

Majority of Canadians support or somewhat support Canada buying up to 12 submarines for up to 120 billion dollars to defend Canada.



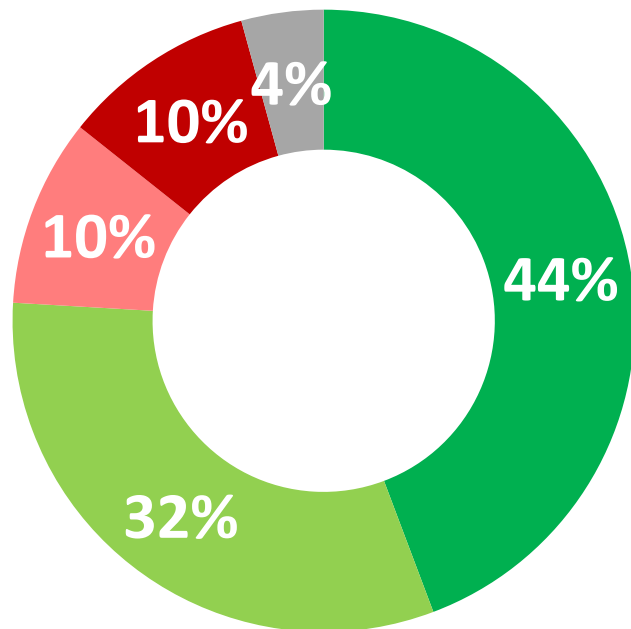
Nanos Research was retained by CTV News to conduct research among Canadians on Canada's decision to buy 12 submarines for up to 120 billion dollars.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between September 29th to October 2nd, 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 ± 3.0 percentage points, 19 times out of 20.

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

Support for Canada buying submarines to defend coasts and fulfill NATO commitments



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

3 in 4 Canadians

support or somewhat support Canada buying submarines to defend Canada's coasts and as part of Canada's NATO defense spending commitment. Older Canadians (55 plus)(83%) were more likely to support or somewhat support this than younger Canadians (63%).

*Weighted to the true population proportion.

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

Q – The Department of National Defence has announced that Canada will buy up to 12 submarines for up to 120 billion dollars. Do you support, somewhat support, somewhat oppose or oppose Canada spending that amount of money on submarines to defend Canada's coasts and as part of Canada's NATO defense spending commitment?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 2nd, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Support for Canada buying submarines to defend coasts and fulfill NATO commitments – by demographics

Q – The Department of National Defence has announced that Canada will buy up to 12 submarines for up to 120 billion dollars. Do you support, somewhat support, somewhat oppose or oppose Canada spending that amount of money on submarines to defend Canada's coasts and as part of Canada's NATO defense spending commitment?

Support/ Somewhat support				
Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)
73.3%	72.8%	79.6%	74.3%	74.2%
Men (n=546)	Women (n=506)	18 to 34 (n=195)	35 to 54 (n=424)	55 plus (n=439)
77.5%	75.1%	62.8%	77.4%	83.4%
Oppose/ Somewhat oppose				
Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)
22.9%	21.0%	16.3%	23.0%	22.0%
Men (n=546)	Women (n=506)	18 to 34 (n=195)	35 to 54 (n=424)	55 plus (n=439)
19.8%	19.3%	30.5%	17.6%	14.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 2nd, 2024, n=1058, accurate 3.0 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 1,058 Canadians, 18 years of age or older, between September 29th and October 2nd, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

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

The margin of error for this survey is ± 3.0 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	Element	Description
Research sponsor	CTV News	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	1058 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	12 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.
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: [Click here]
Field Dates	September 29 th to October 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/		



As one of North America’s premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

nanos dimap analytika



This international joint venture between [dimap](#) and [Nanos](#) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](#) and the [Nanos Research Corporation](#), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com



NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

For more information about our services, please visit us at:

www.nanos.co