Importance of fighting terrorism continues to increase; confidence in asserting Canada's role in international affairs has decreased

Nanos Policy Map Summary

March 2019
(Submission 2019-1379C)

NANOS

Summary

Nanos tracking on security issues shows a continued upward trend in the importance of fighting terrorism but shows a decrease in the importance of protecting our borders. Confidence in our ability as a nation to find solutions to assert Canada's role in international affairs has decreased.

- **Confidence in fighting terrorism remains consistent in 2019 while importance sees an increase** – Canadians rated fighting terrorism a mean score of 7.6 on a ten point scale in terms of importance, compared to 7.4 in 2017, 7.1 in 2016 and 6.4 in 2015. Six in ten Canadians are confident (13%) or somewhat confident (48%) in Canada's ability to find solutions to terrorism. This is consistent with the 2017 wave of research.
- **Consistent with 2017, asserting Canada's role in international affairs lowest in importance** – Rating the importance of asserting Canada's role in international affairs, Canadians gave a mean score of 7.1 out of 10, similar to 7.1 in 2017. This measure registered as the lowest in terms of importance. Confidence in finding solutions sees a decrease, with just over half of Canadians saying they are either confident (10%) or somewhat confident (42%) in finding solutions to this security issue compared to 13 per cent confident, 45 per cent somewhat confident in 2017.
- **Ensuring safe communities continues to be 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 8.3) consistent with the 2017 wave (mean score of 8.2). Close to two thirds of Canadians say they are either confident (12%) or somewhat confident (53%) in finding solutions to ensure safer communities, consistent with the previous wave (15% confident and 54% somewhat confident in 2017).
- **Importance of protecting borders sees a slight decrease in 2019, while confidence remains consistent** – Canadians rated the importance of protecting our borders as 7.6 out of 10 in 2019 compared to 7.9 in 2017 but is still higher than 7.2 in 2016. Confidence on this measure is consistent with the 2017 wave. In 2019, 17 per cent say they are confident and 42 per cent somewhat confident in our ability to find solutions to protect our borders, while 17 per cent said confident and 44 per cent said somewhat confident in 2017.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians between February 2nd and 5th, 2019, 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.

2019 Security Policy Map

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , February 2nd to 5th, 2019 , n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
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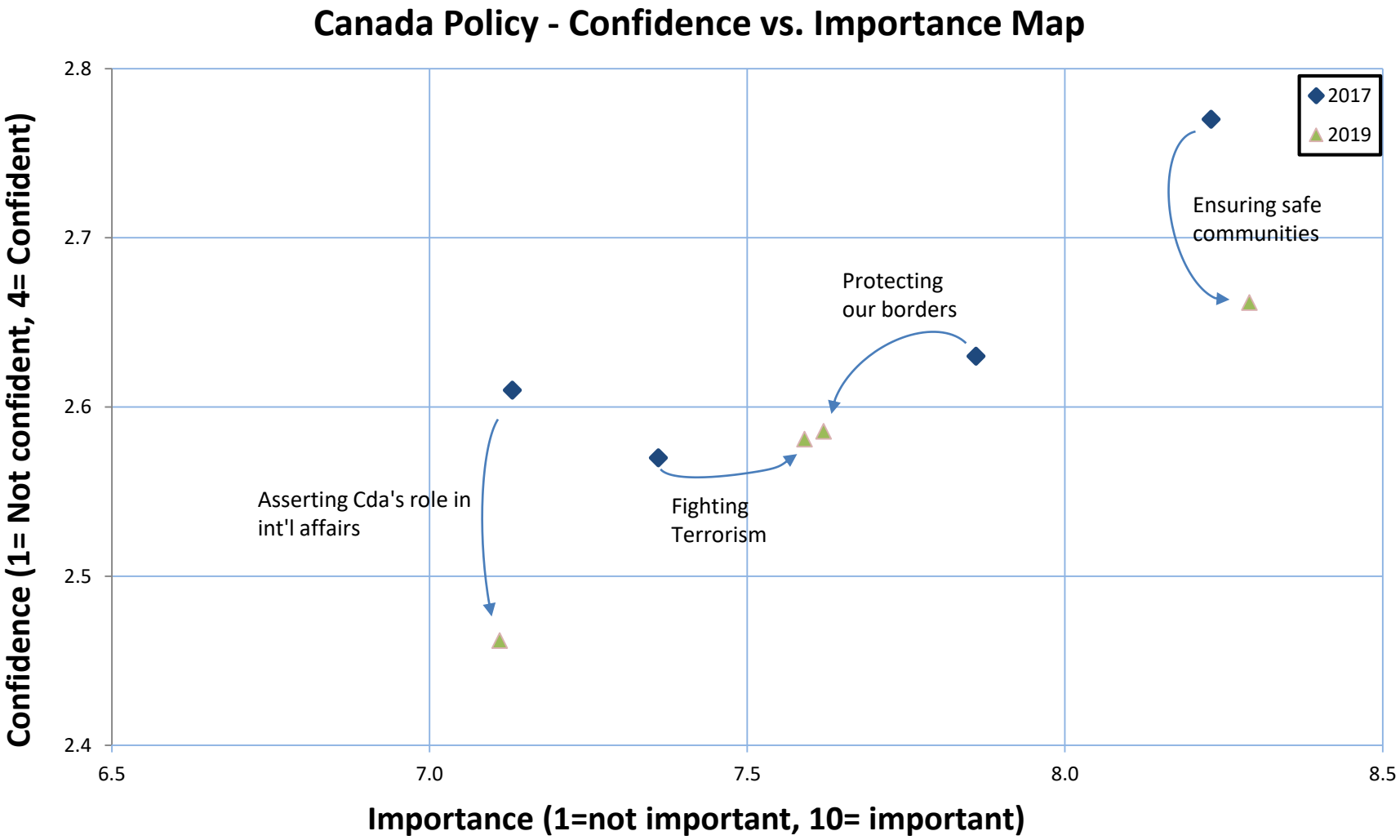

2019-1379 Policy Map table

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		2017	2019	Change
Ensuring safe communities	Importance (Mean score out of ten)	8.2	8.3	+0.1
	Confidence (Out of four)	2.8	2.7	-0.1
Protecting our borders	Importance (Mean score out of ten)	7.9	7.6	-0.3
	Confidence (Out of four)	2.6	2.6	-
Fighting terrorism	Importance (Mean score out of ten)	7.4	7.6	+0.2
	Confidence (Out of four)	2.6	2.6	-
Asserting Canada's role in international affairs	Importance (Mean score out of ten)	7.1	7.1	-
	Confidence (Out of four)	2.6	2.5	-0.1

