

# *Nanos/IRPP Mood of Canada Tracking*

*submitted by Nanos to IRPP, January 2016  
(Submission 2016-762)*





## *Canadians say Federal-Provincial relations and global reputation significantly improving - Just as many Canadians say country headed in right direction now compared to 2011 Harper win*

A newly released nine year tracking study on the Mood of Canada by Nanos Research in conjunction with the Institute for Research on Public Policy suggests that the post election wake for Trudeau government remains positive and on a number of measures but not all, outstrips the previous Harper government.

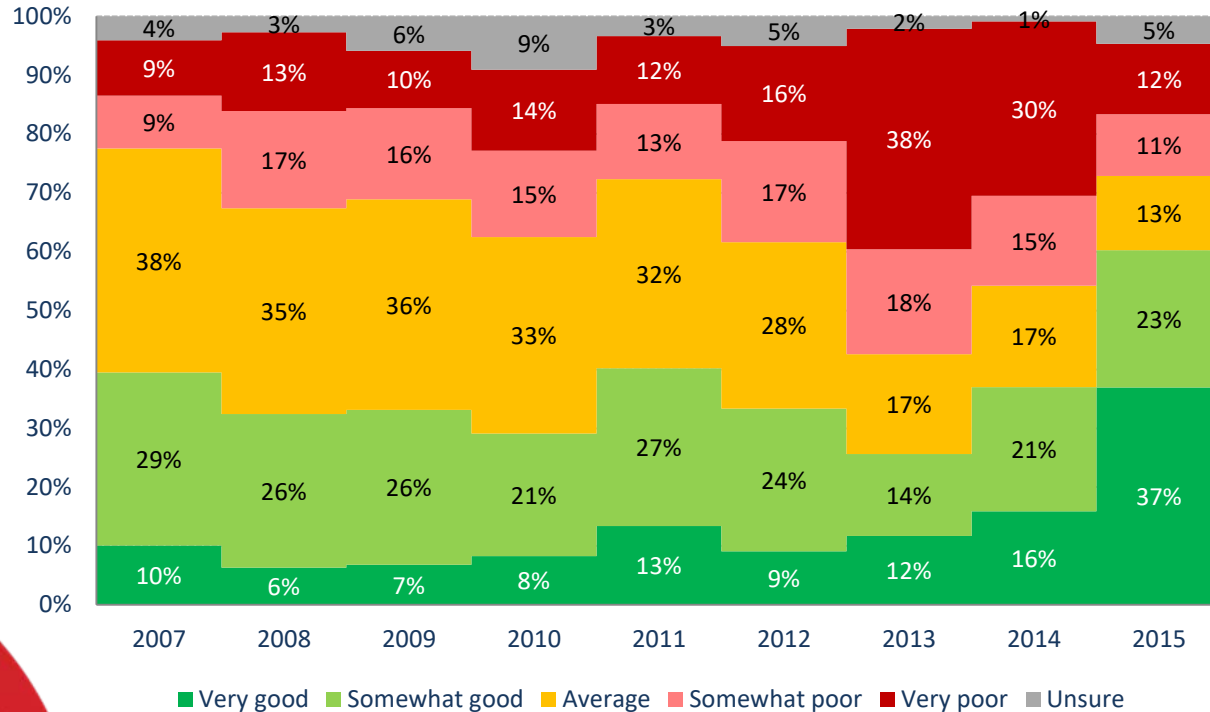
- **Performance of the Federal Government** – Six of ten Canadians (60.2%) rated the performance of the Federal government very good (36.9%) or good (23.3%). This represents a nine year high on this measure. The previous nine year high was 40.2% after Harper won a majority government.
- **Direction of the country** – More than six in ten Canadians (62.7%) thought the country is moving in the right direction at this time. Factoring the margin of error for the research, this score is equivalent to the right direction score after the 2011 Harper victory (63.5%)
- **Federal-Provincial relations** – This tracking measure realized the most dramatic jump. Fifty two percent of Canadians said Federal Provincial relations had improved (25.2%) or somewhat improved (26.4%). The previous high over the past nine years under Harper was 21.0% in 2012 (5% improved and 16% somewhat improved).
- **Canada's global reputation** – A majority of Canadians, six of ten, assert that Canada's global reputation has improved (27.7%) or somewhat improved (30.9%). This is above the previous nine year high under Harper in 2011 (18.7% improved, 30.0% somewhat improved).

