

Canadians much more likely to prefer increasing rather than decreasing spending on natural disaster prevention.

National survey released August 2024
Field: July 29th to August 1st, 2024
Submission 2024-2640

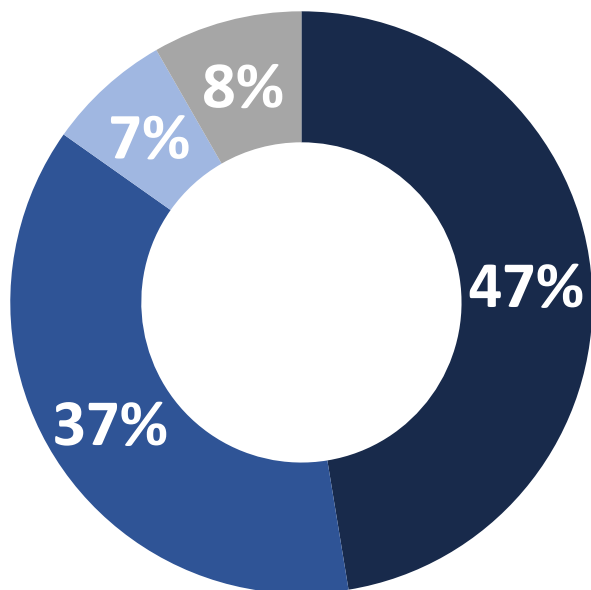


Nanos Research was retained by CTV News to conduct research among Canadians on the topic of spending on disaster prevention.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,035 Canadians, 18 years of age or older, between July 29th to August 1st, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.



- Increasing spending on disaster prevention even if it leads to an increase in the tax burden
- Maintain the current level of spending on disaster prevention and keep the tax burden the same
- Decrease the current spending on disaster prevention and decrease the tax burden
- Unsure

*Weighted to the true population proportion.

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

Path forward for spending on disaster prevention

Canadians are over **6x**

more likely to prefer increasing spending on disaster prevention even if it leads to an increase in the tax burden (47%) as opposed to decreasing the current spending (seven per cent). Over one in three (37%) prefer maintaining the current level of spending.

Q – As you may know, many parts of Canada have recently experienced extreme weather events like flooding and wildfires that have had catastrophic effect on homeowners, businesses and public infrastructure. Which of the following approaches would you prefer federal and provincial governments take: [ROTATE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=1035, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Path forward for spending on disaster prevention – By demographics

Q – As you may know, many parts of Canada have recently experienced extreme weather events like flooding and wildfires that have had catastrophic effect on homeowners, businesses and public infrastructure. Which of the following approaches would you prefer federal and provincial governments take: [ROTATE]

Increasing spending on disaster prevention even if it leads to an increase in the tax burden				
Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
48.0%	49.2%	49.7%	35.4%	52.9%
Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
44.3%	50.4%	40.3%	44.1%	54.6%
Maintain the current level of spending on disaster prevention and keep the tax burden the same				
Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
36.7%	34.8%	35.4%	47.4%	35.0%
Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
40.5%	34.4%	39.1%	38.8%	35.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=1035, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Path forward for spending on disaster prevention – By demographics continued

Q – As you may know, many parts of Canada have recently experienced extreme weather events like flooding and wildfires that have had catastrophic effect on homeowners, businesses and public infrastructure. Which of the following approaches would you prefer federal and provincial governments take: [ROTATE]

Decrease the current spending on disaster prevention and decrease the tax burden				
Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
10.5%	7.5%	6.8%	7.1%	4.2%
Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
9.9%	4.0%	8.8%	8.3%	4.5%
Unsure				
Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
4.8%	8.5%	8.1%	10.1%	7.9%
Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
5.4%	11.1%	11.8%	8.8%	5.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=1035, accurate 3.1 percentage points plus or minus, 19 times out of 20

METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,035 Canadians, 18 years of age or older, between July 29th to August 1st, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

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

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1035 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.1 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	July 29 th to August 1 st , 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 Canada. 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.
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 Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Nine 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, views on retirement age and security spending for politicians.
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 .



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Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

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TABULATIONS

2024-2640 - CTV News - July Omni - Natural disasters - STAT SHEET

Methodology: Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online survey of 1035 Canadians, 18 years of age and older, between July 29th and August 1st, 2024. The margin of error for a survey of 1035 Canadians is ±3.1 percentage points, 19 times out of 20.

Note: Responses with a sample size of less than 30 have been suppressed
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Question - As you may know, many parts of Canada have recently experienced extreme weather events like flooding and wildfires that have had catastrophic effect on homeowners, businesses and public infrastructure. Which of the following approaches would you prefer federal and provincial governments take: [ROTATE]

		Region					Gender		Age			
		Canada 2024-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Total	Unweighted N	1035	84	231	352	216	152	551	484	167	362	506
	Weighted N	1000	67	231	388	175	139	490	510	267	322	411
Increasing spending on disaster prevention even if it leads to an increase in the tax burden	%	47.4	48.0	49.2	49.7	35.4	52.9	44.3	50.4	40.3	44.1	54.6
Maintain the current level of spending on disaster prevention and keep the tax burden the same	%	37.4	36.7	34.8	35.4	47.4	35.0	40.5	34.4	39.1	38.8	35.2
Decrease the current spending on disaster prevention and decrease the tax burden	%	6.9	10.5	7.5	6.8	7.1	4.2	9.9	4.0	8.8	8.3	4.5
Unsure	%	8.3	4.8	8.5	8.1	10.1	7.9	5.4	11.1	11.8	8.8	5.7