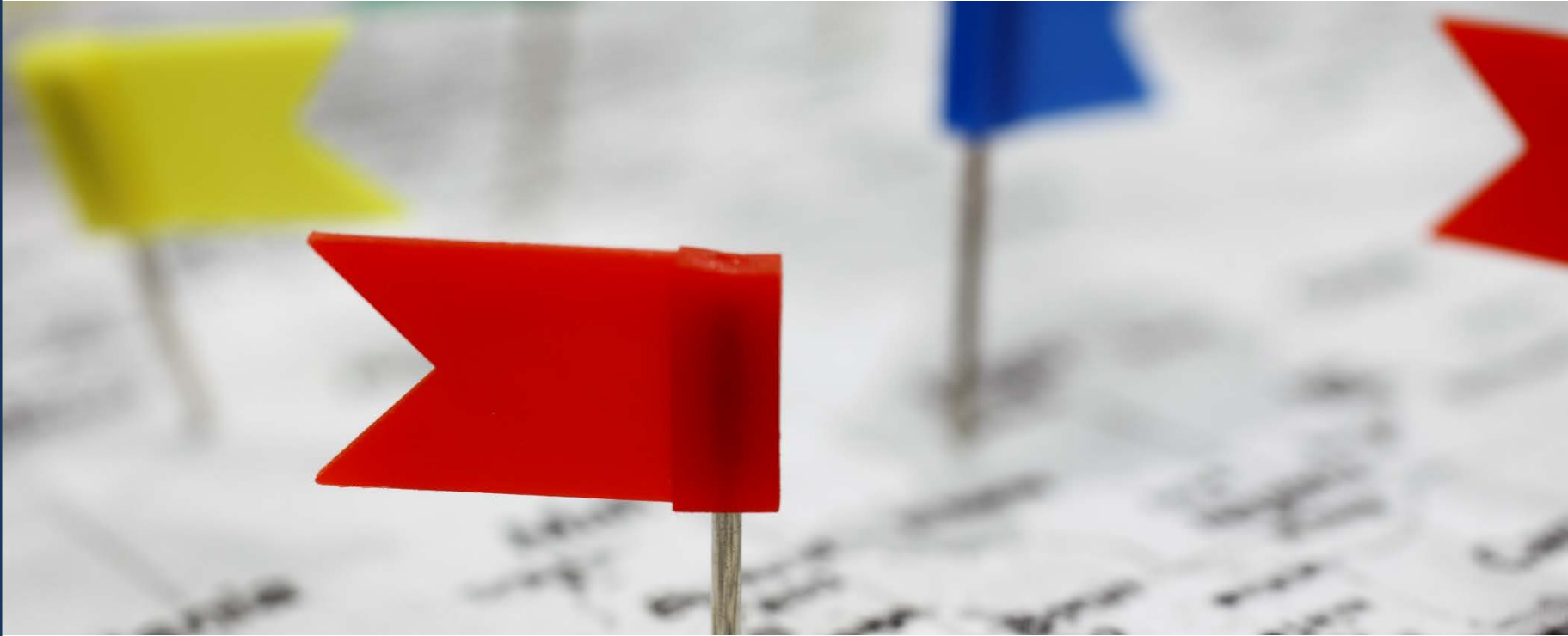# Impressions of Canadians on policy challenges related to security issues

Policy Map Summary – Nanos
Released October, 2016

August 2016
(Submission 2016-889)

> Importance of fighting terrorism up and confidence down

Nanos tracking on security issues in general shows little change in the importance of ensuring safe communities, protecting our borders and asserting Canada's role in international affairs. The importance of fighting terrorism is somewhat higher than in 2015. Confidence in our ability as a nation to find solutions to protect our borders and fight terrorism is marginally down.
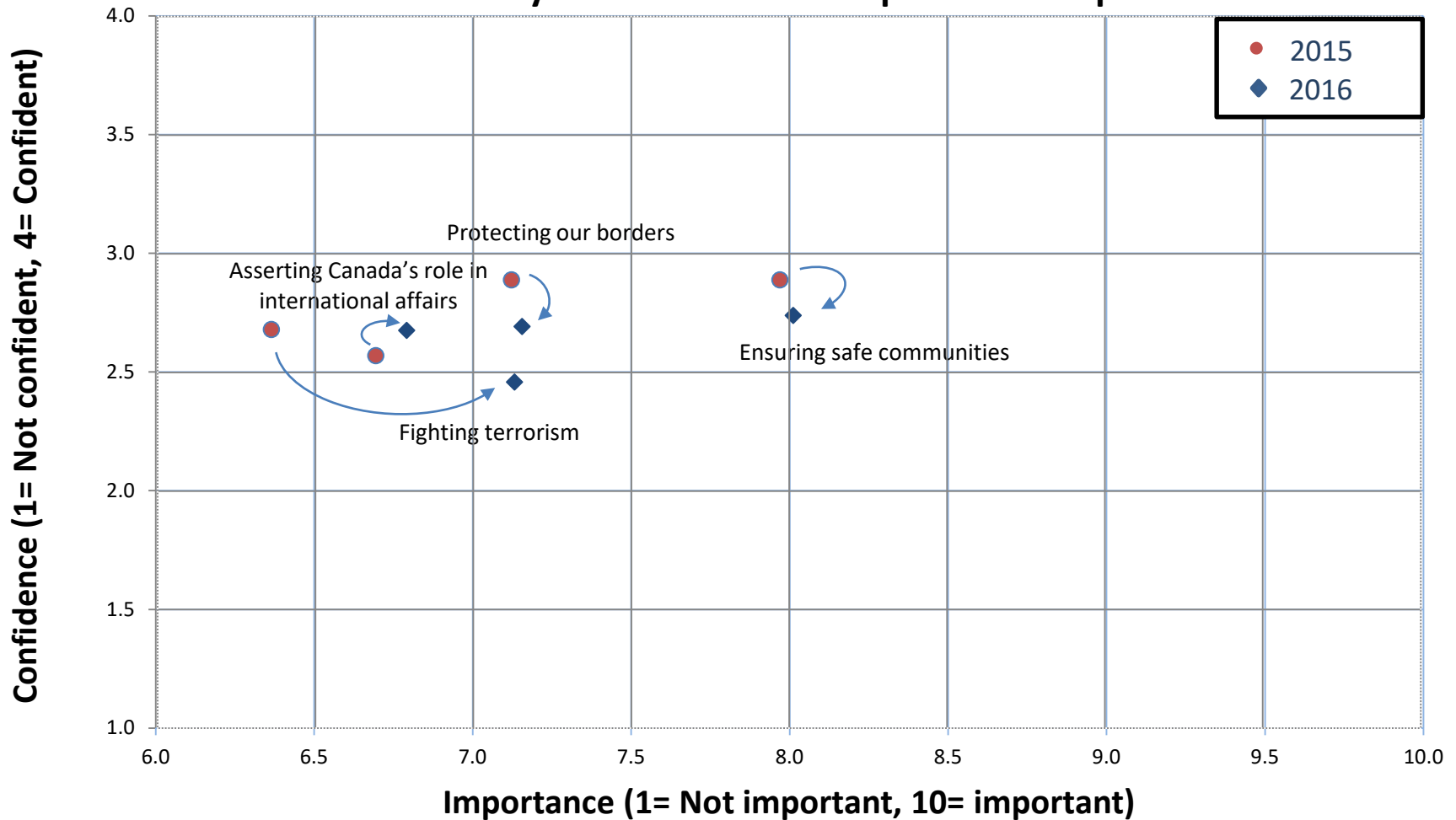
- **Confidence lowest for solutions to the threat of terrorism** – Canadians rated fighting terrorism a mean score of 7.1 on a ten point scale in terms of importance, compared to 6.4 in 2015. Half of Canadians are confident (11%) or somewhat confident (39%) in Canada's ability to find solutions to terrorism. This is slightly down from 17 per cent confident and 41 per cent somewhat confident in 2015.