The opinions in this report are based on the compiled views of 1,000 Canadians between December 18<sup>th</sup> and 21<sup>st</sup>, 2015. The sample included both land- and cell-lines across Canada. The margin of error for this research is 3.1 percentage points, 19 times out of 20.

# Performance of Federal government

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 18<sup>th</sup> to 21<sup>st</sup>, 2015, n=1,000, accurate ±3.1 percentage points 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 15<sup>th</sup> to 18<sup>th</sup>, 2014, n=1,000, accurate ±3.1 percentage points 19 times out of 20.



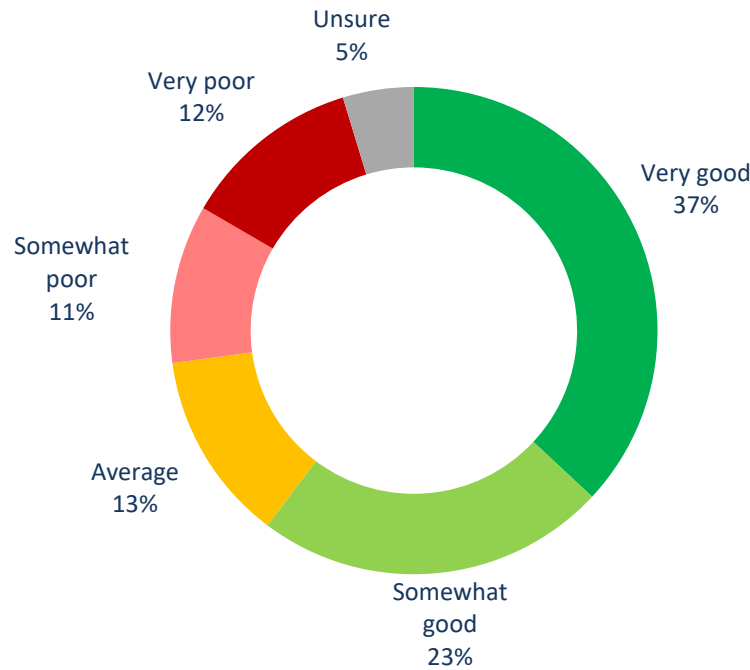
**\*Note: Charts may not add up to 100 due to rounding**

**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 2015

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 18<sup>th</sup> to 21<sup>st</sup>, 2015, n=1,000, accurate ±3.1 percentage points 19 times out of 20.

**Net Score**  
+37.8



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

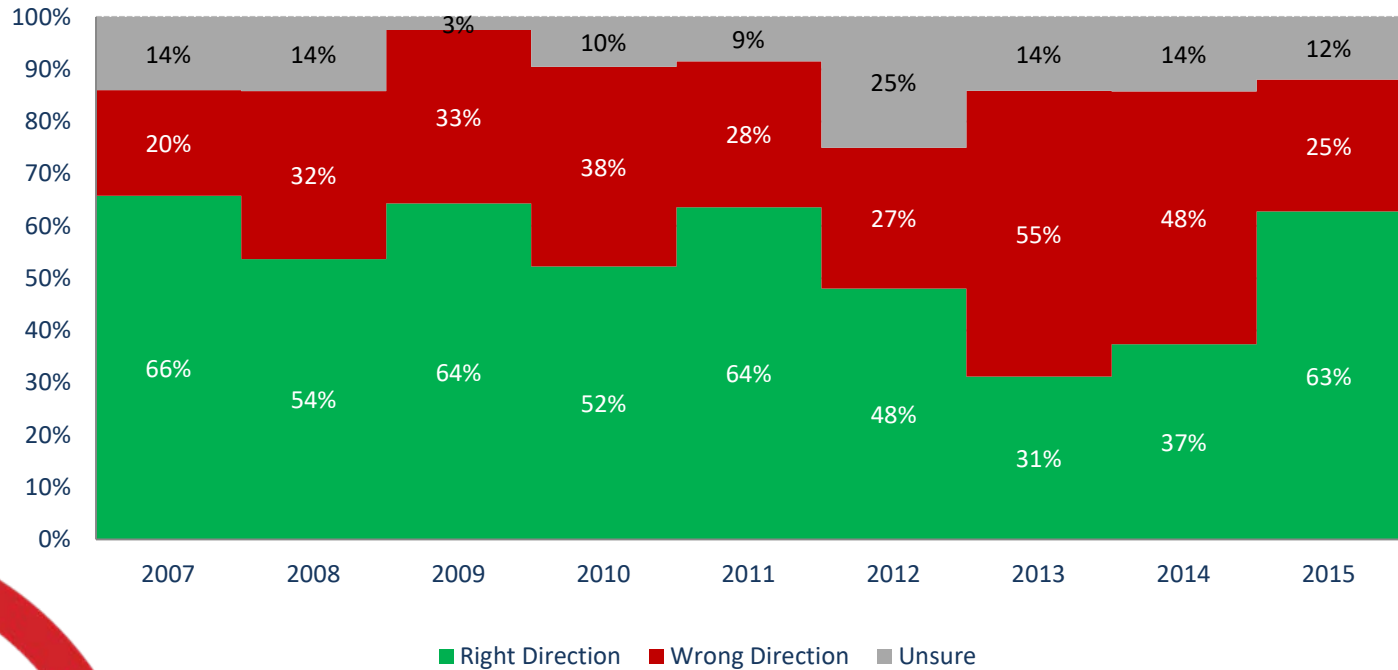
Subgroups	Very good/ somewhat good
Atlantic (n=100)	76.0%
Quebec (n=250)	55.0%
Ontario (n=300)	62.2%
Prairies (n=200)	51.6%
British Columbia (n=150)	65.7%
Male (n=500)	58.0%
Female (n=500)	62.5%
18 to 29 (n=127)	61.4%
30 to 39 (n=139)	54.1%
40 to 49 (n=187)	56.7%
50 to 59 (n=267)	65.1%
60 plus (n=280)	62.7%

