Coronavirus sees a steep climb as the top unprompted issue of concern for Canadians
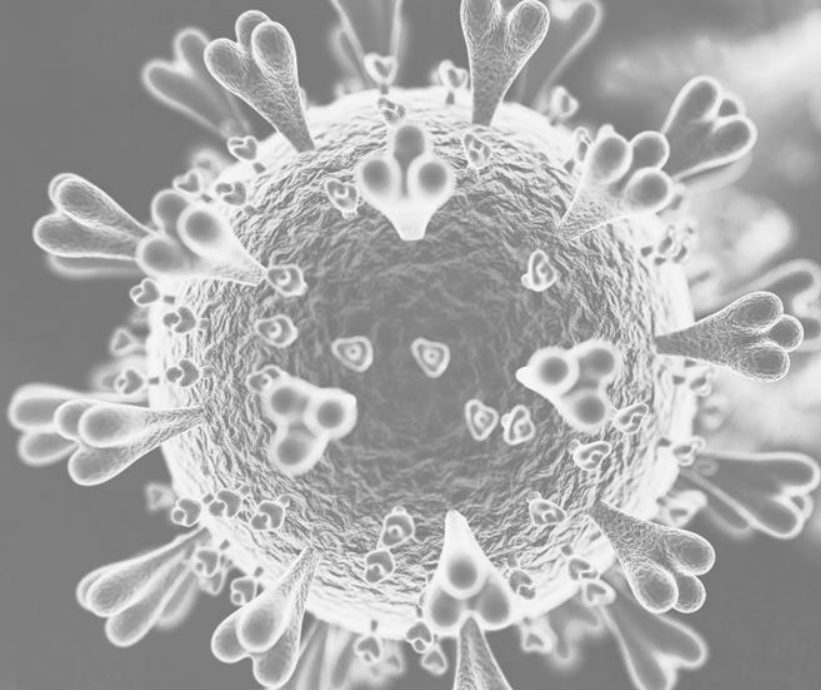
NANOS

Nanos tracks unprompted issues of concern every week and is uniquely positioned to monitor the trajectory of opinion on Covid-19. This first was on the Nanos radar the week of January 24, 2020. To access full weekly national and regional tracking visit the Nanos subscriber data portal.
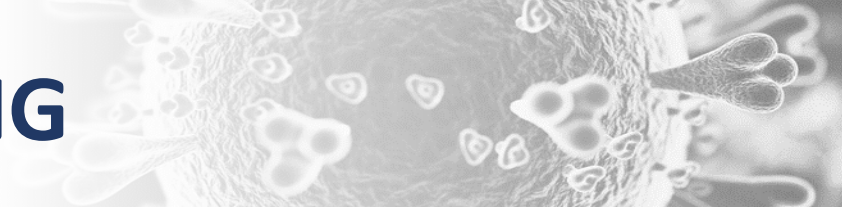
"

