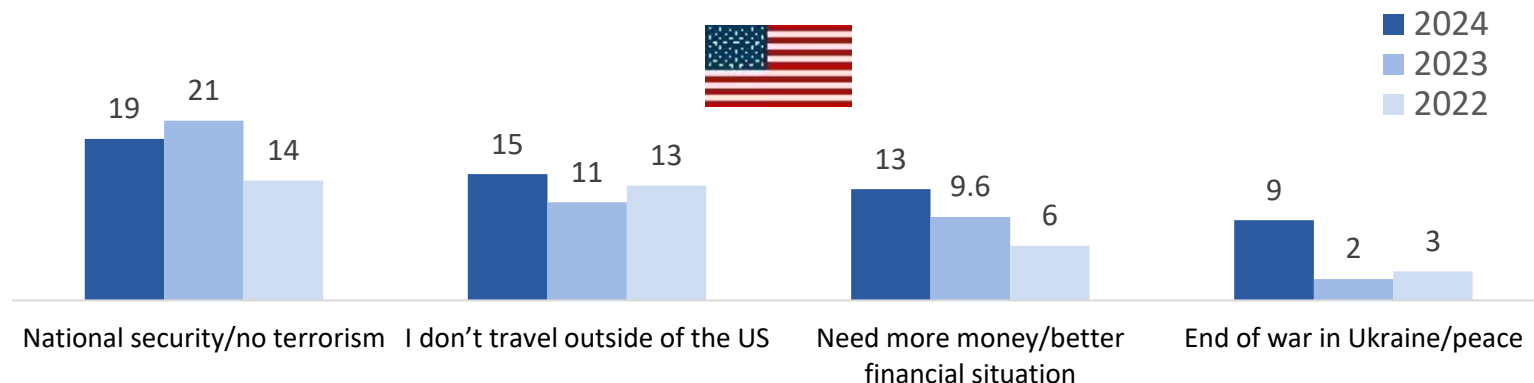


An increase in national security measures

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

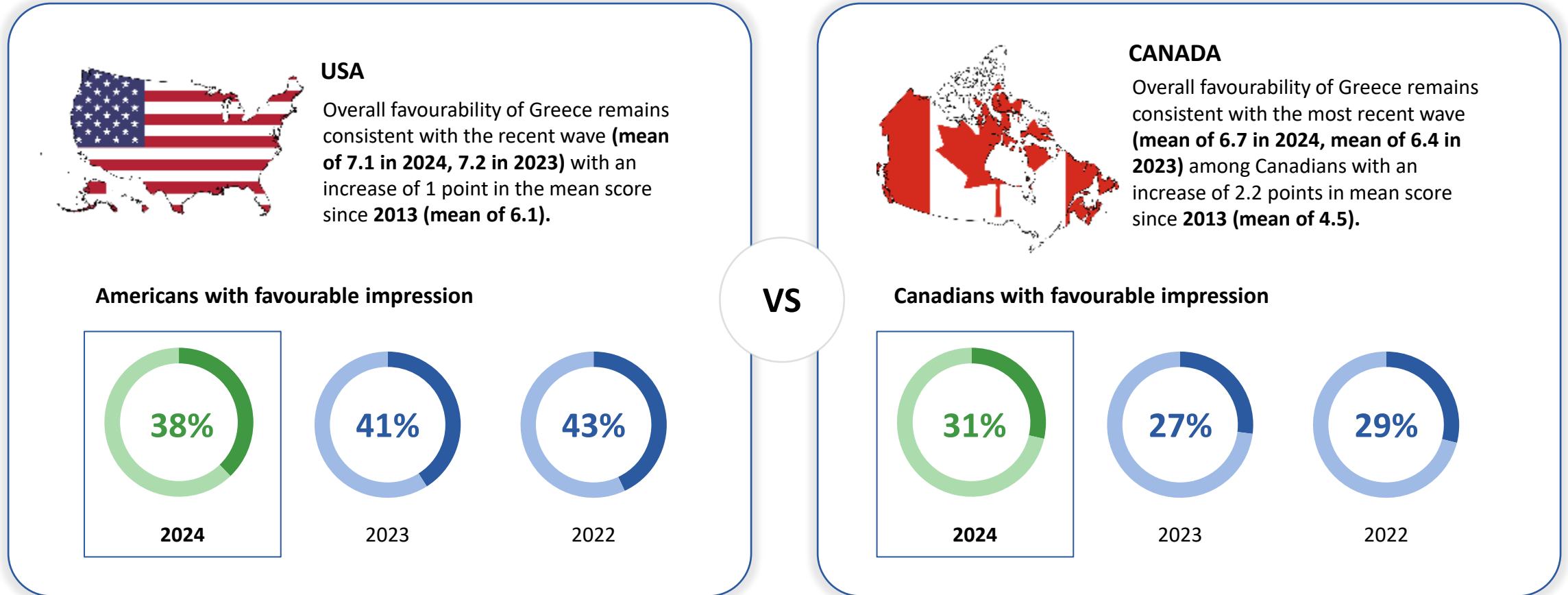
Factors influencing return to international travel

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.



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%)

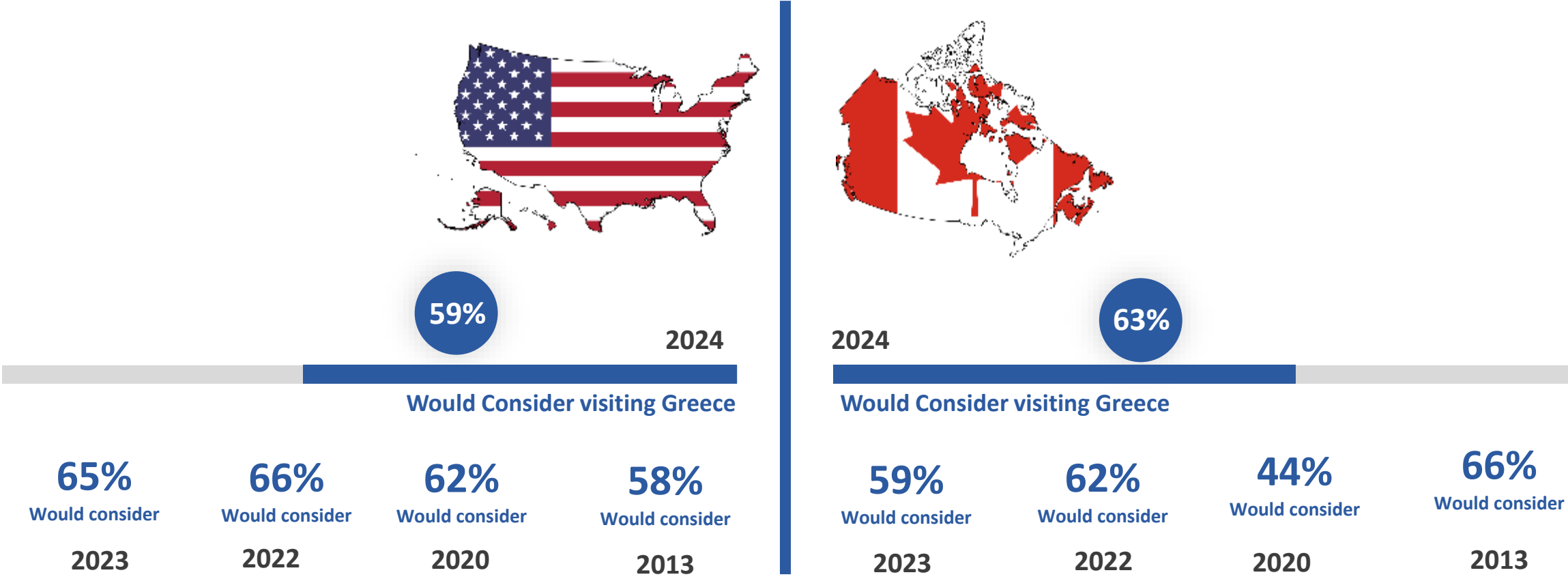


US Source: Nanos Research, online non-probability representative survey, August 23rd to 28th, 2024, n=1,275 Americans

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.