Importance of Security Challenges

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey , February 2nd to 5th, 2019 , n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
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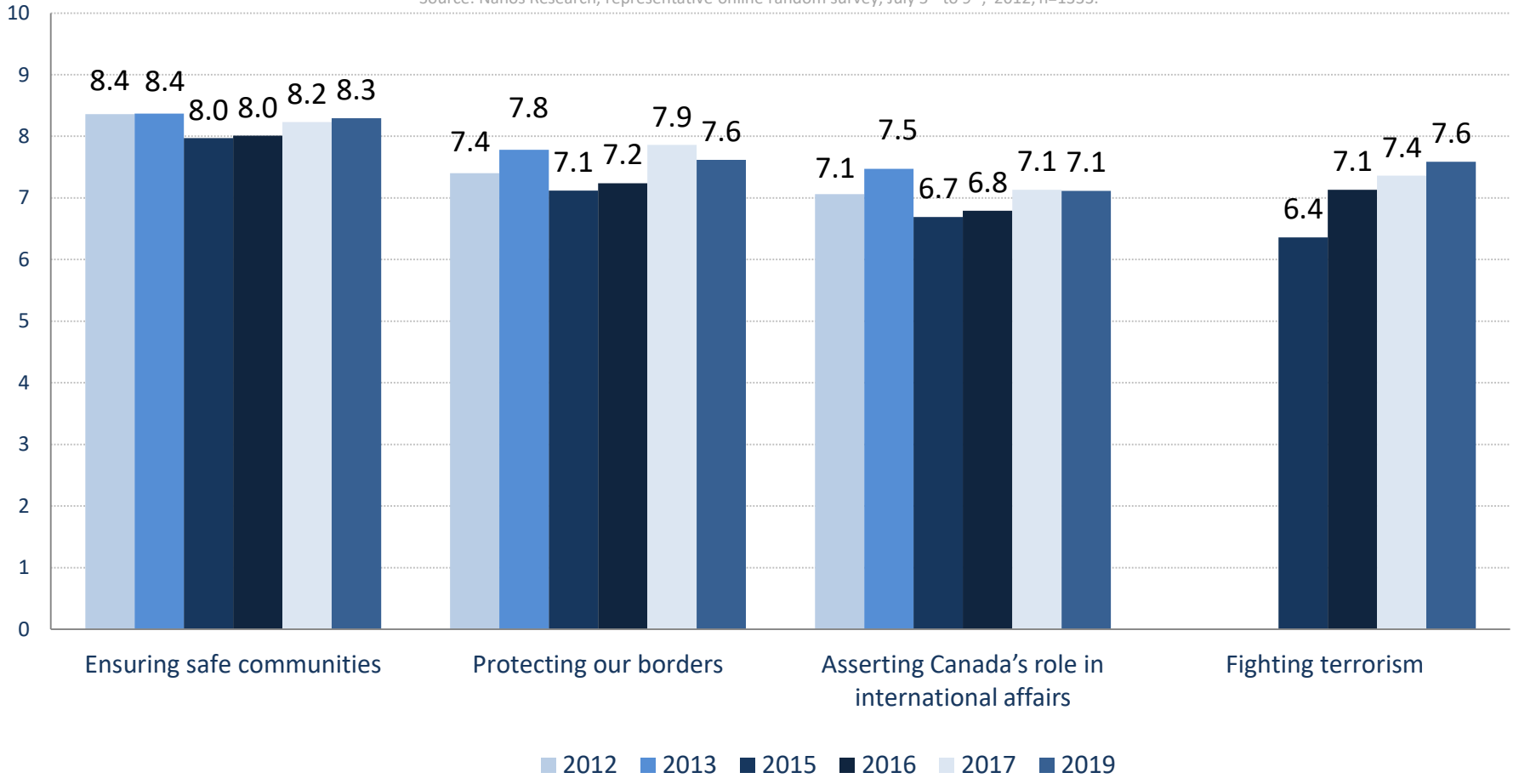
Source: Nanos Research, representative online random survey, July 5th to 9th, 2012, n=1333.



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

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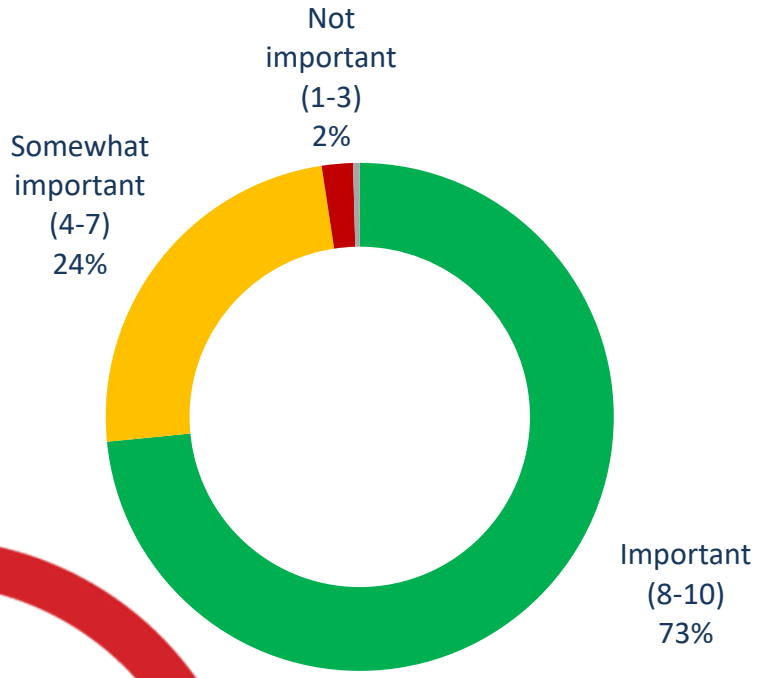

Year	Prime Minister	Mean Score
2012	Harper	8.36
2013	Harper	8.37
2015	Harper	7.97
2016	Trudeau	8.01
2017	Trudeau	8.23
2019	Trudeau	8.29