Concern about the Coronavirus is gripping the top of mind thoughts of Canadians.
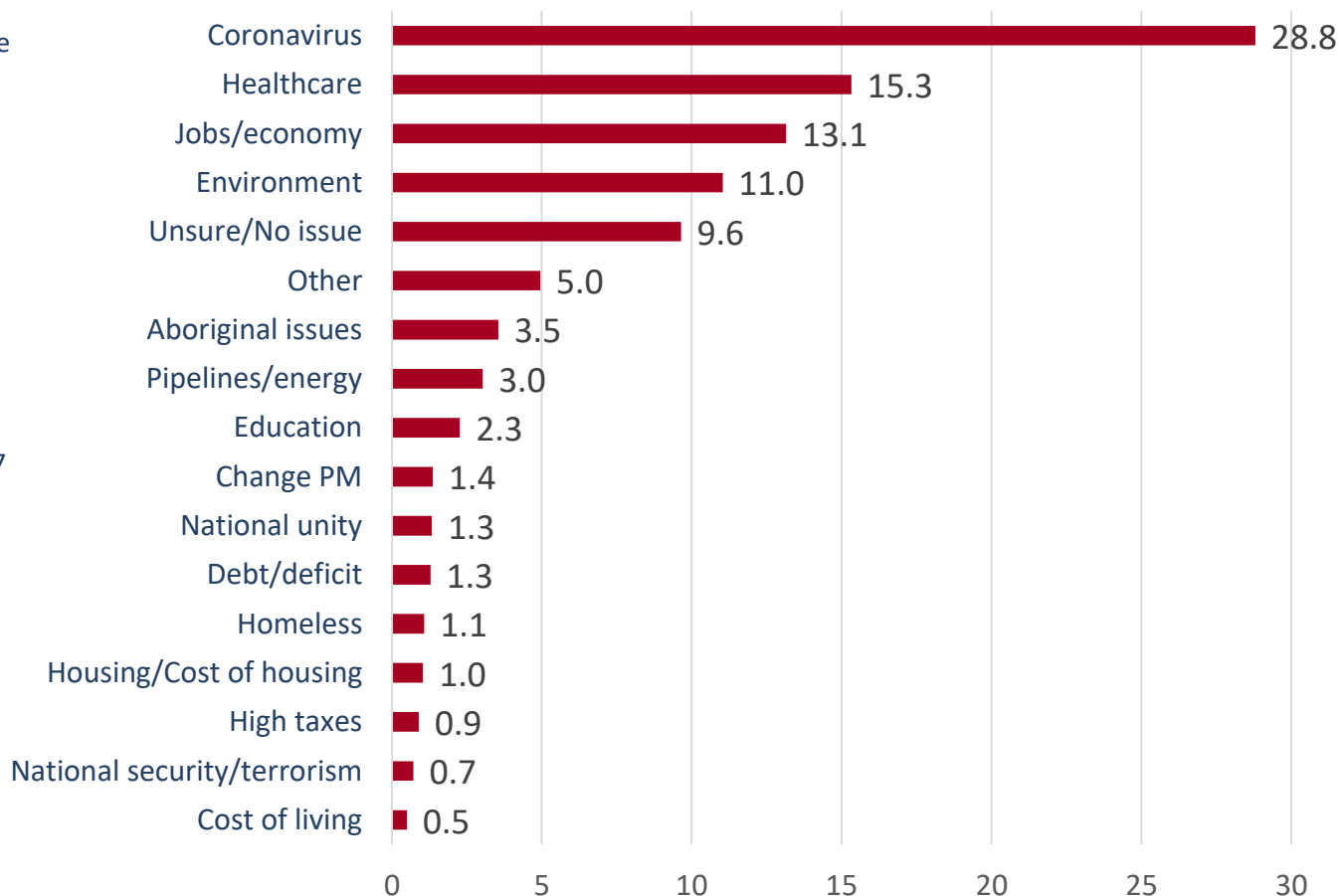
"

Nik Nanos

NANOS

NATIONAL ISSUE TRACKING

1,000 random telephone interviews (land- and cell-lines) with Canadians age 18 years and over, ending March 27th, 2020. The data is based on a four week rolling average where each week the oldest group of 250 interviews is dropped and a new group of 250 is added. A random telephone survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

Contact: Nik Nanos
nik@nanos.co
Ottawa: (613) 234-4666 x 237
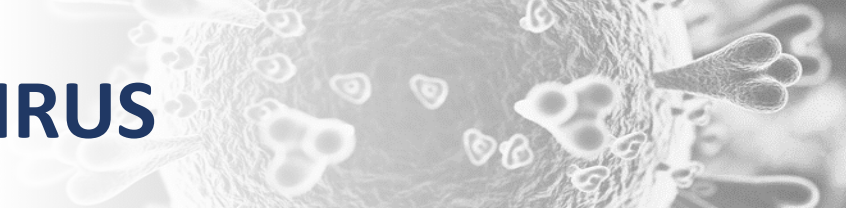Website: www.nanos.co
Methodology:
www.nanos.co/method

Subscribe to the Nanos data portals to get access to detailed demographic and regional breakdowns.

Question: What is your most important NATIONAL issue of concern? [UNPROMPTED]
Source: Nanos weekly tracking ending March 27th, 2020.