- **Asserting Canada's role in international affairs lowest in importance** – Rating the level of Canada's role in international affairs, Canadians gave a mean score of 6.8 out of 10, compared to 6.7 in 2015. This measure registered as the lowest in terms of importance. Confidence in finding solutions remains largely the same, with more than three in five Canadians saying they are either confident (14%) or somewhat confident (47%) in finding solutions to this security issue compared to 13 per cent confident, 41 per cent somewhat confident in 2015.

- **Ensuring safe communities is the most important security issue** – When rating the importance of various security issues using a ten point scale, ensuring safe communities was deemed the most important by Canadians (mean score of 8.0), similarly to the previous wave results. More than three out of five Canadians say they are either confident (15%) or somewhat confident (50%) in finding solutions to ensure safer communities. No significant changes were registered compared to 2015.

- **Confidence in protecting borders lower in 2016** – Canadians rated the importance of protecting our borders as 7.2 out of 10 in 2016 compared to 7.1 in 2015. Confidence on this measure is somewhat lower than registered during the 2015 wave. In 2016, 16 per cent say they are confident and 46 per cent somewhat confident in our ability to find solutions to protect our borders, while 20 per cent said confident and 53 per cent said somewhat confident in 2015.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians between July 28th and August 1st, 2016, 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. Individuals randomly called using random digit dialling with a maximum of five call backs. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

2015-2016 Policy Map

Canada Policy – Confidence vs. Importance Map

2015-2016 Policy Map table

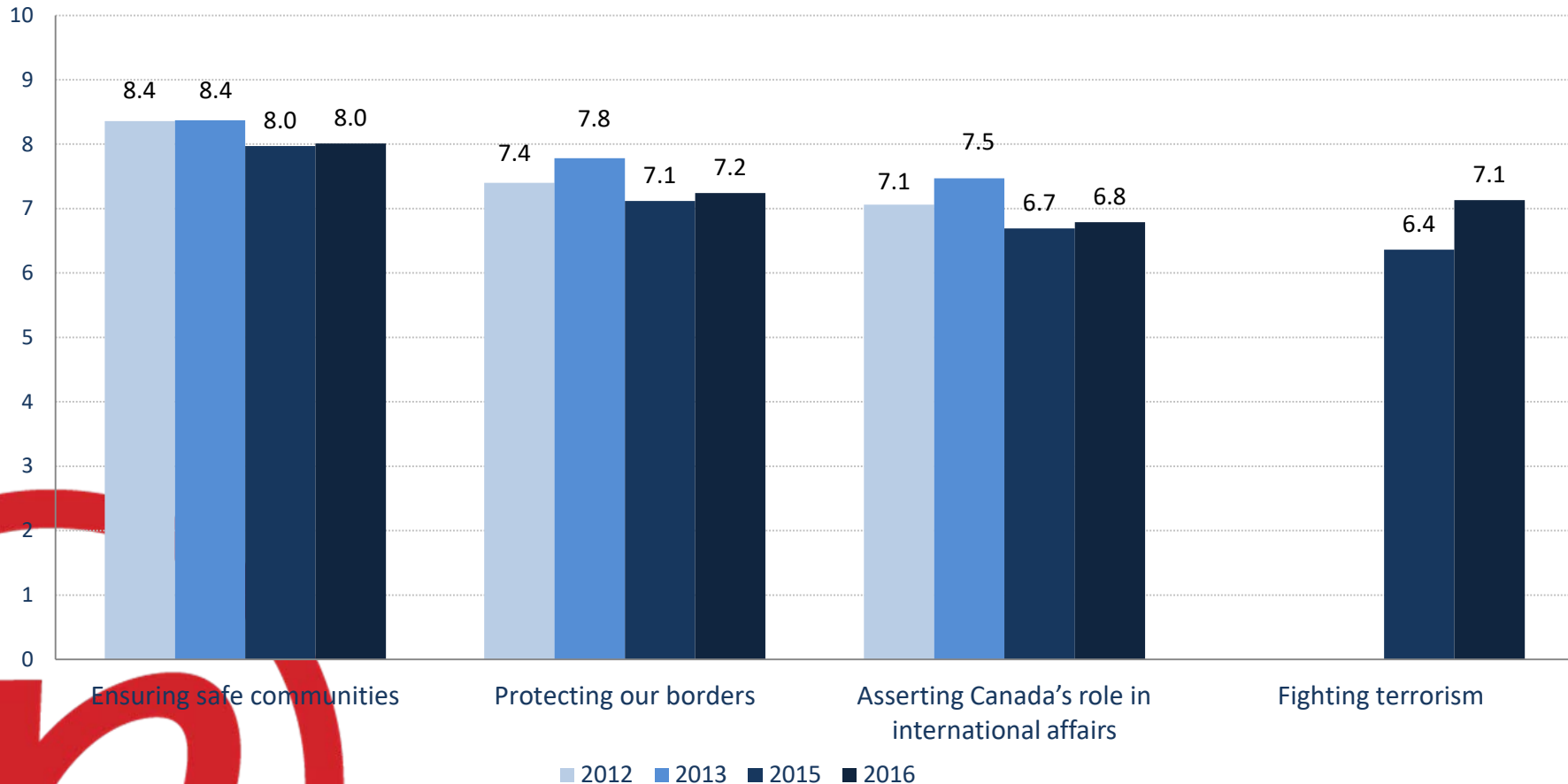|		2015	2016	Change
Ensuring safe communities	Importance (Mean score out of ten)	7.97	8.01	+0.04
	Confidence (Out of four)	2.9	2.7	-0.2
Protecting our borders	Importance (Mean score out of ten)	7.12	7.24	+0.12
	Confidence (Out of four)	2.9	2.7	-0.2
Fighting terrorism	Importance (Mean score out of ten)	6.36	7.13	+0.77
	Confidence (Out of four)	2.7	2.5	-0.2
Asserting Canada's role in international affairs	Importance (Mean score out of ten)	6.69	6.79	+0.10
	Confidence (Out of four)	2.6	2.7	+0.1

Importance of Security Challenges

Bar chart. Vertical axis from 0 to 10.