**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 18<sup>th</sup> to 21<sup>st</sup>, 2015, n=1,000, accurate  $\pm 3.1$  percentage points 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 15<sup>th</sup> to 18<sup>th</sup>, 2014, n=1,000, accurate  $\pm 3.1$  percentage points 19 times out of 20.



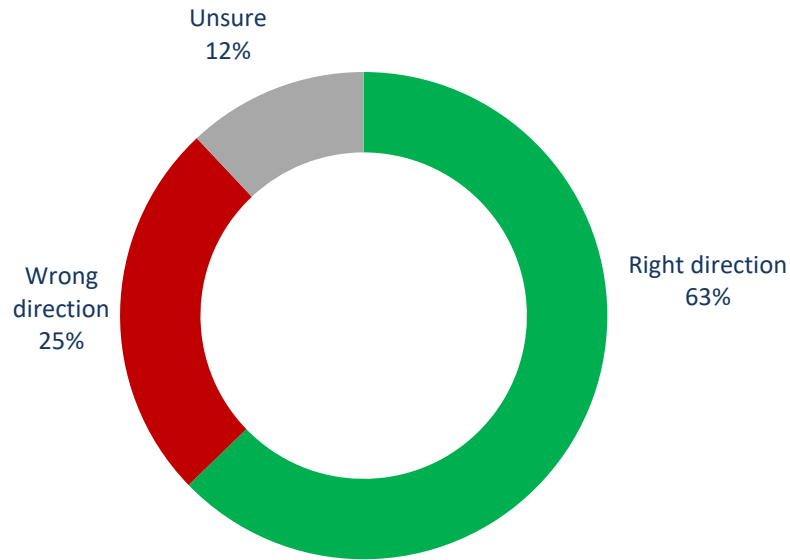
**\*Note: Charts may not add up to 100 due to rounding**

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

# Direction of the Country for the year 2015

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 18<sup>th</sup> to 21<sup>st</sup>, 2015, n=1,000, accurate ±3.1 percentage points 19 times out of 20.