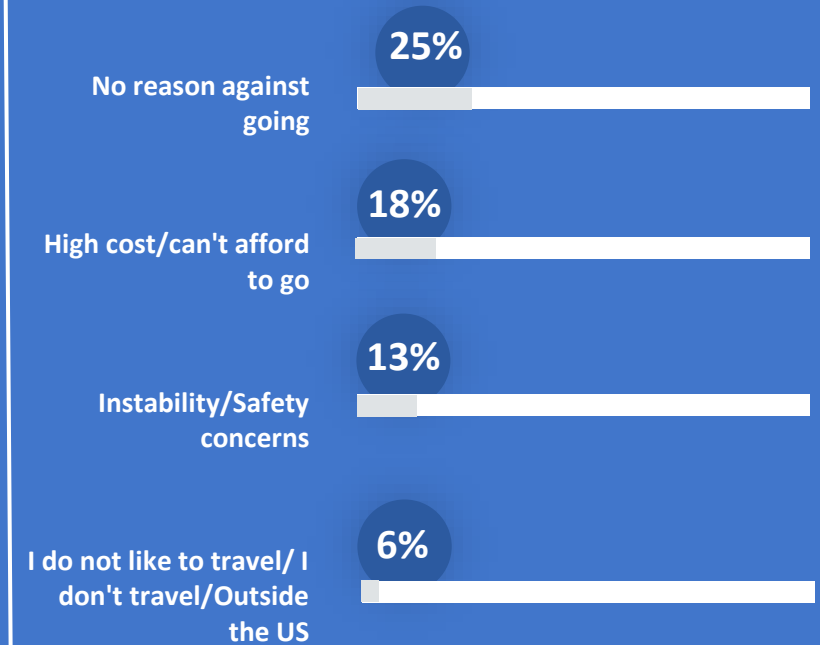
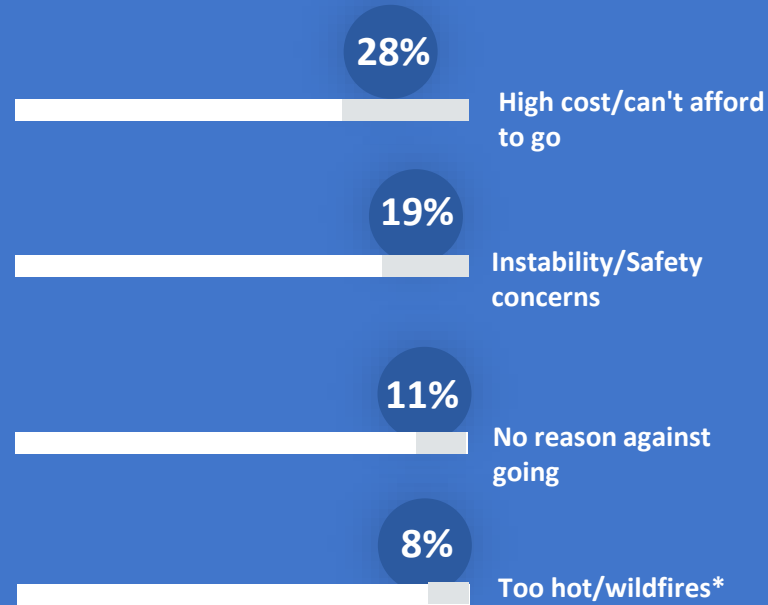
Reasons for NOT considering visiting Greece

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 coastal bay. A large, rocky island with green vegetation dominates the left side of the frame. The water is a vibrant turquoise color, and a sandy beach is visible at the bottom left. Several small boats are scattered in the water. The overall scene is serene and scenic.

Hellenic Republic Composite Index

Composite Index Canada

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]

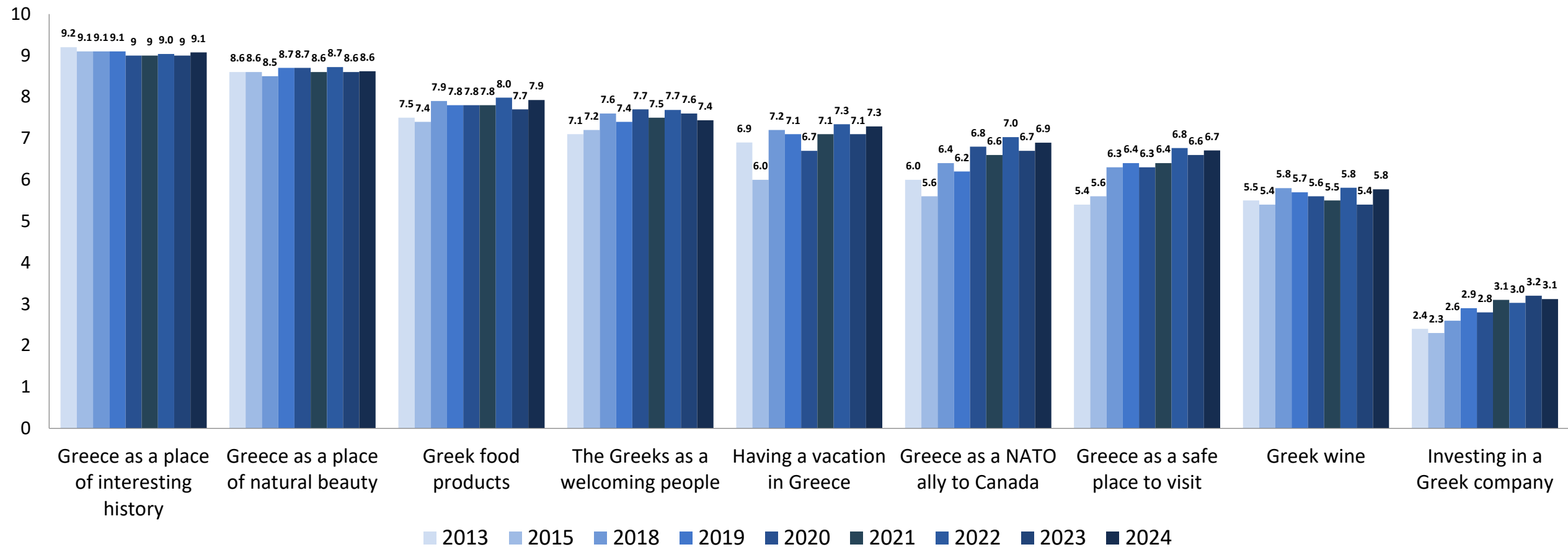
The Hellenic Republic Composite Index below consists of mean scores across 10 measures, including overall favourability of Greece and favourability of various aspects of Greece. The index score has increased six points since the 2013 benchmark year, with the biggest gains being in overall favourability,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