***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

Confidential

Importance of Canada's role in international affairs

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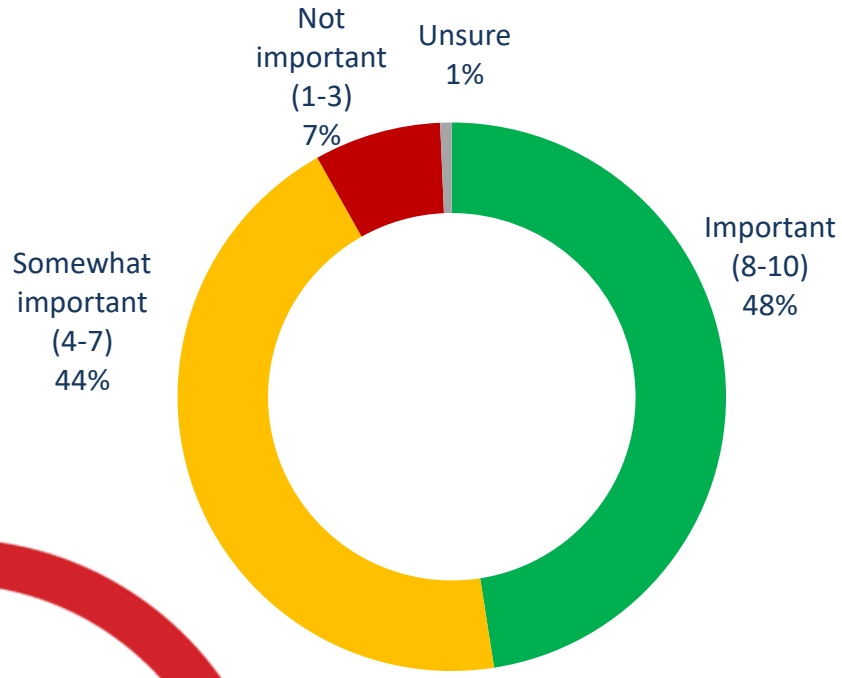

Year	Prime Minister	Mean Score
2012	Harper	7.06
2013	Harper	7.47
2015	Harper	6.69
2016	Trudeau	6.79
2017	Trudeau	7.13
2019	Trudeau	7.11

***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

Confidential

Importance of border protection

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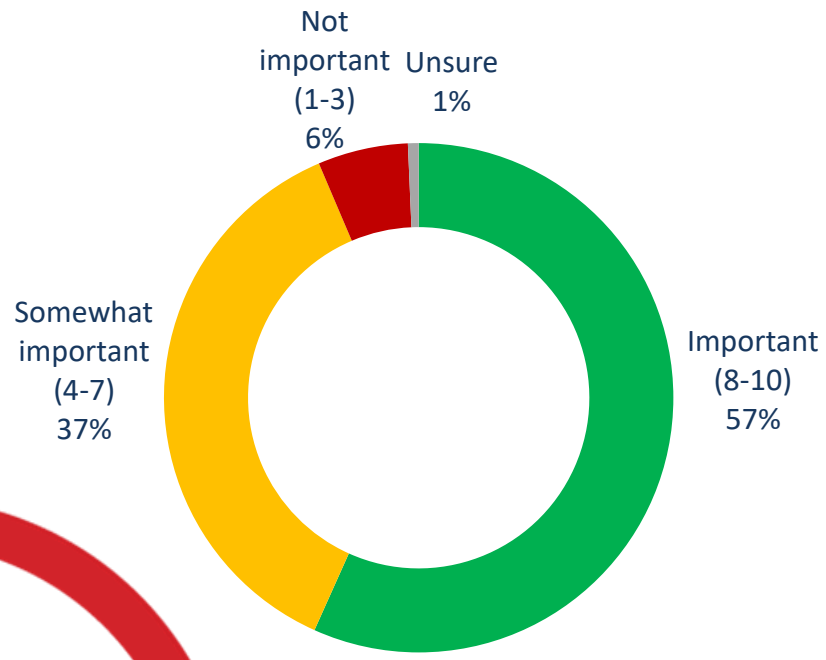

Year	Prime Minister	Mean Score
2012	Harper	7.40
2013	Harper	7.78
2015	Harper	7.12
2016	Trudeau	7.24
2017	Trudeau	7.86
2019	Trudeau	7.62

***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

Confidential

Importance of fighting terrorism

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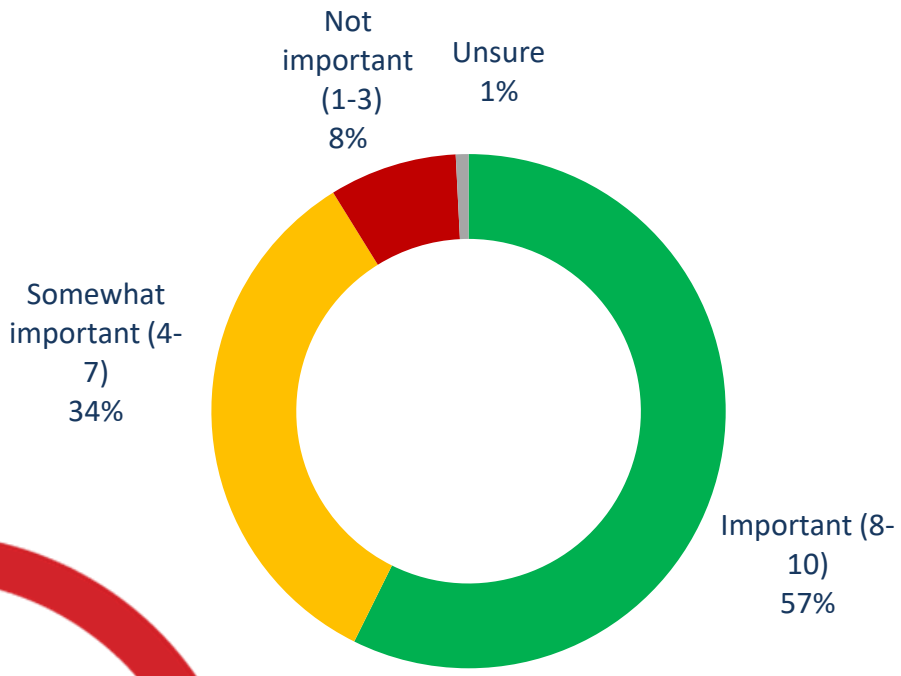

Year	Prime Minister	Mean Score
2015	Harper	6.36
2016	Trudeau	7.13
2017	Trudeau	7.36
2019	Trudeau	7.59

