



Better

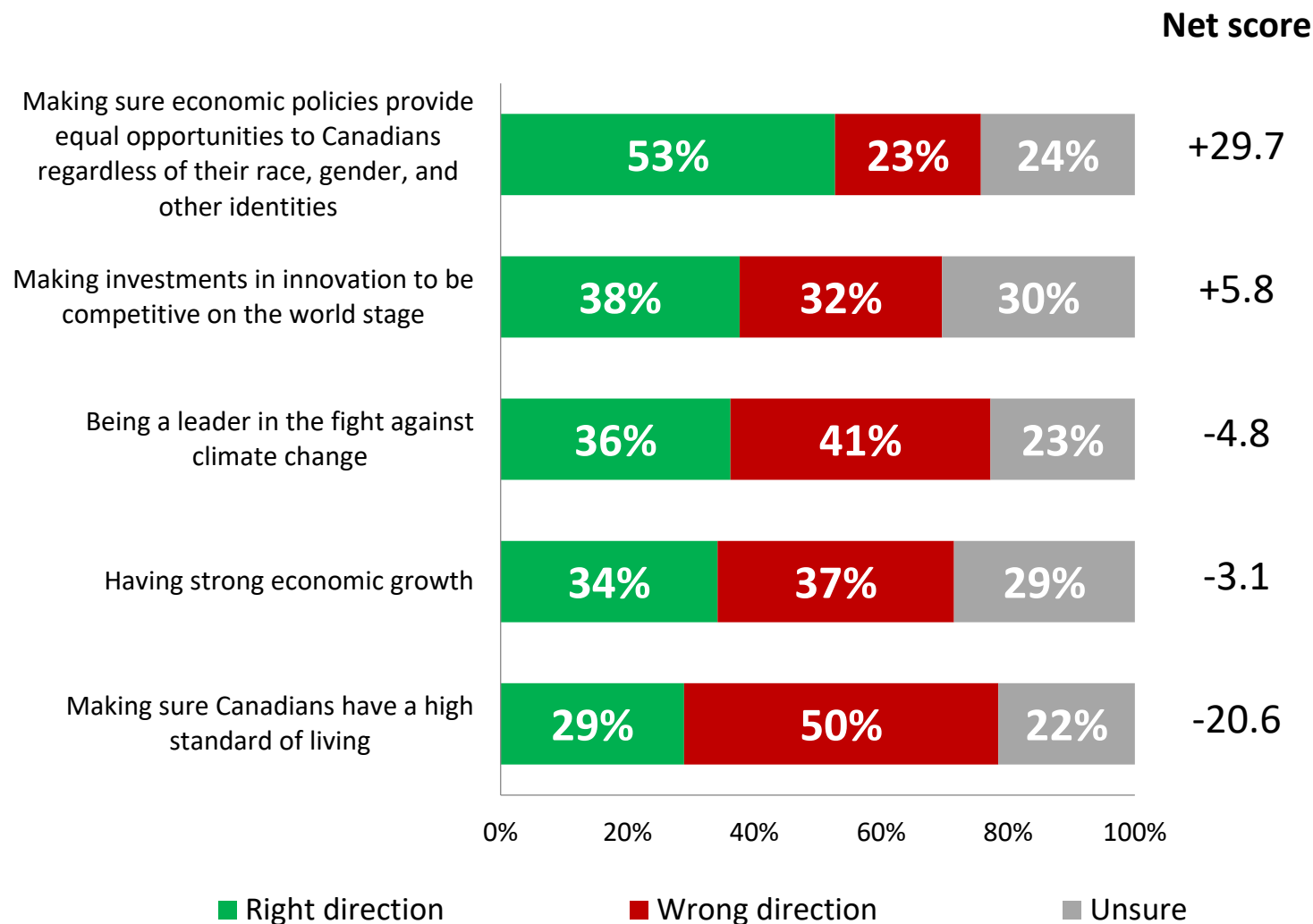
Same

Worse

People are two times more likely to say Canada is heading in the right versus the wrong direction on making sure economic policies provide equal opportunities to all.

Canadians are twice as likely to say Canada is moving in the right direction rather than the wrong direction in terms of making sure economic policies provide equal opportunities to Canadians and are more likely to say it is heading in the wrong direction on making sure Canadians have a high standard of living.