Favourability Measure	2024	2023	2022	2021	2020	2019	2018	2015	2013	Change since 2013
Overall impression of Greece	6.7	6.4	6.9	6.5	5.9	5.8	6.2	4.4	4.5	+2.2
Greece as a place of interesting history	9.1	9.0	9.0	9.0	9.0	9.1	9.1	9.1	9.2	-0.1
Greece as a place of natural beauty	8.6	8.6	8.7	8.6	8.7	8.7	8.5	8.6	8.6	-
Greek food products	7.9	7.7	8.0	7.8	7.8	7.8	7.9	7.4	7.5	+0.4
The Greeks as a welcoming people	7.4	7.6	7.7	7.5	7.7	7.4	7.6	7.2	7.1	+0.3
Having a vacation in Greece	7.3	7.1	7.3	7.1	6.7	7.1	7.1	6.0	6.9	+0.4
Greece as a NATO ally to Canada	6.9	6.7	7.0	6.6	6.8	6.2	6.4	5.6	6.0	+0.9
Greece as a safe place to visit	6.7	6.6	6.8	6.4	6.3	6.4	6.3	5.6	5.4	+1.3
Greek wine	5.8	5.4	5.8	5.5	5.6	5.7	5.8	5.4	5.5	+0.3
Investing in a Greek company	3.1	3.2	3.0	3.1	2.8	2.9	2.6	2.3	2.4	+0.7
Total Score (out of 100)	69.5	68.3	70.2	68.1	67.3	67.1	67.5	61.6	63.1	+6.4

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.

Drivers of favourability Canada

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]

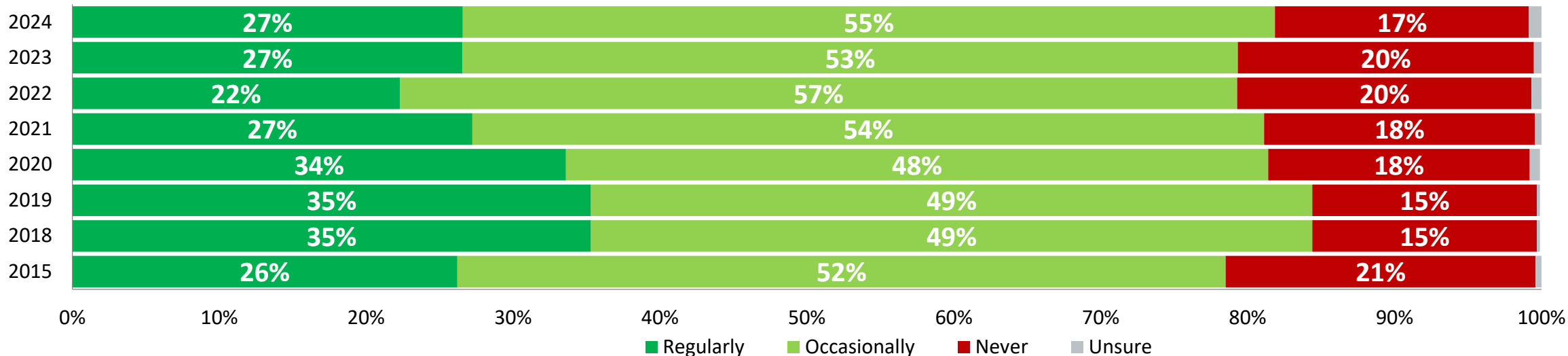


*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Travel behaviours of Canadians



Frequency of vacations in another country - Canada



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

	2024-06 (n=1,018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)
Regularly	26.6%	19.5%	24.5%	29.9%	26.3%	24.4%	25.2%	27.8%	23.1%	26.4%	29.0%
Occasionally	55.3%	56.4%	54.0%	54.3%	55.6%	59.2%	56.6%	54.1%	58.9%	55.9%	52.5%
Never	17.3%	24.1%	20.9%	14.4%	17.4%	15.9%	17.6%	17.0%	17.2%	17.1%	17.5%
Unsure	0.8%	-	0.6%	1.4%	0.6%	0.5%	0.7%	1.0%	0.9%	0.6%	1.0%

*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?

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.



Factors in comfort travelling outside of Canada

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

“ Canadians most often say national security, no terrorism and no war would need to happen for them to feel comfortable to travel outside of Canada. ”

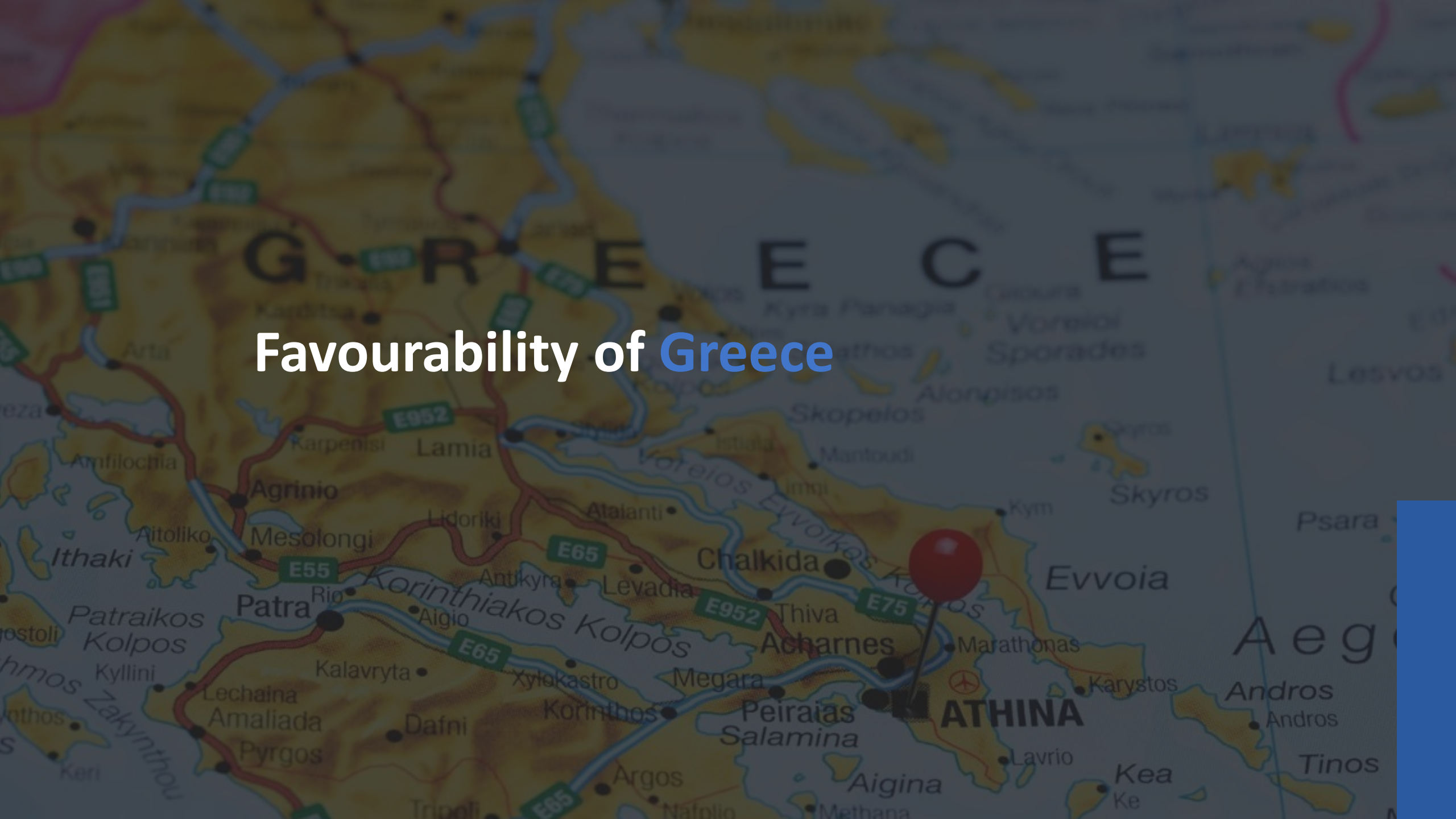
	2024 Frequency (n=887)	2023 Frequency (n=991)	2022 Frequency (n=1038)	2021 Frequency (n=920)
National security/no terrorism/no war/no gun violence	27.9%	23.5%	4.5%	1.5%
Nothing/I'm already comfortable	19.8%	17.1%	11.1%	6.5%
More money/better financial situation	17.5%	23.5%	6.1%	3.6%
No flight delays and no airline/luggage/staffing problems at airports	5.3%	11.6%	16.9%	-
Lower airfare prices/affordable accommodation and activities	4.2%	-	-	-
Better exchange rate/stronger Canadian dollar/economy	3.9%	-	-	-
I don't travel/I don't travel outside of Canada	3.1%	4.7%	3.7%	6.2%
Better personal health situation	1.9%	2.5%	0.5%	2.4%
Safer air/car/cruise ship travel*	1.7%	1.6%	0.5%	0.9%
Better political situation in the USA/Trump not being reelected	1.6%	-	-	-
COVID-19 rates decrease/no more COVID cases/pandemic is over	1.2%	3.1%	20.8%	29.5%
Travel medical insurance	1.2%	2.5%	0.6%	0.6%
Other	4.4%	2.7%	5.0%	6.0%
Unsure	1.7%	0.5%	0.8%	0.8%

