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A Report To The Globe and Mail and CTV

Most Important Issue Facing Canada Today

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Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present findings of a national online survey of 1,000 Canadians. This survey was conducted using the Research Now Web Perspectives online panel. All respondents were 18 years of age or older.
- ◆ Respondents completed web-based questionnaires between Thursday October 22nd and Saturday October 24th, 2009.
- ◆ The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the online panel provide results that are intended to estimate the true state of public opinion on the topics covered in this poll on the dates the questionnaire was administered.
- ◆ The results of any sample survey or poll, irrespective of methodology, may not exactly equal the true population due to multiple sources of imprecision including: coverage error, sampling error, response bias, inaccuracies resulting from non-response, and influences from question order, question wording and response options. Using statistical theory, the sampling error at a given probability level can be calculated for pure random samples with 100% response rates. This sampling error is commonly reported as the “margin of error” and is a best estimate only, as no survey or poll comes close to this ideal.
- ◆ As respondents for this poll were selected from among those who have agreed to be invited to participate in online surveys, no estimates of theoretical sampling error can be calculated.
- ◆ *Note: Proportions may not sum to 100% due to rounding.*

What do Canadians think is the most important issue facing Canada today?

	2005	2006		2007		2008		2009		
	Aug 3-7	Jan 4-5	Jul 12-15	Jan 11-14	Jul 12-15	Jan 10-13	Jun 12-22	Jan 12-14	Jul 17-21	Oct 22-24
n=	1000	1500	1000	1000	1000	1000	1000	1000	1000	1000
	%	%	%	%	%	%	%	%	%	%
Economic issues (including unemployment)	10	8	9	10	9	12	18	61	48	43
Healthcare	16	25	20	18	16	12	11	7	12	11
Environmental issues	9	4	12	26	23	22	16	7	8	9
Government spending/Deficit/Debt	5	2	3	3	1	1	1	<1	3	8
Political issues (including scandals)	9	16	8	7	10	5	2	6	5	5
Taxes	3	3	4	3	3	3	1	<1	2	2
Afghanistan/Iraq/Terrorism/War/The military/National security	8	1	7	6	10	8	6	3	2	2
Crime/Law and order issues	3	10	3	3	2	3	3	1	1	1
Education	2	2	4	3	3	2	1	1	2	1
Gas prices	2	1	4	<1	1	3	18	1	1	<1

Q.2 In your opinion what is the most important issue facing Canada today – that is the one that you are most concerned about?

Base: All respondents

What do Canadians think is the most important issue facing Canada today?

	2009	Region			
	Oct 22-24	Quebec	ROC	Ontario	West
n=	1000	243	757	383	300
	%	%	%	%	%
Economic issues (including unemployment)	43	26	48	51	45
Healthcare	11	11	11	10	13
Environmental issues	9	13	7	6	8
Government spending/Deficit/Debt	8	14	6	6	6
Political issues (including scandals)	5	9	3	4	3
Taxes	2	1	2	2	2
Afghanistan/Iraq/Terrorism/War/The military/National security	2	2	1	2	1
Crime/Law and order issues	1	-	1	1	1
Education	1	<1	1	1	2
Gas prices	<1	-	<1	<1	<1

Q.2 In your opinion what is the most important issue facing Canada today – that is the one that you are most concerned about?

Base: All respondents