***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

Confidential

Confidence in nation's ability to find solutions

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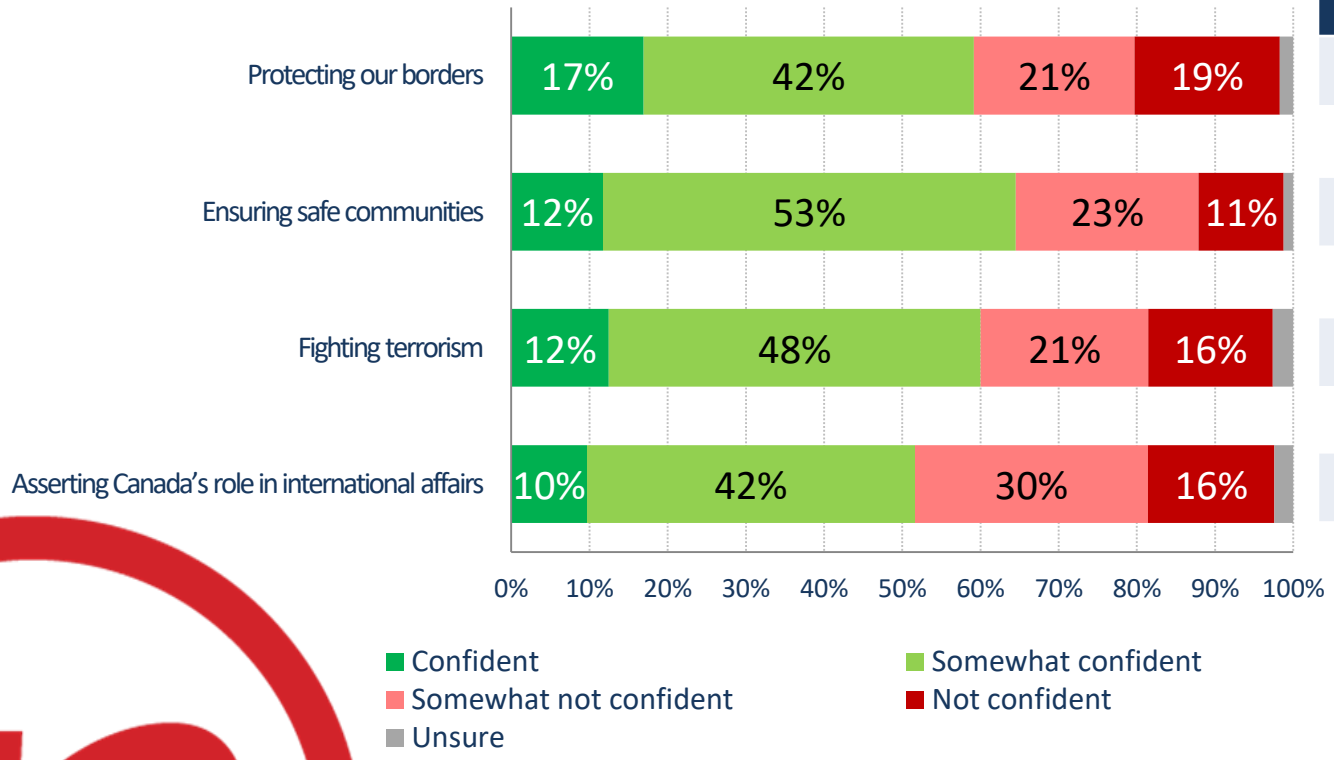

	Net score			
	2015	2016	2017	2019
Protecting our borders	+48.4	+27.5	+23.7	+20.0
Ensuring safe communities	+48.9	+32.9	+40.7	+30.2
Fighting terrorism	+12.8	+26.1	+19.0	+22.8
Asserting Canada's role in international affairs	+12.8	+26.1	+19.6	+5.6

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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

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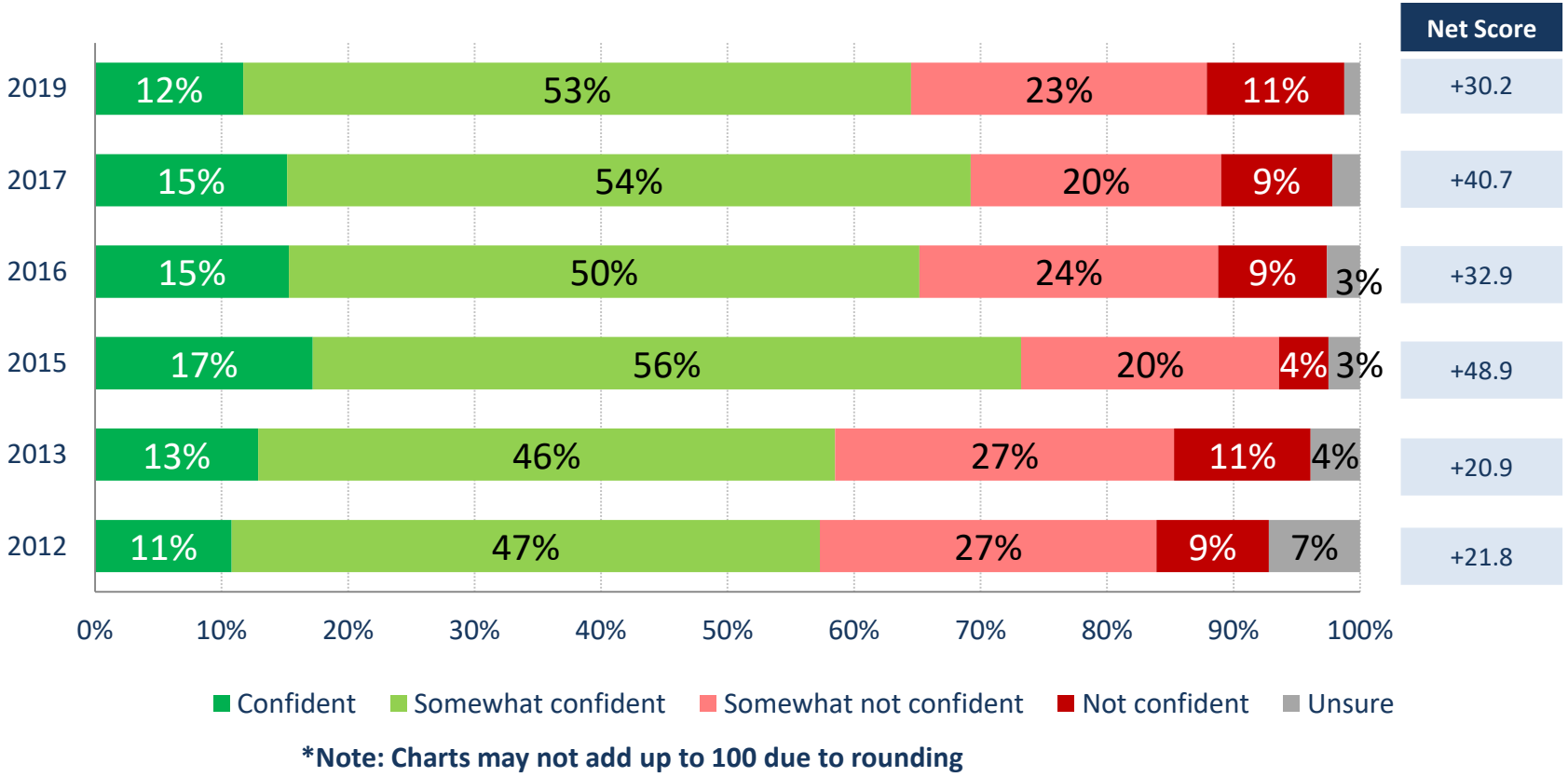

