Majority of Canadians have heard of the “Idle No More” movement

**METHODODOLOGY**

To follow is a review of the latest Nanos national representative online survey of 1,000 Canadians 18 years of age and older. It was completed between January 18th and 19th, 2013.

The data has been weighted using the latest Census results to ensure that the final sample group is representative of the Canadian populace and is believed to be a true reflection of Canadian opinion at the time of the research.

Any use of this research data should identify it as a “CBC/Nanos Survey”.

**QUESTION:** Prior to today, have you heard or not heard of the “Idle No More” movement being led by indigenous peoples in Canada?

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**IDLE NO MORE**

<table>
<thead>
<tr>
<th>Responses (%)**</th>
<th>Heard</th>
<th>Not Heard</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Canada 2013-01 (n=1,000)</td>
<td>64.2</td>
<td>27.8</td>
<td>7.9</td>
</tr>
<tr>
<td>Atlantic (n=100)*</td>
<td>55.4</td>
<td>36.5</td>
<td>8.1</td>
</tr>
<tr>
<td>Quebec (n=250)</td>
<td>56.2</td>
<td>32.9</td>
<td>10.9</td>
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<tr>
<td>Ontario (n=300)</td>
<td>64.6</td>
<td>29.2</td>
<td>6.2</td>
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<tr>
<td>Prairies (n=200)</td>
<td>69.7</td>
<td>21.0</td>
<td>9.3</td>
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<tr>
<td>British Columbia (n=150)</td>
<td>75.6</td>
<td>20.0</td>
<td>4.4</td>
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<tr>
<td>Male (n=484)</td>
<td>66.8</td>
<td>25.2</td>
<td>8.0</td>
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<td>Female (n=516)</td>
<td>61.8</td>
<td>30.3</td>
<td>7.8</td>
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<tr>
<td>18 to 29 (n=206)</td>
<td>47.6</td>
<td>39.3</td>
<td>13.1</td>
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<tr>
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<td>55.3</td>
<td>35.6</td>
<td>9.1</td>
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<tr>
<td>40 to 49 (n=208)</td>
<td>68.1</td>
<td>25.2</td>
<td>6.7</td>
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<tr>
<td>50 to 59 (n=180)</td>
<td>66.5</td>
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<td>5.6</td>
</tr>
<tr>
<td>60 plus (n=235)</td>
<td>80.1</td>
<td>14.6</td>
<td>5.3</td>
</tr>
</tbody>
</table>

* Note: Small sample size
**Note: Percentages may not add up to 100 due to rounding
Views of “Idle No More”

Canadians more likely to have negative or somewhat negative view of “Idle No More”

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QUESTIONS: Do you have a positive, somewhat positive, somewhat negative or negative view of the “Idle No More” movement?

VIEWS OF “IDLE NO MORE”

<table>
<thead>
<tr>
<th>Responses (%)**</th>
<th>Positive</th>
<th>Somewhat positive</th>
<th>Somewhat negative</th>
<th>Negative</th>
<th>Unsure</th>
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<td>%</td>
<td>%</td>
<td>%</td>
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<td>24.0</td>
<td>21.6</td>
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<td>Atlantic</td>
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<td>24.7</td>
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<td></td>
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<tr>
<td>Quebec</td>
<td>25.6</td>
<td>32.2</td>
<td>10.6</td>
<td>18.4</td>
<td>13.3</td>
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<tr>
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<td>Ontario</td>
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<td>28.6</td>
<td>19.5</td>
<td>14.2</td>
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<tr>
<td>Prairies</td>
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<td>21.0</td>
<td>19.9</td>
<td>35.8</td>
<td>13.6</td>
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<tr>
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<td>22.0</td>
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<td>15.1</td>
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<tr>
<td>30 to 39</td>
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<td>18.0</td>
<td>20.6</td>
<td>17.9</td>
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<tr>
<td>(n=95)*</td>
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<tr>
<td>40 to 49</td>
<td>19.0</td>
<td>19.8</td>
<td>19.5</td>
<td>20.3</td>
<td>21.4</td>
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<tr>
<td>(n=142)</td>
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<td>50 to 59</td>
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<td>26.9</td>
<td>20.1</td>
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</tr>
<tr>
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<td>60 plus</td>
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<td>23.6</td>
<td>25.2</td>
<td>35.2</td>
<td>6.4</td>
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<tr>
<td>(n=188)</td>
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</tr>
</tbody>
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Inquiries should be directed to:
Nik Nanos, FMRIA
(613) 234-4666 x237
nnanos@nanosresearch.com
www.nanosresearch.com

Download our app to get the latest Nanos Numbers streamed to you.
More than one in two see the hunger protest as not advancing the cause of First Nations, Inuit and Métis people

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**QUESTION:** Do you think the following will advance or not advance the cause of First Nations, Inuit and Métis people in Canada: the hunger protest by Attawapiskat Chief Theresa Spence?

<table>
<thead>
<tr>
<th>HUNGER PROTEST BY ATTAWAPISKAT CHIEF THERESA SPENCE</th>
</tr>
</thead>
<tbody>
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<td>-------------------</td>
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- eConsultation Polling and Online Dialogue
- Focus Groups
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