**Net Score**  
+37.5



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

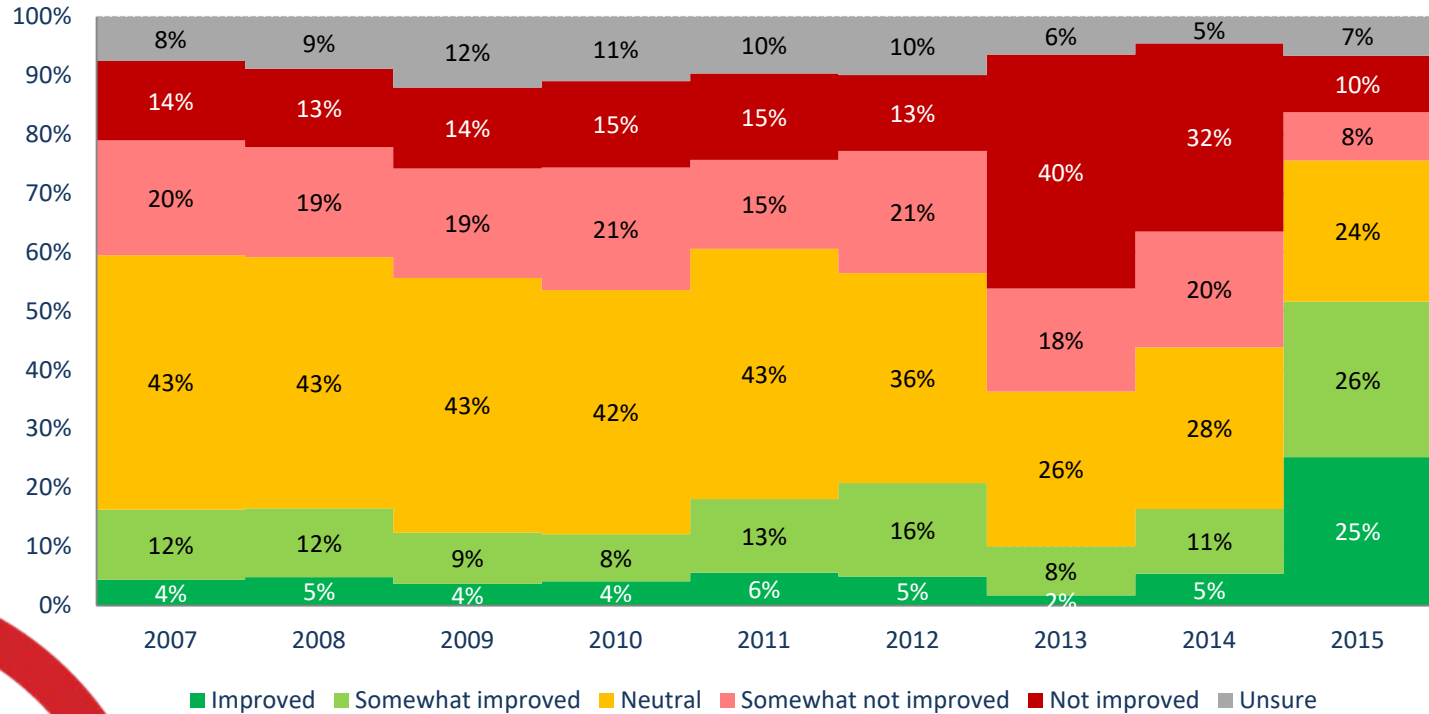
Subgroups	Right direction
Atlantic (n=100)	77.6%
Quebec (n=250)	61.4%
Ontario (n=300)	63.8%
Prairies (n=200)	52.0%
British Columbia (n=150)	67.2%
Male (n=500)	59.7%
Female (n=500)	65.8%
18 to 29 (n=127)	62.8%
30 to 39 (n=139)	59.7%
40 to 49 (n=187)	59.2%
50 to 59 (n=267)	68.2%
60 plus (n=280)	63.7%

**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 18<sup>th</sup> to 21<sup>st</sup>, 2015, n=1,000, accurate ±3.1 percentage points 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 15<sup>th</sup> to 18<sup>th</sup>, 2014, n=1,000, accurate ±3.1 percentage points 19 times out of 20.



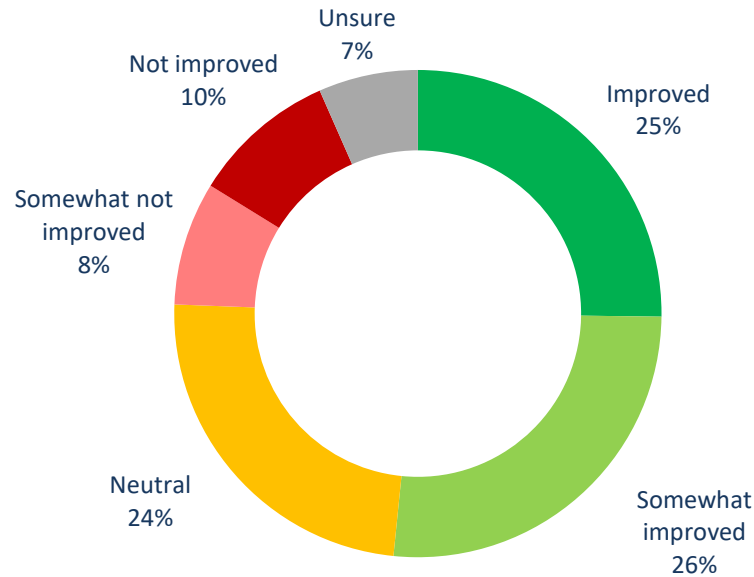
**\*Note: Charts may not add up to 100 due to rounding**

