# Mood of Canada Survey

**Nanos-IRPP Tracking Summary**

submitted by Nanos to the Institute for Research on Public Policy, December 2016 (Submission 2016-937)

# Canadians are more critical of the Trudeau government's performance compared to 2015; the country's global reputation measure scores a new ten-year high among Canadians

A newly released ten year tracking study on the Mood of Canada by Nanos Research in conjunction with the Institute for Research on Public Policy suggests that Canadians are more critical of the Trudeau government's performance after one year in office and fewer believe the country is moving in the right direction. Overall, the Federal-Provincial relations measure has remained consistent since 2015, while Canada's global reputation measure has scored a new ten-year high according to Canadians.

- **Performance of the Federal Government** – Over four in ten Canadians describe the performance of Justin Trudeau's government as very good (15%) or somewhat good (28%). Twenty-two percent rate it average, while one in three Canadians describe it somewhat poor (16%) or poor (17%) and one per cent are unsure. This represents a 22 point decrease in 'very good' and a nine point increase in 'average' since 2015.

- **Direction of the country** – Fifty-four per cent of Canadians say the country is moving in the right direction; a nine point decrease since 2015. Thirty-one per cent think Canada is moving in the wrong direction, while 15% are unsure.

- **Federal-Provincial relations** – Almost one in two Canadians believe the relationship between the federal government and the provincial governments has improved (19%) or somewhat improved (27%), while close to three in ten think it has somewhat not improved (13%) or not improved (14%). Five per cent of Canadians are unsure. This represents a slight decrease in 'improved/somewhat improved' and a slight increase in 'somewhat not improved/not improved' since 2015.

- **Canada's global reputation** – Almost two in three Canadians think Canada's reputation around the world over the past year has improved (37%) or somewhat improved (26%), which is above the 2015 nine year high (28% improved, 31% somewhat improved). Nineteen per cent rate it neutral, while less than two in ten believe it has somewhat not improved (eight per cent) or not improved (nine per cent). Two per cent are unsure.

These observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians conducted between December 16th and 19th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

This study was commissioned by the Institute for Research on Public Policy.

# > At a glance

**28%** describe it as **somewhat good**

**16%** describe it as **somewhat poor**

**1%** are **unsure**
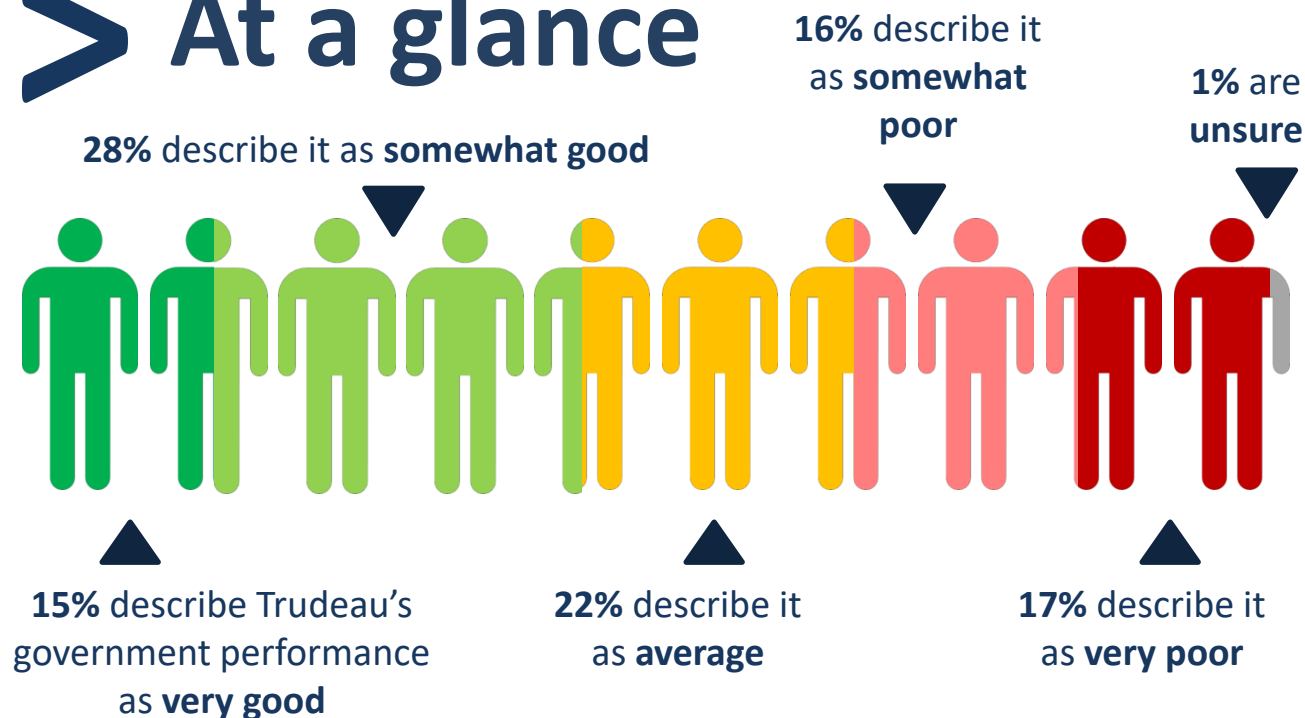
Performance of Justin Trudeau's Government
**Would you describe the performance of the current Federal Liberal Government led by Prime Minister Justin Trudeau as very good, somewhat good, average, somewhat poor or very poor?**

