Thank you for subscribing

NANOS

As a subscriber, you have unlimited access including national, regional, and demographic trend lines to National data in following dashboards:

- Federal Political and Issue Weekly Tracking (2014 to present)
- Federal Nightly Election Tracking 2019 (August 2019 to present)
- Economic Weekly Tracking Canada (2008 to present)
- Canada-US Relations Annual Tracking (2005 to present)
- The Nanos Annual Policy Map (2015 to present)
- The Mood of Canada Annual Survey (2007 to present)

To follow are samples and the questions asked in each of the Nanos data portals:

Questions or concerns? Please email Ashley or call 613-234-4666 ext. 237.

To become a paid subscriber and to gain access to national, regional, and demographic trend lines in the Nanos data portals, click here to subscribe now. ($4 a month, $48 a year).
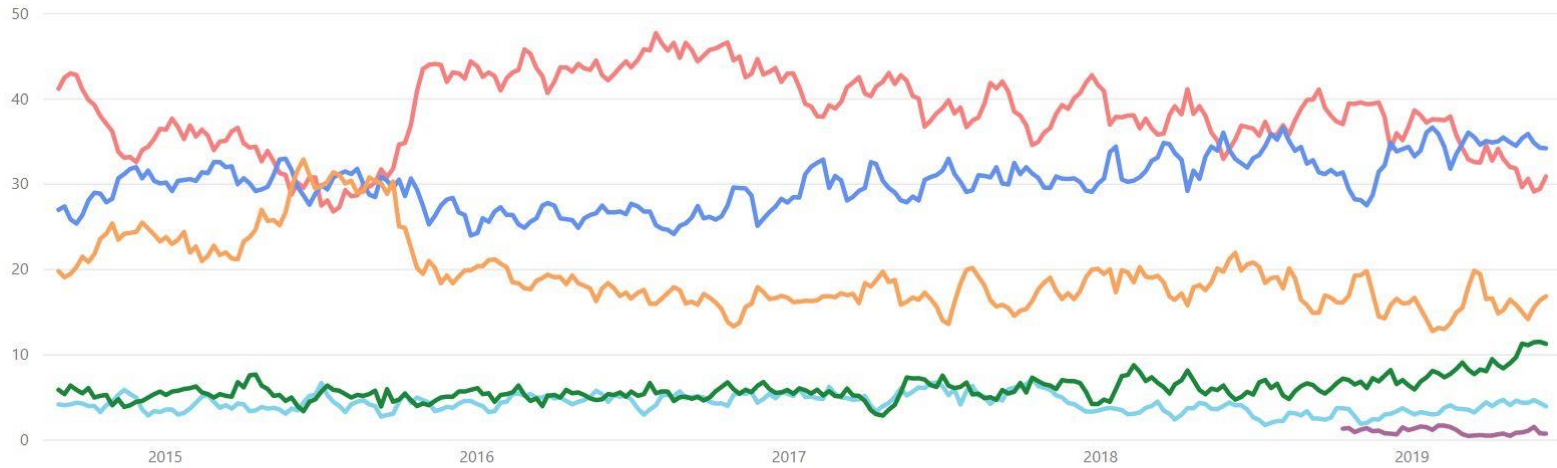
Updated every Tuesday

