

Canadians continue to be more critical of the Trudeau government's performance compared to 2015; the country's global reputation measure down from high in 2016

Nanos-IRPP Tracking Summary

submitted by Nanos to the Institute for Research on Public Policy, January 2018
(Submission 2017-1123)



Summary

A newly released tracking study on the Mood of Canada by Nanos Research in conjunction with the Institute for Research on Public Policy suggests that Canadians continue to be more critical of the Trudeau government's performance since 2015, with findings consistent to those in 2016, and the number of Canadians who say the country is moving in the right direction is consistent with the 2016 findings. Overall, the Federal-Provincial relations measure has also continued its negative trend since 2015, while Canada's global reputation measure decreased from its ten-year high in 2016, according to Canadians.

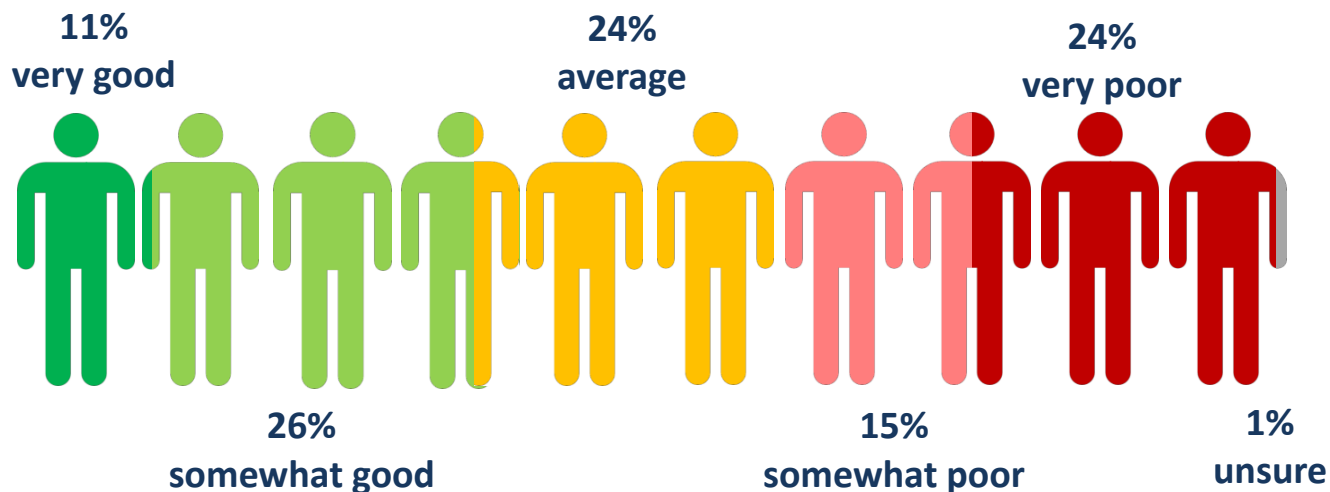
- **Performance of the Federal Government** – Nearly four in ten Canadians describe the performance of Justin Trudeau's government as very poor (24%) or somewhat poor (15%). Twenty-four per cent rate it average, while just over one in three Canadians describe it as very good (11%) or somewhat good (26%) and one per cent are unsure. This represents a 26 point decrease in 'very good' and a 12 point increase in 'very poor' since 2015.
- **Direction of the country** – Fifty per cent of Canadians say the country is moving in the right direction, consistent with the 2016 findings (54%) and down from 2015 (63%). Thirty-four per cent think Canada is moving in the wrong direction, while 16 per cent are unsure.
- **Federal-Provincial relations** – Canadians have mixed views on the relationship between the federal government and the provincial governments, with just over one in three saying it has improved (10%) or somewhat improved (25%), and just under one in three who say it has somewhat not improved (16%) or not improved (16%). Just over one in four Canadians say it is neutral (26%) and eight per cent of Canadians are unsure. This represents a nine point decrease in 'improved' since 2016.
- **Canada's global reputation** – A majority of Canadians think Canada's reputation around the world over the past year has improved (29%) or somewhat improved (25%), which is below the 2016 ten year high (37% improved, 26% somewhat improved). Nineteen per cent rate it neutral, while just over one in four believe it has not improved (13%) or somewhat not improved (13%). Three 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 27th and 29th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study is a joint initiative between Nanos and the Institute for Research on Public Policy.

At a glance

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?

