

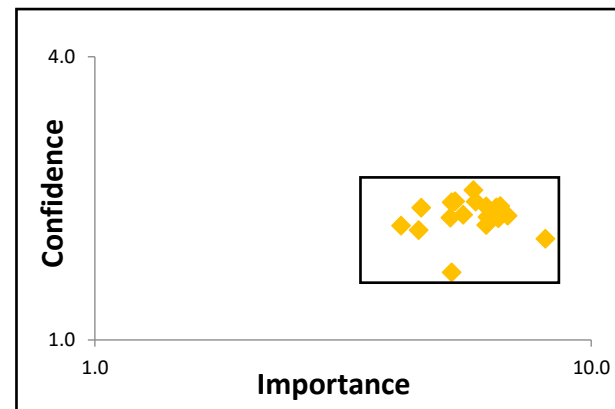


Public Policy Issues: Importance and Confidence – 2024.

National Survey| Summary
Conducted by Nanos, November 2024
Field dates: November 4th to 6th, 2024
Submission 2024-2699



Public Policy Issues – Importance and Confidence – 2024



Q – For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future [Randomize]

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*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, November 4th to 6th, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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- | | |
|--|--|
| 1. Managing the pressures of an aging population | 9. Creating jobs |
| 2. Further protecting our environment | 10. Preserving social programs |
| 3. Having trade policies that encourage investment | 11. Balancing government budgets |
| 4. Encouraging Canadian culture | 12. Investing in infrastructure such as roads and bridges |
| 5. Being energy self sufficient | 13. Ensuring safe communities |
| 6. Ensuring Canadians have a high standard of living | 14. Asserting Canada’s role in international affairs |
| 7. Investing in our education system | 15. Protecting our borders |
| 8. Keeping our healthcare system strong | 16. Fighting terrorism |
| | 17. Improving the quality of life for First Nations living on reserves |
| | 18. Responding to public health threats |

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QUESTION WORDING

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1010 Canadians, 18 years of age or older, between November 4th and 6th, 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 dialing with a maximum of five call backs.

The margin of error for a random survey of 1010 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.



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	1010 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	11 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	This is one report of three which contains the questions asked on public policy questions. Reports two and three contain questions on security policy and economic policy.
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, traffic, personal finances, immigration and supply chains
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 - 2699 Public Policy Oct Tables - Economy – Formatted 2024 - 2699 Public Policy Oct Tables - Security – Formatted 2024 - 2699 Public Policy Oct Tables - Social - Formatted
Field Dates	November 4 th to 6 th , 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/		

TECHNICAL NOTE



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

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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), 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

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