**15%** describe Trudeau's government performance as **very good**

**22%** describe it as **average**

**17%** describe it as **very poor**

Direction of the country
**Would you say that Canada as a country is moving in the right direction or the wrong direction?**

**54%** of Canadians say Canada is moving in the **right** direction

**31%** of Canadians say Canada is moving in the **wrong** direction.

**31%** of Canadians are **unsure**.

# > At a glance

**27%** say it has **somewhat improved**
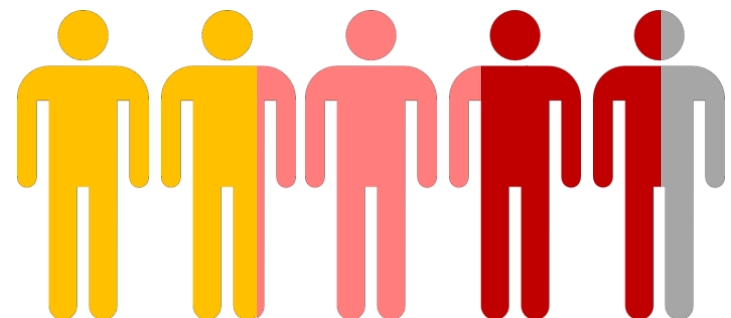
**19%** say the Federal-Provincial relationship has **improved**

Federal-Provincial relationship
**On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate the relationship between the federal government and the provincial governments over the past year?**

**22%** are **neutral**

**13%** say it has **somewhat not improved** and **14%** say it has **not improved**

**5%** are **unsure**

**37%** say Canada's global reputation has **improved**

**2%** are **unsure**

**26%** say it has **somewhat improved**

**8%** say it has **somewhat not improved** and **9%** say it has **not improved**
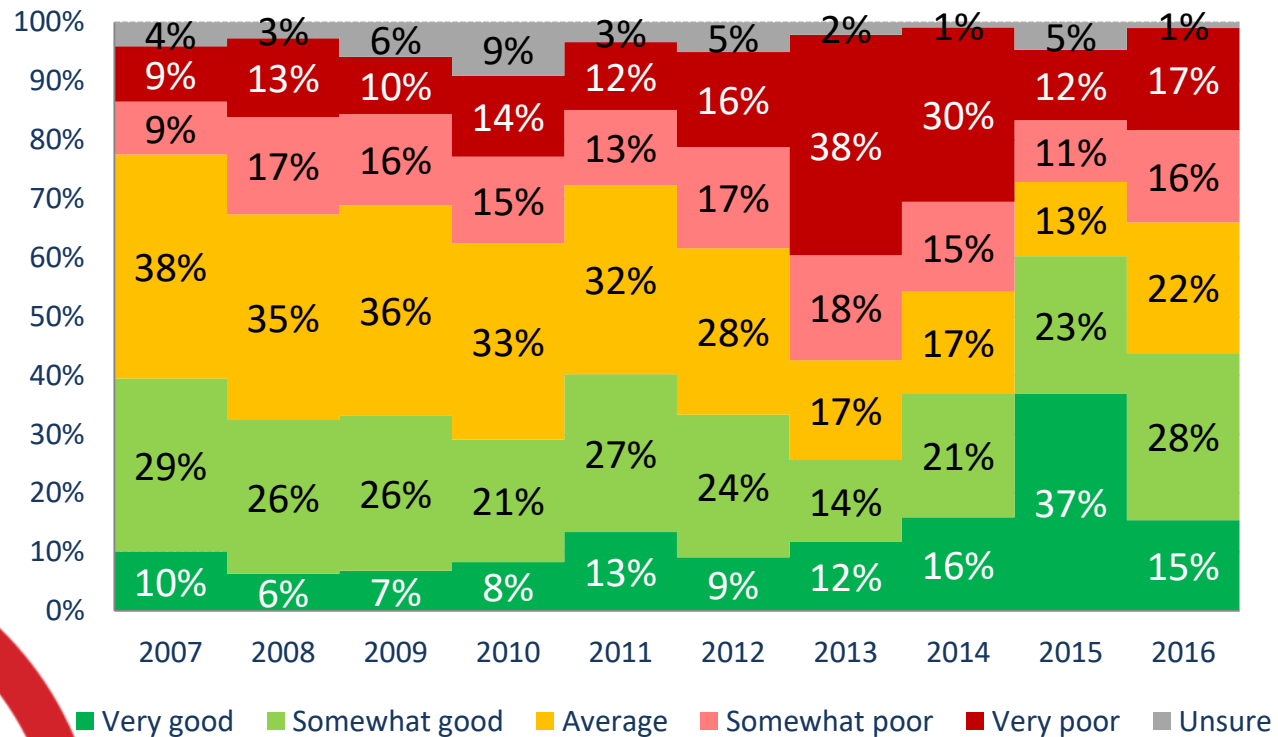
Canada's global reputation
**On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate Canada's reputation around the world over the past year?**