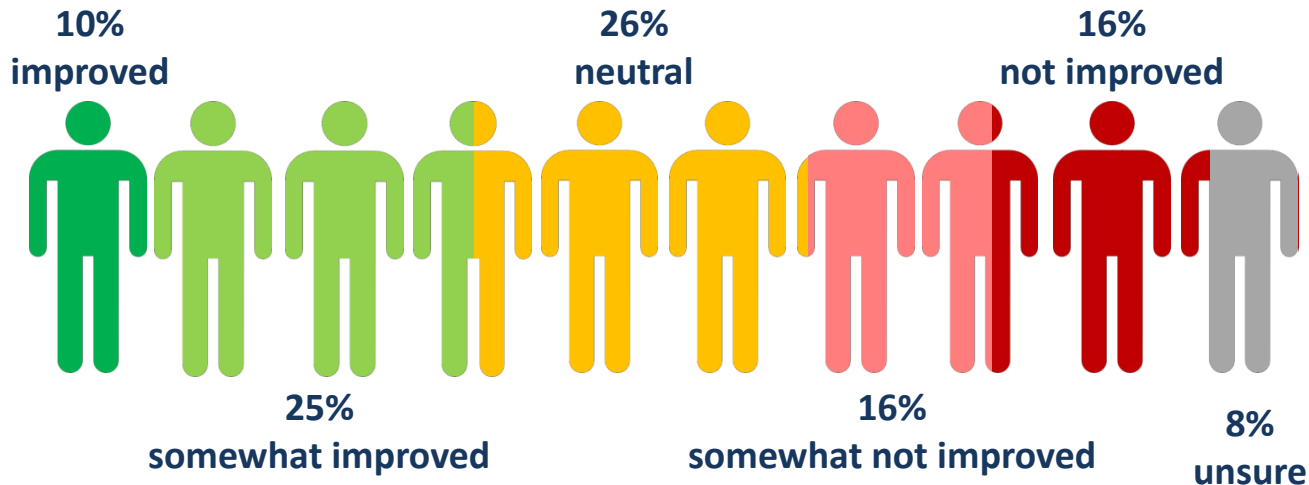


QUESTION - Would you say that Canada as a country is moving in the right direction or the wrong direction?

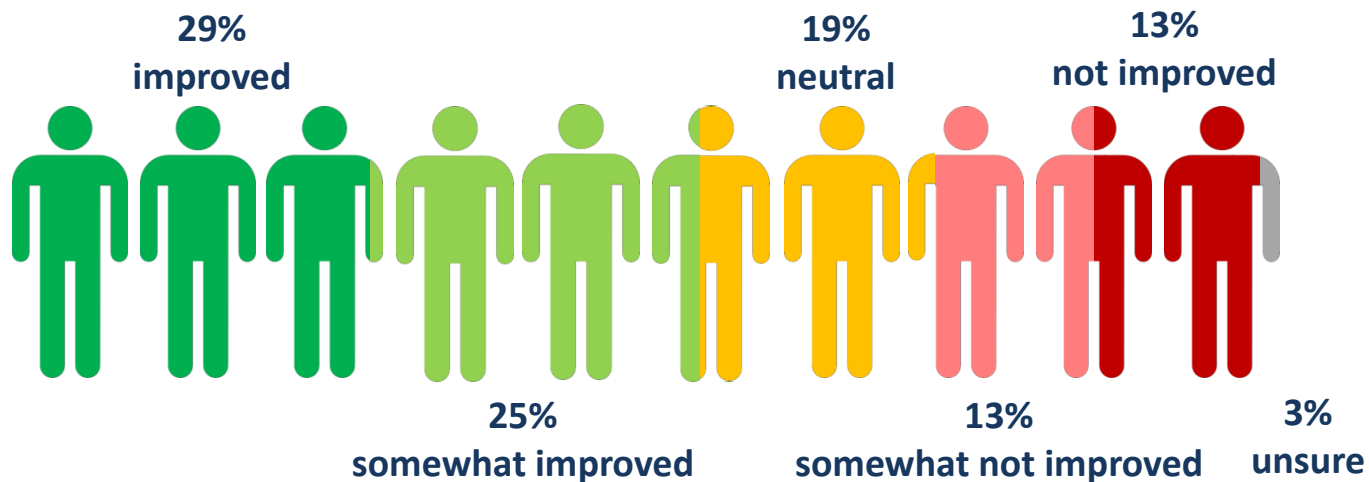


At a glance

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?