*2023 did not include car/cruise ship

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.



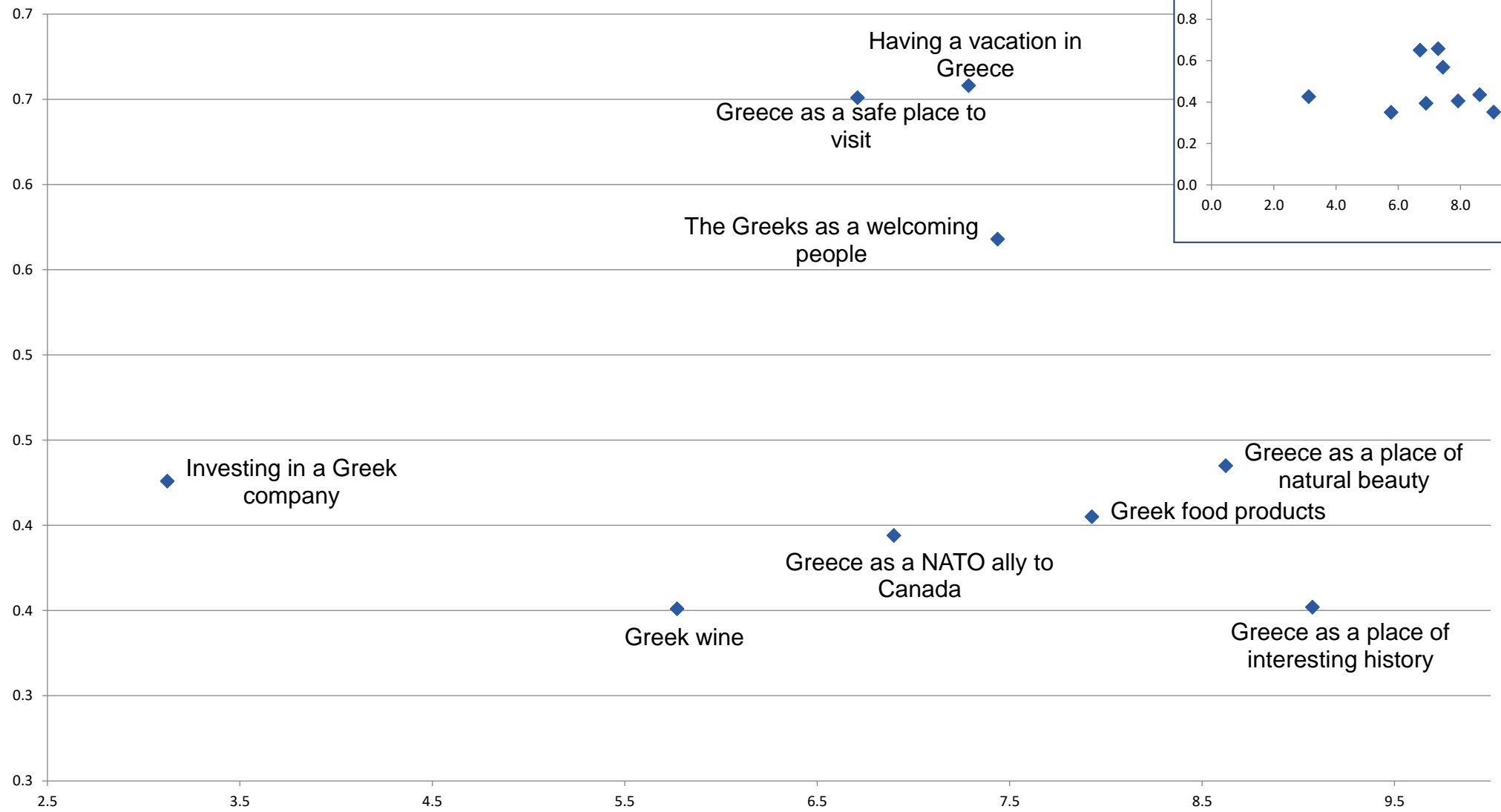
Favourability of Greece



Hellenic Republic Derived Importance Map – Canada 2024

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.

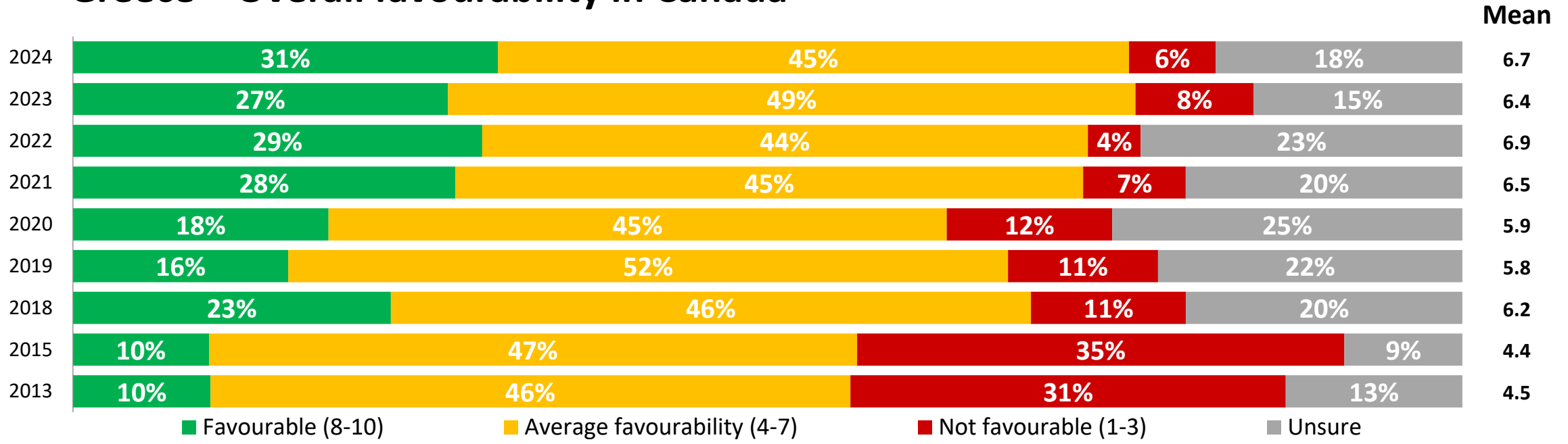
Having a vacation in Greece and Greece as a safe place to visit remain the most likely drivers of a favourable overall impression of Greece, followed by impressions of Greeks as a welcoming people.