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QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Ensuring safe communities

Confidence in Canada's role in international affairs

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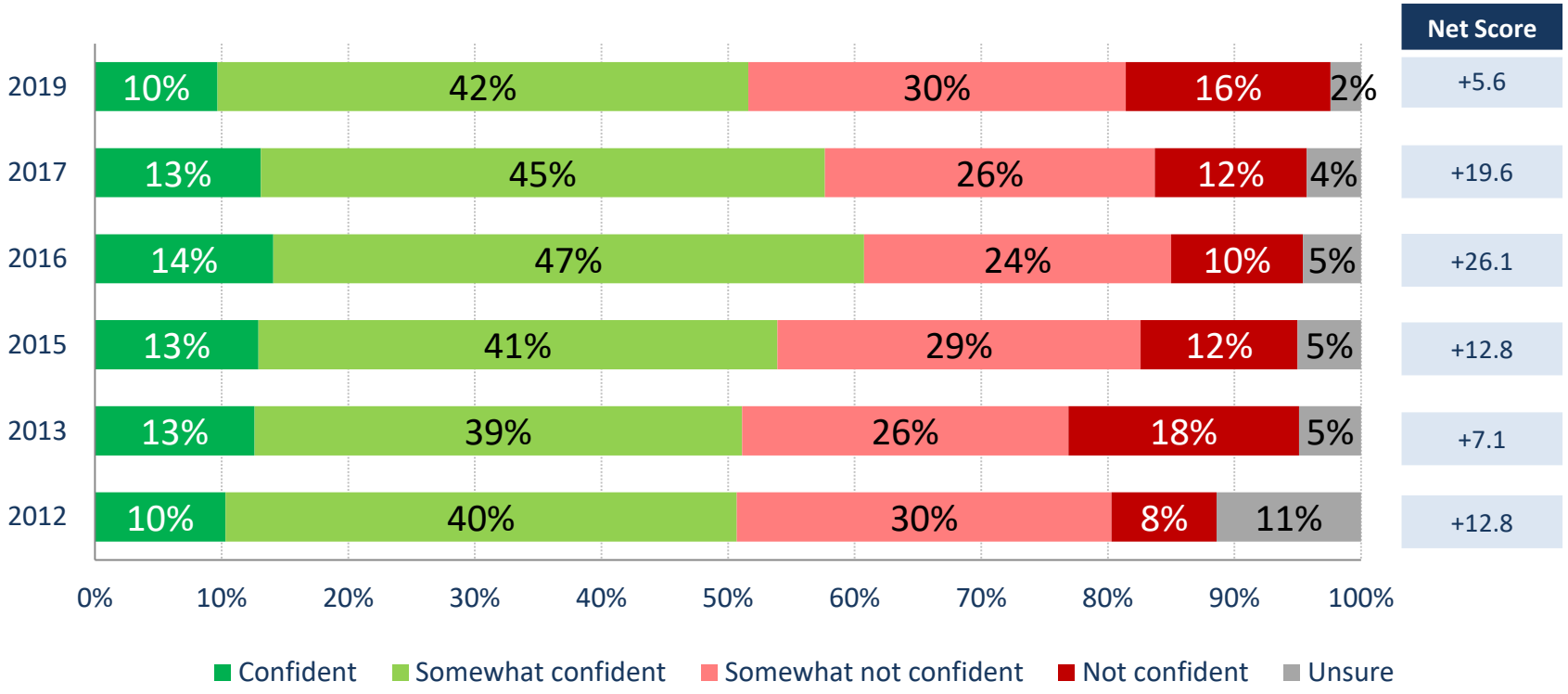

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QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Asserting Canada's role in international affairs