**19%** are **neutral**

# Performance of Federal government

| | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|---|---|---|---|---|---|---|---|---|---|---|
| Unsure | 4% | 3% | 6% | 9% | 3% | 5% | 2% | 1% | 5% | 1% |
| Very poor | 9% | 13% | 10% | 14% | 12% | 16% | 38% | 30% | 12% | 17% |
| Somewhat poor | 9% | 17% | 16% | 15% | 13% | 17% | 18% | 15% | 11% | 16% |
| Average | 38% | 35% | 36% | 33% | 32% | 28% | 17% | 17% | 13% | 22% |
| Somewhat good | 29% | 26% | 26% | 21% | 27% | 24% | 14% | 21% | 23% | 28% |
| Very good | 10% | 6% | 7% | 8% | 13% | 9% | 12% | 16% | 37% | 15% |

Legend: Very good, Somewhat good, Average, Somewhat poor, Very poor, Unsure

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Would you describe the performance of the current Federal Liberal Government led by Prime Minister Justin Trudeau as very good, somewhat good, average, somewhat poor or very poor?

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# Performance of Federal government in 2016

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 16th to 19th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
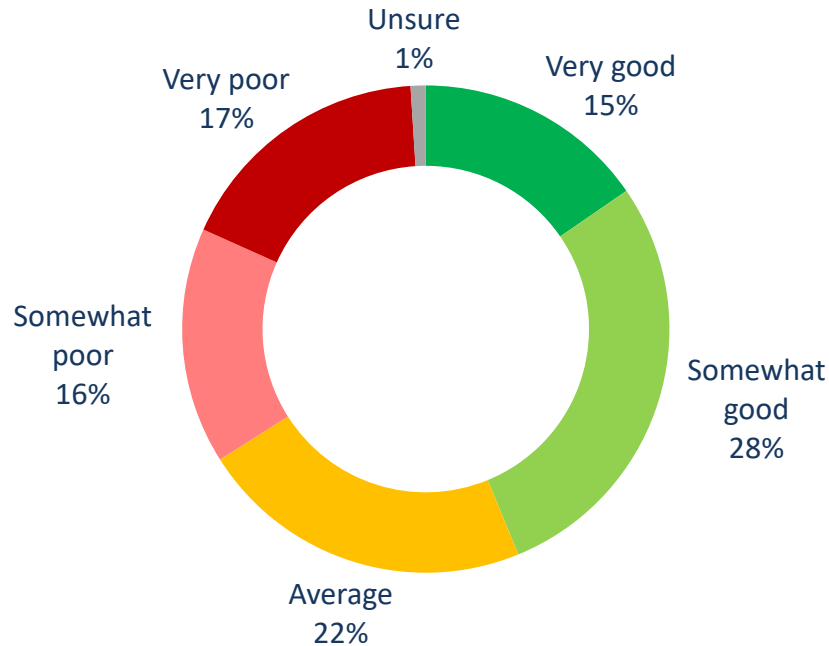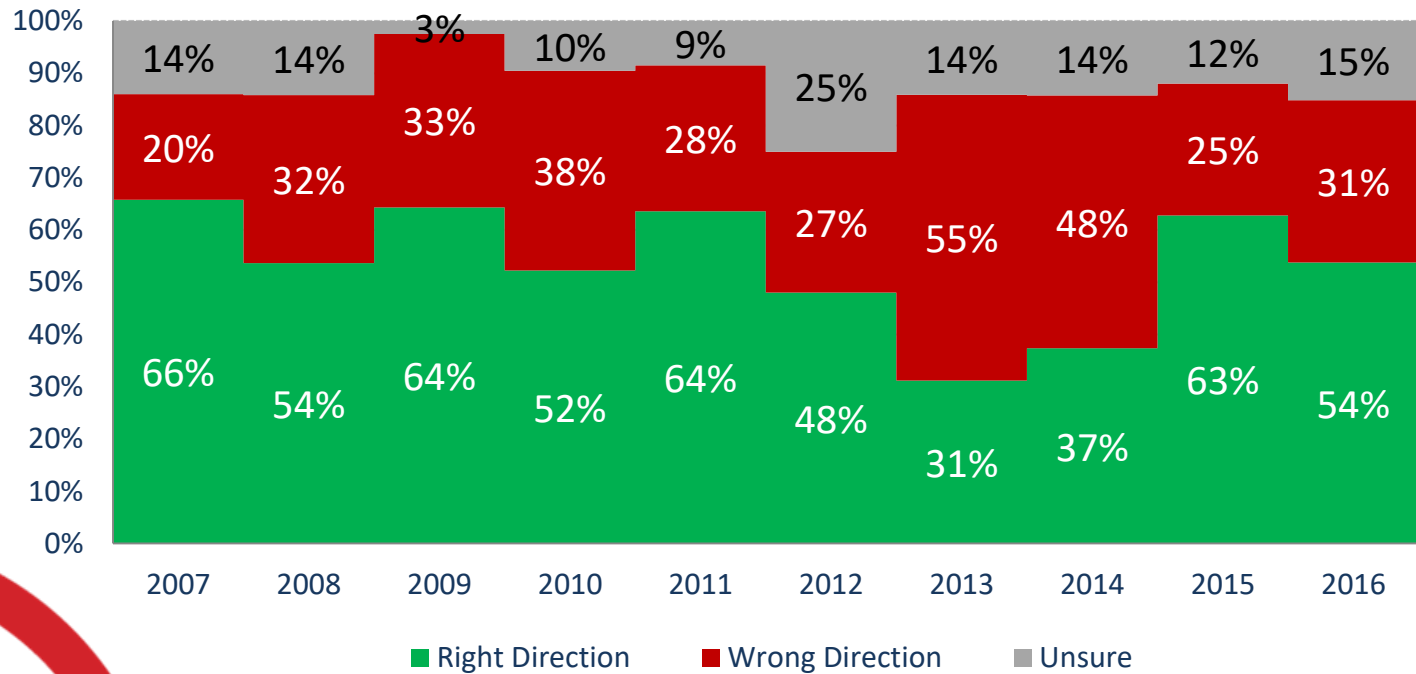
**Net Score**

