Canadians views of the Trudeau government's performance continue to trend negatively

Mood of Canada - 13 YEAR TRACKING STUDY | Summary

Submitted by Nanos, January 2020
Submission 2019-1556

NANOS

IRPP

SUMMARY

Perceptions of the performance of the Federal government hit an all time low since the start of Mood of Canada Tracking

A newly released 13 year 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 an all-time low in those who say they are doing a very good or good job from the 2018 wave, and the number of Canadians who say the country is moving in the right direction has also continued to decrease since the 2018 findings. Overall, the Federal-Provincial relations measure has continued its negative trend since 2015, while Canada's global reputation has decreased significantly from its ten-year high in 2016, according to Canadians.

- **Performance of the Federal Government** – Over four in ten Canadians say the performance of the Federal Liberal Government as very poor (25%) or somewhat poor (19%), while 27 per cent say it is average, and over one in four say it is very good (six per cent) or somewhat good (21%). Three per cent are unsure. While these figures are generally steady with 2018 findings (with a slight decrease in those who say the performance is very good or somewhat good), the data shows a 31 point decrease in "very good" and a 13 point increase in "very poor" since 2015.

- **Direction of the country** – When asked whether the country is moving in the right or the wrong direction, 41 per cent of Canadians say the right direction (down from 47% in 2018) and 34 per cent say the wrong direction (down from 39% in 2018). Twenty-five per cent are unsure (up from 14% in 2018).

- **Federal-Provincial relations** – Over six in ten Canadians say that over the past year the relationship between federal and provincial governments has not improved (33%) or somewhat not improved (28%), while 22 per cent say it is neutral (down from 26% in 2018), and more than one in ten say it has improved (two per cent) or somewhat improved (ten per cent). Six per cent are unsure. This represents a 23 point decrease in "improved" and 23 point increase in "not improved" since 2015.

SUMMARY

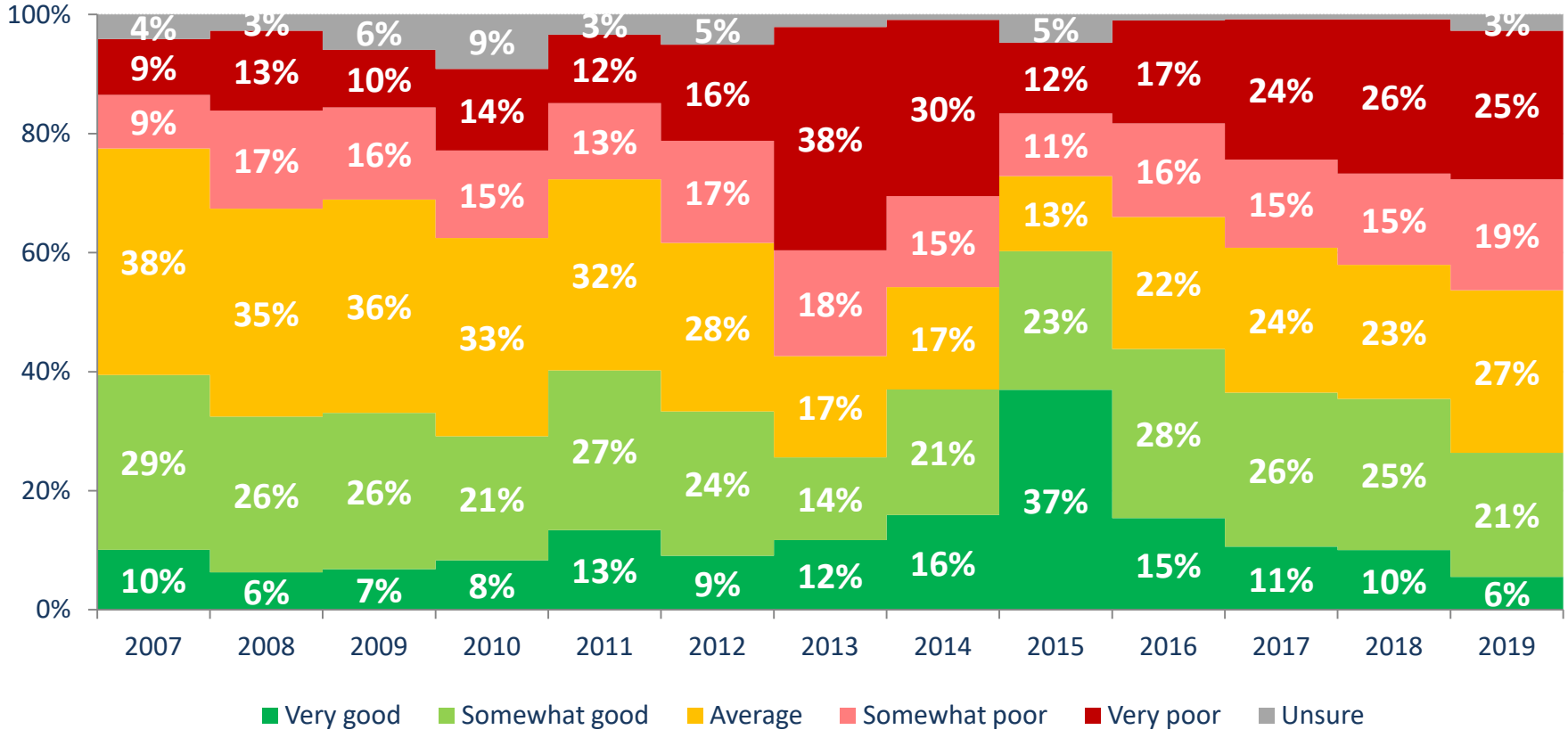
Canadians are much less likely to say that Canada's international reputation has improved or somewhat improved over the last year than in 2018