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

# Federal-Provincial relations for the year 2015

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 18<sup>th</sup> to 21<sup>st</sup>, 2015, n=1,000, accurate ±3.1 percentage points 19 times out of 20.

**Net Score**  
+33.8



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

Subgroups	Improved/somewhat improved
Atlantic (n=100)	57.2%
Quebec (n=250)	49.9%
Ontario (n=300)	56.1%
Prairies (n=200)	44.1%
British Columbia (n=150)	51.8%
Male (n=500)	55.1%
Female (n=500)	48.1%
18 to 29 (n=127)	40.7%
30 to 39 (n=139)	50.5%
40 to 49 (n=187)	48.2%
50 to 59 (n=267)	55.1%
60 plus (n=280)	62.4%

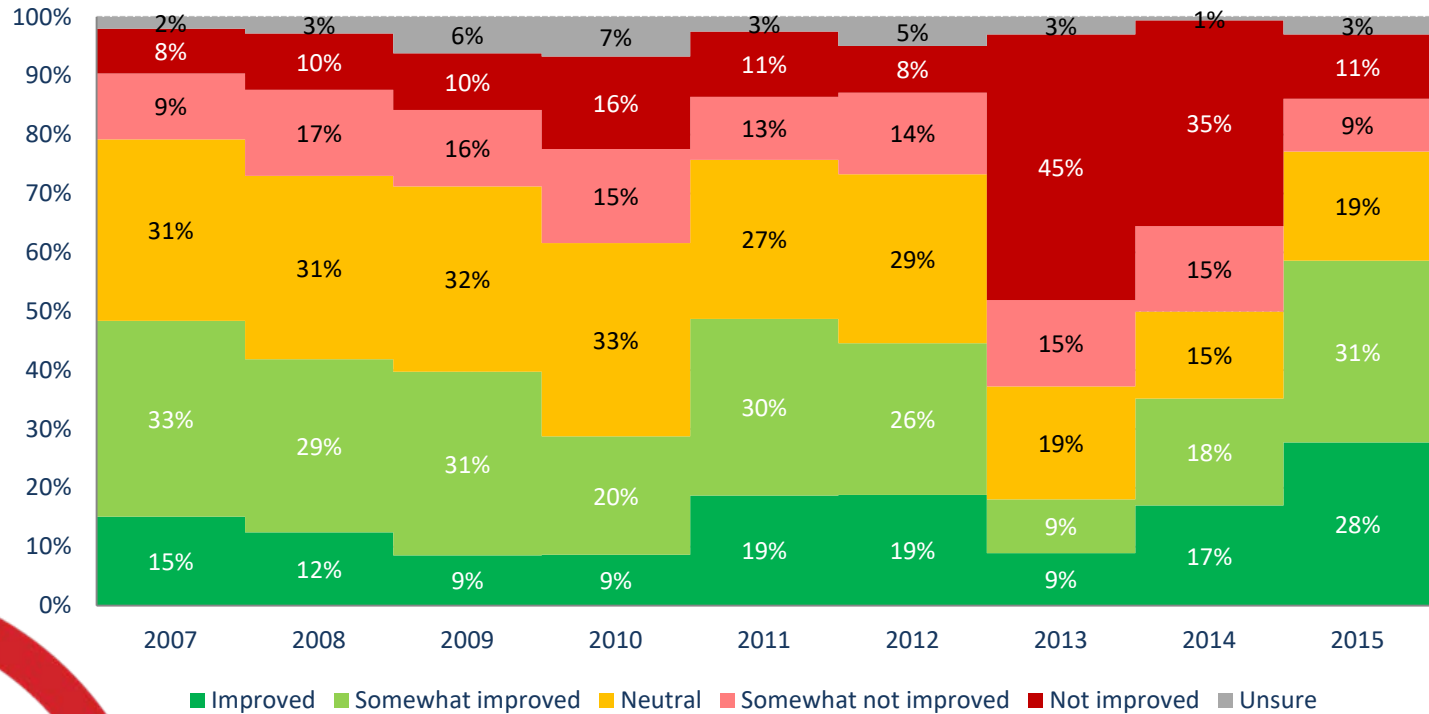
**QUESTION** – On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate the relationship between the federal government and the provincial governments over the past year?