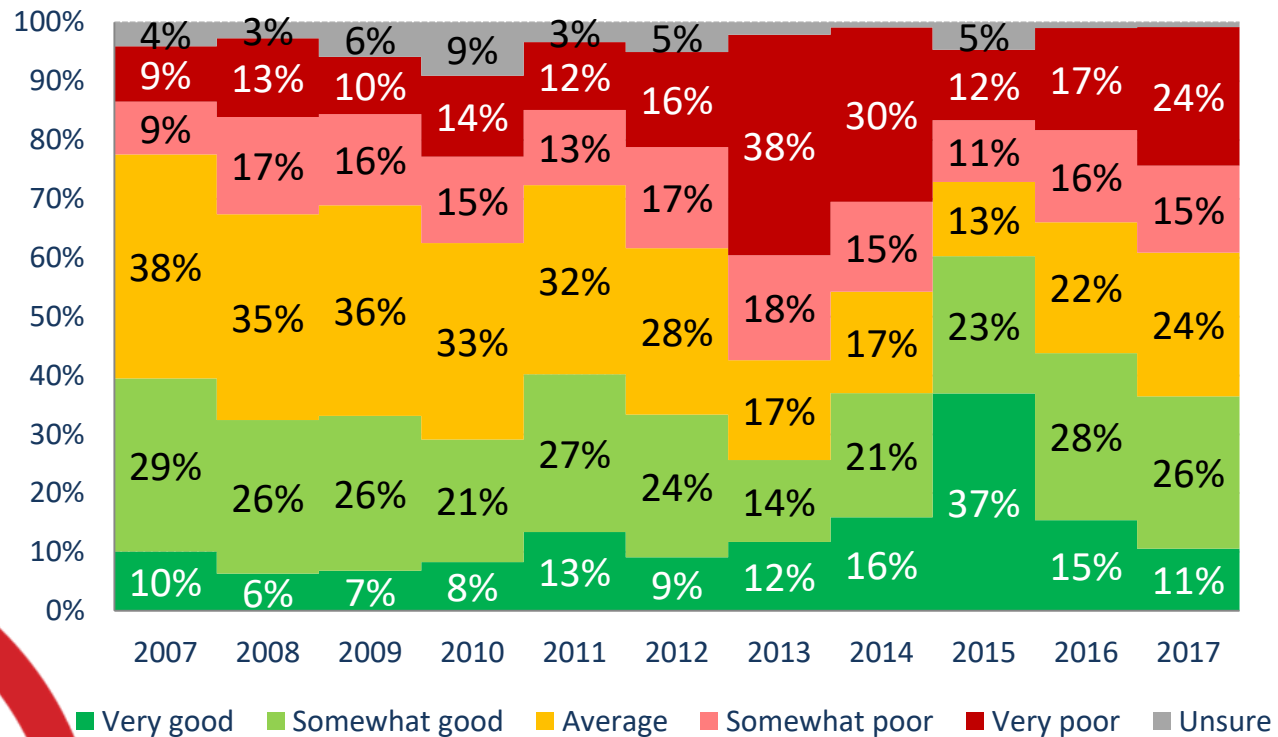


QUESTION - On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate Canada's reputation around the world over the past year?



Performance of Federal government

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to 29th, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



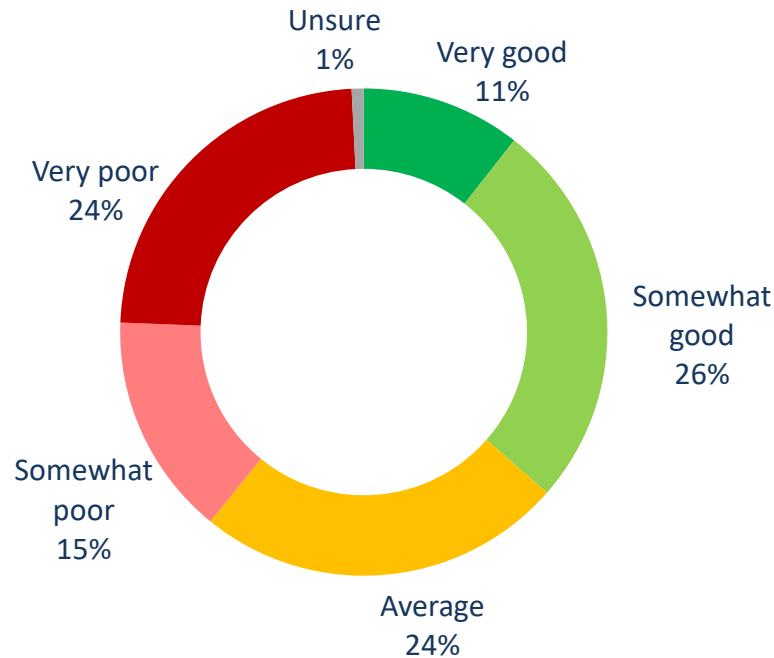
***Note:** Charts may not add up to 100 due to rounding

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?

Performance of Federal government in 2017

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to 29th, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-2.7



