

Exploring Canadian values

Values Survey Summary

Survey by Nanos Research, October 2016
(Submission 2016-918)





Canadians most proud of equality, equity and social justice – top Canadian values are rights and freedoms and respect for others

Nanos was interested in exploring perceptions of Canadian values and asked unprompted open-ended questions. Canadian say they are most proud of their equality, equity and social justice. Most frequently, they say rights and freedoms, respect for others and kindness and compassion are the top Canadian values. No significant differences were noted amongst the different subgroups.

- **Canadians are most proud of Canada's equality, equity and social justice** – Asked what makes them proud to be Canadian, nearly a quarter of Canadians said equality, equity and social justice (25%), followed by reputation as peacekeepers (19%), and multiculturalism, diversity and bilingualism (12%). Other reasons cited for being proud of being a Canadian included social values, such as education and healthcare (six per cent), family (five per cent), rights and freedoms (four per cent), safety and gun control (four per cent), as well as love of nature, the outdoors and the environment (two per cent).
- **Top Canadian values are right and freedoms, respect for others and kindness and compassion** – Asked to describe the top three Canadian values to someone who was not Canadian, 16 per cent of responses related to rights and freedoms, followed by respect for others (12%) and kindness and compassion (11%). Other values mentioned included multiculturalism, diversity and bilingualism, as well as social values such as education and healthcare with nine per cent each. Equality, equity and social justice, and tolerance and acceptance received eight per cent of mentions respectively.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 24th and 27th, 2016 conducted by Nanos Research as part of an omnibus survey. 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 Research.

Reasons to be a proud Canadian

25% Equality, equity and social justice



19% Reputation as peacekeepers



12% Multiculturalism, diversity, bilingualism
11% Respect for others



Top Canadian values

16% Rights and Freedoms

8% Equality, equity and social justice

12% Respect for others

11% Kindness/compassion

9% Multiculturalism, diversity, bilingualism

9% Social values (education, healthcare, opportunities)

8% Tolerance/acceptance

Reasons to be a proud Canadian

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Frequency (n=1000)
Equality, equity and social justice	25.2%
Reputation as peacekeepers	19.4%
Multiculturalism/diversity/bilingualism	12.0%
Respect for others	11.3%
Social values (education, healthcare, opportunities)	6.2%
Family/Importance of family	5.3%
Rights and Freedoms	4.3%
Safety for all/Gun control	4.0%
Love of nature/outdoors/environment	1.9%
Other	2.2%
Unsure	8.2%

QUESTION – What makes you proud to be a Canadian? [Open-ended]

Top Canadian value

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Frequency (n=2848)*
Rights and Freedoms	15.5%
Respect for others	11.6%
Kindness/compassion	11.4%
Multiculturalism/diversity/bilingualism	8.8%
Social values (education, healthcare, opportunities)	8.7%
Equality, equity and social justice	7.9%
Tolerance/acceptance	7.8%
Honesty/integrity	4.8%
Love of nature/outdoors/environment	4.2%
Reputation as peacekeepers	4.0%
Friendly/politeness	3.6%
Peace/being peaceful	2.7%
Work ethic/hard workers	2.2%
Safety for all/Gun control	2.0%
Family/Importance of family	0.8%
Other	2.1%
Unsure	2.0%

*Based on multiple mentions.

QUESTION – If you were to describe the top three Canadian values to someone who was not Canadian in only a few words, what would they be? [Open-ended]

Top Canadian value

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Top ten values	First mention Frequency (n=1000)	Second mention Frequency (n=935)	Third mention Frequency (n=915)
Rights and Freedoms	19.2%	14.0%	12.9%
Tolerance/acceptance	12.1%	5.0%	5.9%
Respect for others	11.6%	11.9%	11.2%
Kindness/compassion	9.8%	13.0%	11.5%
Multiculturalism/diversity/bilingualism	8.8%	9.5%	8.0%
Equality, equity and social justice	6.6%	8.6%	8.7%
Honesty/integrity	5.5%	5.8%	3.0%
Social values (education, healthcare, opportunities)	4.6%	11.3%	10.5%
Peace/being peaceful	3.2%	1.9%	2.8%
Reputation as peacekeepers	3.1%	4.2%	4.6%

QUESTION – If you were to describe the top three Canadian values to someone who was not Canadian in only a few words, what would they be? [Open-ended]



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 24th and 27th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were 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 Research.

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.