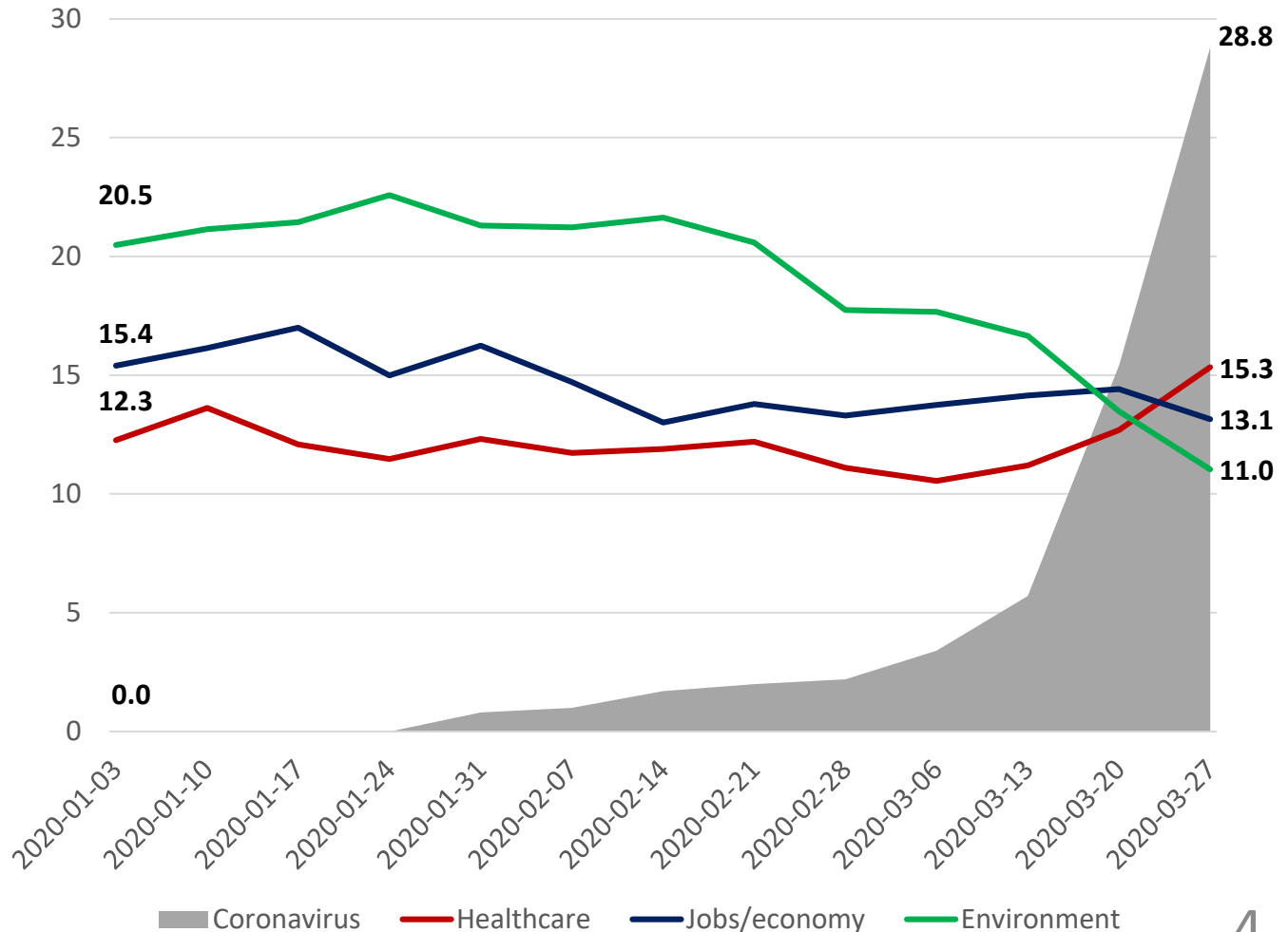| Issue	Value
Coronavirus	28.8
Healthcare	15.3
Jobs/economy	13.1
Environment	11.0
Unsure/No issue	9.6
Other	5.0
Aboriginal issues	3.5
Pipelines/energy	3.0
Education	2.3
Change PM	1.4
National unity	1.3
Debt/deficit	1.3
Homeless	1.1
Housing/Cost of housing	1.0
High taxes	0.9
National security/terrorism	0.7
Cost of living	0.5

NANOS

ISSUE TRACKING - CORONAVIRUS

1,000 random telephone interviews (land- and cell-lines) with Canadians age 18 years and over, ending March 27th, 2020. The data is based on a four week rolling average where each week the oldest group of 250 interviews is dropped and a new group of 250 is added. A random telephone survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

Contact: Nik Nanos
nik@nanos.co
Ottawa: (613) 234-4666 x 237
Website: www.nanos.co
Methodology:
www.nanos.co/method

Subscribe to the Nanos data portals to get access to detailed demographic and regional breakdowns.

Question: What is your most important NATIONAL issue of concern? [UNPROMPTED]
Source: Nanos weekly tracking ending March 27th, 2020.

NANOS DATA PORTALS

Subscribe now for just $4 a month ($48 for a 12 month subscription) to have unlimited access including national, regional, and demographic trend lines to the issue data portal and the following dashboards all the other data portals:

	Subscribers	Non-subscribers
Weekly Issue Tracking Canada (2015 to present)	✓	
Weekly Canadian Consumer Confidence Tracking (2008 to present)	✓	✓ (topline data only)
Weekly National Ballot Tracking Canada (2014 to present)	✓	
Weekly Undecided Tracking (new) (2014 to present)	✓	
Weekly Preferred PM Tracking Canada (2014 to present)	✓	✓ (topline data only)
Weekly Party Power Index Tracking Canada (2014 to present)	✓	✓ (topline data only)
Weekly Consider Voting for Liberal Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Conservative Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the NDP of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Green Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Bloc Québécois (new) (2014 to present)	✓	
Weekly Consider Voting for the People's Party of Canada (new) (2014 to present)	✓	
2015 Canadian Nightly Federal Election Tracking (detailed data)	✓	✓ (topline data only)
CTV-Globe-Nanos 2019 Canadian Nightly Federal Election Tracking (detailed data)	✓	✓ (topline data only)
Canada-US Relations Annual Tracking (2005 to present)	✓	
The Nanos Annual Public Policy Map (2015 to present)	✓	
The Mood of Canada Annual Tracking Survey (2007 to present)	✓	