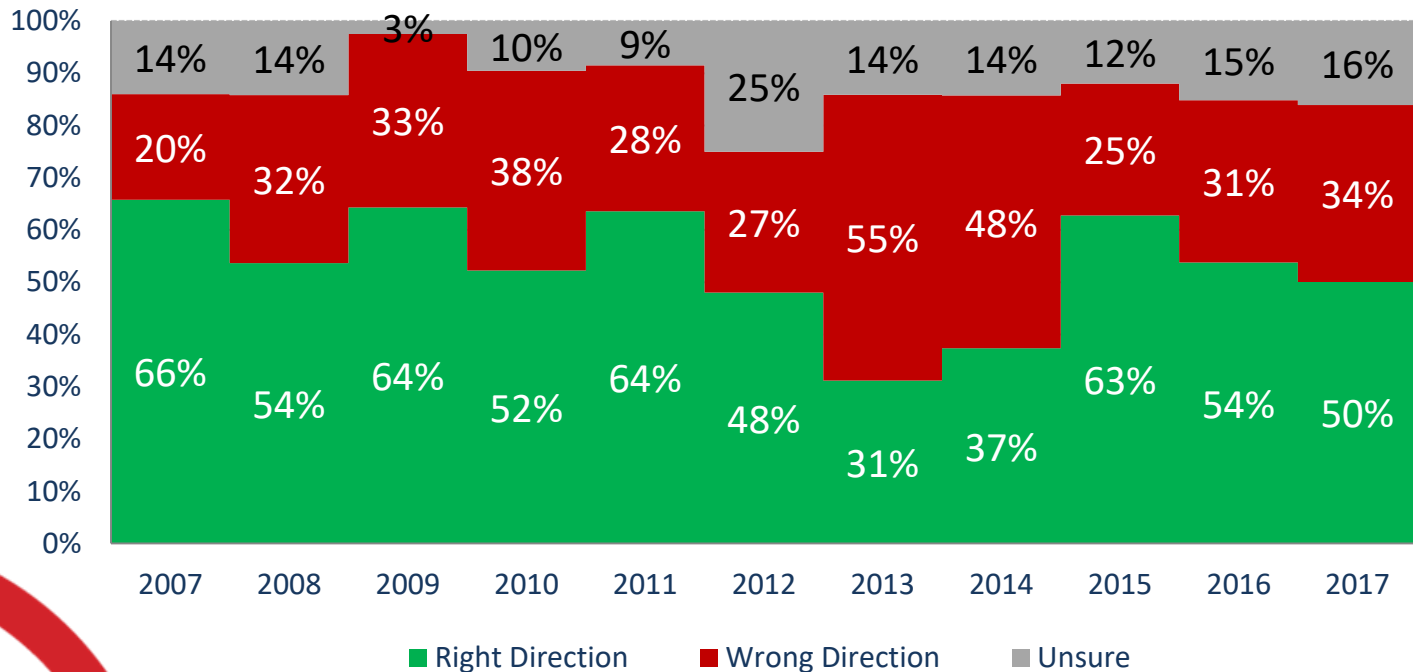
Subgroups	Very poor/ somewhat poor
Atlantic (n=100)	27.5%
Quebec (n=250)	34.4%
Ontario (n=300)	34.2%
Prairies (n=200)	56.3%
British Columbia (n=150)	36.8%
Male (n=520)	46.6%
Female (n=480)	30.5%
18 to 34 (n=235)	37.6%
35 to 54 (n=370)	36.9%
55 plus (n=395)	40.3%

***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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to 29th, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



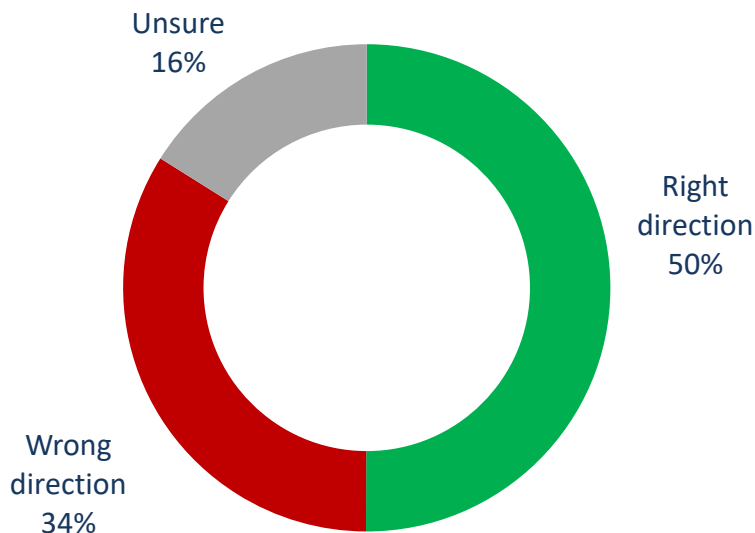
*Note: Charts may not add up to 100 due to rounding

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

Direction of the country in 2017

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to 29th, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+16.2