Category	2012	2013	2015	2016
Ensuring safe communities	8.4	8.4	8.0	8.0
Protecting our borders	7.4	7.8	7.1	7.2
Asserting Canada's role in international affairs	7.1	7.5	6.7	6.8
Fighting terrorism			6.4	7.1

Legend: ■ 2012 ■ 2013 ■ 2015 ■ 2016

QUESTION – 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]
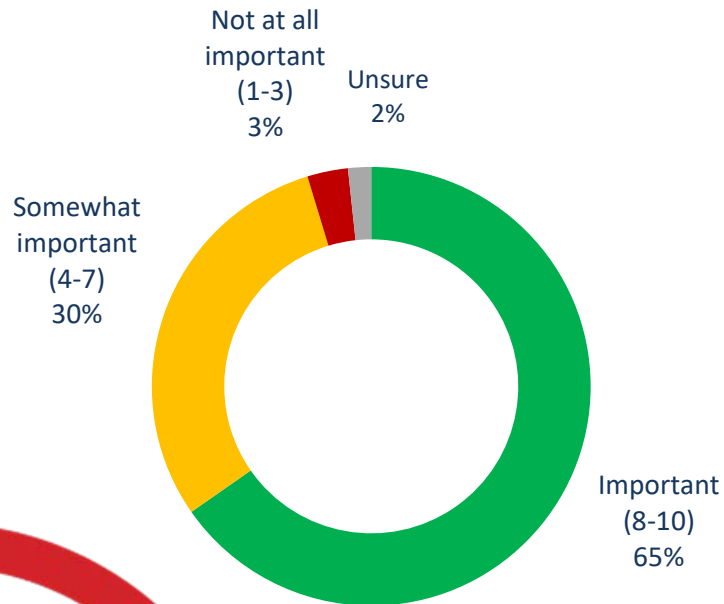
Importance of safe communities

Not at all important (1-3) 3%

Unsure 2%

Somewhat important (4-7) 30%

Important (8-10) 65%

Subgroups	Mean Score 2012	Mean Score 2013	Mean Score 2015	Mean Score 2016
Canada (n=1000)	8.36	8.37	7.97	8.01
Atlantic (n=100)	8.62	8.78	8.18	8.17
Quebec (n=250)	8.17	7.75	7.90	7.98
Ontario (n=300)	8.31	8.60	7.90	8.06
Prairies (n=200)	8.59	8.55	8.25	8.00
BC (n=150)	8.27	8.44	7.72	7.88
Male (n=495)	8.19	8.23	7.82	7.93
Female (n=505)	8.53	8.50	8.12	8.09
18 to 29 (n=205)	8.11	8.31	7.81	7.73
30 to 39 (n=169)	8.20	8.02	8.17	8.05
40 to 49 (n=208)	8.30	8.27	7.78	8.22
50 to 59 (n=178)	8.50	8.37	7.95	7.94
60 plus (n=239)	8.60	8.75	8.15	8.10

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

QUESTION – 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]
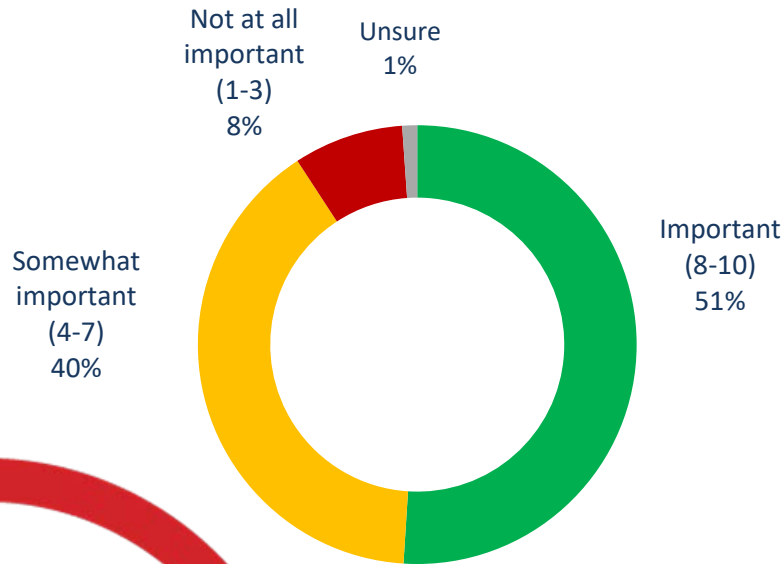
Ensuring safe communities.

6

Importance of border protection

Not at all important (1-3) 8%
Unsure 1%
Somewhat important (4-7) 40%
Important (8-10) 51%

Subgroups	Mean Score 2012	Mean Score 2013	Mean Score 2015	Mean Score 2016
Canada (n=1000)	7.40	7.78	7.12	7.24
Atlantic (n=100)	7.56	7.75	7.39	7.50
Quebec (n=250)	7.28	7.12	7.21	7.48
Ontario (n=300)	7.47	8.09	7.10	7.19
Prairies (n=200)	7.56	7.99	7.20	7.16
BC (n=150)	7.13	7.97	6.68	6.90
Male (n=495)	7.15	7.61	6.99	7.16
Female (n=505)	7.66	7.93	7.23	7.33
18 to 29 (n=205)	7.04	7.55	6.42	6.74
30 to 39 (n=169)	7.16	7.61	7.15	7.30
40 to 49 (n=208)	7.27	7.40	7.17	7.24
50 to 59 (n=178)	7.73	8.01	7.36	7.58
60 plus (n=239)	7.72	8.24	7.44	7.40

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

QUESTION – 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]
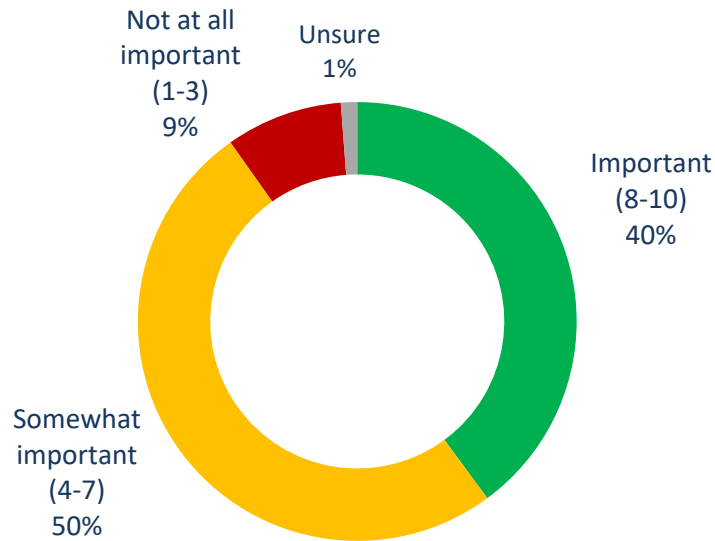
Protecting our borders.