Change the date range to watch the data change over time. View the data for a specific age range, region or gender!
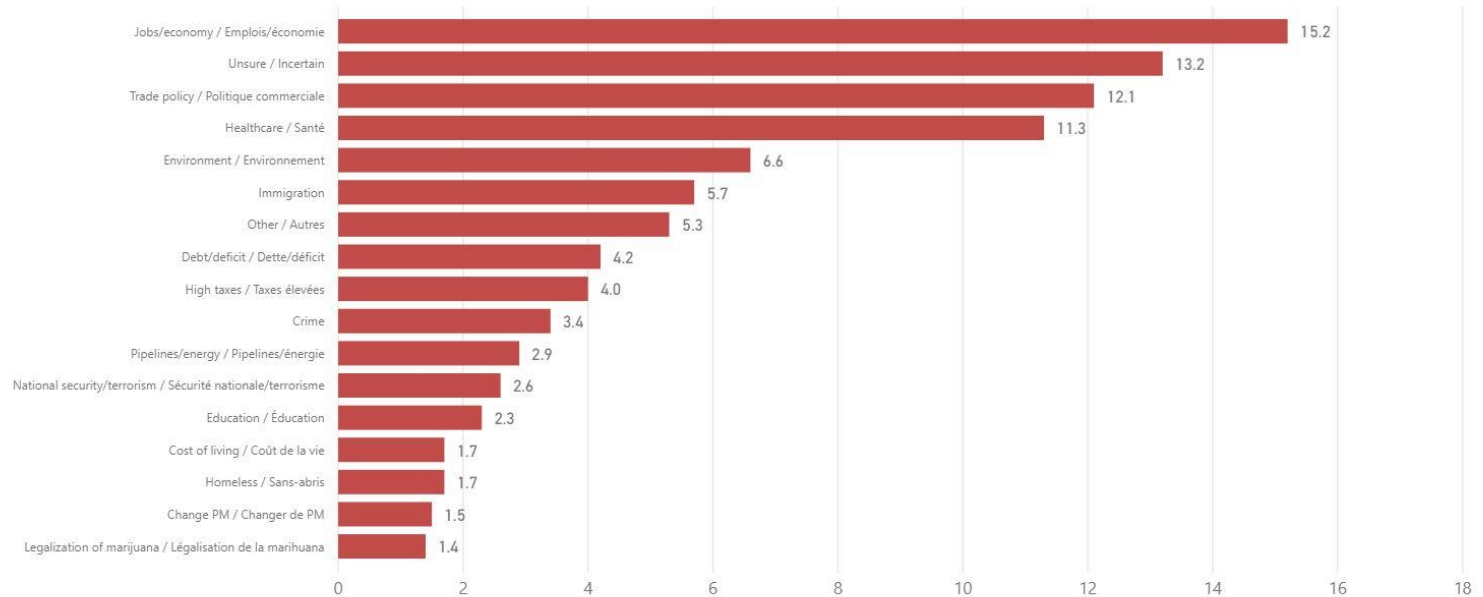
Updated every Tuesday

Most Recent Weekly Issue Tracking
Suivi hebdomadaire des enjeux

Question - What is your most important NATIONAL issue of concern? [Unprompted]

Question - Quel dossier NATIONAL revêt le plus d'importance pour vous? [Spontané]

Period ending
Période se terminant le
2018-07-27

Nik Nanos, FMRIA
nik@nanos.co
613 234 4666 x 237
Twitter: @niknanos
www.nanos.co
www.nanos.co/method

Issue	Value
Jobs/economy / Emplois/économie	15.2
Unsure / Incertain	13.2
Trade policy / Politique commerciale	12.1
Healthcare / Santé	11.3
Environment / Environnement	6.6
Immigration	5.7
Other / Autres	5.3
Debt/deficit / Dette/déficit	4.2
High taxes / Taxes élevées	4.0
Crime	3.4
Pipelines/energy / Pipelines/énergie	2.9
National security/terrorism / Sécurité nationale/terrorisme	2.6
Education / Éducation	2.3
Cost of living / Coût de la vie	1.7
Homeless / Sans-abris	1.7
Change PM / Changer de PM	1.5
Legalization of marijuana / Légalisation de la marihuana	1.4

Click through the pages to view the top issues over time!

The questions in the Nanos Political and Issue tracking survey are as follows:

1. What is your most important NATIONAL issue of concern?

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE ORDER]

2. Liberal Party
3. Conservative Party
4. NDP
5. Bloc Québécois
6. People's Party of Canada
7. Green Party

8. For those parties you would consider voting for **federally**, could you please rank your top two current local preferences? [Unprompted] [1ST CHOICE, 2ND CHOICE RANK]

9. Are you currently leaning towards any particular **FEDERAL** party? If you are, which party would that be? [Unprompted]

As you may know, at the federal level, [ROTATE] Justin Trudeau is the leader of Liberal Party, Andrew Scheer is the leader of the Conservative Party, Mario Beaulieu is the leader of the Bloc Québécois, Jagmeet Singh is the leader of the NDP, Elizabeth May is leader of the Green Party, and Maxime Bernier is the leader of the People's Party of Canada.