Confidence in protecting our borders

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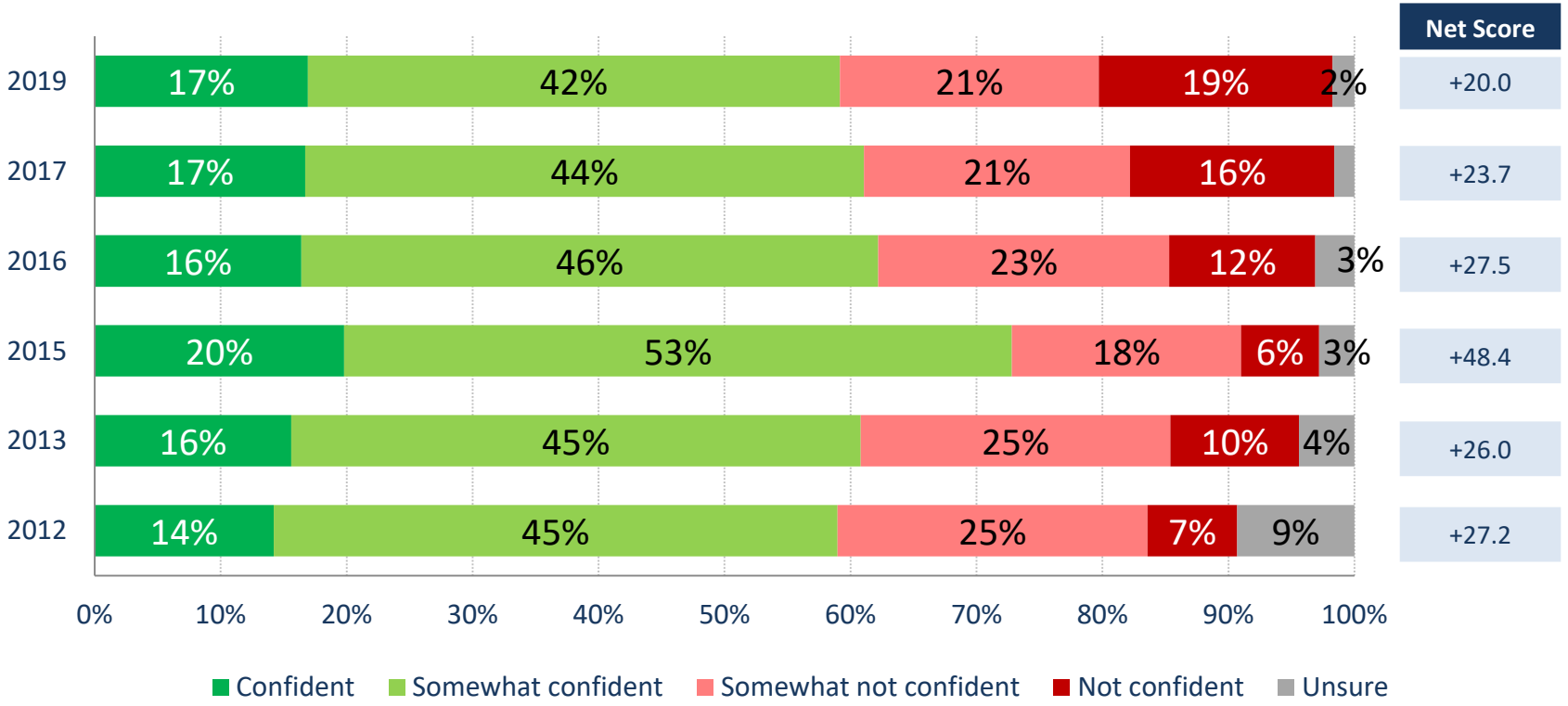

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QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Protecting our borders

Confidence in fighting terrorism

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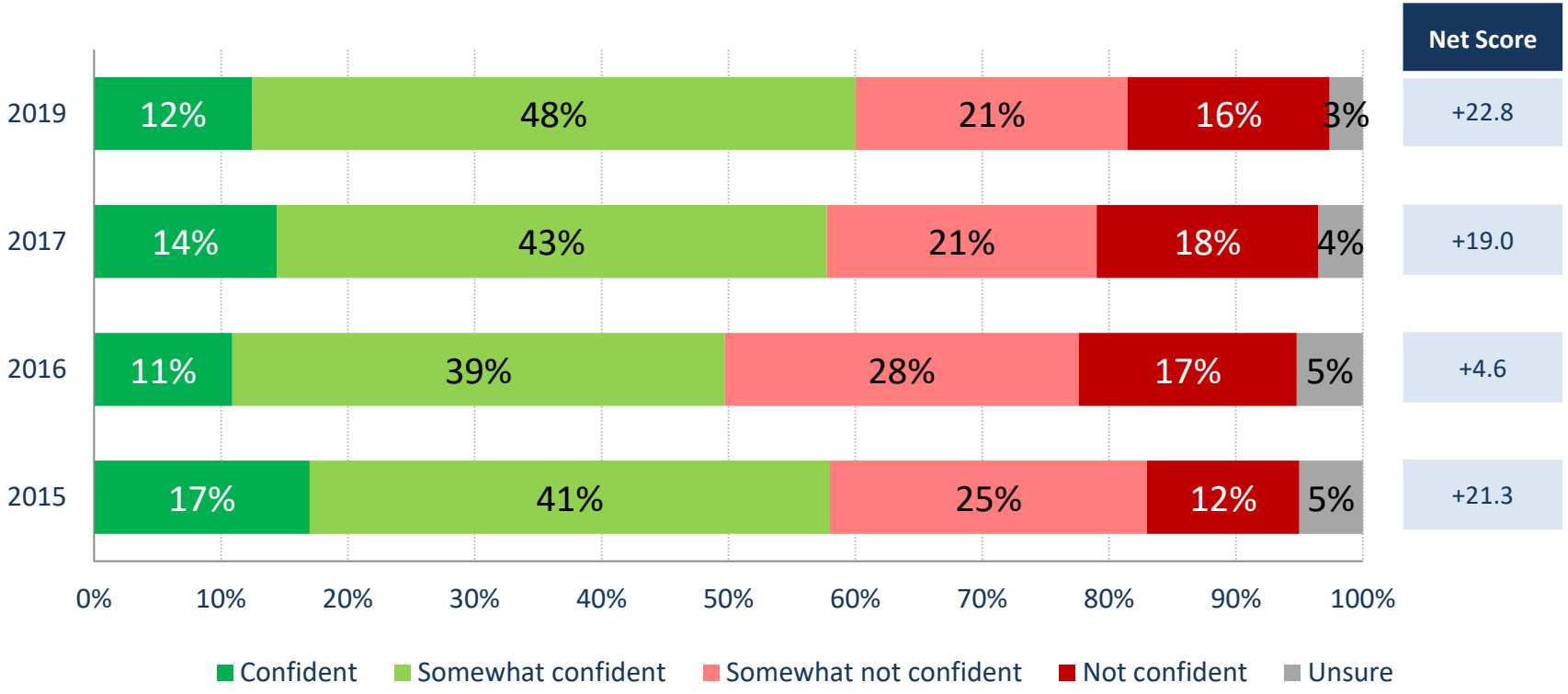

