People more than twice as likely to say Canada is on the wrong track rather than the right track in building a united country.

CTV NEWS

ⓝ NANOS

Nanos was retained by CTV News to conduct research among Canadians to gauge their opinion on whether Canada is on the right track in creating prosperity for the future and building a united country.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,002 Canadians, 18 years of age or older, between June 30th and July 4th , 2022 as part of an omnibus survey.

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

Views on Canada creating prosperity for the future and building a united country

Net Score

Building a united country	22% / 50% / 28%	-27.8
Creating prosperity for the future	25% / 44% / 32%	-19.3

■ On the right track   ■ On the wrong track   ■ Unsure
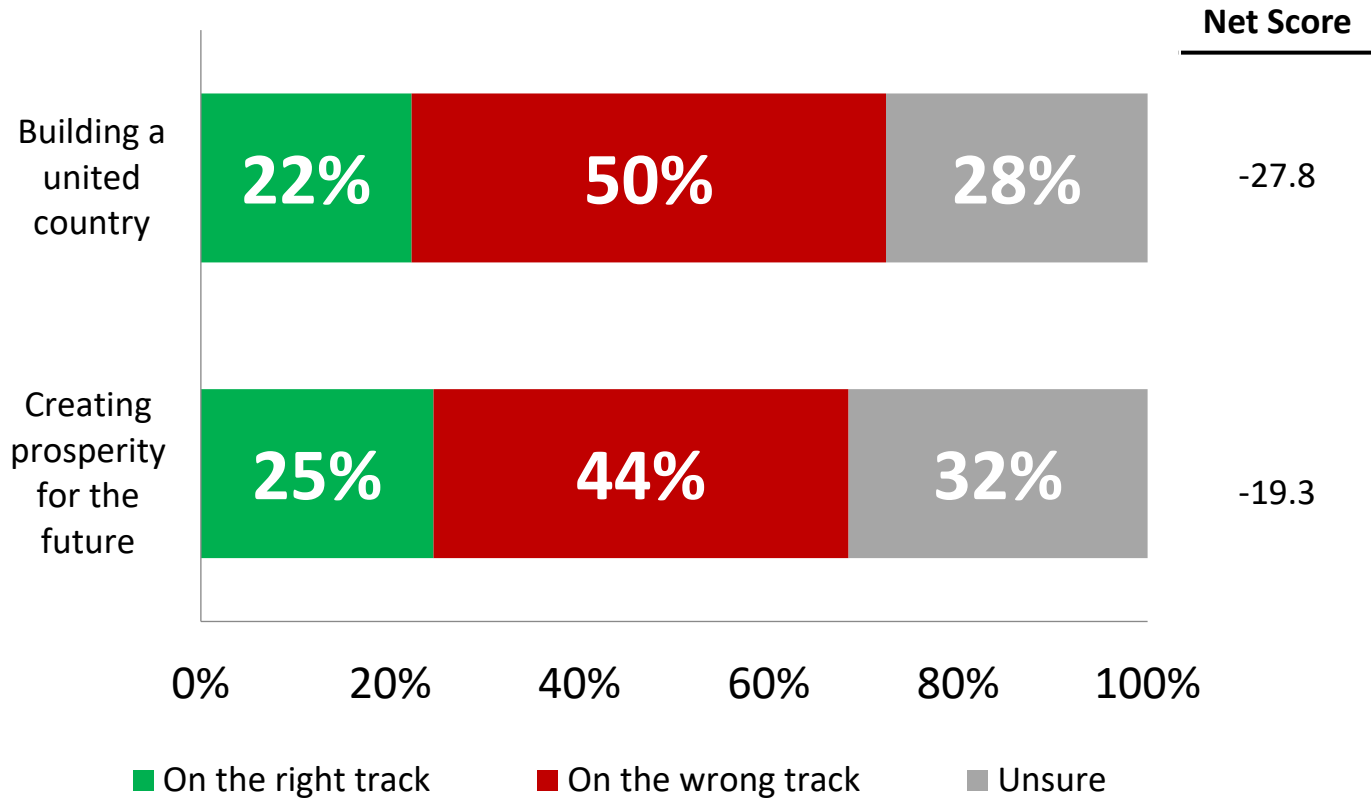
"Canadians most often say Canada is on the wrong track in building a united country (50%) and in creating prosperity for the future (44%), while about one in four believe Canada is on the right track (22%; 25% respectively)."