10. Of the current federal political party leaders, could you please rank your top two current preferences for Prime Minister? [1ST CHOICE, 2ND CHOICE RANK]
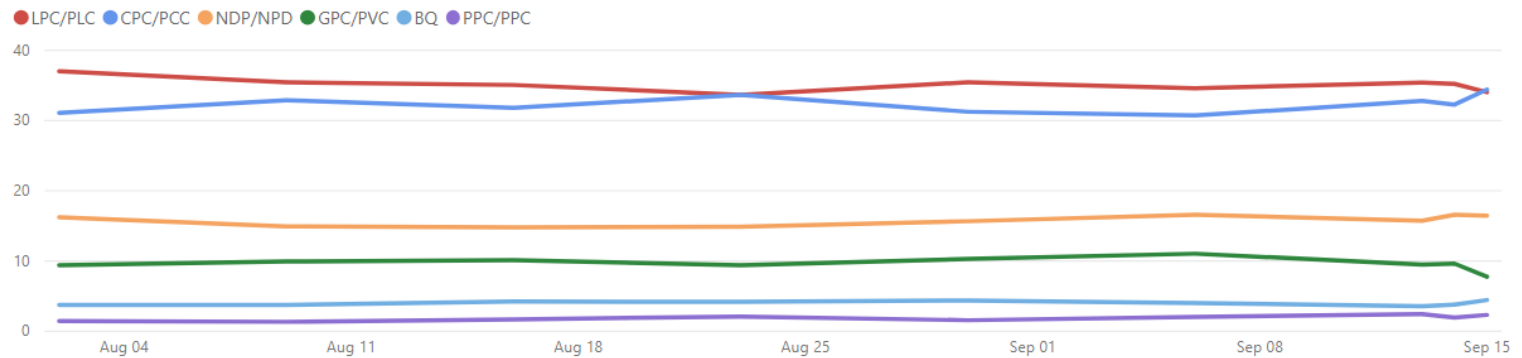
Updated every day during the Election

Change the date range to watch the data change over time. View the data for a specific age range, region or gender!

The questions in the Nanos Nightly Election tracking survey are as follows:

1. What is your most important NATIONAL issue of concern?

For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE ORDER]

2. Liberal Party
3. Conservative Party
4. NDP
5. Bloc Québécois
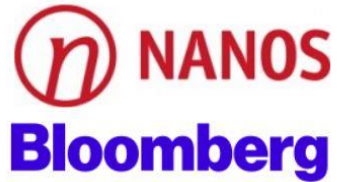6. People's Party of Canada
7. Green Party

8. For those parties you would consider voting for **federally**, could you please rank your top two current <u>local</u> preferences? [Unprompted] [1ST CHOICE, 2ND CHOICE RANK]

9. Are you currently leaning towards any particular **FEDERAL** party? If you are, which party would that be? [Unprompted]

As you may know, at the federal level, [ROTATE] Justin Trudeau is the leader of Liberal Party, Andrew Scheer is the leader of the Conservative Party, Mario Beaulieu is the leader of the Bloc Québécois, Jagmeet Singh is the leader of the NDP, Elizabeth May is leader of the Green Party, and Maxime Bernier is the leader of the People's Party of Canada.