- **Canada's global reputation** – Over four in ten say that over the last year Canada's international reputation has not improved (22%) or somewhat not improved (21%), while 32% percent say it is neutral (up from 20% in 2018), and less than one in four says it has improved (seven per cent; a significant decrease from 22% in 2018) or somewhat improved (15%; down from 22% in 2018). Three per cent are unsure. This represents a 15 point decrease in "improved" and a seven point decrease in "somewhat improved" since 2017.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between December 22nd and 29th, 2019 as part of an omnibus survey. The margin of error for a random survey of 1,010 Canadians is ±3.1 percentage points, 19 times out of 20.

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

Performance of the federal government

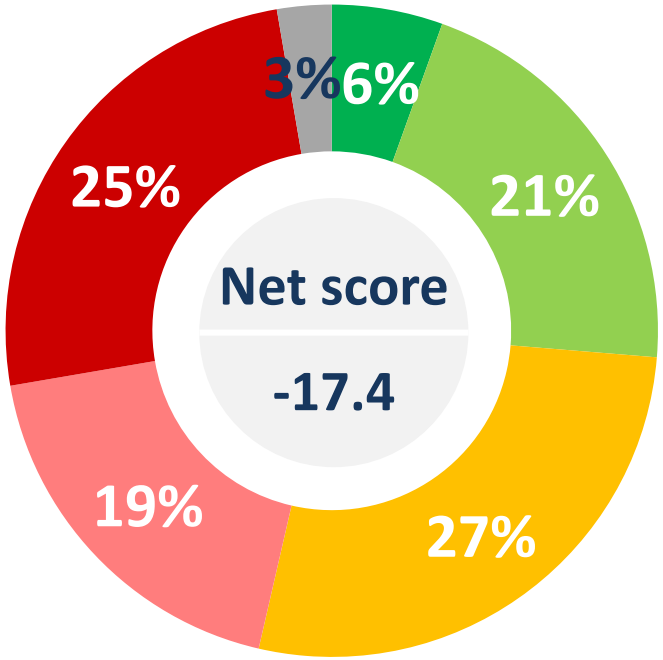


QUESTION – Would you describe the performance of the current Federal Liberal Government led by Prime Minister Justin Trudeau as very good, somewhat good, average, somewhat poor or very poor?