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.



Greece – Overall favourability in Canada



	2024-06 (n=1,018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)
Mean	6.7	6.5	6.8	6.6	6.5	6.7	6.4	6.9	6.8	6.6	6.6

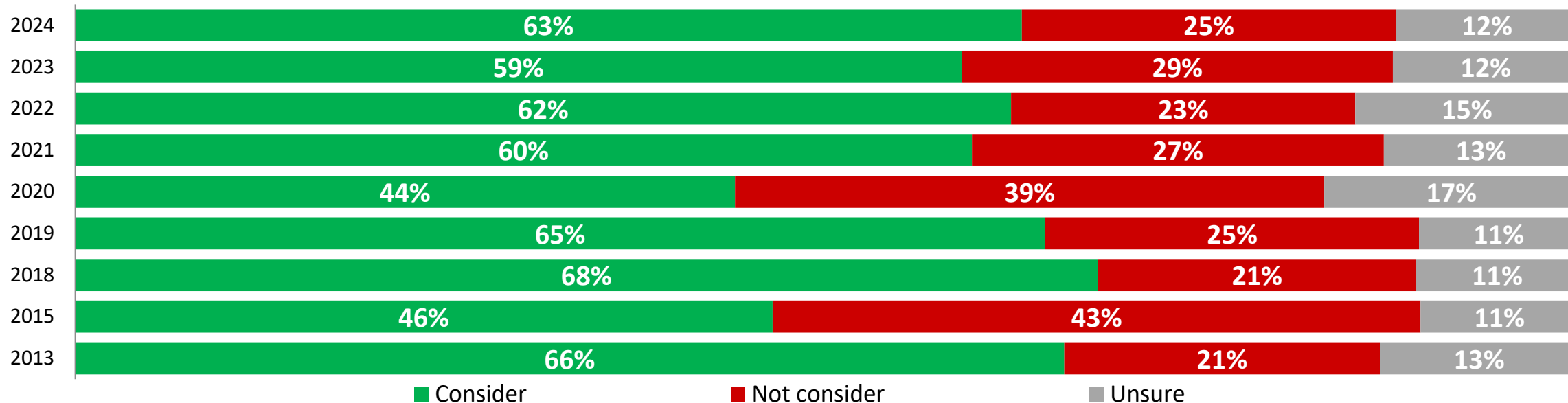
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

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?

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.



Canadians considering visiting Greece



	2024-06 (n=1,018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)
Consider	63.0%	58.9%	55.1%	66.6%	62.7%	68.3%	63.6%	62.7%	71.4%	66.3%	55.0%
Not consider	24.9%	29.5%	33.4%	22.1%	20.8%	21.2%	26.3%	23.6%	19.5%	21.3%	31.1%
Unsure	12.1%	11.5%	11.5%	11.3%	16.4%	10.5%	10.1%	13.7%	9.2%	12.4%	13.9%

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

Q – Would you consider or not consider visiting Greece?

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 taking a vacation in Greece from Canada



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

“ Canadians continue to say the history, architecture and the beautiful scenery and beaches are the main reasons they would consider vacationing in Greece. ”

	2024 Frequency (n=901)	2023 Frequency (n=981)	
TOP RESPONSES	Beautiful scenery/beaches/weather	32.4%	32.1%
	The history/historical sites/architecture	29.4%	33.9%
	The people/food/culture	8.1%	10.1%
	I've been there before and loved it	7.4%	5.0%
	Never been before and would love to see it	4.7%	4.6%
	Tourism/to see it/Interesting country	2.8%	-
	I wouldn't go/have no interest	2.7%	4.5%
	Lower cost right now/good value	2.4%	2.3%
	Other responses	9.6%	7.6%
	Unsure	0.6%	0.3%

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 against taking a vacation in Greece from Canada

Q

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

“

Consistent with previous waves, Canadians most often say the main reason against taking a vacation in Greece is high cost and not being able to afford to go, followed by concerns about instability and safety.

”

TOP RESPONSES

	2024 Frequency (n=909)	2023 Frequency (n=999)
High cost/can't afford to go	28.4%	20.2%
Instability/Safety concerns	19.4%	17.5%
No reason against going	11.2%	8.6%
Too hot/wildfires*	8.5%	20.5%
Not interested/other places I'd rather visit	7.0%	7.4%
Too far to travel	5.9%	5.3%
I've already been before	4.5%	1.7%
Health/personal issues	2.5%	2.4%
Too many tourists/too crowded	2.5%	2.4%
Other responses	9.4%	12.5%
Unsure	0.8%	1.4%

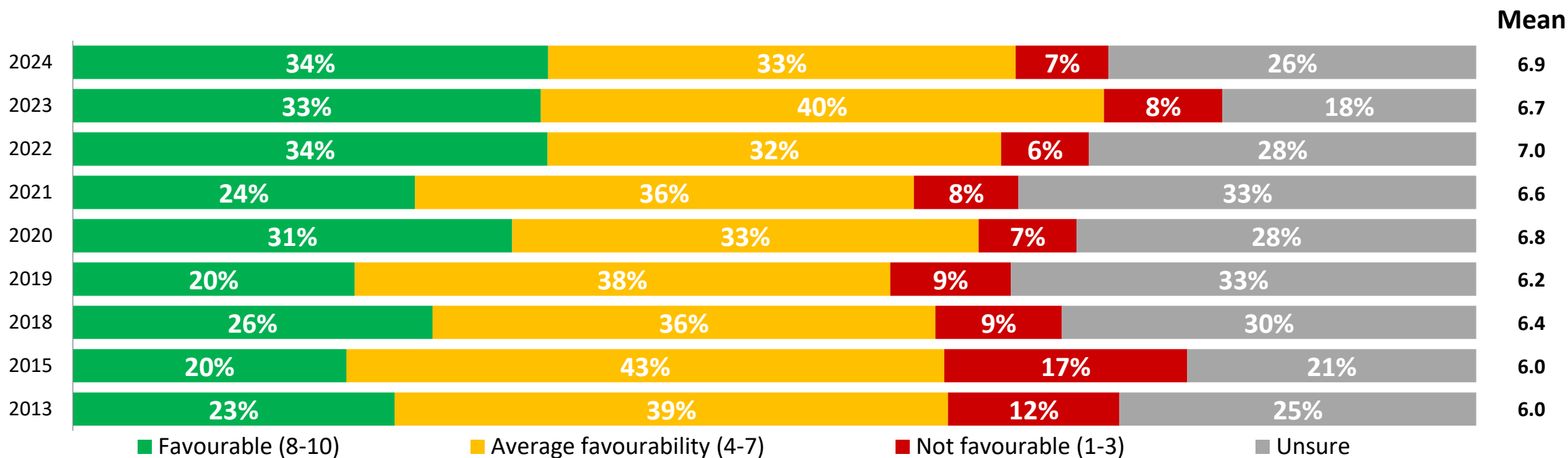
*wildfires was not mentioned prior to 2022

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.

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 string of colorful signal flags is draped across the deck. The ship is moored with thick ropes. The background shows a clear blue sky and a distant shoreline with buildings.