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*The net score is the difference between all positive and negative numbers in a question.
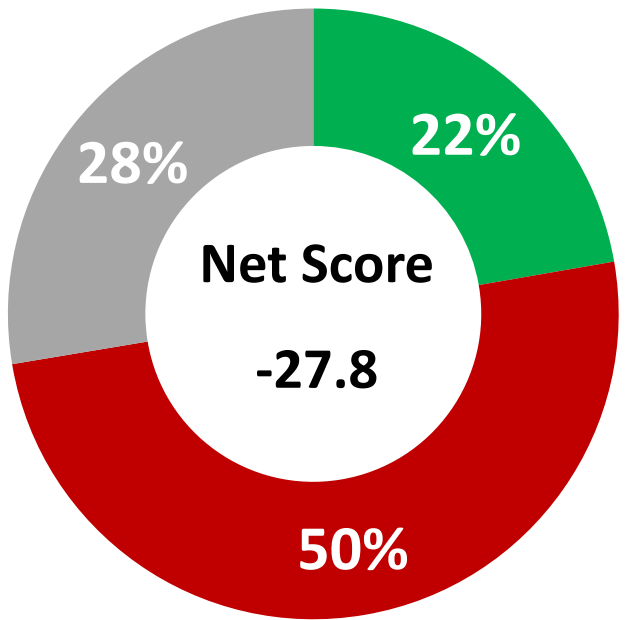
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 30th to July 4th, 2022, n=1,002, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Views on the track Canada is on for building a united country

Net Score

-27.8

22%

50%

28%

■ On the right track ■ On the wrong track ■ Unsure

"

Canadians are over two times more likely to say Canada is on the wrong track (50%) rather than the right track (22%) in terms of building a united country, while about three in ten are unsure (28%). Residents of B.C. are most likely to say Canada is on the right track (33%) compared to residents from other regions.

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*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 30th to July 4th, 2022, n=1,002, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Views on the track Canada is on for building a united country by demographics

Q Is Canada on the right track or the wrong track for the following: [ROTATE]

Building a united country

On the right track				
Atlantic (n=100)	Quebec (n=251)	Ontario (n=309)	Prairies (n=205)	BC (n=137)
22.8%	**21.9%**	**21.7%**	**16.1%**	**32.7%**
Men (n=533)	Women (n=469)	18 to 34 (n=276)	35 to 54 (n=367)	55 plus (n=359)
20.2%	**24.2%**	**17.2%**	**20.6%**	**27.3%**

On the wrong track				
Atlantic (n=100)	Quebec (n=251)	Ontario (n=309)	Prairies (n=205)	BC (n=137)
40.2%	**44.8%**	**53.1%**	**60.0%**	**42.0%**
Men (n=533)	Women (n=469)	18 to 34 (n=276)	35 to 54 (n=367)	55 plus (n=359)
55.4%	**45.0%**	**58.2%**	**53.2%**	**41.7%**