View our brochure

Nik Nanos FMRIA

Chairman, Nanos Research Group
Ottawa (613) 234-4666 ext. 237
Washington DC (202) 697-9924
nnanos@nanosresearch.com

Richard Jenkins

Vice President, Nanos Research
Ottawa (613) 234-4666 ext. 230
rjenkins@nanosresearch.com

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Nanos Research	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
Final Sample Size	1,000 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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online [omnibus] survey	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	13 percent, consistent with industry norms.
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 Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	This was module six of an omnibus survey. Preceding modules included questions on top unprompted national issues of concern, Canada's role in peacekeeping, comfort level with personal finances, climate change targets, and infrastructure priorities.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	September 24 th to 27 th , 2016.	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.
Language of Survey	The survey was conducted in both English and French.		



2016-918 – Nanos Research – Values STAT SHEET

			Region					Gender		Age					
			Canada	Atlantic	British			Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
			2016-09	Canada	Quebec	Ontario	Prairies	Columbia							
Question - What makes you proud to be a Canadian? [Open-ended]	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Respect for others	%	11.3	11.0	11.0	14.0	10.9	7.6	12.0	10.8	12.2	11.8	8.9	14.8	9.8
	Reputation as peacekeepers	%	19.4	27.6	12.4	20.8	16.7	26.4	17.8	20.9	15.8	18.8	18.6	20.7	22.1
	Social values (education, healthcare, opportunities)	%	6.2	4.4	4.9	7.0	6.7	7.4	5.3	7.1	6.9	6.1	6.1	4.2	7.3
	Multiculturalism/diversity /bilingualism	%	12.0	8.4	12.9	9.7	16.1	12.1	12.6	11.4	10.4	13.0	15.9	12.2	9.7
	Family/Importance of family	%	5.3	6.5	5.4	4.8	5.4	5.1	5.1	5.4	6.2	5.1	4.3	3.7	6.5
	Equality, equity and social justice	%	25.2	23.8	26.6	22.4	29.4	23.7	24.9	25.4	23.0	23.8	24.1	26.7	27.2
	Rights and Freedoms	%	4.3	5.3	3.8	5.8	2.5	3.8	4.1	4.4	4.2	6.5	4.8	5.2	1.9
	Safety for all/Gun control	%	4.0	1.5	6.0	3.5	3.3	4.3	4.6	3.4	5.7	3.9	5.0	2.8	2.9
	Love of nature/outdoors/environment	%	1.9	1.8	1.4	2.4	1.3	2.5	2.4	1.4	2.9	1.6	1.4	1.0	2.4
	Other	%	2.2	.8	3.3	2.5	1.8	1.4	2.3	2.1	2.0	1.1	1.5	1.9	3.8
	Unsure	%	8.2	8.9	12.4	7.2	6.0	5.6	8.8	7.6	10.7	8.3	9.3	6.9	6.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 24th and 27th, 2016. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

www.nanosresearch.com



2016-918 – Nanos Research – Values STAT SHEET

			Region					Gender		Age					
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question- If you were to describe the top three Canadian values to someone who was not Canadian in only a few words, what would they be? [Open-ended] Canadian Value 1	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Respect for others	%	11.6	7.2	14.3	12.0	10.2	10.8	12.5	10.7	11.0	11.1	10.5	12.3	12.4
	Reputation as peacekeepers	%	3.1	.9	3.7	2.4	6.4	.8	3.4	2.9	4.2	3.3	2.1	2.6	3.3
	Social values (education, healthcare, opportunities)	%	4.6	3.9	4.0	4.8	4.6	5.8	3.8	5.5	2.5	2.6	5.9	7.1	4.9
	Multiculturalism/diversity/bilingualism	%	8.8	11.4	9.1	8.2	8.7	8.1	8.5	9.1	12.8	6.6	7.4	8.8	8.3
	Family/Importance of family	%	1.3	2.7	2.1	.7	.9	.6	1.1	1.4	2.4	.6	1.3	1.1	1.0
	Equality, equity and social justice	%	6.6	8.2	4.0	9.3	5.6	5.8	5.8	7.4	7.3	10.9	6.8	5.8	3.8
	Rights and Freedoms	%	19.2	15.9	24.9	16.0	21.3	15.5	20.3	18.1	12.4	13.8	19.3	20.5	26.5
	Safety for all/Gun control	%	1.0	1.3	2.1	.3	.5	1.3	.8	1.3	.5	1.2	2.1	.5	.9
	Love of nature/outdoors/environment	%	1.8	2.7	1.9	1.8	1.3	1.7	1.0	2.6	5.0	2.2	.4	1.6	.4
	Work ethic/hard workers	%	.9	.0	.0	1.7	.8	1.4	1.1	.7	1.4	1.0	.8	.5	.8
	Peace/being peaceful	%	3.2	4.1	4.1	2.7	2.3	3.4	3.0	3.4	4.3	3.0	5.8	2.8	1.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 24th and 27th, 2016. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.