Impressions of Greece as a NATO ally to Canada

Greece as a NATO ally to Canada



	2024-06 (n=1,018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)
Mean	6.9	6.5	6.9	7.0	6.9	6.9	6.8	7.1	6.9	6.7	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 Canada

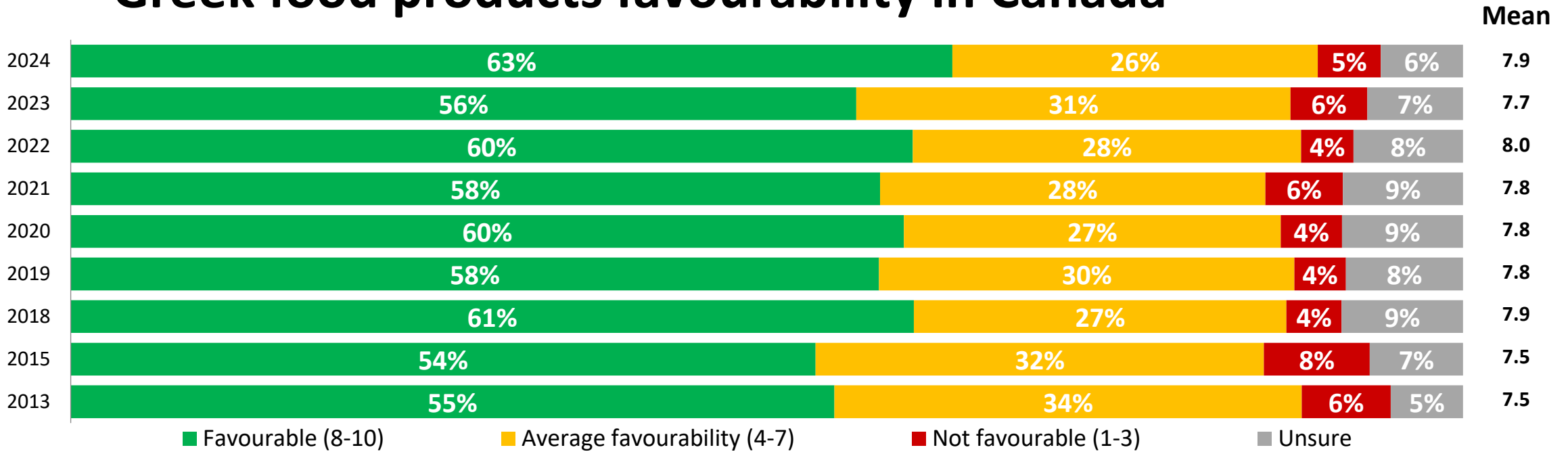
Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.



A woman with blonde hair, wearing a blue tank top and a necklace with a star pendant, is sitting at a white table outdoors. She is smiling and looking towards the camera. The table is set with several plates of food, including what appears to be a fish fillet, a salad, and some bread. There are also glasses of water and a small container of sauce. The background shows a beach and the sea, suggesting a coastal restaurant setting. The overall scene is bright and pleasant.

Impressions of Greek food products

Greek food products favourability in Canada



	2024-06 (n=1,018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)
Mean	7.9	7.2	8.1	8.0	7.7	8.0	7.6	8.2	8.2	8.1	7.6

*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

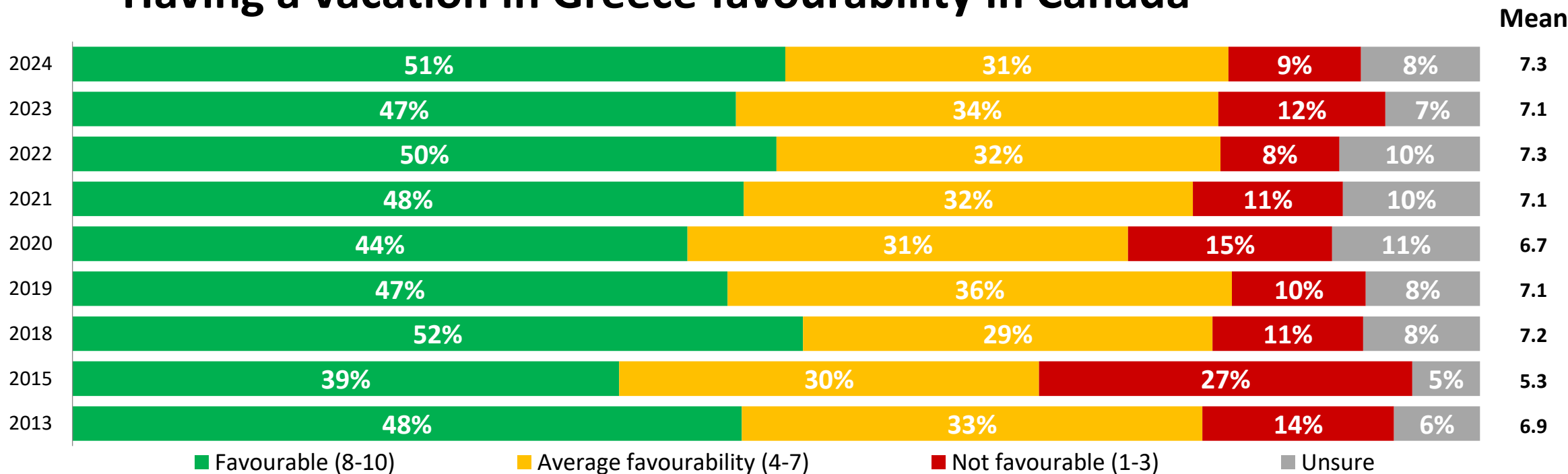
Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.



Impressions of having a vacation in Greece



Having a vacation in Greece favourability in Canada



	2024-06 (n=1,018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)
Mean	7.3	6.6	7.4	7.3	7.2	7.4	7.0	7.6	7.6	7.4	7.0

*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

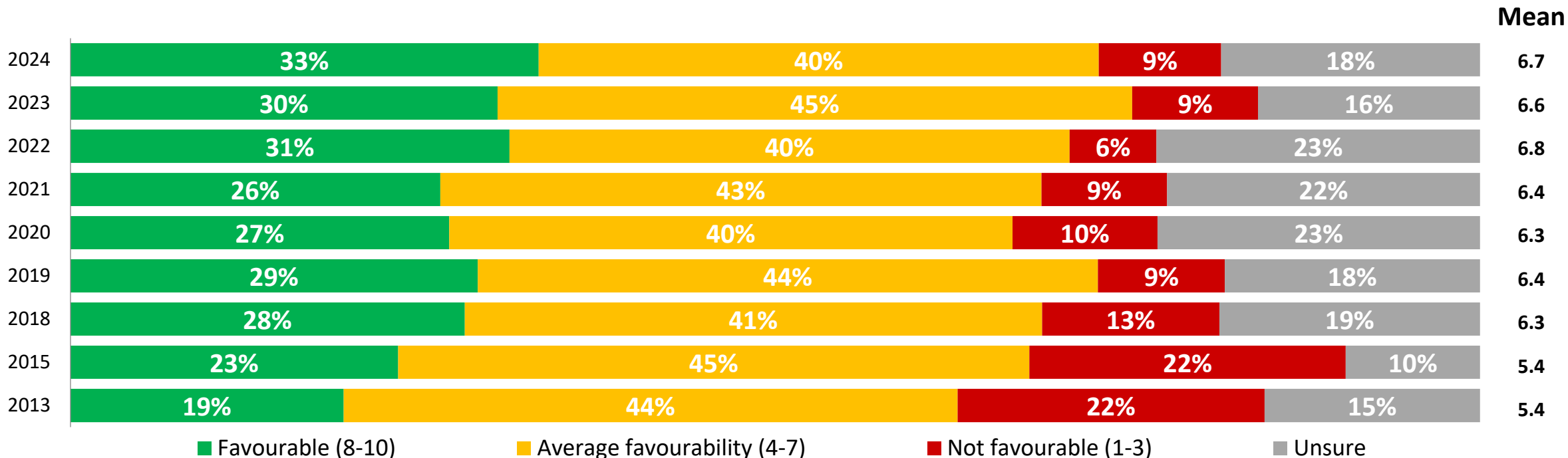
Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.