7

Importance of Canada's role in international affairs

Not at all important (1-3) 9%
Unsure 1%
Important (8-10) 40%
Somewhat important (4-7) 50%

Subgroups	Mean Score 2012	Mean Score 2013	Mean Score 2015	Mean Score 2016
Canada (n=1000)	7.06	7.47	6.69	6.79
Atlantic (n=100)	7.03	7.63	6.70	7.26
Quebec (n=250)	7.27	7.45	7.04	7.13
Ontario (n=300)	7.03	7.34	6.44	6.52
Prairies (n=200)	6.98	7.65	6.61	6.56
BC (n=150)	6.89	7.42	6.69	6.77
Male (n=495)	6.88	7.25	6.63	6.58
Female (n=505)	7.24	7.70	6.74	7.00
18 to 29 (n=205)	7.07	7.72	6.15	6.63
30 to 39 (n=169)	7.00	7.66	6.61	6.66
40 to 49 (n=208)	6.89	7.01	6.65	6.65
50 to 59 (n=178)	7.00	7.23	6.77	6.77
60 plus (n=239)	7.27	7.75	7.18	7.17

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

QUESTION – 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]

Asserting Canada's role in international affairs.

8

Importance of fighting terrorism

Not at all important (1-3) 12%

Unsure 2%

Important (8-10) 49%

Somewhat important (4-7) 37%

Subgroups	Mean Score 2015	Mean Score 2016
Canada (n=1000)	6.36	7.13
Atlantic (n=100)	6.56	7.21
Quebec (n=250)	6.77	7.43
Ontario (n=300)	6.12	7.21
Prairies (n=200)	6.63	7.13
BC (n=150)	5.67	6.42
Male (n=495)	6.28	7.12
Female (n=505)	6.44	7.15
18 to 29 (n=205)	5.48	6.43
30 to 39 (n=169)	6.51	6.98
40 to 49 (n=208)	6.29	7.55
50 to 59 (n=178)	6.68	7.31
60 plus (n=239)	6.83	7.37

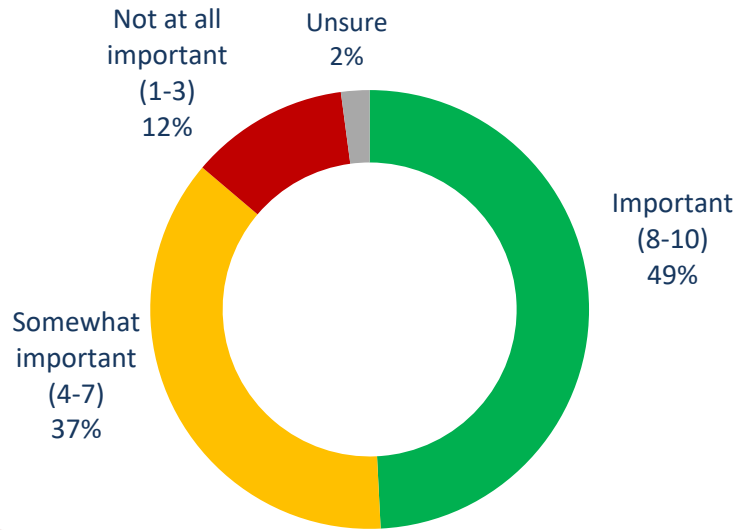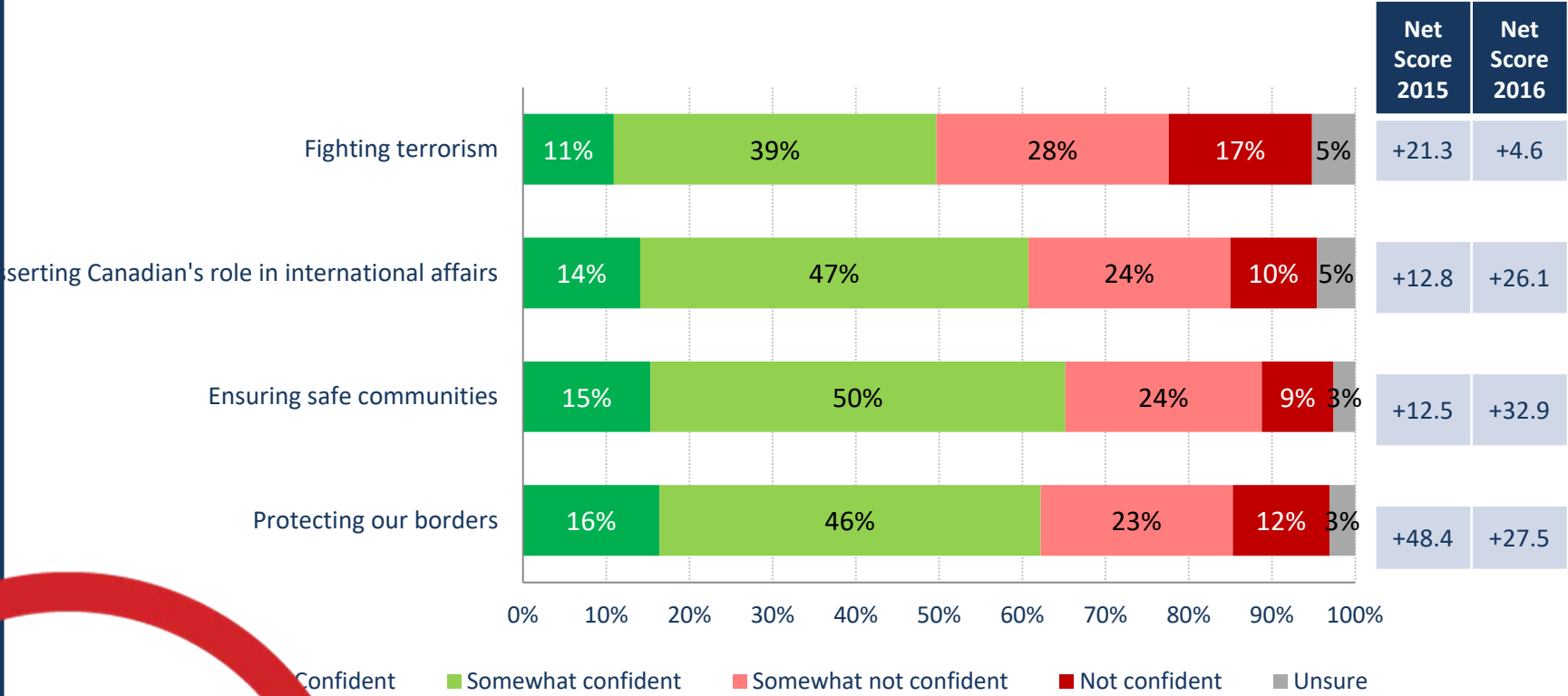***Note: Charts may not add up to 100 due to rounding**

QUESTION – 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]

Fighting terrorism.