Direction of the country



*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, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Canada providing fair economic policies for Canadians

Q –Would you say that Canada is moving in the right or wrong direction when it comes to the following: [RANDOMIZE]
Making sure economic policies provide equal opportunities to Canadians regardless of their race, gender, and other identities



■ Right direction ■ Wrong direction ■ Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Right direction	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
	53.8%	58.7%	51.6%	43.7%	56.8%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	50.8%	54.3%	54.1%	49.9%	54.0%

Wrong direction	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
	17.0%	18.8%	21.4%	36.6%	20.1%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	26.2%	20.1%	26.4%	23.7%	20.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Canada having strong economic growth

Q – Would you say that Canada is moving in the right or wrong direction when it comes to the following:
Having strong economic growth



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Right direction	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
	43.0%	34.9%	36.9%	23.5%	34.8%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	36.8%	31.9%	26.7%	33.6%	39.6%

Wrong direction	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
	29.6%	30.5%	35.6%	56.6%	32.4%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	40.4%	34.2%	47.1%	37.3%	30.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Canada's leadership in the fight against climate change

Q – Would you say that Canada is moving in the right or wrong direction when it comes to the following:
Being a leader in the fight against climate change



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Right direction	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
	41.9%	33.7%	42.5%	26.1%	33.1%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	34.3%	38.1%	33.7%	37.0%	37.3%

Wrong direction	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
	39.4%	38.4%	36.7%	52.6%	43.6%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	44.8%	37.3%	41.5%	40.4%	41.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Ensuring Canadians have a high standard of living

Q – Would you say that Canada is moving in the right or wrong direction when it comes to the following:
Making sure Canadians have a high standard of living



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

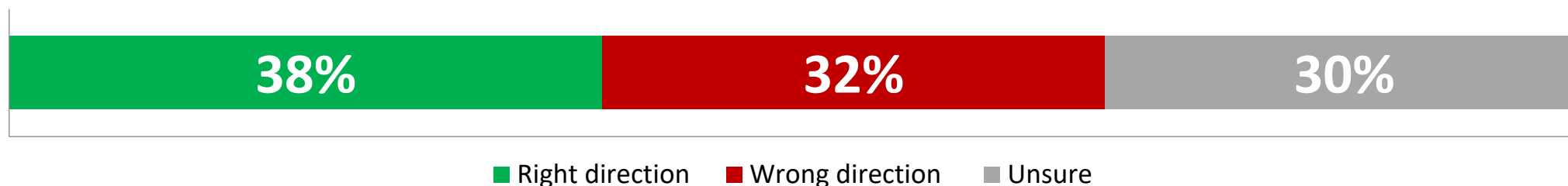
Right direction	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
	31.7%	32.7%	28.3%	23.6%	29.7%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	30.4%	27.4%	27.5%	29.2%	29.7%

Wrong direction	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
	51.2%	42.4%	47.0%	65.0%	48.4%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	51.4%	47.7%	58.3%	49.5%	43.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Canada investing in innovation

Q – Would you say that Canada is moving in the right or wrong direction when it comes to the following:
Making investments in innovation to be competitive on the world stage



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Right direction	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
	37.9%	38.7%	41.1%	30.9%	34.8%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	38.4%	37.2%	31.2%	36.8%	42.6%

Wrong direction	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
	25.5%	29.1%	29.6%	47.4%	26.6%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	37.8%	26.6%	35.5%	31.9%	29.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 1,012 Canadians, 18 years of age or older, between February 26th and March 1st, 2023, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey. The sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 1,012 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by Coalition for a Better Future and was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	Coalition for a Better Future	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure.
Population and Final Sample Size	1012 Randomly selected individuals.		
Source of Sample	Nanos Probability Panel		
Type of Sample	Probability	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, and individuals without internet access could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone omnibus survey		
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Stratification	By age and gender using the latest Census information (2021) 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.
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.	Estimated Response Rate	Fourteen percent, consistent with industry norms.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Number of Calls	Maximum of five call backs to those recruited.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on foreign interference, views on Canada-US relations, views on the federal budget, views on immigration, and views on the future standard of living.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	February 26 th to March 1 st , 2023.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Language of Survey	The survey was conducted in both English and French.	Research/Data Collection Supplier	Nanos Research
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/	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