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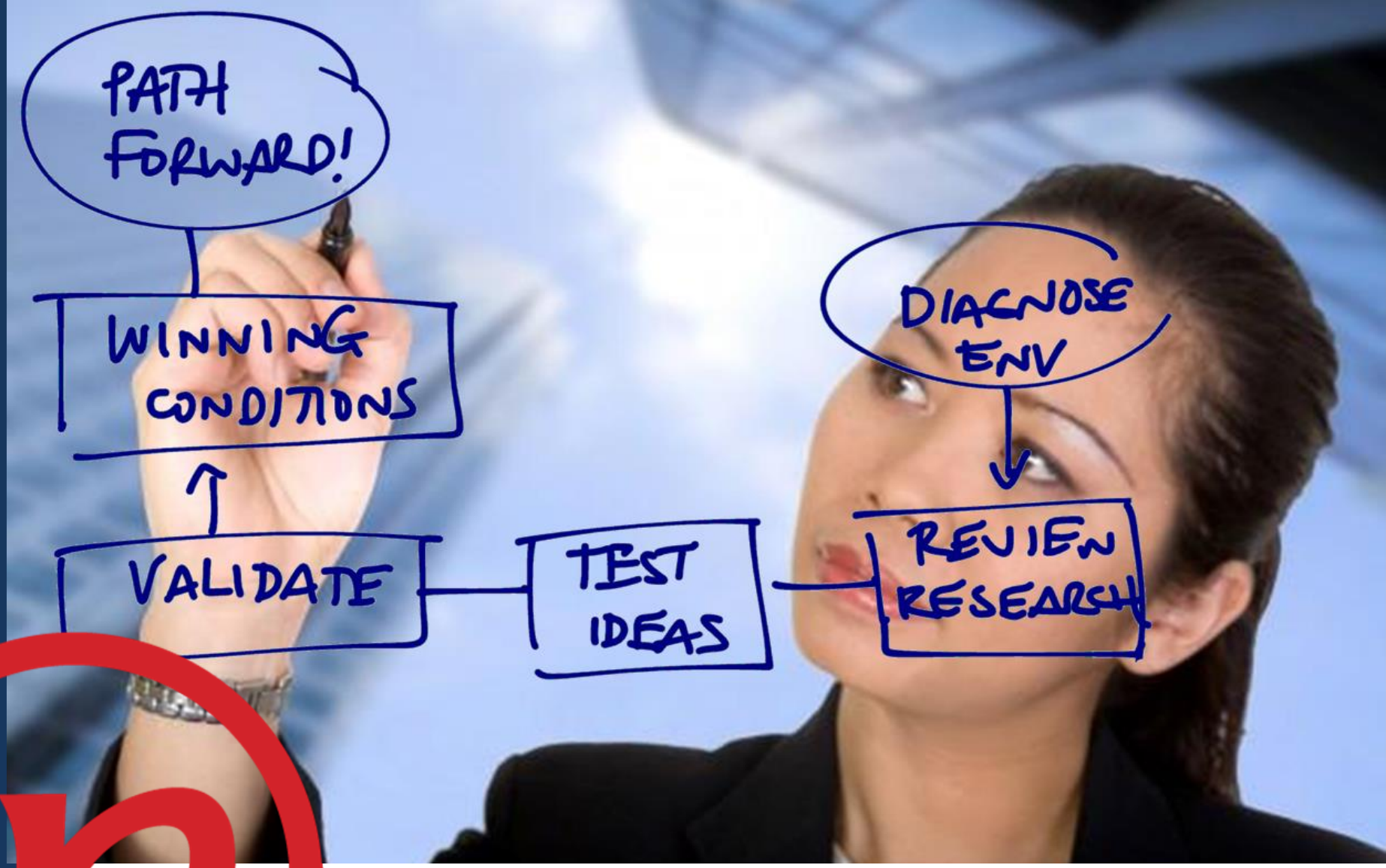
QUESTION – For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

Fighting terrorism



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between February 2nd and 5th, 2019, 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.

This research was sponsored by Nanos.

Methodology

Previous waves

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between July 23rd to 26th, 2017, 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. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

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.

A national RDD dual frame (land- and cell-lines) random telephone survey of 1,000 Canadians conducted between July 28th and August 1st, 2016, 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.

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) hybrid random 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	Live interviews with live supervision to validate work
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	February 2nd to 5th, 2019.
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 (2016) 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 (2016) 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	11 per cent, 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	This was the module five of an omnibus survey. Previous modules asked about the relationship between Canada and China, the impressions of Canadians on Facebook, foreign companies and federal leaders, and economic issues.
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.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

Tabulations

2019-1379 – Nanos Research – Policy Map – Security – STAT SHEET

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]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Ensuring safe communities	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	8.29	8.31	8.07	8.35	8.57	8.17	8.20	8.38	7.96	8.31	8.51
	Not at all important (1)	%	0.5	0.0	1.5	0.0	0.0	0.5	0.9	0.0	0.4	0.8	0.2
	2	%	0.9	0.9	1.3	0.8	0.4	1.3	1.1	0.8	0.9	0.9	1.0
	3	%	0.6	0.8	0.4	0.3	0.0	2.2	0.9	0.3	0.5	0.2	0.9
	4	%	1.9	2.2	2.0	1.4	2.2	2.3	2.3	1.6	3.9	1.4	1.1
	5	%	3.8	4.0	4.1	4.7	1.6	4.1	4.6	3.0	3.2	4.5	3.5
	6	%	5.7	0.0	7.2	7.5	3.0	7.2	4.4	7.0	9.4	4.4	4.3
	7	%	12.7	16.2	14.1	11.0	13.2	10.9	14.0	11.6	13.2	14.3	11.1
	8	%	22.3	24.4	21.8	22.6	22.4	21.2	21.9	22.7	29.2	21.6	18.2
	9	%	18.1	23.1	17.9	15.4	21.9	15.4	16.4	19.7	12.8	18.9	21.1
	Very important (10)	%	33.0	26.9	29.0	35.8	35.3	35.0	33.4	32.6	25.7	33.0	38.1
	Unsure	%	0.4	1.3	0.7	0.4	0.0	0.0	0.2	0.7	0.7	0.0	0.6

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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]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Asserting Canada's role in international affairs	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	7.11	7.19	7.81	6.97	6.94	6.43	6.80	7.42	6.56	7.21	7.42
	Not at all important (1)	%	1.8	0.0	0.4	1.2	3.3	4.8	3.1	0.6	1.1	2.0	2.1
	2	%	1.6	3.7	1.4	0.9	0.9	2.9	2.2	1.0	1.4	1.0	2.2
	3	%	4.0	3.0	2.4	5.8	3.3	5.0	5.0	3.2	6.0	2.9	3.7
	4	%	4.6	4.8	2.7	5.6	5.2	4.4	5.6	3.5	7.9	4.1	2.6
	5	%	10.3	7.9	5.8	10.6	11.7	16.9	11.5	9.1	13.2	11.2	7.5
	6	%	11.5	19.2	6.7	13.2	10.3	12.7	11.2	11.8	13.6	11.1	10.4
	7	%	17.9	14.4	15.7	20.9	19.5	16.0	18.1	17.7	22.3	18.1	14.8
	8	%	19.7	14.0	24.4	17.0	20.7	20.0	18.9	20.6	18.6	20.3	20.0
	9	%	10.7	10.1	17.9	8.2	10.9	3.8	9.6	11.8	5.3	11.3	14.0
	Very important (10)	%	17.1	21.4	21.7	16.6	12.9	12.9	14.1	19.9	9.6	17.7	21.7
	Unsure	%	0.7	1.3	0.8	0.0	1.3	0.7	0.6	0.8	1.0	0.2	0.8