+10.8

**Unsure**
1%

**Very good**
15%

**Very poor**
17%

**Somewhat poor**
16%

**Somewhat good**
28%

**Average**
22%

| Subgroups | Very good/ somewhat good |
|---|---|
| Atlantic (n=100) | 56.8% |
| Quebec (n=250) | 47.5% |
| Ontario (n=300) | 43.4% |
| Prairies (n=200) | 34.0% |
| British Columbia (n=150) | 42.6% |
| Male (n=488) | 39.9% |
| Female (n=512) | 47.4% |
| 18 to 29 (n=153) | 43.7% |
| 30 to 39 (n=122) | 40.0% |
| 40 to 49 (n=212) | 38.8% |
| 50 to 59 (n=207) | 45.4% |
| 60 plus (n=306) | 48.4% |

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION –** Would you describe the performance of the current Federal Liberal Government led by Prime Minister Justin Trudeau as very good, somewhat good, average, somewhat poor or very poor?

# Direction of the country

Chart: Direction of the country by year

| Year | Right Direction | Wrong Direction | Unsure |
|------|-----------------|-----------------|--------|
| 2007 | 66% | 20% | 14% |
| 2008 | 54% | 32% | 14% |
| 2009 | 64% | 33% | 3% |
| 2010 | 52% | 38% | 10% |
| 2011 | 64% | 28% | 9% |
| 2012 | 48% | 27% | 25% |
| 2013 | 31% | 55% | 14% |
| 2014 | 37% | 48% | 14% |
| 2015 | 63% | 25% | 12% |
| 2016 | 54% | 31% | 15% |

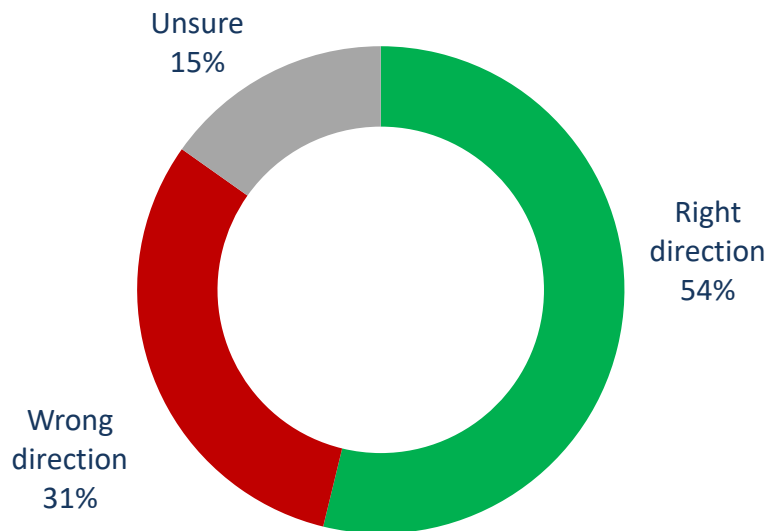Legend: ■ Right Direction  ■ Wrong Direction  ■ Unsure

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION –** Would you say that Canada as a country is moving in the right direction or the wrong direction?