9

Confidence in nation's ability to find solutions

	Confident	Somewhat confident	Somewhat not confident	Not confident	Unsure	Net Score 2015	Net Score 2016
Fighting terrorism	11%	39%	28%	17%	5%	+21.3	+4.6
Asserting Canadian's role in international affairs	14%	47%	24%	10%	5%	+12.8	+26.1
Ensuring safe communities	15%	50%	24%	9%	3%	+12.5	+32.9
Protecting our borders	16%	46%	23%	12%	3%	+48.4	+27.5

Legend: ■ Confident ■ Somewhat confident ■ Somewhat not confident ■ Not confident ■ Unsure

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

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Confidence in safe communities

Year	Confident	Somewhat confident	Somewhat not confident	Not confident	Unsure	Net Score
2016	15%	50%	24%	9%	3%	+32.9
2015	17%	56%	20%	4%	3%	+48.9
2013	13%	46%	27%	11%	4%	+20.9
2012	11%	47%	27%	9%	7%	+21.8

■ Confident ■ Somewhat confident ■ Somewhat not confident ■ Not confident ■ Unsure
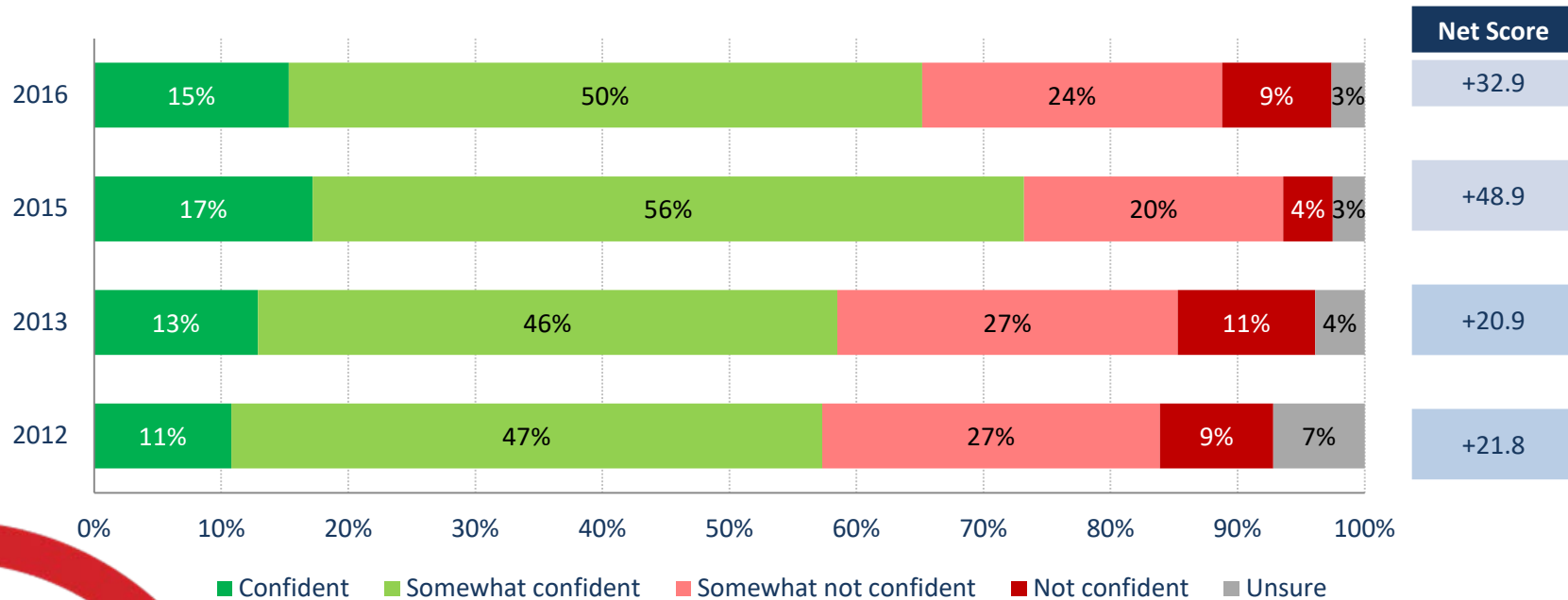
*Note: Charts may not add up to 100 due to rounding

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Ensuring safe communities.

Confidential

11

Confidence in safe communities

					Net Score
2016	15%	50%	24%	9%	3%	+32.9
2015	17%	56%	20%	4%	3%	+48.9

0%   20%   40%   60%   80%   100%

■ Confident ■ Somewhat confident ■ Somewhat not confident ■ Not confident ■ Unsure

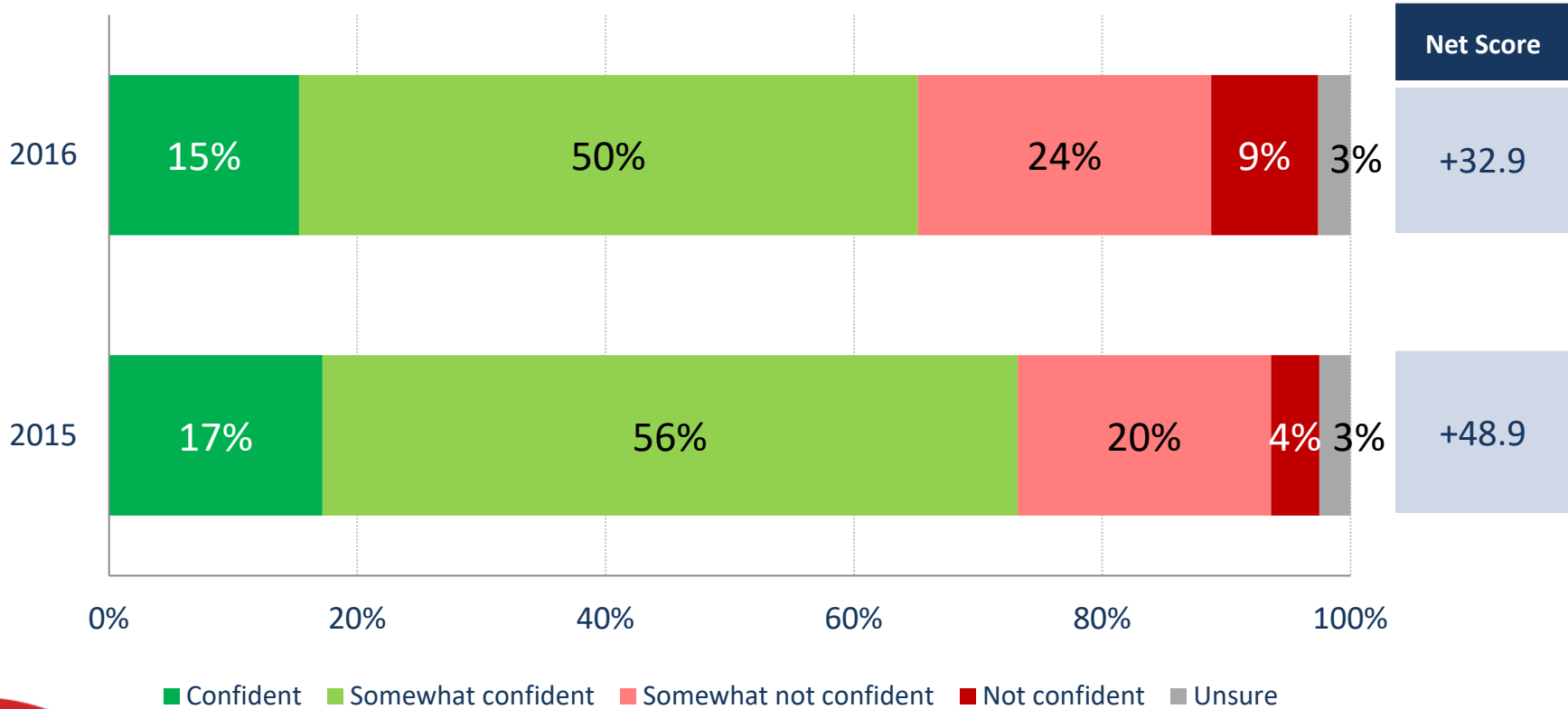***Note: Charts may not add up to 100 due to rounding**

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Ensuring safe communities.