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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]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Protecting our borders	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	7.62	8.02	7.76	7.49	7.69	7.26	7.77	7.47	7.08	7.78	7.85
	Not at all important (1)	%	0.8	0.0	0.4	0.8	0.9	1.7	1.1	0.5	1.6	0.5	0.5
	2	%	2.2	1.8	2.4	1.9	2.0	2.9	1.2	3.1	3.9	1.9	1.2
	3	%	2.8	2.9	1.2	3.1	1.8	5.7	2.5	3.0	3.8	2.6	2.2
	4	%	4.1	1.8	3.4	3.7	5.4	5.8	3.8	4.4	6.7	3.0	3.2
	5	%	8.9	3.6	8.3	11.3	10.8	6.4	8.4	9.5	11.1	8.1	8.2
	6	%	9.7	9.6	10.1	10.7	6.0	12.3	8.0	11.5	9.3	9.5	10.3
	7	%	14.1	17.9	14.6	13.5	12.3	14.3	14.1	14.0	16.2	13.7	12.9
	8	%	14.4	8.5	14.8	16.3	15.0	13.3	15.8	13.1	13.3	16.1	13.8
	9	%	13.5	25.0	15.3	10.2	15.0	7.4	13.8	13.2	9.9	13.5	15.9
	Very important (10)	%	28.8	28.9	28.7	27.8	29.9	29.5	30.6	27.1	23.7	30.6	30.8
	Unsure	%	0.7	0.0	0.7	0.7	0.9	0.6	0.7	0.6	0.4	0.6	1.0

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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]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Fighting terrorism	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	7.59	7.69	7.91	7.46	7.69	7.12	7.63	7.54	6.86	7.81	7.90
	Not at all important (1)	%	1.7	1.3	2.1	2.5	0.5	1.7	1.7	1.8	2.5	1.9	1.1
	2	%	2.4	4.0	1.2	2.1	3.3	2.5	2.7	2.1	4.8	1.3	1.6
	3	%	3.9	1.8	2.8	3.4	5.0	6.8	3.7	4.1	5.5	3.9	2.8
	4	%	3.7	1.7	2.7	4.4	1.5	8.2	3.2	4.2	5.8	1.1	4.5
	5	%	5.9	11.3	5.0	5.8	6.2	3.6	7.1	4.8	9.4	5.2	4.2
	6	%	9.3	8.1	8.0	9.9	8.8	11.7	7.0	11.5	9.4	9.4	9.1
	7	%	14.9	9.2	15.3	17.5	14.2	13.8	14.4	15.5	18.5	13.3	13.8
	8	%	15.6	11.4	15.2	15.9	15.0	19.6	17.0	14.3	15.0	18.3	13.8
	9	%	12.1	21.7	11.6	9.9	15.1	6.9	12.2	12.0	8.4	14.9	12.3
	Very important (10)	%	29.6	28.0	35.8	27.8	29.4	24.0	30.1	29.1	20.3	29.5	36.1
	Unsure	%	0.8	1.3	0.4	0.7	1.0	1.1	1.1	0.5	0.4	1.3	0.6

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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]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Ensuring safe communities	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	11.7	18.9	14.5	10.1	7.8	10.6	10.2	13.2	12.4	11.9	11.0
	Somewhat confident	%	52.8	52.8	56.5	52.3	48.4	53.4	52.0	53.6	53.7	50.1	54.5
	Somewhat not confident	%	23.4	15.5	21.0	27.3	24.3	23.6	22.2	24.5	20.1	23.6	25.5
	Not confident	%	10.9	10.0	6.3	9.3	18.6	11.8	14.7	7.1	12.1	12.6	8.5
	Unsure	%	1.2	2.8	1.6	1.0	0.9	0.7	1.0	1.5	1.7	1.7	0.5

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]

				Region					Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Asserting Canada's role in international affairs	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	9.7	7.4	9.4	11.2	7.3	11.6	8.0	11.2	9.2	9.5	10.1
	Somewhat confident	%	41.9	51.8	50.5	43.2	27.9	37.5	38.3	45.5	41.8	38.7	44.9
	Somewhat not confident	%	29.8	23.9	28.6	30.4	30.0	34.3	32.1	27.5	28.5	32.0	28.8
	Not confident	%	16.2	15.2	10.4	13.2	30.2	13.8	19.9	12.6	16.3	18.1	14.4
	Unsure	%	2.4	1.8	1.1	2.0	4.7	2.7	1.7	3.1	4.2	1.7	1.8

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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]

			Region						Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Protecting our borders	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	16.9	23.0	14.3	19.2	17.0	12.7	15.7	18.1	19.6	14.4	17.3
	Somewhat confident	%	42.2	49.5	46.5	41.0	32.2	46.0	40.6	43.8	45.1	41.3	41.0
	Somewhat not confident	%	20.6	10.9	24.3	21.2	20.9	19.0	18.5	22.6	14.2	22.6	23.2
	Not confident	%	18.5	15.7	13.0	18.0	27.2	19.4	23.7	13.6	18.0	20.4	17.3
	Unsure	%	1.7	1.0	1.9	0.6	2.7	2.9	1.6	1.9	3.1	1.3	1.2

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]

			Region						Gender		Age		
			Canada 2019-01	Altantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Fighting terrorism	Total	Unwgt N	1000	100	250	300	200	150	502	498	213	380	407
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	12.5	9.3	13.2	12.6	13.4	11.8	10.6	14.2	12.7	11.7	13.0
	Somewhat confident	%	47.6	57.9	52.9	49.3	36.1	43.5	44.7	50.3	49.6	45.5	47.9
	Somewhat not confident	%	21.4	20.4	21.8	20.4	22.5	22.1	23.9	19.1	18.3	21.3	23.7
	Not confident	%	15.9	10.5	9.4	16.4	25.5	16.7	18.7	13.2	16.2	18.7	13.3
	Unsure	%	2.6	1.8	2.7	1.3	2.5	5.9	2.1	3.2	3.3	2.7	2.1