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# Direction of the country in 2016

**Net Score**

+22.8

Unsure 15%

Right direction 54%

Wrong direction 31%



*Note: Charts may not add up to 100 due to rounding

| Subgroups | Right direction |
|---|---|
| Atlantic (n=100) | 68.7% |
| Quebec (n=250) | 59.9% |
| Ontario (n=300) | 52.9% |
| Prairies (n=200) | 40.5% |
| British Columbia (n=150) | 53.0% |
| Male (n=488) | 48.1% |
| Female (n=512) | 59.2% |
| 18 to 29 (n=153) | 59.1% |
| 30 to 39 (n=122) | 47.3% |
| 40 to 49 (n=212) | 51.5% |
| 50 to 59 (n=207) | 54.9% |
| 60 plus (n=306) | 54.6% |

**QUESTION –** Would you say that Canada as a country is moving in the right direction or the wrong direction?

# Federal-Provincial relations

Legend: Improved · Somewhat improved · Neutral · Somewhat not improved · Not improved · Unsure

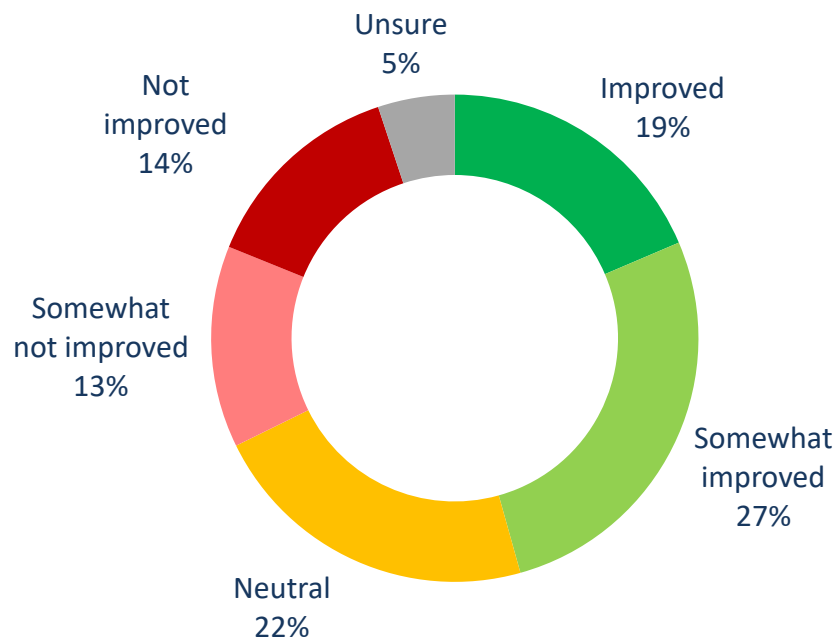| | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|---|---|---|---|---|---|---|---|---|---|---|
| Unsure | 8% | 9% | 12% | 11% | 10% | 10% | 6% | 5% | 7% | 5% |
| Not improved | 14% | 13% | 14% | 15% | 15% | 13% | 40% | 32% | 10% | 14% |
| Somewhat not improved | 20% | 19% | 19% | 21% | 15% | 21% | 18% | 20% | 8% | 13% |
| Neutral | 43% | 43% | 43% | 42% | 43% | 36% | 26% | 28% | 24% | 22% |
| Somewhat improved | 12% | 12% | 9% | 8% | 13% | 16% | 8% | 11% | 26% | 27% |
| Improved | 4% | 5% | 4% | 4% | 6% | 5% | 2% | 5% | 25% | 19% |

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION –** On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate the relationship between the federal government and the provincial governments over the past year?

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# Federal-Provincial relations in 2016