Impressions of Greece as a safe place to visit

Greece as a safe place to visit favourability in Canada



	2024-06 (n=1,018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)
Mean	6.7	6.3	7.0	6.6	6.5	6.9	6.6	6.8	6.9	6.7	6.6

*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

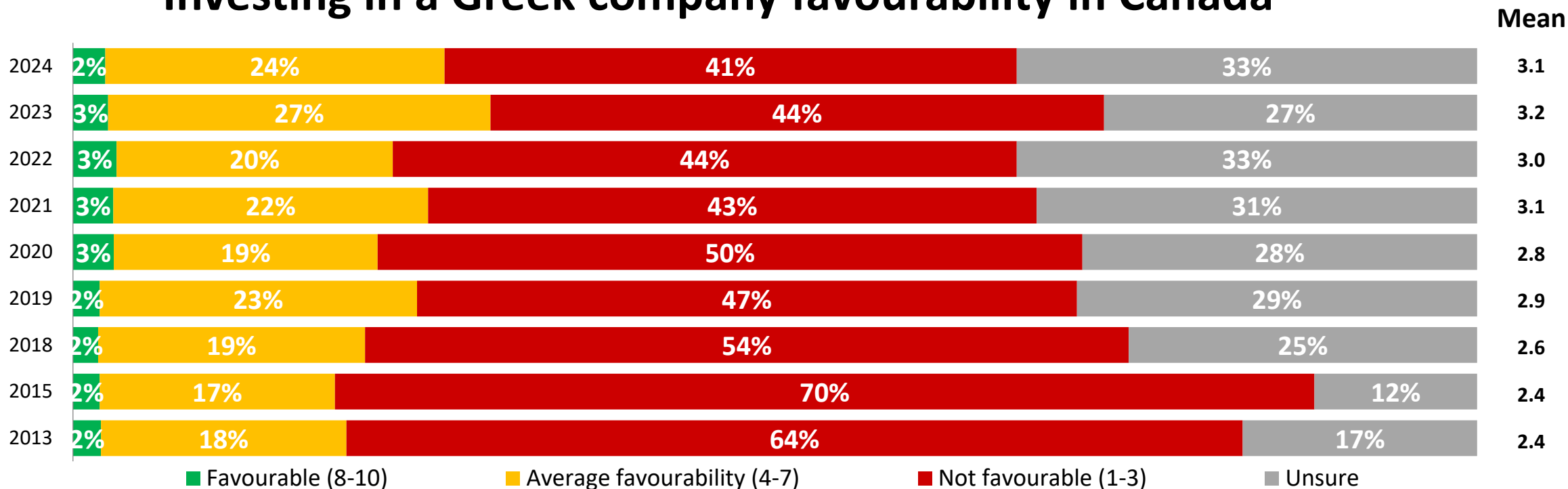
Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.



A photograph of a modern building with a glass facade, partially visible on the left side. A Greek flag is flying on a pole in front of the building. The sky is dark and overcast. The text 'Impressions of investing in a Greek company' is overlaid on the image in a light blue color.

Impressions of investing in a Greek company

Investing in a Greek company favourability in Canada



	2024-06 (n=1,018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)
Mean	3.1	2.9	3.5	3.0	3.0	3.1	3.2	3.1	3.3	3.4	2.8

*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

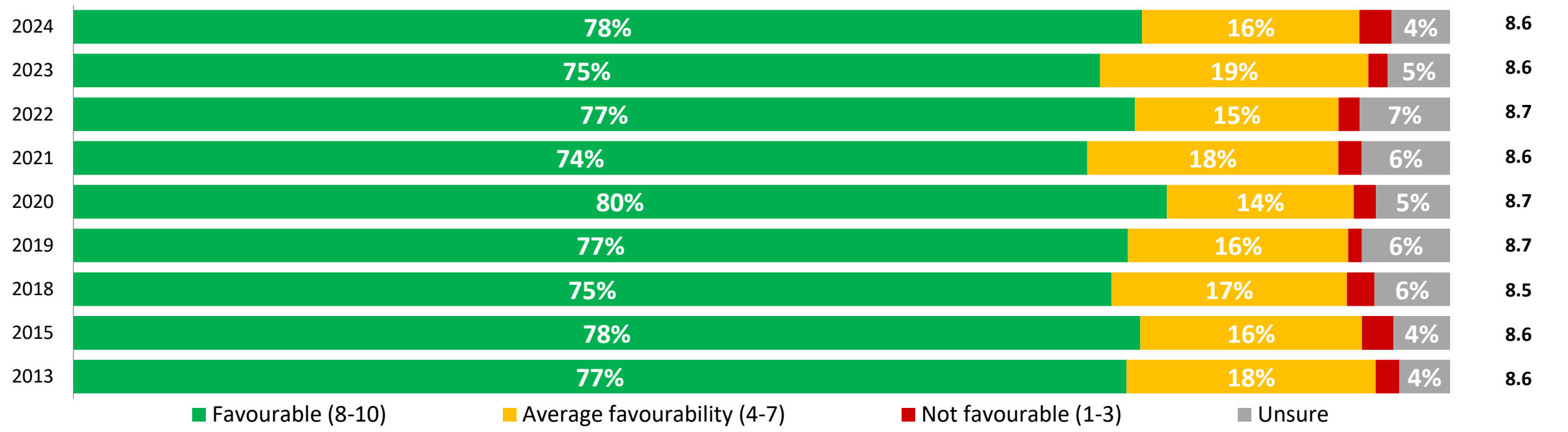
Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.



An 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 white and blue font.

Impressions of Greece as a place of natural
beauty

Greece as a place of natural beauty favourability in Canada



	2024-06 (n=1,018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)
Mean	8.6	8.6	8.8	8.5	8.6	8.6	8.4	8.8	8.8	8.6	8.5

*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]
Greece as a place of natural beauty