QUESTION – Would you describe the performance of the current Federal Liberal Government led by Prime Minister Stephen Harper as very good, somewhat good, average, somewhat poor or very poor? (2007-2014 waves)

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 22nd to 29th, 2019, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Performance of the federal government



Very good Somewhat good Average Somewhat poor Very poor Unsure

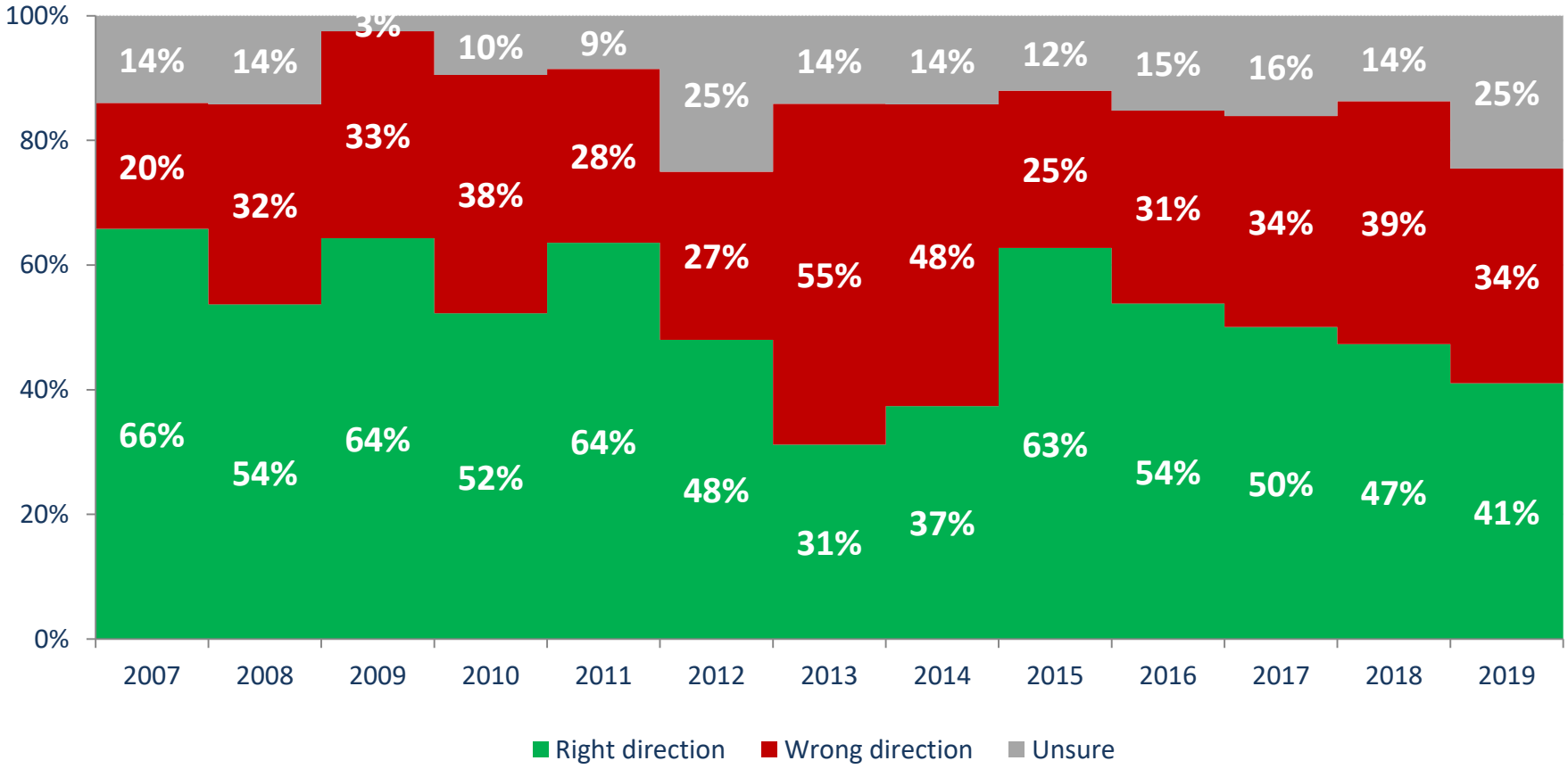
	Very poor/ Somewhat poor
Atlantic (n=100)	35.8%
Quebec (n=246)	32.6%
Ontario (n=312)	42.5%
Prairies (n=213)	60.5%
British Columbia (n=139)	47.0%
Male (n=501)	49.6%
Female (n=509)	37.8%
18 to 34 (n=266)	42.0%
35 to 54 (n=365)	41.1%
55 plus (n=379)	47.0%