Confidential

12

Confidence in Ensuring Safe Communities

Net Score
+32.9

Unsure 3%

Not confident 9%

Confident 15%

Somewhat not confident 24%

Somewhat confident 50%

Subgroups	Confident / Somewhat confident
Atlantic (n=100)	70.6%
Quebec (n=250)	63.1%
Ontario (n=300)	63.5%
Prairies (n=200)	65.0%
British Columbia (n=150)	68.1%
Male (n=495)	63.9%
Female (n=505)	66.3%
18 to 29 (n=205)	68.9%
30 to 39 (n=169)	65.3%
40 to 49 (n=208)	69.2%
50 to 59 (n=178)	61.5%
60 plus (n=239)	61.0%

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

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [Randomize]
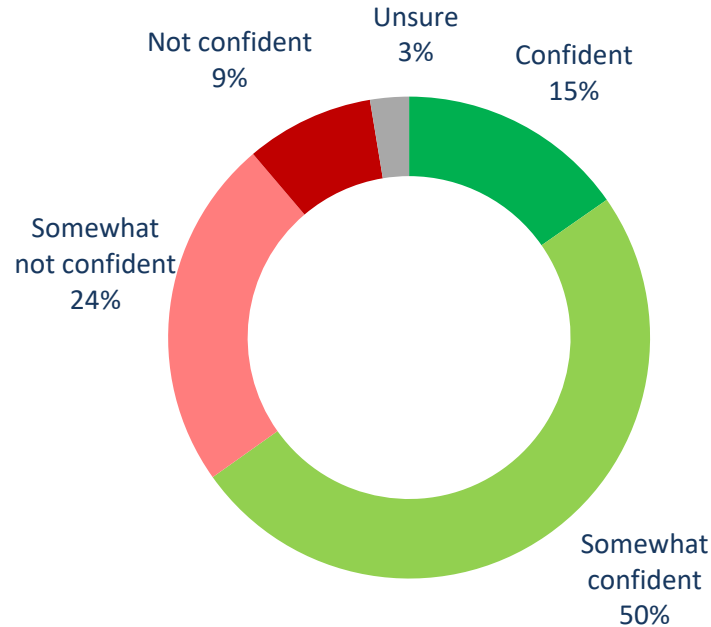
Ensuring safe communities.

Confidence in Canada's role in international affairs

Year	Confident	Somewhat confident	Somewhat not confident	Not confident	Unsure	Net Score
2016	14%	47%	24%	10%	5%	+26.1
2015	13%	41%	29%	12%	5%	+12.8
2013	13%	39%	26%	18%	5%	+7.1
2012	10%	40%	30%	8%	11%	+12.8

Legend: ■ Confident ■ Somewhat confident ■ Somewhat not confident ■ Not confident ■ Unsure

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

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Asserting Canadian's role in international affairs.

Asserting Canada's Role in International Affairs

Net Score
+26.1

Unsure
5%

Not confident
10%

Confident
14%

Somewhat
not confident
24%

Somewhat
confident
47%

Subgroups	Confident / Somewhat confident
Atlantic (n=100)	61.9%
Quebec (n=250)	64.4%
Ontario (n=300)	56.8%
Prairies (n=200)	57.3%
British Columbia (n=150)	66.2%
Male (n=495)	53.9%
Female (n=505)	67.5%
18 to 29 (n=205)	62.0%
30 to 39 (n=169)	64.9%
40 to 49 (n=208)	59.4%
50 to 59 (n=178)	59.1%
60 plus (n=239)	59.0%

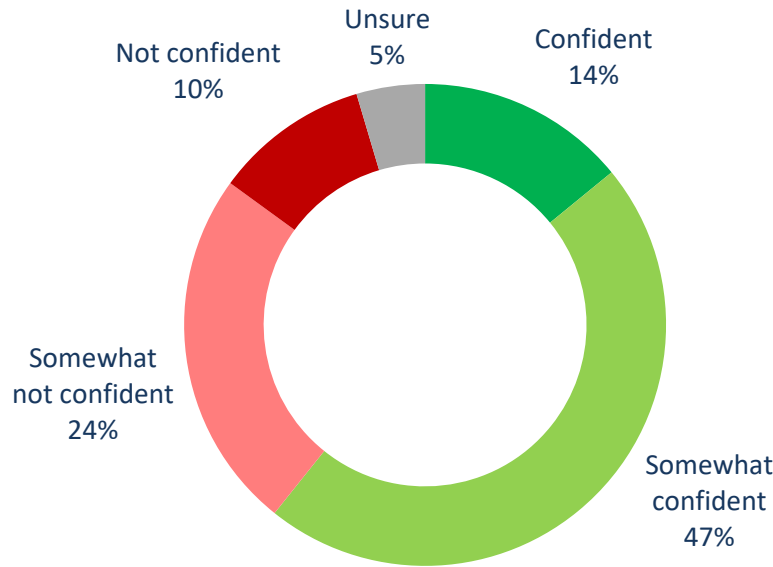***Note: Charts may not add up to 100 due to rounding**

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [Randomize]

Asserting Canadian's role in international affairs.

Confidence in protecting our borders

Year	Net Score
2016	+27.5
2015	+48.4
2013	+26.0
2012	+27.2

2016: Confident 16%, Somewhat confident 46%, Somewhat not confident 23%, Not confident 12%, Unsure 3%
2015: Confident 20%, Somewhat confident 53%, Somewhat not confident 18%, Not confident 6%, Unsure 3%
2013: Confident 16%, Somewhat confident 45%, Somewhat not confident 25%, Not confident 10%, Unsure 4%
2012: Confident 14%, Somewhat confident 45%, Somewhat not confident 25%, Not confident 7%, Unsure 9%

Legend: ■ Confident ■ Somewhat confident ■ Somewhat not confident ■ Not confident ■ Unsure

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

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Protecting our borders.

Confidence in protecting our borders

					Net Score
2016	16%	46%	23%	12%	3%	+27.5
2015	20%	53%	18%	6%	3%	+48.4

0% 20% 40% 60% 80% 100%

■ Confident ■ Somewhat confident ■ Somewhat not confident ■ Not confident ■ Unsure

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

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Protecting our borders.