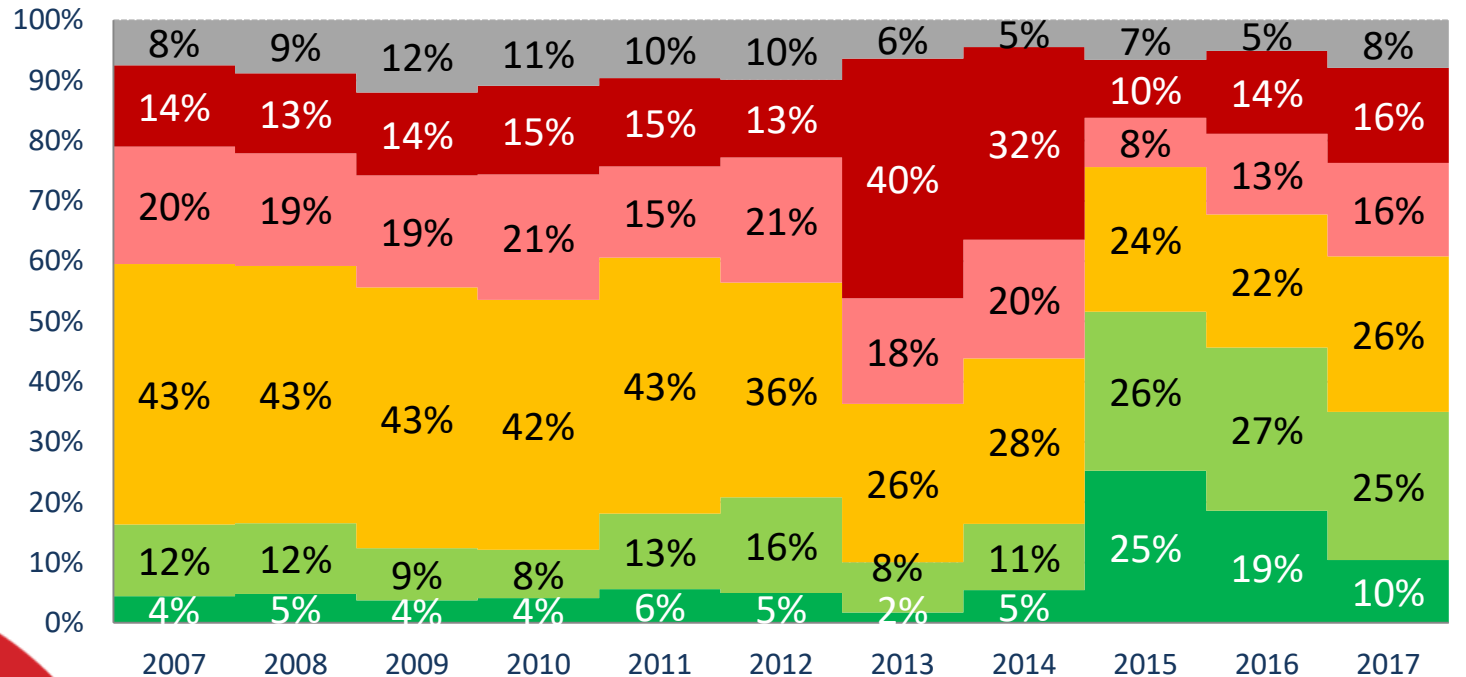
Subgroups	Right direction
Atlantic (n=100)	61.5%
Quebec (n=250)	54.1%
Ontario (n=300)	51.9%
Prairies (n=200)	36.0%
British Columbia (n=150)	50.8%
Male (n=520)	43.0%
Female (n=480)	56.8%
18 to 34 (n=235)	51.5%
35 to 54 (n=370)	50.5%
55 plus (n=395)	48.7%

***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?

Federal-Provincial relations

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to 29th, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



■ Improved ■ Somewhat improved ■ Neutral ■ Somewhat not improved ■ Not improved ■ Unsure

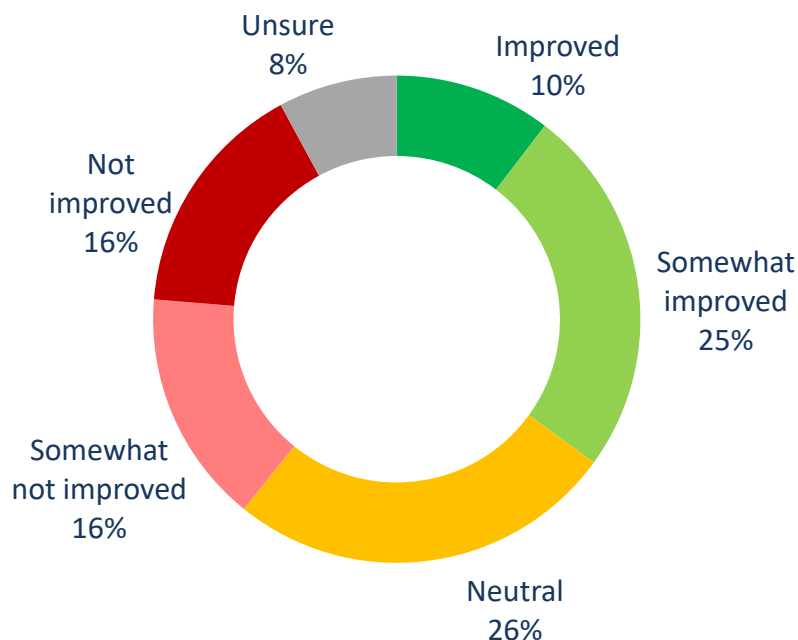
*Note: Charts may not add up to 100 due to rounding

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

Federal-Provincial relations in 2017

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to 29th, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+3.7



