

Residents of the Prairies are more likely to say anger best describes how they feel about the federal government in Ottawa while British Columbians are more likely to say pessimism

National survey released November, 2018
Project 2018-1302C



CTV
NEWS

NANOS SURVEY

Summary

British Columbians are more likely to say pessimism while residents of the Prairies are more likely to say anger best describes how they feel about the federal government.

British Columbians are more likely to say pessimism best describes how they feel about the federal government, while residents of the Prairies are more likely to say anger best describes how they feel about the federal government.

- **Canadians are more than three times as likely to say anger or pessimism than disinterest best describes how they feel about the federal government** – Canadians most frequently select pessimism (24%) and anger (23%) when asked which feelings best describes their views of the federal government in Ottawa, followed by optimism and satisfaction (19% each) and disinterest (seven per cent). Eight per cent are unsure.
- **Residents of the Prairies are more likely to say anger best describes how they feel about the federal government while British Columbians are more likely to say pessimism** – Asked what word best describes their views of the federal government in Ottawa, Residents of the Prairies are more likely to say Anger (37% of residents of the prairies say Anger compared to 23% of all Canadians), while residents of British Columbia are more likely to say pessimism (35% of British Columbians say pessimism compared to 24% of all Canadians).

The observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between November 3rd and 7th, 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.

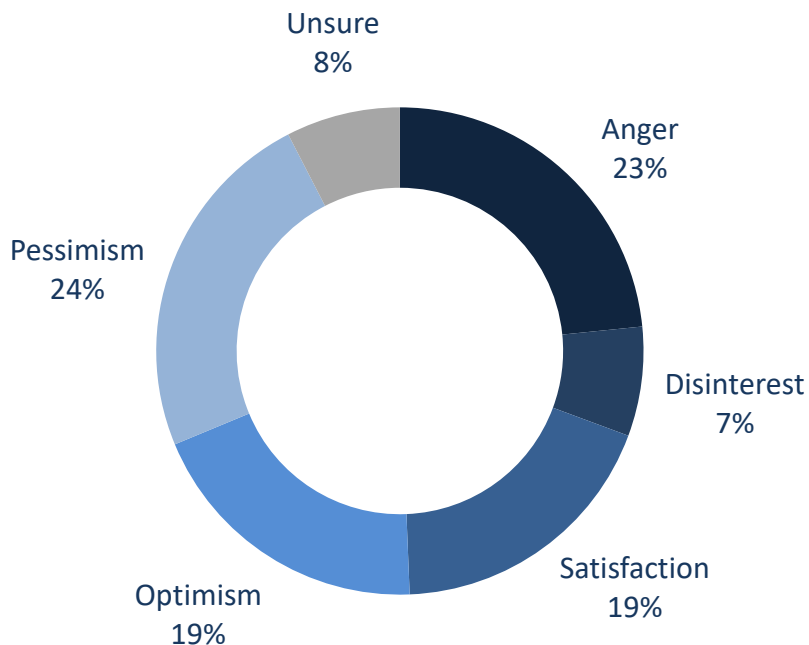
This study was commissioned by CTV News and the research was conducted by Nanos Research.



NANOS SURVEY

Views on the federal government

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 3rd to 7th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Pessimism	Anger
Atlantic (n=100)	13.8%	20.6%
Quebec (n=250)	25.4%	19.4%
Ontario (n=300)	20.8%	21.9%
Prairies (n=200)	22.4%	37.3%
British Columbia (n=150)	34.8%	16.4%
Male (n=549)	27.5%	26.7%
Female (n=451)	20.0%	20.3%
18 to 34 (n=237)	27.1%	20.5%
35 to 54 (n=344)	19.3%	26.9%
55 plus (n=419)	25.1%	22.4%

*Weighted to the true population proportion.

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

QUESTION – Which of the following feelings best describes your views of the federal government in Ottawa?
[RANDOMIZE]

Views on the federal government

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 3rd to 7th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



QUESTION – Which of the following feelings best describes your views of the federal government in Ottawa?
[RANDOMIZE]

About a Word Cloud

A word cloud is a visual depiction of opinion where words depicted in larger font were more frequently mentioned.

Views on the federal government by region

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 3rd to 7th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Canada 2018-02 (n=1000)	Atlantic (n=100)	Quebec (n=250)	Ontario (n=300)	Prairies (n=200)	British Colombia (n=150)
Pessimism	23.7%	13.8%	25.4%	20.8%	22.4%	34.8%
Anger	23.4%	20.6%	19.4%	21.9%	37.3%	16.4%
Optimism	19.4%	18.7%	21.5%	22.0%	13.3%	19.3%
Satisfaction	18.7%	25.1%	16.4%	22.8%	13.4%	17.2%
Disinterest	7.3%	10.9%	7.8%	7.3%	6.4%	5.0%
Unsure	7.6%	10.9%	9.6%	5.2%	7.2%	7.3%

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

QUESTION – Which of the following feelings best describes your views of the federal government in Ottawa?
[RANDOMIZE]



Views on the federal government by gender and age

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, November 3rd to 7th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

	Canada 2018-02 (n=1000)	Gender		Age		
		Male (n=549)	Female (n=451)	18 to 34 (n=237)	35 to 54 (n=344)	55 plus (n=419)
Anger	23.7%	26.7%	20.3%	20.5%	26.9%	22.4%
Pessimism	23.4%	27.5%	20.0%	27.1%	19.3%	25.1%
Optimism	19.4%	16.7%	22.0%	23.7%	17.1%	18.4%
Satisfaction	18.7%	17.0%	20.3%	12.9%	21.0%	20.8%
Disinterest	7.3%	6.0%	8.5%	7.8%	8.8%	5.5%
Unsure	7.6%	6.2%	8.9%	7.9%	7.0%	7.9%

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

QUESTION – Which of the following feelings best describes your views of the federal government in Ottawa?
[RANDOMIZE]

Methodology

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 3rd and 7th, 2018 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 was commissioned by CTV News and the research was conducted by Nanos Research.

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

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	CTV	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
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 line 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	Nine percent, 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.
Demographics (Other)	Age, gender, education, income	Question Content	This is report three of three. Reports one and two were about the carbon tax and mortgage rates
Fieldwork/Validation	Live interviews with live supervision to validate work	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	November 3 rd and 7 th , 2018		
Language of Survey	The survey was conducted in both English and French.		
Standards	This report meets the standards set forth by ESOMAR.		

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

Nanos Research

North America Toll-free

1.888.737.5505

info@nanosresearch.com



Tabulations





2018-1302 – CTV/Nanos Survey – Federal Government - STAT SHEET

			Region					GENDER		Age			
			Canada 2018-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Which of the following feelings best describes your views of the federal government in Ottawa? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	549	451	237	344	419
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Anger	%	23.4	20.6	19.4	21.9	37.3	16.4	26.7	20.3	20.5	26.9	22.4
	Disinterest	%	7.3	10.9	7.8	7.3	6.4	5.0	6.0	8.5	7.8	8.8	5.5
	Satisfaction	%	18.7	25.1	16.4	22.8	13.4	17.2	17.0	20.3	12.9	21.0	20.8
	Optimism	%	19.4	18.7	21.5	22.0	13.3	19.3	16.7	22.0	23.7	17.1	18.4
	Pessimism	%	23.7	13.8	25.4	20.8	22.4	34.8	27.5	20.0	27.1	19.3	25.1
	Unsure	%	7.6	10.9	9.6	5.2	7.2	7.3	6.2	8.9	7.9	7.0	7.9

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 3rd and 7th, 2018. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

www.nanos.co