# Canada's Global Reputation

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 18<sup>th</sup> to 21<sup>st</sup>, 2015, n=1,000, accurate ±3.1 percentage points 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 15<sup>th</sup> to 18<sup>th</sup>, 2014, n=1,000, accurate ±3.1 percentage points 19 times out of 20.



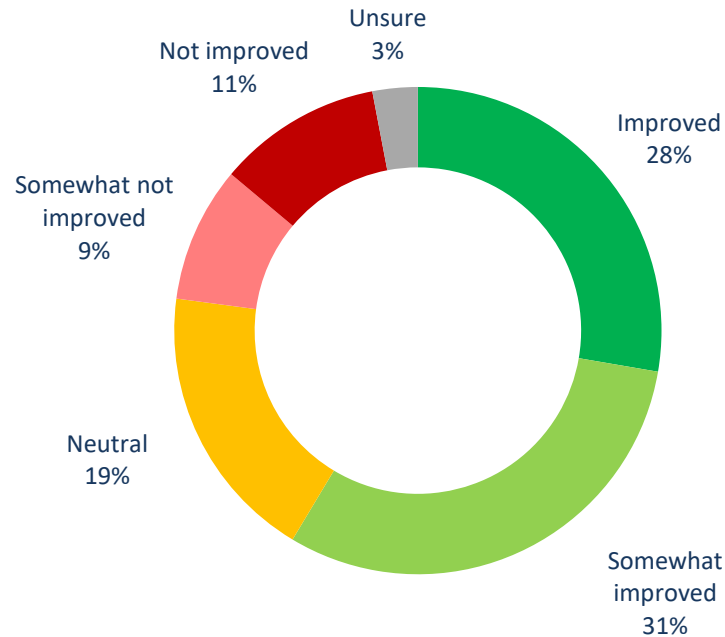
**\*Note: Charts may not add up to 100 due to rounding**

**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 for the year 2015

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 18<sup>th</sup> to 21<sup>st</sup>, 2015, n=1,000, accurate ±3.1 percentage points 19 times out of 20.

**Net Score**  
+38.7



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

Subgroups	Improved/somewhat improved
Atlantic (n=100)	71.4%
Quebec (n=250)	54.7%
Ontario (n=300)	56.9%
Prairies (n=200)	53.0%
British Columbia (n=150)	67.2%
Male (n=500)	56.9%
Female (n=500)	60.3%
18 to 29 (n=127)	57.6%
30 to 39 (n=139)	52.6%
40 to 49 (n=187)	58.4%
50 to 59 (n=267)	54.5%
60 plus (n=280)	66.8%

**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 18<sup>th</sup>, and 21<sup>st</sup>, 2015 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  $\pm 3.1$  percentage points, 19 times out of 20.

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



# 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.



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# Technical Note

Element	Description
Organization who commissioned the research	Institute for Research on Public Policy
Final Sample Size	1000 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.
Demographics (Other)	Age, gender, education, income
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 18 <sup>th</sup> to 21 <sup>st</sup> , 2015
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	Eleven 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 eight of an omnibus survey. The modules preceding these questions included top unprompted national issues of concern, vote preferences, Syrian refugees, federal government evaluation, health care and natural resource companies.
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. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.



# Tabulations

Confidential



**2015-762 – Nanos/IRPP Mood of Canada Survey – STAT SHEET**

**Question 1 - 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?**

		Region						Gender		Age				
		Canada 2015-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Total	Unwgt N	1000	100	250	300	200	150	500	500	127	139	187	267	280
	Wgt N	1000	100	250	300	200	150	500	500	206	169	208	178	239
Very good	%	36.9	55.7	27.7	40.7	29.7	42.0	34.2	39.7	35.2	36.7	31.8	41.1	39.9
Somewhat good	%	23.3	20.3	27.3	21.5	21.9	23.7	23.8	22.8	26.2	17.4	24.9	24.0	22.8
Average	%	12.6	8.3	17.8	12.0	9.1	12.9	11.4	13.8	12.8	15.9	11.7	10.3	12.7
Somewhat poor	%	10.5	10.6	10.7	8.5	13.9	9.9	12.2	8.9	8.6	12.8	10.9	7.8	12.4
Very poor	%	11.9	4.0	11.3	12.5	19.6	6.5	14.5	9.3	15.7	10.7	13.5	10.7	9.0
Unsure	%	4.7	1.2	5.2	4.8	5.8	5.0	4.0	5.5	1.5	6.5	7.2	6.1	3.2