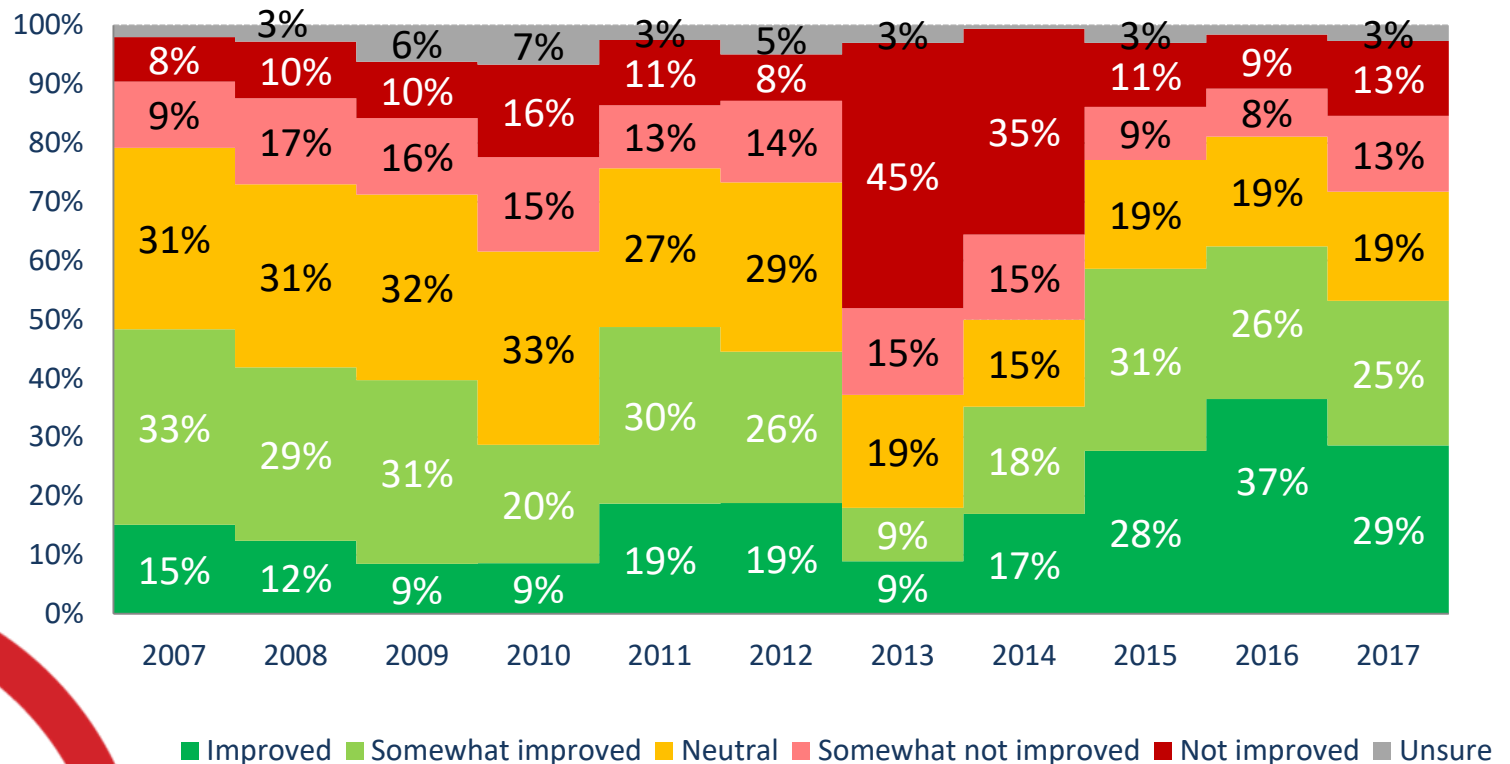
Subgroups	Improved/ somewhat improved
Atlantic (n=100)	51.1%
Quebec (n=250)	33.3%
Ontario (n=300)	43.0%
Prairies (n=200)	15.6%
British Columbia (n=150)	36.9%
Male (n=520)	33.0%
Female (n=480)	37.0%
18 to 34 (n=235)	30.5%
35 to 54 (n=370)	38.2%
55 plus (n=395)	35.4%

***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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to 29th, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