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 16th to 19th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
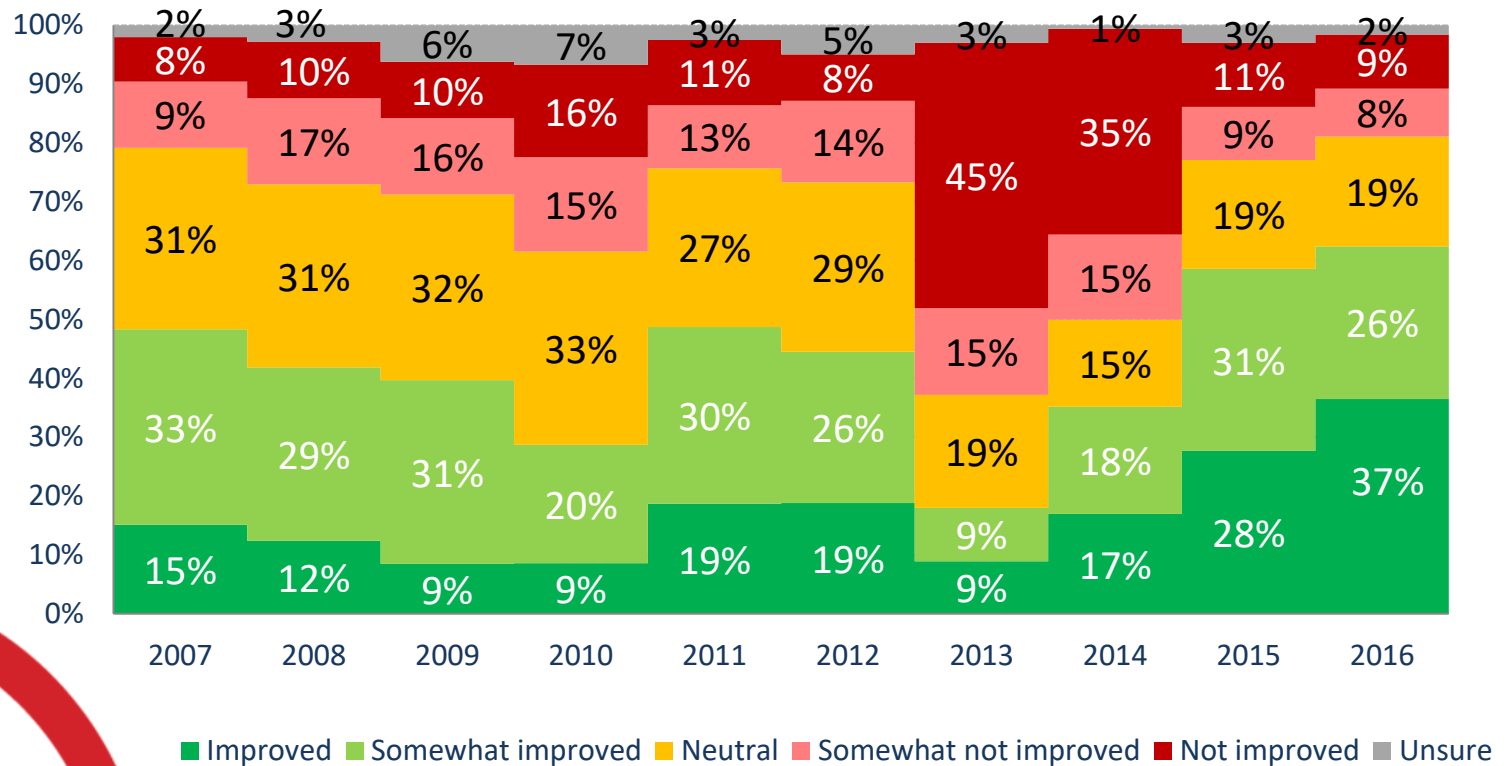
**Net Score**

+18.5



Unsure
5%

Improved
19%

Not improved
14%

Somewhat improved
27%

Somewhat not improved
13%

Neutral
22%

| Subgroups | Improved/ Somewhat improved |
|---|---|
| Atlantic (n=100) | 54.6% |
| Quebec (n=250) | 45.2% |
| Ontario (n=300) | 52.3% |
| Prairies (n=200) | 31.6% |
| British Columbia (n=150) | 46.1% |
| Male (n=488) | 43.8% |
| Female (n=512) | 47.4% |
| 18 to 29 (n=153) | 38.8% |
| 30 to 39 (n=122) | 37.4% |
| 40 to 49 (n=212) | 41.0% |
| 50 to 59 (n=207) | 51.4% |
| 60 plus (n=306) | 55.1% |

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION –** On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate the relationship between the federal government and the provincial governments over the past year?

# Canada's global reputation

Legend: Improved | Somewhat improved | Neutral | Somewhat not improved | Not improved | Unsure

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION –** On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate Canada's reputation around the world over the past year?

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# Canada's global reputation in 2016

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 16th to 19th, 2016, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
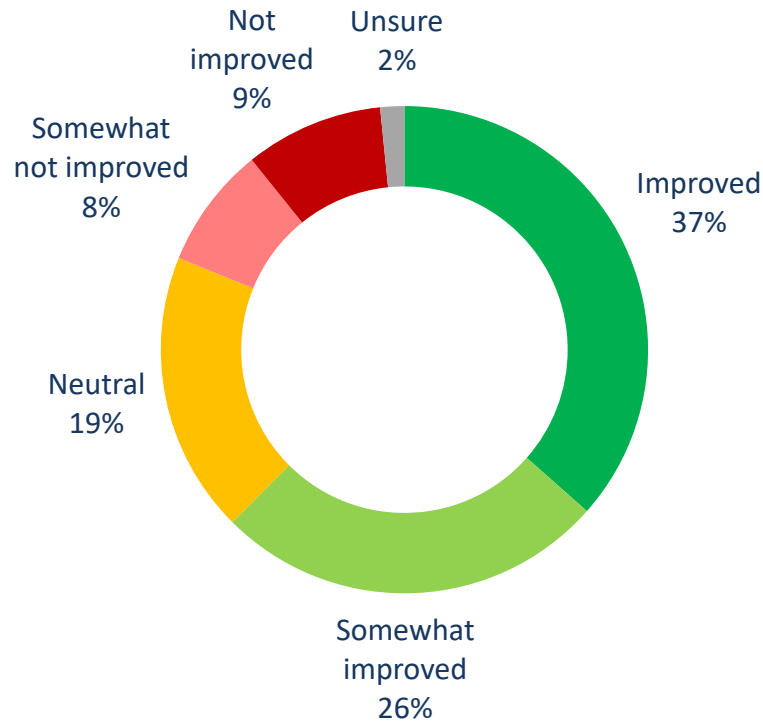
**Net Score**

