

# National Issue



January 29<sup>th</sup>, 2012

## Jobs/economy pulls away from healthcare

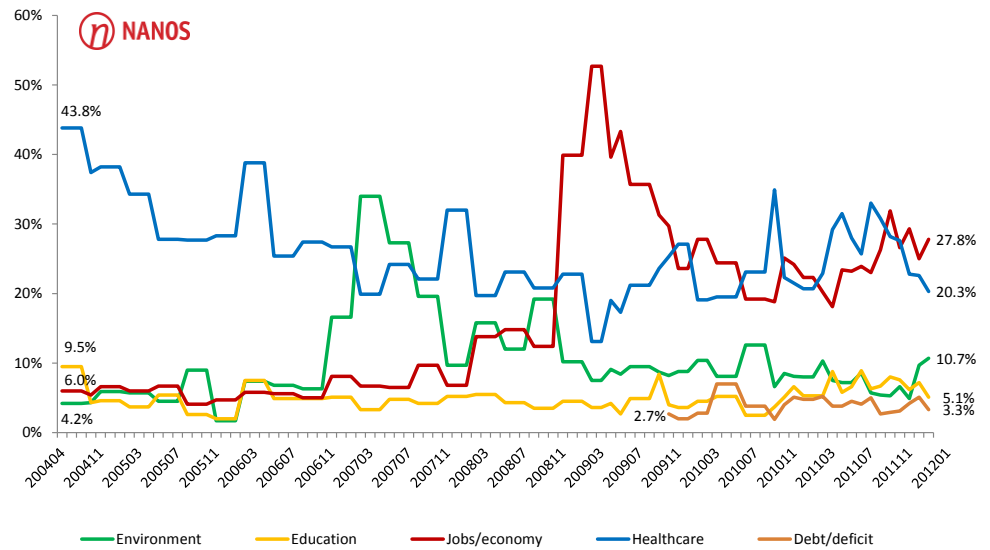
### METHODOLOGY

Between January 20<sup>th</sup> and 23<sup>rd</sup>, 2012, Nanos Research conducted a random telephone survey of 1,201 Canadians 18 years of age and older. A random telephone survey of 1,201 Canadians is accurate plus or minus 2.8 percentage points, 19 times out of 20.

Results for 2011-12 are from a random telephone survey of 1,201 Canadians conducted between December 15<sup>th</sup> and 18<sup>th</sup>, 2011. A random telephone survey of 1,201 Canadians is accurate plus or minus 2.8 percentage points, 19 times out of 20.

Any use of this research data should identify it as a "CTV/Globe/Nanos Poll".

QUESTION: What is your most important NATIONAL issue of concern? [Unprompted]



### TOP ISSUES

Responses (%)*	2011-12	2012-01	Change
	n=1,201	n=1,201	
	%	%	
Jobs/economy	25.0	27.8	+2.8
Healthcare	22.6	20.3	-2.3
The environment	9.7	10.7	+1.0
Education	7.2	5.1	-2.1
Debt/deficit	5.1	3.3	-1.8
Unsure	9.5	13.5	+4.0

\*Percentages may not add up to 100 due to rounding

Media inquiries should be directed to: Nik Nanos at [nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com) or (613) 234-4666 x237. Visit the Nanos Research website to sign up for instant email updates at [www.nanosresearch.com](http://www.nanosresearch.com). Get the new free Nanos iPhone app at <http://bit.ly/nanosapp>.



NANOS

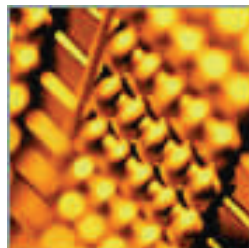
trusted insight and strategy

NANOS RESEARCH GROUP   Ottawa • Toronto • Montreal • Calgary • Vancouver • Halifax • Buffalo



# The Nanos Approach

At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients’ business, marketing, public affairs and communications needs.



## Getting Started

At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with national omnibus surveys. We'll sit down with you to learn about your challenges and work on your challenge together. The results can be used to conduct a strategic assessment of your current challenge or can be the basis of a broader mission plan for you to achieve your market or mind share objectives.

## The Right Solution for the Right Job

- Strategy Retainer
- Strategic Assessment
- Telephone Surveys
- Online Surveys
- eConsultation Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



## A Trusted Source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.

**Nanos Research is the official pollster for CTV News and the Globe and Mail, Canada's national newspaper.**



### The Nanos Research Group

Our group of companies is a national team of like-minded research professionals and organizations bound by a common commitment to quality research, quality service and superior research outcomes.



[www.jenkinsresearch.ca](http://www.jenkinsresearch.ca)



[www.thinkwellresearch.ca](http://www.thinkwellresearch.ca)



[www.justasonmi.com](http://www.justasonmi.com)



[www.zincresearch.com](http://www.zincresearch.com)

**Contact us today for your next research or strategy project.**

John Nanos, Senior Vice President  
North America Toll-free 1(888) 737-5505 ext.223  
(416) 493-1965 ext. 223  
[jnanos@nanosresearch.com](mailto:jnanos@nanosresearch.com)