*Weighted to the true population proportion.
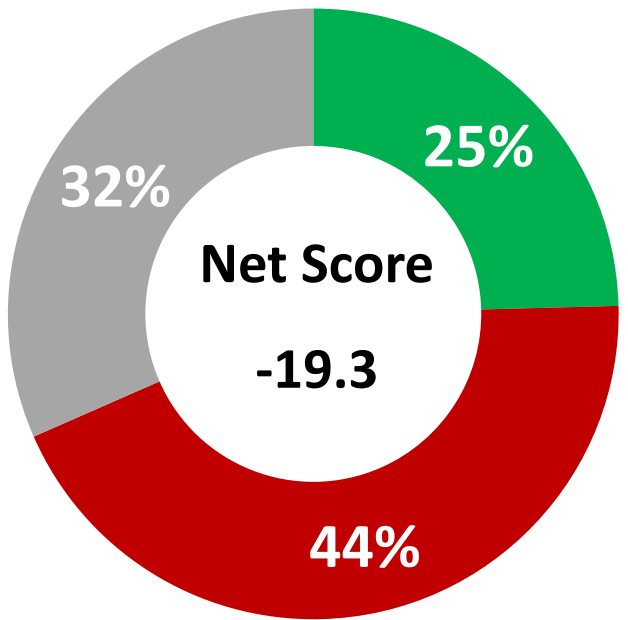*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 30th to July 4th, 2022, n=1,002, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Views on the track Canada is on for creating prosperity for the future

Net Score

-19.3

25%

44%

32%

■ On the right track　■ On the wrong track　■ Unsure

"

Canadians are more likely to say that Canada is on the wrong track (44%) than the right track (25%) for creating prosperity for the future, while about one in three are unsure (32%). Canadians aged 55 plus are more likely to say Canada is on the right track (30%) than younger Canadians (18-34: 18%; 35-54: 24%).

"

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 30th to July 4th, 2022, n=1,002, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Views on the track Canada is on for creating prosperity for the future by demographics

Q | Is Canada on the right track or the wrong track for the following: [ROTATE]
Creating prosperity for the future

On the right track				
Atlantic (n=100)	Quebec (n=251)	Ontario (n=309)	Prairies (n=205)	BC (n=137)
23.9%	**29.0%**	**22.4%**	**20.2%**	**29.4%**
Men (n=533)	Women (n=469)	18 to 34 (n=276)	35 to 54 (n=367)	55 plus (n=359)
25.5%	**23.7%**	**17.9%**	**23.9%**	**30.0%**
On the wrong track				
Atlantic (n=100)	Quebec (n=251)	Ontario (n=309)	Prairies (n=205)	BC (n=137)
44.0%	**29.7%**	**47.4%**	**56.8%**	**40.2%**
Men (n=533)	Women (n=469)	18 to 34 (n=276)	35 to 54 (n=367)	55 plus (n=359)
47.0%	**40.8%**	**51.8%**	**45.9%**	**36.4%**

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 30th to July 4th, 2022, n=1,002, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,002 Canadians, 18 years of age or older, between June 30th and July 4th, 2022 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 this survey 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.

METHODOLOGY

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1,002 Randomly selected individuals.
Source of Sample	Nanos Hybrid Probability Panel
Type of Sample	Probability
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	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	June 30th to July 4th, 2022.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

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, and individuals without internet access 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	13 percent, consistent with industry norms.
Question Order	This was the only question asked on this topic.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, inflation and travel plans.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	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.

TECHNICAL NOTE

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence.   Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

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ABOUT NANOS

Is Canada on the right track or the wrong track for the following: [ROTATE]

			Canada 2022-07	Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Creating prosperity for the future	Total	Unwgt N	1002	100	251	309	205	137	533	469	276	367	359
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	On the right track	%	24.6	23.9	29.0	22.4	20.2	29.4	25.5	23.7	17.9	23.9	30.0
	On the wrong track	%	43.8	44.0	29.7	47.4	56.8	40.2	47.0	40.8	51.8	45.9	36.4
	Unsure	%	31.6	32.1	41.3	30.1	22.9	30.4	27.5	35.4	30.3	30.3	33.7

Is Canada on the right track or the wrong track for the following: [ROTATE]

			Canada 2022-07	Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Building a united country	Total	Unwgt N	1002	100	251	309	205	137	533	469	276	367	359
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	On the right track	%	22.3	22.8	21.9	21.7	16.1	32.7	20.2	24.2	17.2	20.6	27.3
	On the wrong track	%	50.1	40.2	44.8	53.1	60.0	42.0	55.4	45.0	58.2	53.2	41.7
	Unsure	%	27.6	36.9	33.4	25.2	23.8	25.3	24.4	30.7	24.6	26.2	31.0

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