10. Of the current federal political party leaders, could you please rank your top two current preferences for Prime Minister? [1ST CHOICE, 2ND CHOICE RANK]
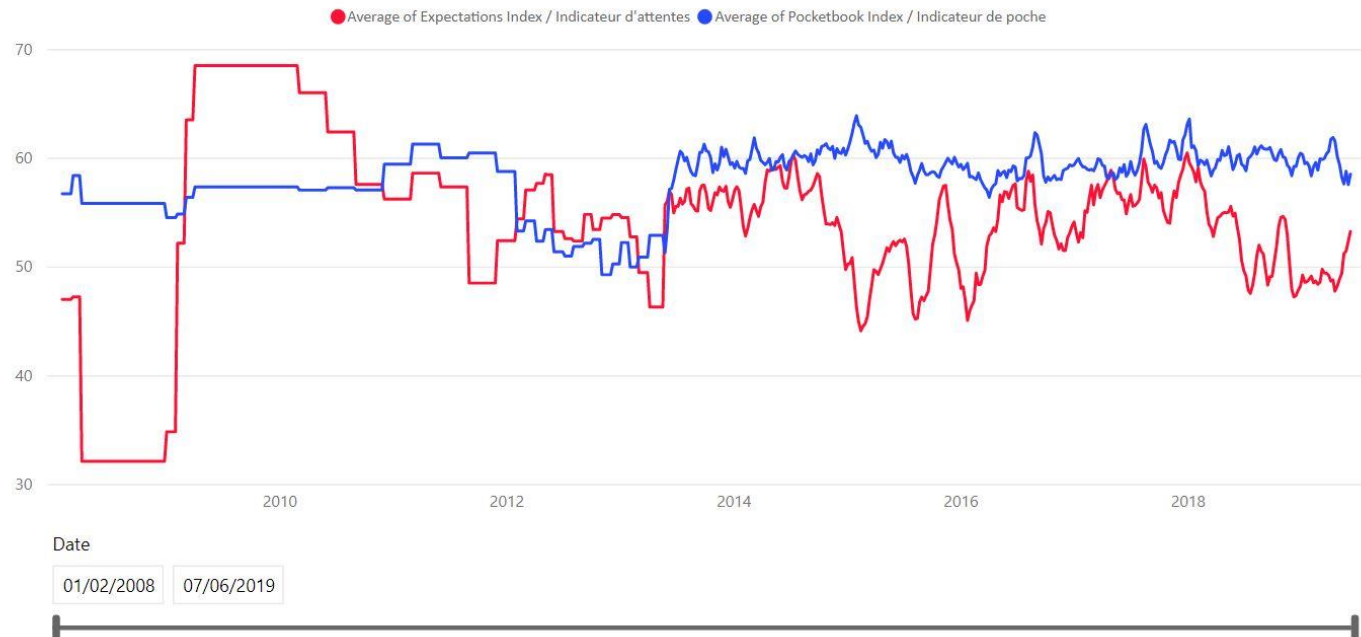
Updated every Monday

Change the date range to watch the data change over time.

NANOS > ECONOMIC TRACKING CANADA

The questions in the Nanos Economic survey are as follows:

1. Thinking of your personal finances, are you better off, worse off or has there been no change over the past year?

2. In the next six months, do you think the Canadian economy will become stronger, weaker or will there be no change?

3. Would you describe your job, at this time, as secure, somewhat secure, somewhat not secure or not at all secure?

4. In the next six months, do you believe that the value of real estate in your neighborhood will increase, stay the same or decrease?

Updated yearly with a new wave of data.

Change the date range to watch the data change over time or view the data for a region!

The questions in the Nanos CANAM Canada survey are as follows:

1. Canada should follow its own interests, even if this leads to conflict with other nations. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree? [TRACKING]

2. Thinking about Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with Canada in terms of human rights? [TRACKING]

>   The US
>   Britain
>   Japan
>   France
>   Germany
>   China
>   Mexico

3. Thinking about Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with Canada in terms of family values? [TRACKING]

>   The US
>   Britain
>   Japan
>   France
>   Germany
>   China
>   Mexico

4. Thinking about Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with Canada in terms of business values? [TRACKING]

The US
Britain
Japan
France
Germany
China
Mexico

5. Thinking about when a package or a shipping container of goods enters Canada from one of the countries below, please rank the first and second country that Canadians customs officials should thoroughly inspect the shipment. [TRACKING]

>   The US
>   Britain
>   Japan
>   France
>   Germany
>   China
>   Mexico

6. Thinking about when a visitor from one of the countries below arrives at the Canadian border, please rank the first and second country whose visitors Canadian customs officials should question more thoroughly. [TRACKING]

>   The US
>   Britain
>   Japan
>   France
>   Germany
>   China
>   Mexico

7. In terms of national security (i.e., NATO, the United Nations), should the United States and Canada be moving towards greater and closer cooperation or should they be maintaining separate national security policies and priorities? [TRACKING]

8. In terms of border security, should the United States and Canada be moving towards greater and closer cooperation or should they be maintaining separate national security policies and priorities? [TRACKING]

9. In terms of anti-terrorism measures, should the United States and Canada be moving towards greater and closer cooperation or should they be maintaining separate national security policies and priorities? [TRACKING]

10. In your opinion, how important or unimportant is it for the United States and Canada to work together to develop an integrated energy policy to remove any dependence on Middle East oil? Is it very important, somewhat important, somewhat unimportant or very unimportant? [TRACKING]

The questions in the Nanos CANAM US survey are as follows:

1. The US should follow its own interests, even if this leads to conflict with other nations. Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree? [TRACKING]

2. Thinking about the US in relation with the countries below, could you please identify the first and second ranked countries that are closest with the United States in terms of human rights? [TRACKING]

