



Factum

Majority (60%) of Canadians Unaware of NATO's Mission

Women (71%), Millennials (71%) Most Unaware

Toronto, ON, September 21, 2018 — Six in ten (60%) Canadians are unaware of NATO's mission, according to a new Ipsos poll conducted on behalf of the NATO Association of Canada.

The poll asked Canadians what international organization protects its member states by agreeing that an attack on one of them will be considered as an attack upon all, and that Canada is a member of it. From among a list of organizations provided, only four in ten (40%) were able to correctly identify it as NATO, while more (44%) believe that the mission described the United Nations. Others thought that the mission described NAFTA (6%), The League of Nations (4%), NASA (3%), the Justice League (3%) or SPECTRE (0%).

The data also showed that some are more likely to be unaware of NATO's mission than others:

- Seven in ten (71%) women are unable to identify NATO by its mission, compared to 48% of men.
- Millennials (71%) were most unaware, compared to Boomers (53%) and Gen Xers (58%).
- Education plays a role: while most (68%) of those without a high-school education or only a high-school diploma (65%) could not identify NATO by its mission, those with some post-secondary education (57%) or a university degree (48%) were less likely to get it wrong.
- Regionally, those in Quebec (68%) were most likely to not know, followed by those living in Atlantic Canada (64%), BC (61%), Ontario (56%), Saskatchewan and Manitoba (55%) and Alberta (52%).

About the Study

These are the findings of an Ipsos poll conducted on behalf of the NATO Association of Canada, through a national survey of 1,025 Canadians aged 18+ who completed their surveys online. The study was in field February 5-6, 2018. Quota sampling and weighting are employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including but not limited to coverage error, and measurement error.

For more information on this news release, please contact:

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