Confidential

17

Protecting Our Borders

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28th to August 1st , 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score

+27.5

Unsure 3%

Not confident 12%

Confident 16%

Somewhat not confident 23%

Somewhat confident 46%
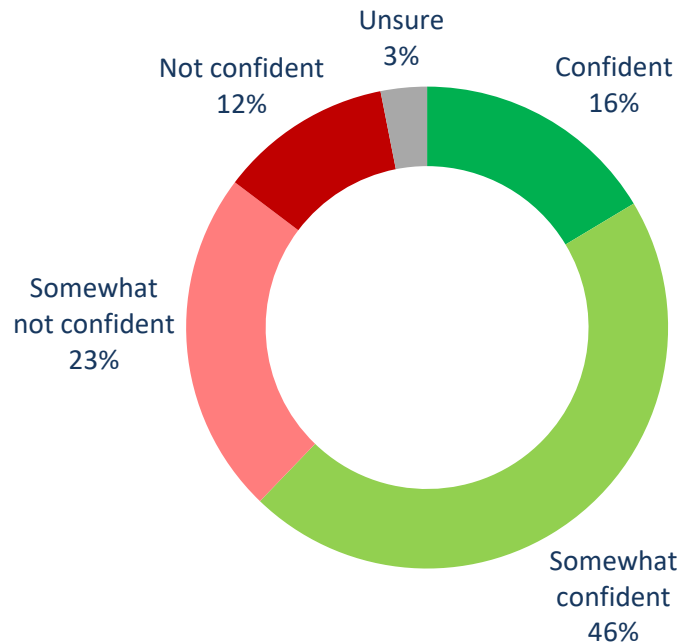
*Note: Charts may not add up to 100 due to rounding

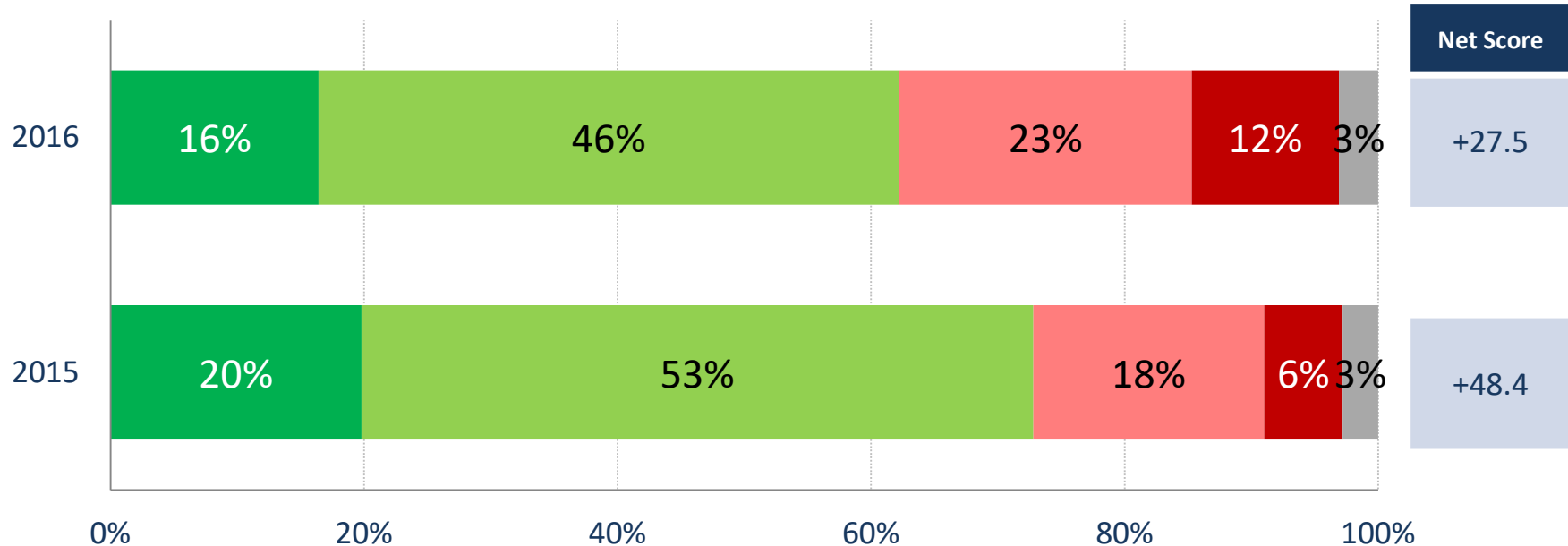| Subgroups	Confident / Somewhat confident
Atlantic (n=100)	66.8%
Quebec (n=250)	63.2%
Ontario (n=300)	59.1%
Prairies (n=200)	63.4%
British Columbia (n=150)	61.9%
Male (n=495)	63.0%
Female (n=505)	61.4%
18 to 29 (n=205)	66.8%
30 to 39 (n=169)	57.3%
40 to 49 (n=208)	61.8%
50 to 59 (n=178)	57.6%
60 plus (n=239)	65.5%

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [Randomize]

Protecting our borders.

Confidence in fighting terrorism

	Confident	Somewhat confident	Somewhat not confident	Not confident	Unsure	Net Score
2016	11%	39%	28%	17%	5%	+4.6
2015	17%	41%	25%	12%	5%	+21.3

■ Confident ■ Somewhat confident ■ Somewhat not confident ■ Not confident ■ Unsure

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

QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]
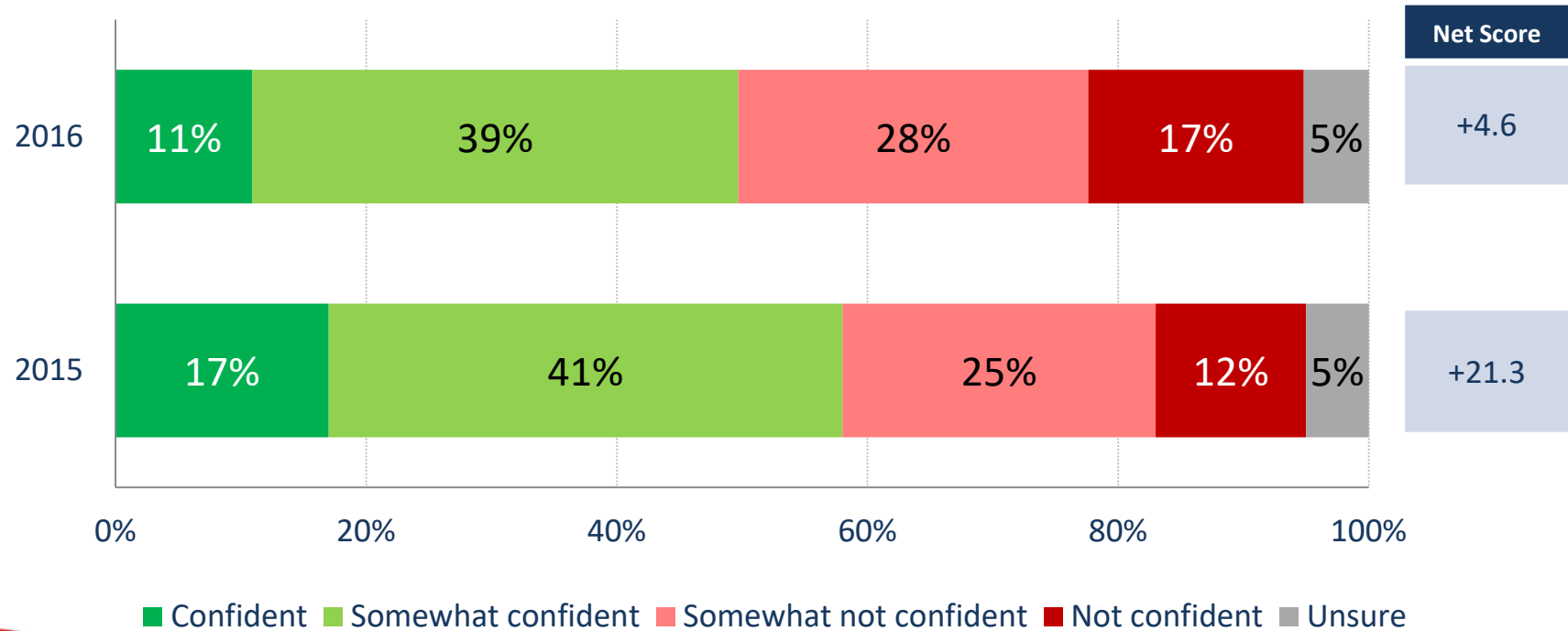
Fighting terrorism.