*Weighted to the true population proportion.
*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?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 22nd to 29th, 2019, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

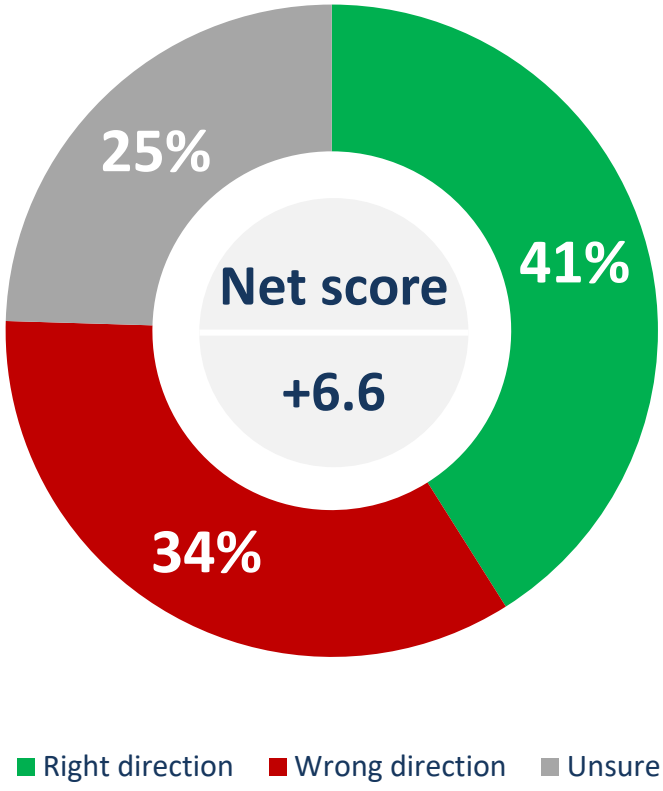
Direction of the country



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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 22nd to 29th, 2019, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Direction of the country