Canada
Britain
Japan
France
Germany
China
Mexico

3. Thinking about the US in relation with the countries below, could you please identify the first and second ranked countries that are closest with the United States in terms of family values? [TRACKING]

Canada
Britain
Japan
France
Germany
China
Mexico

4. Thinking about the US in relation with the countries below, could you please rank the top two countries that are closest with the United States in terms of business values? [TRACKING]

Canada
Britain
Japan
France
Germany
China
Mexico

5. Thinking about when a package or a shipping container of goods enters the United States from one of the countries below, please rank the first and second country that American customs officials should thoroughly inspect the shipment. [TRACKING]

Canada
Britain
Japan
France
Germany
China
Mexico

6. Thinking about when a visitor from one of the countries below arrives at the US border, please rank the first and second country whose visitors American customs officials should question most thoroughly. [TRACKING]

Canada
Britain
Japan
France
Germany
China
Mexico

7. In terms of national security (i.e., NATO, the United Nations), should the United States and Canada be moving towards greater and closer cooperation or should they be maintaining separate national security policies and priorities? [TRACKING]

8. In terms of border security, should the United States and Canada be moving towards greater and closer cooperation or should they be maintaining more separate policies and priorities? [TRACKING]

9. In terms of anti-terrorism measures, should the United States and Canada be moving towards greater and closer cooperation or should they be maintaining more separate policies and priorities? [TRACKING]

10. In your opinion, how important or unimportant is it for the United States and Canada to work together to develop an integrated energy policy to remove any dependence on Middle East oil? It is very important, somewhat important, somewhat unimportant or very unimportant? [TRACKING]
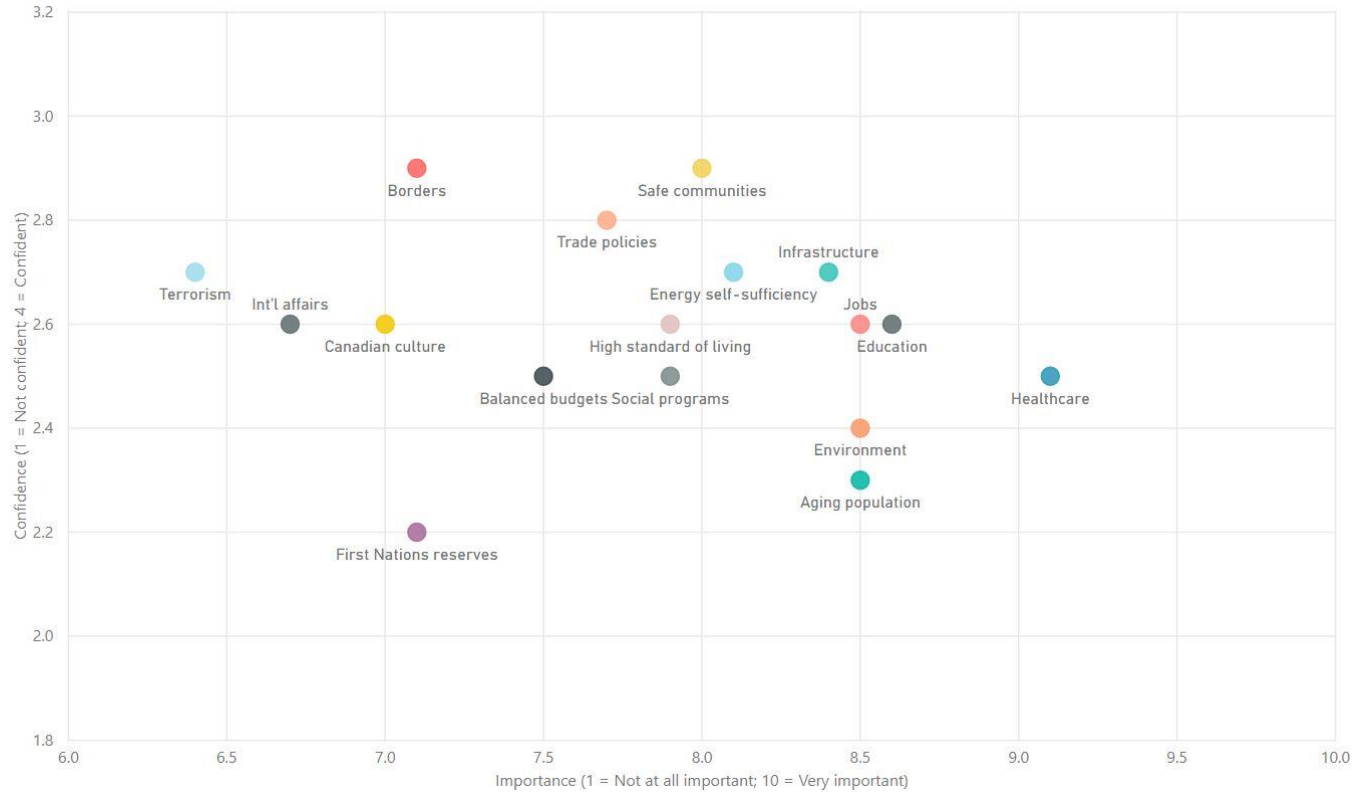
Updated yearly with a new wave of data.