SURVEY METHODOLOGY

The Weekly Nanos Tracking is produced by the Nanos Research Corporation, headquartered in Canada, which operates in Canada and the United States. The data is based on a dual frame (land + cell-lines) random telephone interviews with 1,000 Canadians using a four week rolling average of 250 respondents each week, 18 years of age and over. The random sample of 1,000 respondents may be weighted by age and gender using the latest census information for Canada. The interviews are compiled into a four week rolling average of 1,000 interviews, where each week the oldest group of 250 interviews is dropped and a new group of 250 interviews is added.

A random telephone survey of 1,000 Canadians is accurate ±3.1 percentage points, plus or minus, 19 times out of 20.

NANOS

TECHNICAL NOTE
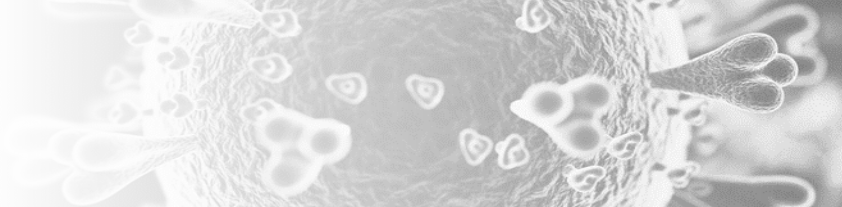
Element	Description
Organization who commissioned the research	Nanos Research
Final Sample Size	1,000 Randomly selected individuals, four week rolling average of 250 interviews a week.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) telephone 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.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work
Number of Calls/	Maximum of five call backs.
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm
Field Dates	Four week period ending March 27th, 2020
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/

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	Nine percent, consistent with industry norms.
Question Order	This was the only question asked in this module.
Question Content	This was module one of a weekly tracking survey.
Question Wording	The wording of question is as presented in the report.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://nanos.co Telephone:(613) 234-4666 ext. 237 – Toll Free: (888) 737-5505 ext. 223. Email: info@nanosresearch.com.

ABOUT NANOS
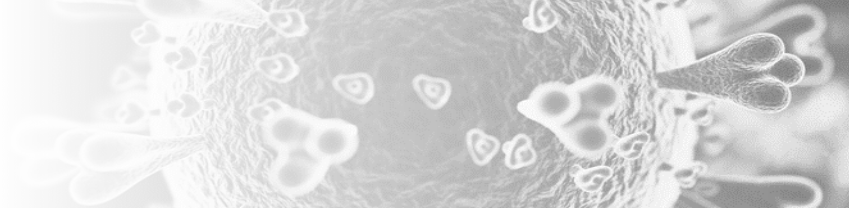
As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. 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

Issue of Concern – Tracking ending March 27th, 2020 - STAT SHEET

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

						Issue							
		Total	Healthcare	Education	Jobs/economy	Crime	Debt/deficit	High taxes	Gas prices	Environment	Homeless	Senate/Scandal	Pipelines/energy
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2020-03-27	1000	15.3	2.3	13.1	0.4	1.3	0.9	0.1	11.0	1.1	0.2	3.0
	Atlantic												
	Quebec												
	Ontario					Subscribers only - visit the Nanos Data Portal at https://www.nanos.co/dataportal/							
	Prairies												
	British Columbia												

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

						Issue						
		Pipelines/energy	Immigration	Seniors issues	Cost of living	Other	Change gov't	Aboriginal issues	Change PM	National unity	Income inequality	National security/terrorism
		Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2020-03-27	3.0	0.4	0.4	0.5	1.9	0.4	3.5	1.4	1.3	0.1	0.7
	Atlantic											
	Quebec											
	Ontario					Subscribers only - visit the Nanos Data Portal at https://www.nanos.co/dataportal/						
	Prairies											
	British Columbia											

www.nanos.co

Issue of Concern – Tracking ending March 27th, 2020 - STAT SHEET

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

		Issue								
		Family issues/childcare	Housing/Cost of housing	Foreign/International affairs	Electricity/hydro costs	Freedom of speech/individual freedom	Preserving French language/culture	Carbon tax	Coronavirus	Unsure/No issue
		Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2020-03-27	0.1	1.0	0.2	0.1	0.2	0.3	0.2	28.8	9.6
	Atlantic									
	Quebec									
	Ontario									
	Prairies									
	British Columbia									

Subscribers only - visit the Nanos Data Portal at https://www.nanos.co/dataportal/

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,000 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending March 27th, 2020. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.

www.nanos.co

Page 2