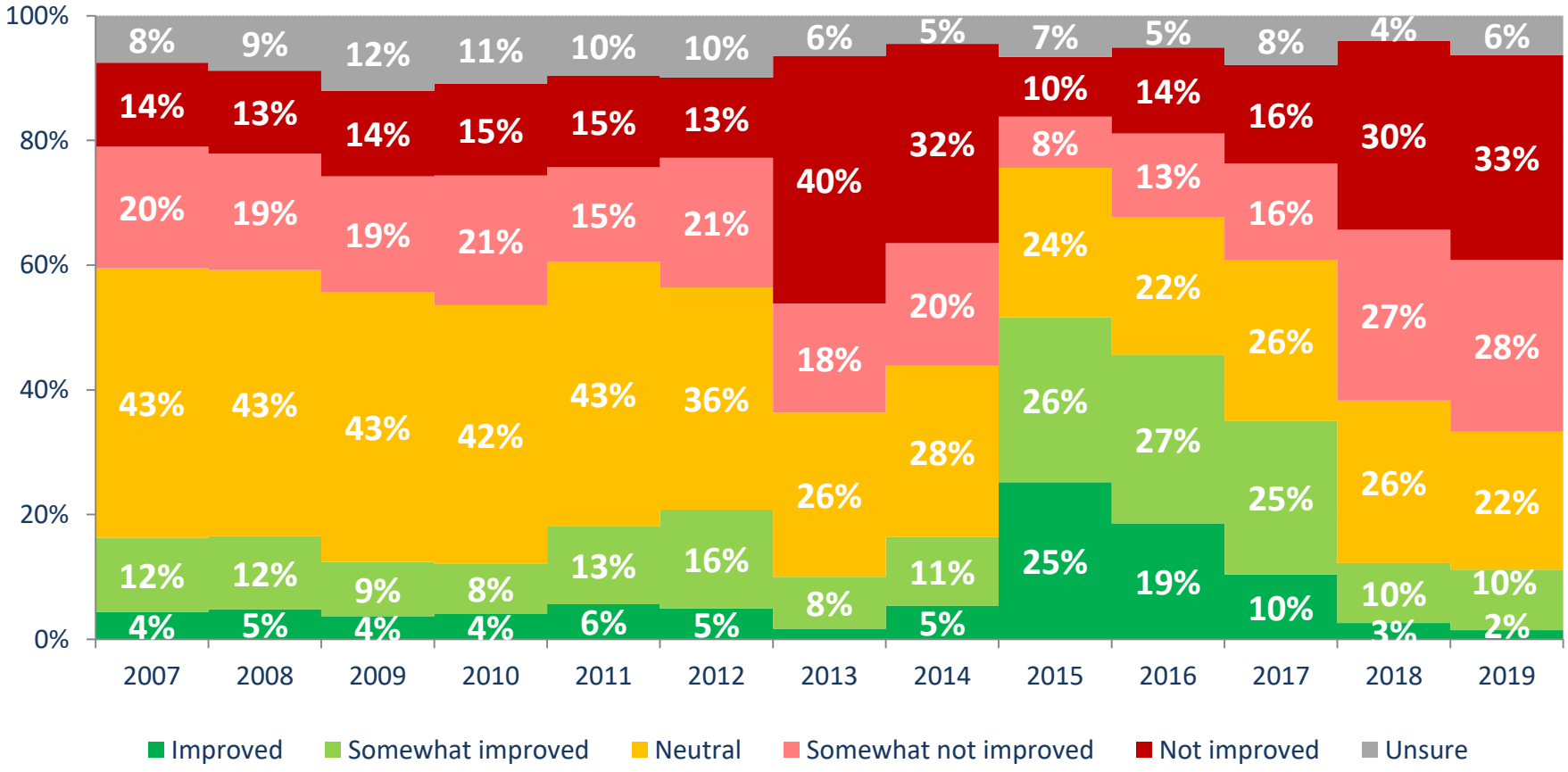
	Right Direction
Atlantic (n=100)	48.5%
Quebec (n=246)	45.0%
Ontario (n=312)	42.5%
Prairies (n=213)	30.0%
British Columbia (n=139)	41.2%
Male (n=501)	38.4%
Female (n=509)	43.6%
18 to 34 (n=266)	44.6%
35 to 54 (n=365)	37.2%
55 plus (n=379)	42.0%

*Weighted to the true population proportion.
*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?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 22nd to 29th, 2019, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

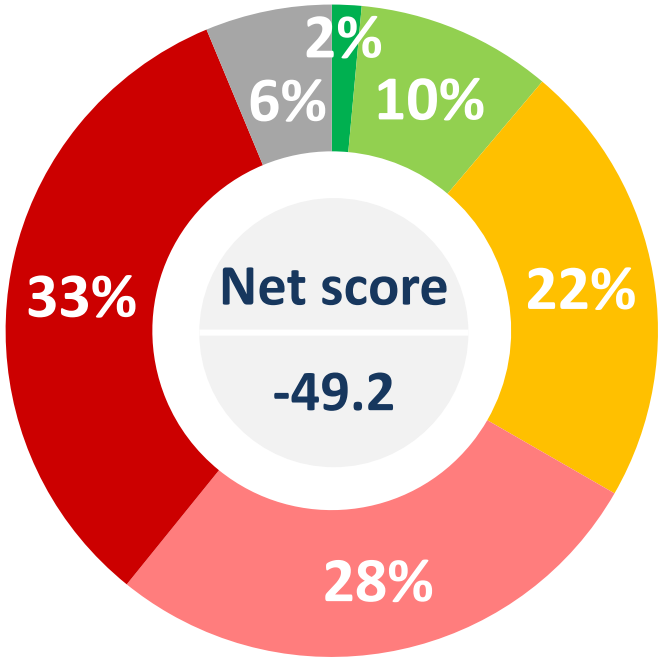
Change in federal-provincial relations



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?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 22nd to 29th, 2019, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Change in federal-provincial relations