2022-2316 – Coalition for a Better Future – February Omni – STAT SHEET

Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

			Region						Gender			Age		
			Canada 2023-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – Making sure economic policies provide equal opportunities to Canadians regardless of their race, gender, and other identities	Total	Unwgt N	1012	93	236	300	217	166	542	465	5	157	374	481
		Wgt N	1005	69	233	388	176	139	490	510	5	270	324	411
	Right direction	%	52.7	53.8	58.7	51.6	43.7	56.8	50.8	54.3		54.1	49.9	54.0
	Wrong direction	%	23.0	17.0	18.8	21.4	36.6	20.1	26.2	20.1		26.4	23.7	20.2
	Unsure	%	24.3	29.2	22.5	27.0	19.6	23.1	23.0	25.6		19.5	26.3	25.8

Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

			Region						Gender			Age		
			Canada 2023-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – Having strong economic growth	Total	Unwgt N	1012	93	236	300	217	166	542	465	5	157	374	481
		Wgt N	1005	69	233	388	176	139	490	510	5	270	324	411
	Right direction	%	34.2	43.0	34.9	36.9	23.5	34.8	36.8	31.9		26.7	33.6	39.6
	Wrong direction	%	37.3	29.6	30.5	35.6	56.6	32.4	40.4	34.2		47.1	37.3	30.8
	Unsure	%	28.5	27.4	34.6	27.5	19.9	32.8	22.8	33.9		26.2	29.1	29.7

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,012 Canadians, 18 years of age or older, between February 26th and March 1st, 2023. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20. Responses with a sample size of less than 30 have been shaded.

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2022-2316 – Coalition for a Better Future – February Omni – STAT SHEET

Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

			Region					Gender			Age			
			Canada 2023-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – Being a leader in the fight against climate change	Total	Unwgt N	1012	93	236	300	217	166	542	465	5	157	374	481
		Wgt N	1005	69	233	388	176	139	490	510	5	270	324	411
	Right direction	%	36.2	41.9	33.7	42.5	26.1	33.1	34.3	38.1		33.7	37.0	37.3
	Wrong direction	%	41.0	39.4	38.4	36.7	52.6	43.6	44.8	37.3		41.5	40.4	41.1
	Unsure	%	22.8	18.8	28.0	20.8	21.4	23.2	20.9	24.6		24.8	22.6	21.6

Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

			Region						Gender			Age		
			Canada 2023-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – Making sure Canadians have a high standard of living	Total	Unwgt N	1012	93	236	300	217	166	542	465	5	157	374	481
		Wgt N	1005	69	233	388	176	139	490	510	5	270	324	411
	Right direction	%	28.9	31.7	32.7	28.3	23.6	29.7	30.4	27.4		27.5	29.2	29.7
	Wrong direction	%	49.5	51.2	42.4	47.0	65.0	48.4	51.4	47.7		58.3	49.5	43.8
	Unsure	%	21.5	17.1	24.9	24.8	11.4	22.0	18.2	24.9		14.2	21.3	26.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,012 Canadians, 18 years of age or older, between February 26th and March 1st, 2023. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20. Responses with a sample size of less than 30 have been shaded.

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2022-2316 – Coalition for a Better Future – February Omni – STAT SHEET

Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

		Region							Gender			Age		
		Canada 2023-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question – Making investments in innovation to be competitive on the world stage	Total	Unwgt N	1012	93	236	300	217	166	542	465	5	157	374	481
		Wgt N	1005	69	233	388	176	139	490	510	5	270	324	411
	Right direction	%	37.7	37.9	38.7	41.1	30.9	34.8	38.4	37.2		31.2	36.8	42.6
	Wrong direction	%	31.9	25.5	29.1	29.6	47.4	26.6	37.8	26.6		35.5	31.9	29.6
	Unsure	%	30.4	36.6	32.2	29.3	21.7	38.5	23.8	36.2		33.2	31.2	27.9

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,012 Canadians, 18 years of age or older, between February 26th and March 1st, 2023. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20. Responses with a sample size of less than 30 have been shaded.

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