19

Fighting Terrorism

Net Score
+4.6

Unsure 5%

Confident 11%

Not confident 17%

Somewhat confident 39%

Somewhat not confident 28%

Subgroups	Confident / Somewhat confident
Atlantic (n=100)	55.0%
Quebec (n=250)	49.5%
Ontario (n=300)	49.7%
Prairies (n=200)	49.8%
British Columbia (n=150)	46.2%
Male (n=495)	49.4%
Female (n=505)	50.0%
18 to 29 (n=205)	46.8%
30 to 39 (n=169)	48.3%
40 to 49 (n=208)	48.1%
50 to 59 (n=178)	53.6%
60 plus (n=239)	51.4%

QUESTION – 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]

Fighting terrorism.
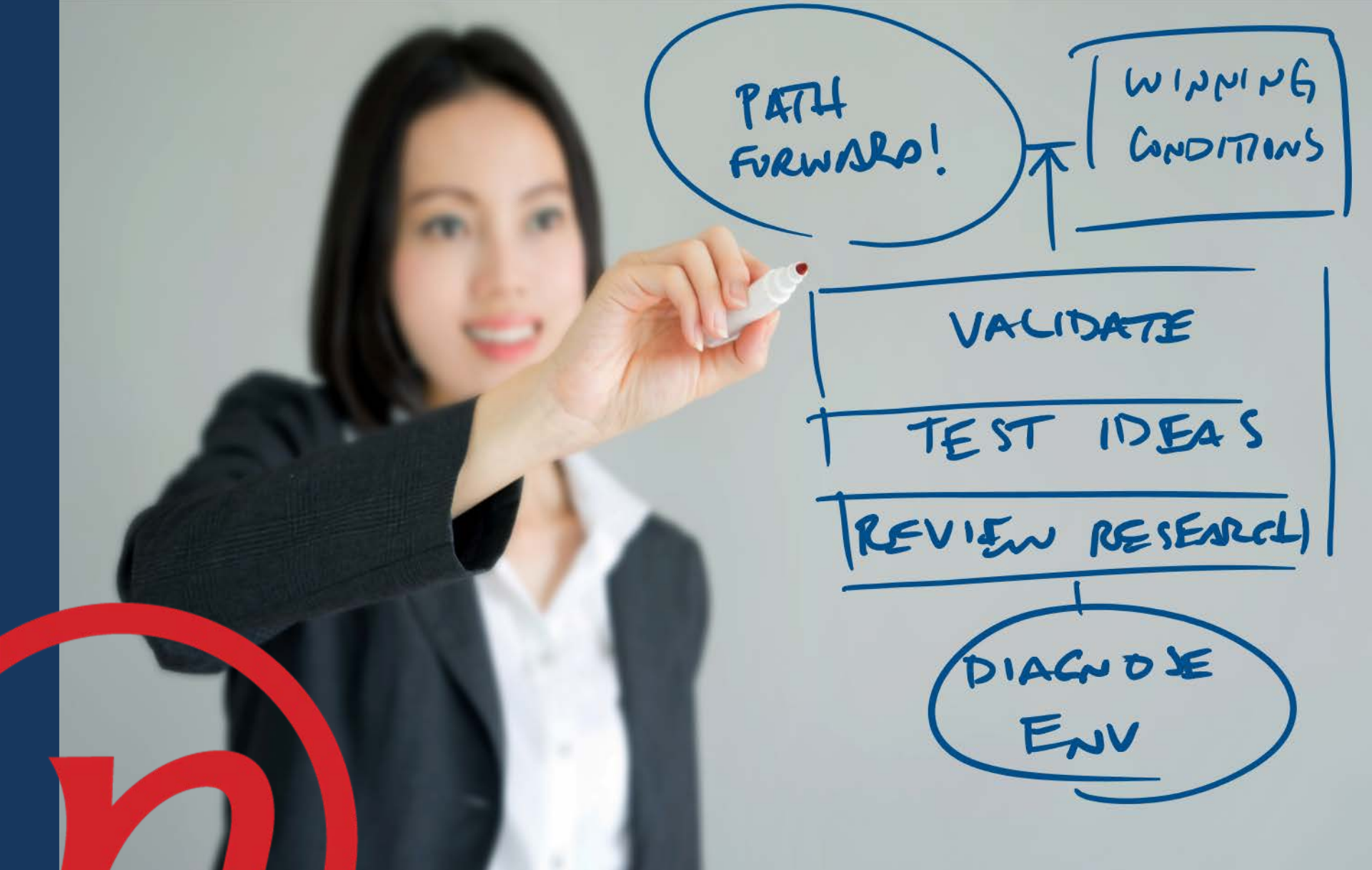
Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 28th and August 1st, 2016, 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 a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

Previous waves:
- a representative online random survey of 1,000 Canadians, conducted from July 5th to 9th, 2012, accurate 3.1 percentage points plus or minus, 19 times out of 20;

- a national RDD dual frame (land- and cell- lines) random telephone survey of 1,013 Canadians conducted between April 6th and 9th, 2013 as part of an omnibus survey. The margin of error for a survey of 1,013 Canadians is ±3.1 percentage points, 19 times out of 20; and,

- a national RDD dual frame (land- and cell-lines) random telephone survey of 1,000 Canadians conducted between May 24th and May 28th, 2015 as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

This research was sponsored by Nanos.

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

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.

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Technical Note

Element	Description
Organization who commissioned the research	Nanos Research.
Final Sample Size	1000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone 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	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	July 28th to August 1st, 2016.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) 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 could not participate.
Stratification	By age and gender using the latest Census information (2014) 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	17% percent, consistent with industry norms.
Question Order	This report contains 8 of the 34 questions asked in total. A full list of questions in the order they were asked is appended to the end of this report.
Question Content	This was the module one of an omnibus survey. Module two was about funding for the Olympic games. Module three was about top unprompted issues of national concern.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

Tabulations