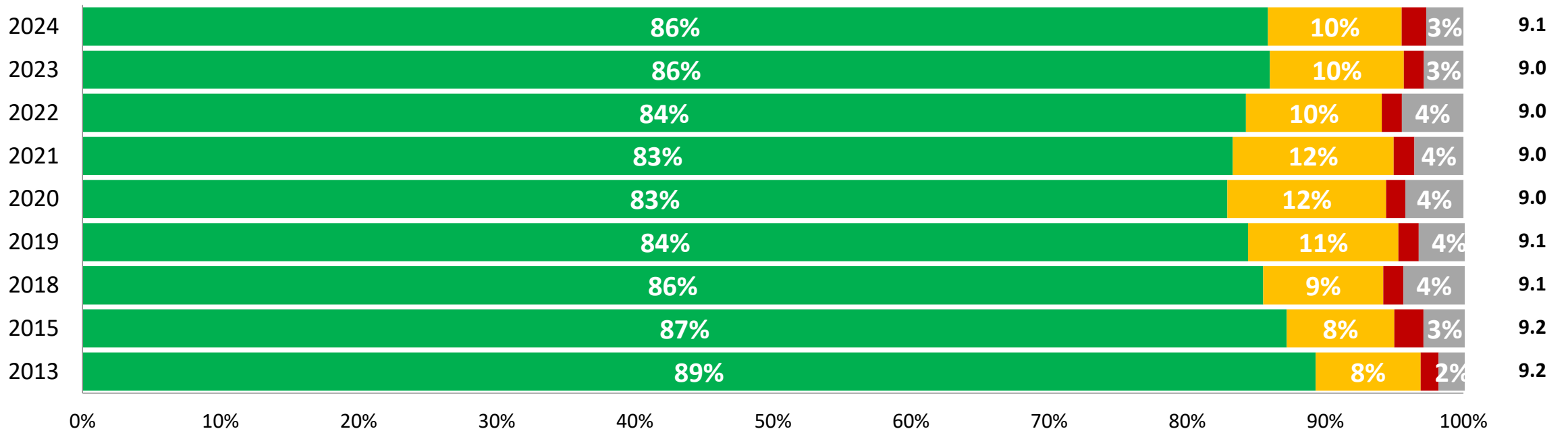
Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.



An aerial photograph of Athens, Greece, showing the Acropolis and the Parthenon in the center. The city is densely packed with buildings, and the background shows mountains under a cloudy sky. The text is overlaid on the left side of the image.

Impressions of Greece as a place with interesting history

Greece as a place of interesting history favourability in Canada



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

	2024-06 (n=1,018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)
Mean	9.1	8.8	9.2	9.1	8.9	9.1	9.1	9.0	9.0	9.1	9.0

*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

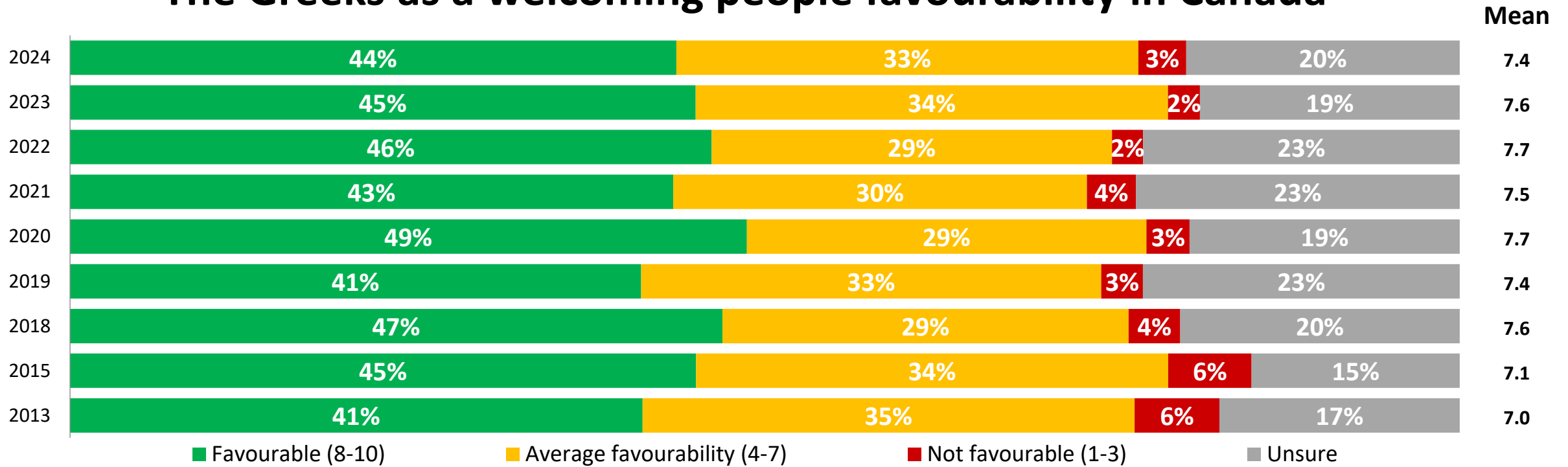
Canada Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018 accurate 3.1 percentage points plus or minus, 19 times out of 20.



A photograph of an outdoor cafe at night. The scene is dimly lit, with warm lights from the cafe illuminating the area. In the foreground, a man is sitting on a blue chair, playing a guitar. He is wearing a light-colored t-shirt and jeans. To his left, several tables are set up with white tablecloths and checkered table runners. People are seated at these tables, some looking towards the camera and others looking away. The background shows more tables and people, creating a sense of a busy, social atmosphere. The overall mood is relaxed and welcoming.

Impressions of Greeks as welcoming people

The Greeks as a welcoming people favourability in Canada



	2024-06 (n=1,018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)
Mean	7.4	7.1	7.5	7.5	7.3	7.5	7.2	7.6	7.3	7.3	7.6

*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

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.

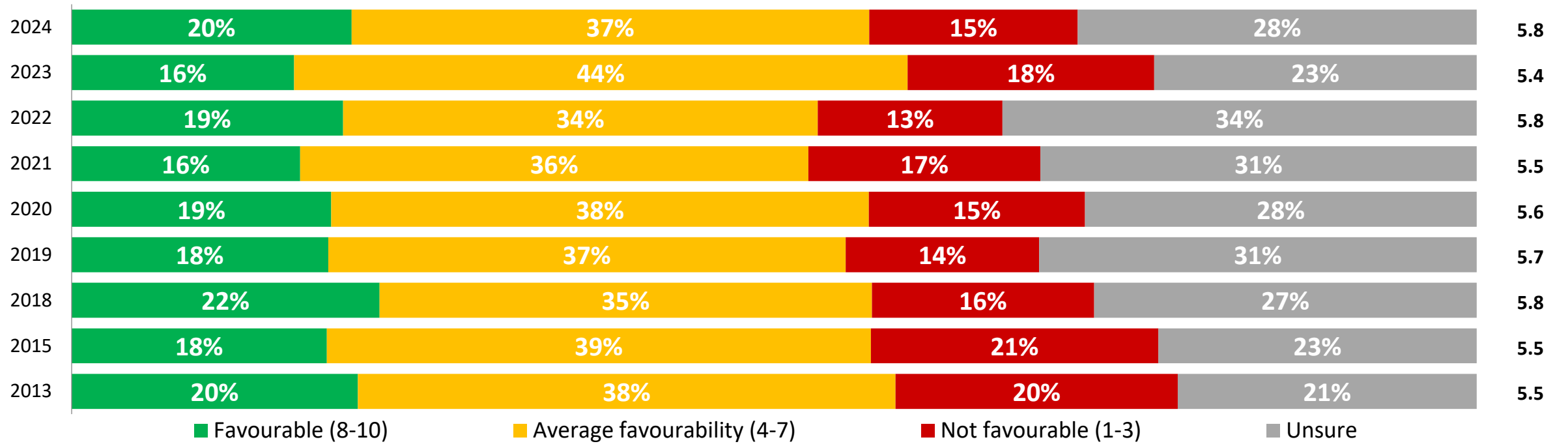


Impressions of Greek wine



Greek wine favourability in Canada

Mean



	2024-06 (n=1,018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)
Mean	5.8	5.3	6.1	5.6	6.0	5.5	5.7	5.8	6.3	5.8	5.4

*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]
Greek wine

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.





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. 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 1,018 Canadians is ± 3.1 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 (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	1018 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 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	±3.1 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 tabulations 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, travel and summer vacations, amount of news Canadians consume daily through social media, big businesses in Canada and travel.
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
Field Dates	June 28 th to July 3 rd , 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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