2016-918 – Nanos Research – Values STAT SHEET

		Region						Gender		Age					
		Canada 2016-09	Atlantic			British			Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
			Canada	Quebec	Ontario	Prairies	Columbia								
Tolerance/acceptance	%	12.1	13.1	10.5	12.5	8.7	17.9	13.3	11.0	7.9	16.6	10.1	12.5	13.6	
Kindness/compassion	%	9.8	10.1	6.9	9.8	12.3	11.0	9.3	10.2	7.5	8.9	11.2	10.5	10.5	
Honesty/integrity	%	5.5	7.0	1.8	7.2	6.0	6.4	4.1	6.8	5.4	3.8	5.9	7.0	5.1	
Friendly/politeness	%	2.4	5.3	.3	2.8	2.7	2.6	3.8	1.0	3.4	5.1	2.3	.9	1.0	
Other	%	2.5	.8	3.4	2.4	2.0	2.8	2.5	2.5	2.3	4.0	1.7	2.0	2.5	
Unsure	%	5.6	5.6	7.0	5.2	5.6	4.1	5.7	5.5	9.8	5.4	6.3	3.2	3.8	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 24th and 27th, 2016. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.



2016-918 – Nanos Research – Values STAT SHEET

			Region					Gender		Age					
			Canada	Atlantic	British			Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
			2016-09	Canada	Quebec	Ontario	Prairies	Columbia							
Question - If you were to describe the top three Canadian values to someone who was not Canadian in only a few words, what would they be? [Open-ended] Canadian Value 2	Total	Unwgt	935	93	230	282	189	141	470	465	134	143	231	192	235
		N													
		Wgt N	933	94	228	281	188	141	457	476	176	154	173	180	250
	Respect for others	%	11.9	8.1	18.8	13.4	7.5	6.2	10.7	13.0	9.3	14.8	11.8	8.5	14.5
	Reputation as peacekeepers	%	4.2	4.3	4.2	3.3	6.9	2.1	3.7	4.7	3.3	4.1	3.5	5.5	4.3
	Social values (education, healthcare, opportunities)	%	11.3	12.0	11.2	11.0	11.7	11.1	11.7	10.9	11.2	7.7	9.7	10.7	15.1
	Multiculturalism/diversity/bilingualism	%	9.5	8.7	9.3	7.3	8.6	15.9	10.3	8.8	15.2	8.4	8.5	9.4	7.0
	Family/Importance of family	%	.2	.0	.0	.8	.0	.0	.1	.4	.0	.0	1.3	.0	.0
	Equality, equity and social justice	%	8.6	8.4	12.0	8.1	4.1	10.6	10.1	7.3	7.6	9.3	8.2	8.5	9.4
	Rights and Freedoms	%	14.0	17.1	15.1	12.2	18.5	7.7	15.9	12.1	8.7	14.5	13.7	16.4	15.7
	Safety for all/Gun control	%	2.2	2.0	1.2	2.8	1.5	3.6	3.1	1.3	2.1	5.3	1.6	1.5	1.3
	Love of nature/outdoors/environment	%	4.6	4.0	6.0	5.2	2.2	5.0	3.8	5.5	4.4	3.4	6.1	5.1	4.3
	Work ethic/hard workers	%	2.2	1.7	.0	3.5	2.7	2.7	2.1	2.2	2.4	2.5	1.3	3.2	1.6
	Peace/being peaceful	%	1.9	1.6	3.7	1.3	.8	2.0	1.3	2.5	1.4	2.4	2.9	1.6	1.5
	Tolerance/acceptance	%	5.0	4.9	2.0	4.7	9.6	4.7	4.9	5.2	5.7	3.6	6.8	5.7	3.8
Kindness/compassion	%	13.0	20.3	5.9	13.3	16.0	15.4	11.3	14.7	14.8	12.5	10.3	14.2	13.2	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 24th and 27th, 2016. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

www.nanosresearch.com



2016-918 – Nanos Research – Values STAT SHEET

		Region						Gender		Age				
		Canada	Atlantic		British			Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
		2016-09	Canada	Quebec	Ontario	Prairies	Columbia							
Honesty/integrity	%	5.8	5.4	4.8	4.5	6.9	8.9	5.4	6.3	7.3	6.0	9.1	3.5	4.1
Friendly/politeness	%	3.4	1.0	2.6	5.7	2.4	3.2	3.4	3.5	4.3	2.8	3.6	3.4	3.1
Other	%	1.9	.7	3.1	2.9	.5	.6	2.2	1.6	2.4	2.3	1.8	2.3	1.2
Unsure	%	.1	.0	.0	.0	.0	.6	.0	.2	.0	.0	.0	.5	.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 24th and 27th, 2016. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.