+45.3

Not improved 9%

Unsure 2%

Somewhat not improved 8%

Improved 37%

Neutral 19%

Somewhat improved 26%

**\*Note: Charts may not add up to 100 due to rounding**

| Subgroups | Improved/ Somewhat improved |
|---|---|
| Atlantic (n=100) | 73.6% |
| Quebec (n=250) | 66.5% |
| Ontario (n=300) | 63.0% |
| Prairies (n=200) | 49.9% |
| British Columbia (n=150) | 64.5% |
| Male (n=488) | 58.4% |
| Female (n=512) | 66.5% |
| 18 to 29 (n=153) | 63.1% |
| 30 to 39 (n=122) | 56.2% |
| 40 to 49 (n=212) | 60.3% |
| 50 to 59 (n=207) | 68.5% |
| 60 plus (n=306) | 63.3% |

**QUESTION –** On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate Canada's reputation around the world over the past year?

Methodology

# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between December 16th and 19th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. 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 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.

The research was conducted for the Institute for Research on Public Policy.

# About Nanos

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# Technical Note

| Element | Description |
|---|---|
| Organization who commissioned the research | Institute for Research on Public Policy |
| Final Sample Size | 1,000 Randomly selected individuals. |
| Margin of Error | ±3.1 percentage points, 19 times out of 20. |
| Mode of Survey | RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey |
| Sampling Method Base | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada. |
| 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. |
| Fieldwork/Validation | Live interviews with live supervision to validate work as per the MRIA Code of Conduct |
| Number of Calls | Maximum of five call backs. |
| Time of Calls | Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent. |
| Field Dates | December 16th to 19th, 2016 |
| Language of Survey | The survey was conducted in both English and French. |

| Element | Description |
|---|---|
| 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 |
| 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. |
| Excluded Demographics | Individuals younger than 18 years old; individuals without land or cell lines could not participate. |
| 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. |
| Estimated Response Rate | 14 percent, consistent with industry norms. |
| Question Order | Question order in the preceding report reflects the order in which they appeared in the original questionnaire. |
| Question Content | This was module five of an omnibus survey. Previous modules related to unprompted top national issues of concern, economic priorities, trade agreements, Canada US relations, the environment, renovating the PM's residence, and public-private partnerships. |
| Question Wording | The questions in the preceding report are written exactly as they were asked to individuals. |
| Survey Company | Nanos Research |
| 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. |

# *Tabulations*

# NANOS IRPP

## 2016-937 – Mood of Canada – Tracking – STAT SHEET

| | | | Region | | | | | | Gender | | Age | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | Canada 2016-12 | Atlantic Canada | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 59 | 60 plus |
| Question - Would you describe the performance of the current Federal Liberal Government led by Prime Minister Justin Trudeau as very good, somewhat good, average, somewhat poor or very poor? | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 488 | 512 | 153 | 122 | 212 | 207 | 306 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 487 | 513 | 197 | 163 | 187 | 189 | 265 |
| | Very good | % | 15.4 | 24.4 | 14.9 | 17.1 | 9.7 | 14.4 | 14.6 | 16.1 | 12.3 | 12.8 | 17.6 | 14.1 | 18.6 |
| | Somewhat good | % | 28.4 | 32.4 | 32.6 | 26.3 | 24.3 | 28.2 | 25.3 | 31.3 | 31.4 | 27.2 | 21.2 | 31.3 | 29.8 |
| | Average | % | 22.2 | 23.4 | 22.3 | 23.8 | 15.9 | 26.1 | 19.9 | 24.3 | 24.9 | 25.0 | 25.1 | 21.0 | 17.3 |
| | Somewhat poor | % | 15.7 | 6.1 | 14.8 | 15.5 | 18.8 | 19.7 | 18.3 | 13.2 | 10.9 | 13.3 | 17.5 | 13.2 | 21.3 |
| | Very poor | % | 17.3 | 11.6 | 14.5 | 16.4 | 30.6 | 10.0 | 20.9 | 13.9 | 19.1 | 19.9 | 17.2 | 19.4 | 13.0 |
| | Unsure | % | 1.0 | 1.9 | .9 | .9 | .6 | 1.6 | .9 | 1.2 | 1.4 | 1.8 | 1.4 | 1.0 | .0 |