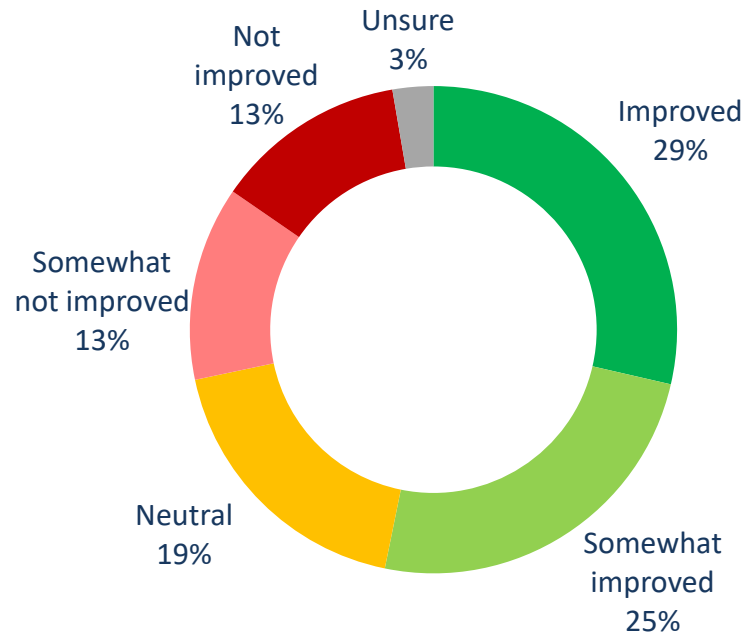
*Note: Charts may not add up to 100 due to rounding

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?

Canada's global reputation in 2017

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27th to 29th, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

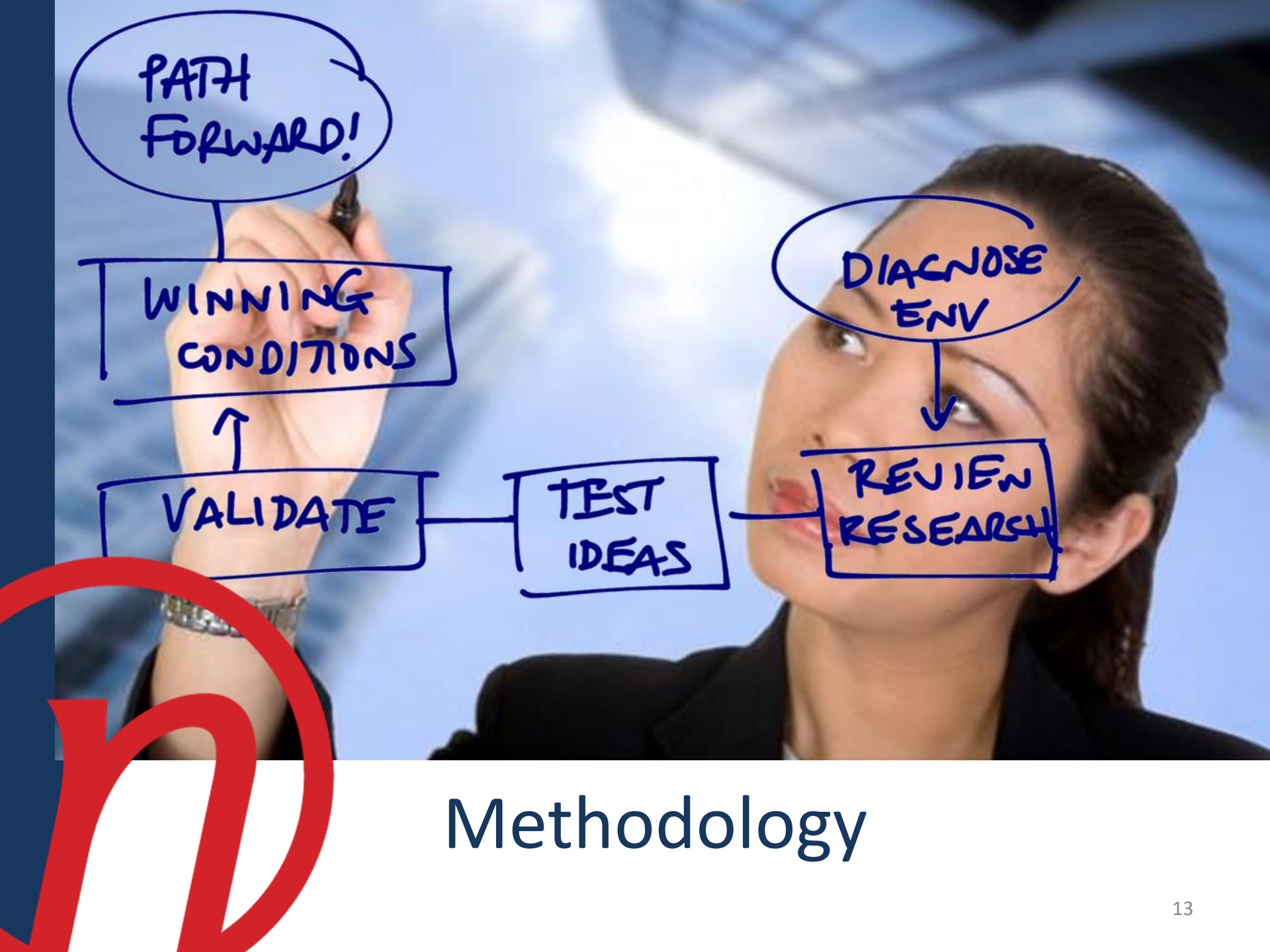
Net Score
+27.6



Subgroups	Improved/ Somewhat improved
Atlantic (n=100)	64.9%
Quebec (n=250)	59.0%
Ontario (n=300)	55.4%
Prairies (n=200)	35.5%
British Columbia (n=150)	55.3%
Male (n=520)	47.8%
Female (n=480)	58.5%
18 to 34 (n=235)	53.1%
35 to 54 (n=370)	53.4%
55 plus (n=395)	53.2%

***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?



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between December 27th and 29th, 2017 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.