**Question 2 - Would you say that Canada as a country is moving in the right direction or the wrong direction?**

		Region						Gender		Age				
		Canada 2015-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Total	Unwgt N	1000	100	250	300	200	150	500	500	127	139	187	267	280
	Wgt N	1000	100	250	300	200	150	500	500	206	169	208	178	239
Right direction	%	62.7	77.6	61.4	63.8	52.0	67.2	59.7	65.8	62.8	59.7	59.2	68.2	63.7
Wrong direction	%	25.2	15.4	27.0	23.6	34.4	19.8	29.5	21.0	27.1	22.2	30.9	23.4	22.2
Unsure	%	12.0	7.0	11.6	12.6	13.6	13.0	10.9	13.2	10.0	18.1	9.9	8.4	14.1

Nanos conducted a random telephone survey of 1000 individuals between December 18<sup>th</sup> and 21<sup>st</sup>, 2015. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1000 individuals is 3.1 percentage points, 19 times out of 20.

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**2015-762 – Nanos/IRPP Mood of Canada Survey – STAT SHEET**

**Question 3 - 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?**

		Region						Gender		Age				
		Canada 2015-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Total	Unwgt N	1000	100	250	300	200	150	500	500	127	139	187	267	280
	Wgt N	1000	100	250	300	200	150	500	500	206	169	208	178	239
Not improved	%	9.6	11.3	9.6	9.3	11.2	6.6	9.2	9.9	13.3	8.0	6.2	11.8	8.7
Somewhat not improved	%	8.2	7.4	9.2	4.5	12.3	8.9	6.5	9.8	6.8	9.9	7.8	10.2	6.9
Neutral	%	24.0	19.1	25.9	21.7	24.7	27.7	22.6	25.3	29.8	25.1	29.9	16.7	18.6
Somewhat improved	%	26.4	32.0	27.8	24.6	22.9	28.5	28.5	24.3	25.0	31.3	24.5	22.0	29.2
Improved	%	25.2	25.2	22.1	31.5	21.2	23.3	26.6	23.8	15.7	19.2	23.7	33.1	33.2
Unsure	%	6.6	5.1	5.3	8.3	7.8	5.0	6.5	6.8	9.4	6.5	7.9	6.3	3.4

Nanos conducted a random telephone survey of 1000 individuals between December 18<sup>th</sup> and 21<sup>st</sup>, 2015. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1000 individuals is 3.1 percentage points, 19 times out of 20.



**2015-762 – Nanos/IRPP Mood of Canada Survey – STAT SHEET**

**Question 4 - 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?**

		Region						Gender		Age				
		Canada 2015-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Total	Unwgt N	1000	100	250	300	200	150	500	500	127	139	187	267	280
	Wgt N	1000	100	250	300	200	150	500	500	206	169	208	178	239
Not improved	%	10.9	6.0	10.5	12.6	13.5	8.2	10.8	11.1	13.3	11.2	9.3	12.2	9.2
Somewhat not improved	%	9.0	4.9	12.4	6.5	9.9	9.7	7.5	10.5	7.4	8.9	10.2	12.5	6.7
Neutral	%	18.5	15.4	20.0	19.1	21.1	13.3	20.9	16.0	20.9	24.4	16.8	17.3	14.6
Somewhat improved	%	30.9	40.3	31.5	27.9	28.5	32.7	31.7	30.1	31.5	29.3	35.5	25.1	31.7
Improved	%	27.7	31.1	23.2	29.0	24.5	34.5	25.2	30.2	26.1	23.3	22.9	29.4	35.1
Unsure	%	3.0	2.2	2.4	4.8	2.5	1.6	3.8	2.2	.7	2.8	5.2	3.6	2.7

Nanos conducted a random telephone survey of 1000 individuals between December 18<sup>th</sup> and 21<sup>st</sup>, 2015. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1000 individuals is 3.1 percentage points, 19 times out of 20.