## 2016-937 – Mood of Canada – Tracking – STAT SHEET

| | | | | Region | | | | | Gender | | Age | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Canada 2016-12 | Atlantic Canada | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 59 | 60 plus |
| Question - Would you say that Canada as a country is moving in the right direction or the wrong direction? | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 488 | 512 | 153 | 122 | 212 | 207 | 306 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 487 | 513 | 197 | 163 | 187 | 189 | 265 |
| | Right direction | % | 53.8 | 68.7 | 59.9 | 52.9 | 40.5 | 53.0 | 48.1 | 59.2 | 59.1 | 47.3 | 51.5 | 54.9 | 54.6 |
| | Wrong direction | % | 31.0 | 17.7 | 27.2 | 30.5 | 46.9 | 26.3 | 36.9 | 25.5 | 26.7 | 37.0 | 32.5 | 29.1 | 31.0 |
| | Unsure | % | 15.2 | 13.6 | 12.9 | 16.6 | 12.6 | 20.7 | 15.1 | 15.3 | 14.2 | 15.7 | 16.0 | 16.0 | 14.4 |

| | | | | | Region | | | | Gender | | Age | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Canada 2016-12 | Atlantic Canada | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 59 | 60 plus |
| Question - On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate the relationship between the federal government and the provincial governments over the past year? | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 488 | 512 | 153 | 122 | 212 | 207 | 306 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 487 | 513 | 197 | 163 | 187 | 189 | 265 |
| | Not improved | % | 13.8 | 5.7 | 11.8 | 9.1 | 30.5 | 9.6 | 14.9 | 12.6 | 10.7 | 16.2 | 14.3 | 14.3 | 13.7 |
| | Somewhat not improved | % | 13.4 | 12.4 | 13.4 | 12.4 | 14.5 | 14.5 | 12.6 | 14.1 | 15.0 | 7.2 | 16.6 | 16.0 | 11.8 |
| | Neutral | % | 22.1 | 19.2 | 25.1 | 20.5 | 19.5 | 26.0 | 25.4 | 19.0 | 25.2 | 29.4 | 24.0 | 17.1 | 17.6 |
| | Somewhat improved | % | 27.1 | 24.6 | 25.9 | 31.6 | 18.4 | 33.6 | 25.4 | 28.7 | 21.4 | 25.6 | 22.8 | 30.6 | 32.9 |
| | Improved | % | 18.6 | 30.0 | 19.3 | 20.7 | 13.2 | 12.5 | 18.4 | 18.7 | 17.4 | 11.8 | 18.2 | 20.8 | 22.2 |
| | Unsure | % | 5.1 | 8.2 | 4.6 | 5.8 | 4.0 | 3.7 | 3.3 | 6.7 | 10.2 | 9.8 | 4.1 | 1.3 | 1.7 |

| | | | Region | | | | | | Gender | | Age | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Canada 2016-12 | Atlantic Canada | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 59 | 60 plus |
| Question - On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate Canada's reputation around the world over the past year? | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 488 | 512 | 153 | 122 | 212 | 207 | 306 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 487 | 513 | 197 | 163 | 187 | 189 | 265 |
| | Not improved | % | 9.2 | 2.9 | 9.1 | 8.3 | 15.3 | 7.0 | 10.7 | 7.7 | 10.4 | 13.2 | 8.5 | 6.9 | 7.9 |
| | Somewhat not improved | % | 8.1 | 7.2 | 4.9 | 7.6 | 13.9 | 7.4 | 9.1 | 7.1 | 8.7 | 6.5 | 8.1 | 6.4 | 9.8 |
| | Neutral | % | 18.7 | 14.2 | 17.3 | 18.9 | 20.4 | 21.1 | 21.0 | 16.4 | 15.2 | 21.6 | 21.9 | 16.4 | 18.7 |
| | Somewhat improved | % | 26.0 | 31.7 | 26.1 | 26.6 | 22.1 | 25.9 | 24.1 | 27.7 | 25.0 | 27.8 | 28.8 | 20.9 | 27.2 |
| | Improved | % | 36.6 | 41.9 | 40.4 | 36.4 | 27.8 | 38.6 | 34.3 | 38.8 | 38.1 | 28.4 | 31.5 | 47.6 | 36.1 |
| | Unsure | % | 1.6 | 2.1 | 2.3 | 2.2 | .6 | .0 | .8 | 2.3 | 2.7 | 2.5 | 1.1 | 1.7 | .4 |

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random omnibus survey of 1,000 Canadians, 18 years of age or older, between December 16th and 19th, 2016.
The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.
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