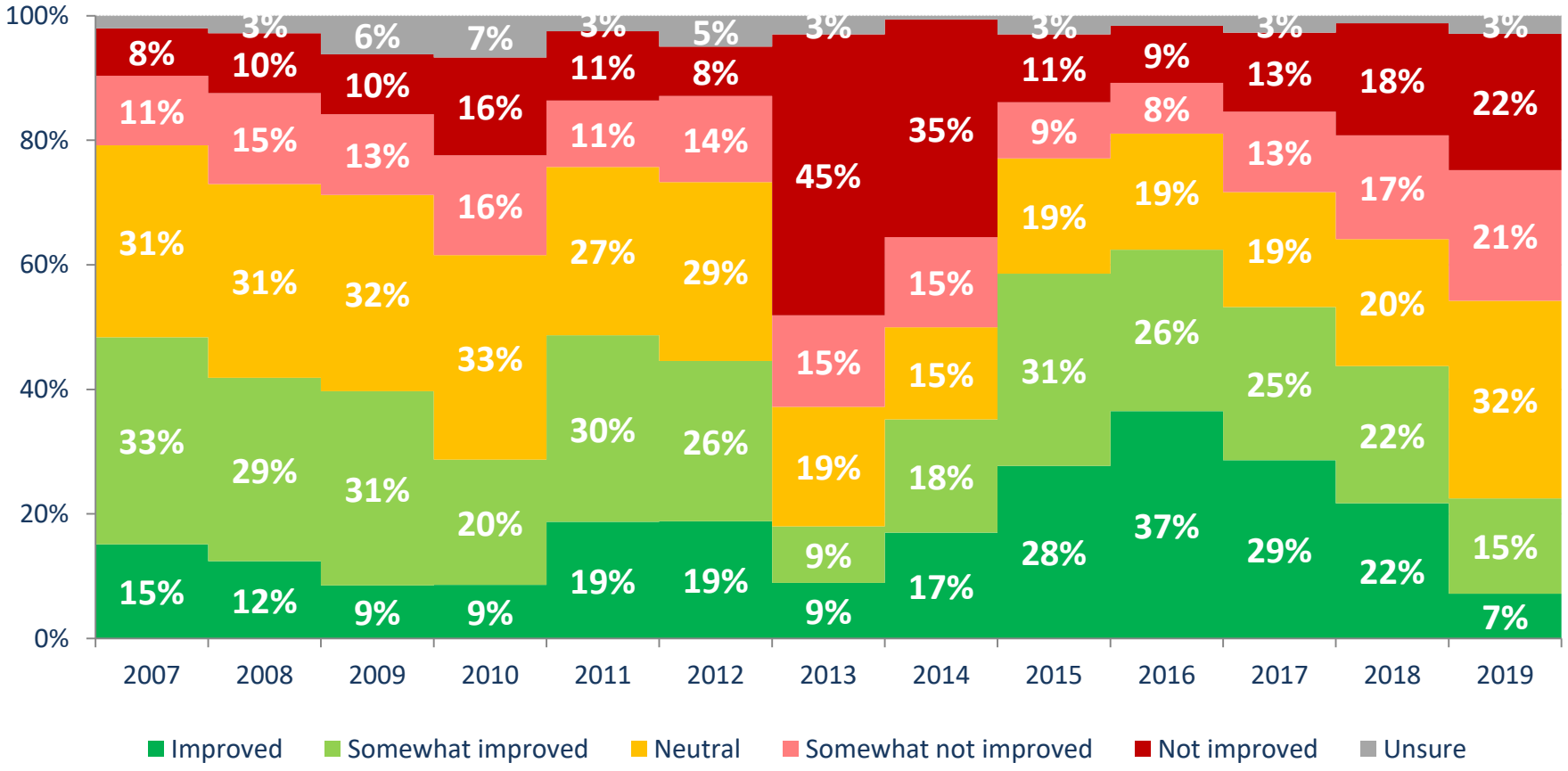
	Not improved/ Somewhat not improved
Atlantic (n=100)	34.0%
Quebec (n=246)	53.6%
Ontario (n=312)	60.2%
Prairies (n=213)	77.8%
British Columbia (n=139)	62.6%
Male (n=501)	64.8%
Female (n=509)	56.1%
18 to 34 (n=266)	57.7%
35 to 54 (n=365)	58.6%
55 plus (n=379)	63.9%