Change the date range to watch the data change over time or view the data by who was the Prime Minister at the time!

13

The questions in the Nanos Public Policy survey are as follows:

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

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

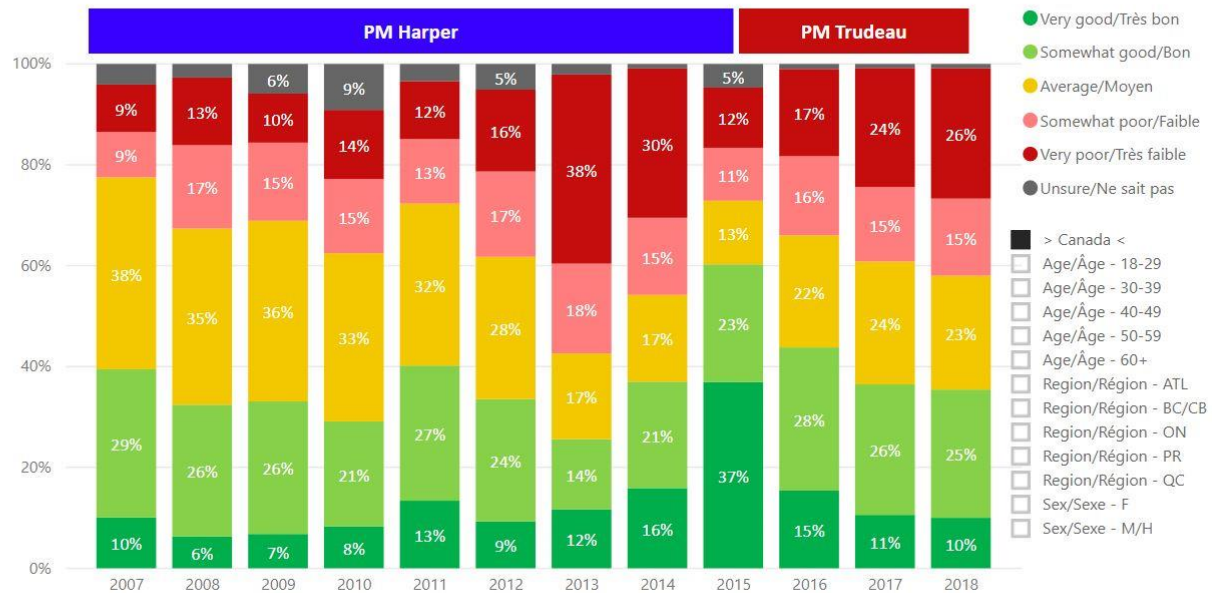**Updated yearly with a new wave of data.**

View the data for a specific age range, region or gender!

The questions in the Nanos Mood of Canada survey are as follows:

1. Would you describe the performance of the current Federal [INSERT GOVERNING PARTY] Government led by [INSERT NAME] as very good, somewhat good, average, somewhat poor or very poor?

2. Would you say that Canada as a country is moving in the right direction or the wrong direction?

3. On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate the relationship between the federal government and the provincial governments over the past year?

4. On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate Canada's reputation around the world over the past year?

NANOS > A TEAM OF NANOS COMPANIES

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

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

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

NANOS > CONTACT US TODAY

Ottawa 613.234.4666 x237
Toronto 416.493.1965 x237
Washington 202.697.9924

North America
Toll-free
1.888.737.5505 x237

Nik Nanos
Chief Data Scientist
nik@nanos.co

www.nanos.co