This study is a joint initiative between Nanos and the Institute for Research on Public Policy.

Previous Waves

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.

This study is a joint initiative between Nanos and the Institute for Research on Public Policy.

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	This study is a joint initiative between Nanos and the Institute for Research on Public Policy.	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
Final Sample Size	1,000 Randomly selected individuals.	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Ten per cent, consistent with industry norms.
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.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	This was module five of an omnibus survey. Preceding modules asked about telecom providers, bitcoin, international relations, federal politics, and healthcare.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	December 27 th to 29 th , 2017	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.
Language of Survey	The survey was conducted in both English and French.		

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



[View our brochure](#)

Nik Nanos FMRIA

Chairman, Nanos Research Group
Ottawa (613) 234-4666 ext. 237
Washington DC (202) 697-9924
nnanos@nanosresearch.com

Richard Jenkins

Vice President, Nanos Research
Ottawa (613) 234-4666 ext. 230
rjenkins@nanosresearch.com



Tabulations



2017-1123 – IRPP – Year End Survey - STAT SHEET

			Region						Gender		Age		
			Canada 2017-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 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	520	480	235	370	395
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Very good	%	10.6	18.8	8.1	11.6	7.3	11.5	9.6	11.6	12.4	8.3	11.2
	Somewhat good	%	25.9	29.7	28.5	28.3	16.3	26.7	22.0	29.6	26.2	28.2	23.5
	Average	%	24.4	23.9	28.3	24.5	19.0	25.0	21.4	27.3	22.4	25.6	24.7
	Somewhat poor	%	14.8	19.4	17.3	11.2	14.3	15.7	16.4	13.4	15.9	15.2	13.8
	Very poor	%	23.6	8.1	17.1	23.0	42.0	21.1	30.2	17.1	21.7	21.7	26.5
	Unsure	%	.8	.0	.6	1.4	1.0	.0	.5	1.0	1.3	.9	.3

			Region						Gender		Age		
			Canada 2017-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 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	520	480	235	370	395
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Right direction	%	50.1	61.5	54.1	51.9	36.0	50.8	43.0	56.8	51.5	50.5	48.7
	Wrong direction	%	33.9	26.9	26.8	29.9	51.1	35.4	40.9	27.1	32.8	33.8	34.7
	Unsure	%	16.1	11.6	19.1	18.2	12.8	13.9	16.0	16.1	15.7	15.7	16.6

			Region						Gender		Age		
			Canada 2017-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 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	520	480	235	370	395
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Not improved	%	15.8	6.4	11.0	8.1	39.9	13.3	18.5	13.2	17.7	14.2	16.0
	Somewhat not improved	%	15.5	14.2	20.0	10.2	19.5	14.2	17.2	13.9	14.7	15.6	16.0
	Neutral	%	25.8	22.5	28.2	28.3	19.0	27.9	25.4	26.2	23.8	26.4	26.6
	Somewhat improved	%	24.6	34.1	22.3	30.6	11.7	27.2	22.2	26.9	20.9	27.6	24.5
	Improved	%	10.4	17.0	11.0	12.4	3.9	9.7	10.8	10.1	9.6	10.6	10.9
	Unsure	%	7.9	5.8	7.5	10.4	6.0	7.7	5.9	9.8	13.3	5.7	6.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between December 27th and 29th, 2017. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

www.nanosresearch.com



2017-1123 – IRPP – Year End Survey - STAT SHEET

			Region						Gender		Age		
			Canada 2017-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 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	520	480	235	370	395
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Not improved	%	12.7	4.5	10.1	11.4	21.8	12.7	15.1	10.3	11.6	11.2	14.7
	Somewhat not improved	%	12.9	8.5	10.8	12.5	19.2	11.7	16.8	9.1	14.8	12.9	11.5
	Neutral	%	18.5	18.2	16.8	19.2	20.4	17.9	19.6	17.6	16.1	21.1	18.0
	Somewhat improved	%	24.6	25.7	26.2	25.6	18.1	28.1	21.7	27.5	26.3	22.0	25.8
	Improved	%	28.6	39.2	32.8	29.8	17.4	27.2	26.1	31.0	26.8	31.4	27.4
	Unsure	%	2.7	3.9	3.2	1.5	3.2	2.5	.8	4.5	4.3	1.6	2.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between December 27th and 29th, 2017. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

www.nanosresearch.com