*Weighted to the true population proportion.
*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?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 22nd to 29th, 2019, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

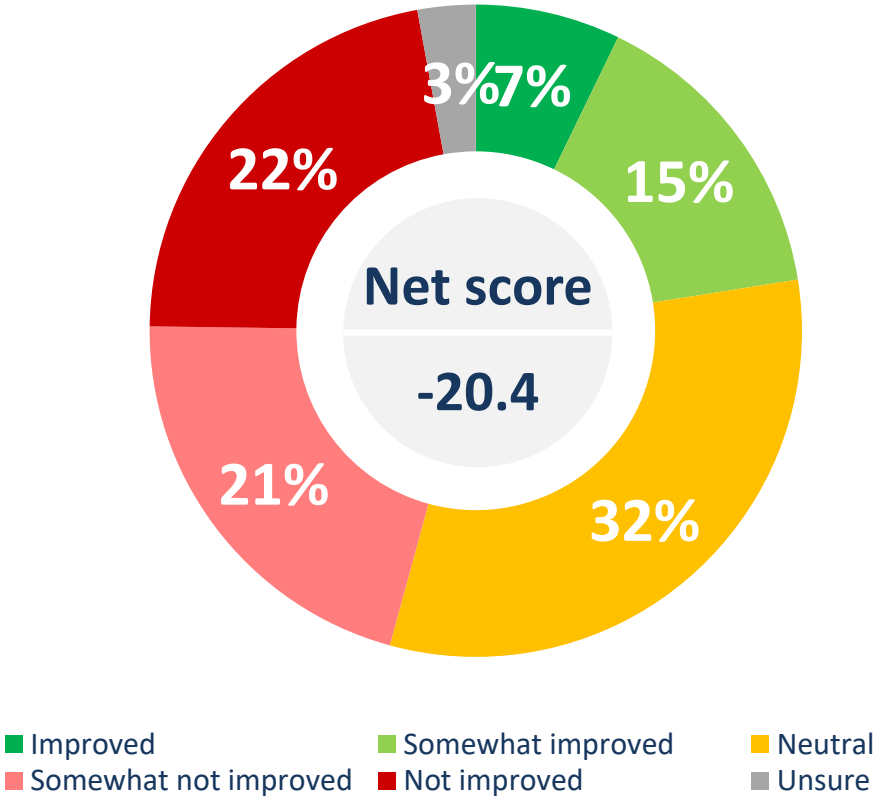
Change in the international reputation of Canada



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?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 22nd to 29th, 2019, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Change in the international reputation of Canada



	Not improved/ Somewhat not improved
Atlantic (n=100)	34.6%
Quebec (n=246)	43.0%
Ontario (n=312)	39.2%
Prairies (n=213)	55.6%
British Columbia (n=139)	40.3%
Male (n=501)	45.2%
Female (n=509)	40.6%
18 to 34 (n=266)	42.0%
35 to 54 (n=365)	41.4%
55 plus (n=379)	44.8%

*Weighted to the true population proportion.
*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?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 22nd to 29th, 2019, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between December 22nd and 29th, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,010 Canadians is ±3.1 percentage points, 19 times out of 20.

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

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

Previous Waves

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 November 30th and December 5th, 2018 as part of an omnibus survey. 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 Research and the Institute for Research on Public Policy.

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. 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.