2016-918 – Nanos Research – Values STAT SHEET

			Region					Gender		Age					
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - If you were to describe the top three Canadian values to someone who was not Canadian in only a few words, what would they be? [Open-ended] Canadian Value 3	Total	Unwgt N	915	91	226	278	183	137	458	457	130	140	223	190	232
		Wgt N	914	93	224	278	182	137	445	469	170	150	168	178	248
	Respect for others	%	11.2	6.7	12.6	11.1	12.9	9.8	10.5	11.8	16.8	11.6	10.3	12.9	6.4
	Reputation as peacekeepers	%	4.6	3.8	4.7	3.3	7.1	4.4	3.1	6.0	3.1	4.7	5.8	2.8	6.1
	Social values (education, healthcare, opportunities)	%	10.5	14.3	10.1	12.0	8.5	8.4	10.7	10.4	7.8	10.5	7.6	11.3	14.0
	Multiculturalism/diversity/bilingualism	%	8.0	11.9	11.2	5.9	6.4	6.4	6.9	9.0	11.1	4.5	7.3	9.8	7.2
	Family/Importance of family	%	.9	.9	1.0	.5	.5	1.7	.9	.8	1.7	1.2	.9	1.0	.0
	Equality, equity and social justice	%	8.7	10.8	11.4	8.8	6.5	5.5	9.4	8.0	7.9	6.8	6.8	8.2	12.0
	Rights and Freedoms	%	12.9	10.5	16.5	11.5	12.6	11.9	13.7	12.2	9.5	11.5	15.4	13.9	13.7
	Safety for all/Gun control	%	3.0	.0	3.2	2.8	3.4	4.5	2.4	3.5	1.9	1.3	2.2	3.7	4.8
	Love of nature/outdoors/environment	%	6.4	1.8	7.7	6.6	7.1	6.2	5.6	7.1	8.2	3.6	7.4	5.4	7.0
	Work ethic/hard workers	%	3.6	3.0	2.2	3.4	3.6	6.9	4.3	3.0	4.4	2.3	4.8	3.6	3.1
	Peace/being peaceful	%	2.8	4.0	4.4	2.2	2.4	1.5	3.8	1.9	2.9	2.6	1.9	3.8	2.8
	Tolerance/acceptance	%	5.9	9.3	3.8	6.6	4.8	7.0	6.0	5.8	7.7	4.5	4.8	5.5	6.5
	Kindness/compassion	%	11.5	12.7	3.1	15.1	12.2	15.9	10.8	12.1	9.1	16.3	11.4	13.2	8.9

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 24th and 27th, 2016. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.



2016-918 – Nanos Research – Values STAT SHEET

		Region					Gender		Age					
		Canada 2016-09	Atlantic			British		Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
			Canada	Quebec	Ontario	Prairies	Columbia							
Honesty/integrity	%	3.0	3.0	2.1	3.1	3.5	3.5	3.5	2.5	2.7	4.4	5.4	3.1	.7
Friendly/politeness	%	5.0	7.3	4.3	4.2	5.0	5.8	4.7	5.2	2.8	11.5	6.0	1.5	4.3
Other	%	2.0	.0	1.6	2.8	3.4	.6	3.3	.7	2.4	2.7	1.8	.5	2.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 24th and 27th, 2016. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.



2016-918 – Nanos Research – Values STAT SHEET

		Responses		
		N	Percent	Percent of Cases
Question - If you were to describe the top three Canadian values to someone who was not Canadian in only a few words, what would they be? [Open-ended]	Respect for others	329	11.6%	32.9%
	Reputation as peacekeepers	112	4.0%	11.2%
	Social values (education, healthcare, opportunities)	248	8.7%	24.8%
	Multiculturalism/diversity/bilingualism	250	8.8%	25.0%
	Family/Importance of family	23	0.8%	2.3%
	Equality, equity and social justice	226	7.9%	22.6%
	Rights and Freedoms	440	15.5%	44.0%
	Safety for all/Gun control	58	2.0%	5.8%
	Love of nature/outdoors/environment	120	4.2%	12.0%
	Work ethic/hard workers	62	2.2%	6.2%
	Peace/being peaceful	76	2.7%	7.6%
	Tolerance/acceptance	222	7.8%	22.2%
	Kindness/compassion	324	11.4%	32.4%
	Honesty/integrity	137	4.8%	13.7%
	Friendly/politeness	101	3.6%	10.1%
	Other	61	2.1%	6.1%
Unsure	57	2.0%	5.7%	
Total		2848	100.0%	284.7%