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. 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.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between December 18th, and 21st, 2015 as part of an omnibus survey. 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.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between November 15th and 18th, 2014 as part of an omnibus survey. 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 .

National Nanos RDD Crowdsource random survey of 1,000 Canadians conducted between December 14th and 16th, 2013 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

TECHNICAL NOTE

Element	Description
Organization who commissioned the research	Institute for Research on Public Policy (IRPP)
Final Sample Size	1010 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.
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 22nd to 29th, 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by ESOMAR and AAPOR.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) 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 (2016) 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 four of an omnibus survey. Previous content included, finances, the environment, Frontier mine, the government of Canada, the Alberta government, and the economy.
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.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

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TABULATIONS

2019-1556 – Mood of Canada December – STAT SHEET

			Region						Gender		Age		
			Canada 2019-12	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	1010	100	246	312	213	139	501	509	266	365	379
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Very good	%	5.5	8.4	2.2	8.0	4.3	4.6	5.5	5.6	3.6	3.9	8.3
	Somewhat good	%	20.8	23.1	29.0	20.2	13.3	17.5	19.8	21.8	23.4	22.2	17.8
	Average	%	27.3	26.4	33.6	26.5	20.2	29.1	23.8	30.8	28.5	28.4	25.5
	Somewhat poor	%	18.7	18.9	16.7	18.2	22.8	17.6	18.6	18.7	20.2	17.4	18.7
	Very poor	%	25.0	16.9	15.9	24.3	37.7	29.4	31.0	19.1	21.8	23.7	28.3
	Undecided/unsure	%	2.7	6.4	2.7	2.9	1.7	1.8	1.3	4.0	2.4	4.4	1.4

			Region						Gender		Age		
			Canada 2019-12	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	1010	100	246	312	213	139	501	509	266	365	379
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Right direction	%	41.0	48.5	45.0	42.5	30.0	41.2	38.4	43.6	44.6	37.2	42.0
	Wrong direction	%	34.4	26.2	25.1	33.2	52.1	34.1	39.2	29.9	30.8	36.1	35.5
	Unsure	%	24.5	25.4	29.9	24.3	17.9	24.7	22.4	26.6	24.6	26.8	22.5

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2019-1556 – Mood of Canada December – STAT SHEET

			Region						Gender		Age		
			Canada 2019-12	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	1010	100	246	312	213	139	501	509	266	365	379
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Not improved	%	32.9	18.4	17.5	35.8	49.3	36.4	36.9	29.0	33.2	28.0	37.0
	Somewhat not improved	%	27.5	15.6	36.1	24.4	28.5	26.2	27.9	27.1	24.5	30.6	26.9
	Neutral	%	22.1	32.7	29.7	19.5	13.9	22.6	22.0	22.3	26.1	23.2	18.4
	Somewhat improved	%	9.7	18.3	10.1	11.4	6.0	4.9	9.5	9.9	6.7	9.4	12.1
	Improved	%	1.5	3.1	2.1	1.6	0.0	1.3	1.5	1.4	0.6	1.1	2.4
	Unsure/Undecided	%	6.3	12.0	4.5	7.4	2.4	8.5	2.1	10.2	8.9	7.7	3.2

			Region						Gender		Age		
			Canada 2019-12	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	1010	100	246	312	213	139	501	509	266	365	379
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Not improved	%	21.9	12.4	16.9	23.9	29.5	19.5	27.3	16.7	21.2	19.8	24.3
	Somewhat not improved	%	21.0	22.2	26.1	15.3	26.1	20.8	17.9	23.9	20.8	21.6	20.5
	Neutral	%	31.8	35.7	32.4	33.7	24.3	33.4	31.2	32.3	30.3	36.2	28.9
	Somewhat improved	%	15.3	16.6	19.0	14.8	11.1	15.4	14.7	15.8	18.5	12.7	15.4
	Improved	%	7.2	9.8	3.4	9.2	7.2	6.8	7.4	7.0	6.8	5.7	8.8
	Unsure/Undecided	%	2.9	3.3	2.3	3.2	1.8	4.1	1.4	4.3	2.5	4.0	2.1

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