

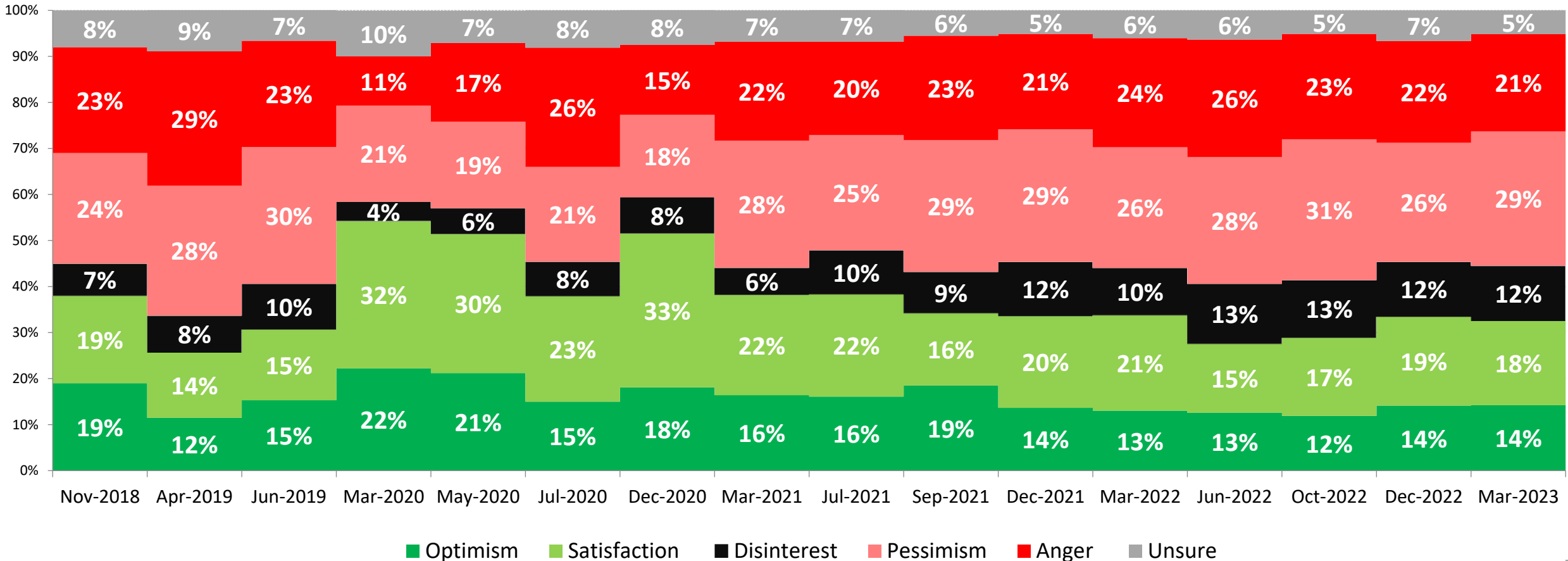


Negative views of federal government in Ottawa continue to outstrip positive views – Tracking Study.

Feelings towards the federal government



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



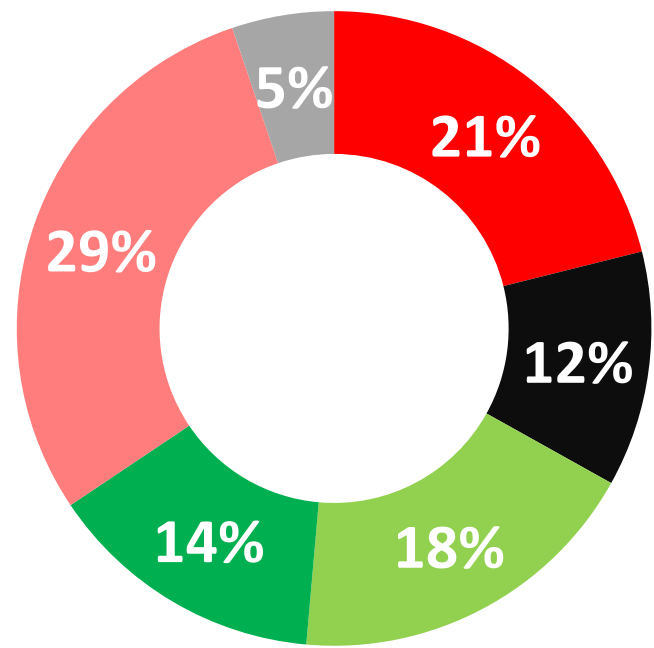
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 2nd to April 6th, 2023, n=1063, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Feelings towards the federal government

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



- Anger
- Disinterest
- Satisfaction
- Optimism
- Pessimism
- Unsure

“ Consistent with the past eight waves, pessimism continues to be the top feeling that best describes Canadians' views of the federal government in Ottawa, followed by anger. Feelings of anger have decreased among residents of Quebec since the previous wave, while feelings of Anger have slightly increased among residents of British Columbia. ”

*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, April 2nd to April 6th, 2023, n=1063, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Feelings towards the federal government by region

Q

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

	Canada			Atlantic			Quebec			Ontario			Prairies			British Columbia		
	2023-03 (n=1063)	2022-12 (n=1021)	2022-10 (n=1037)	2023-03 (n=112)	2022-12 (n=102)	2022-10 (n=75)	2023-03 (n=187)	2022-12 (n=207)	2022-10 (n=247)	2023-03 (n=380)	2022-12 (n=350)	2022-10 (n=340)	2023-03 (n=219)	2022-12 (n=205)	2022-10 (n=220)	2023-03 (n=165)	2022-12 (n=157)	2022-10 (n=155)
Pessimism	29.2%	25.9%	30.6%	19.2%	30.3%	27.3%	29.4%	26.0%	28.6%	28.1%	24.6%	32.9%	32.6%	27.1%	30.7%	32.3%	25.5%	29.0%
Anger	21.1%	22.1%	22.9%	18.7%	19.3%	23.1%	7.3%	14.4%	13.6%	21.8%	21.4%	22.0%	34.3%	34.7%	35.6%	26.8%	22.7%	23.7%
Satisfaction	18.3%	19.3%	17.0%	22.5%	23.2%	14.0%	19.3%	18.6%	18.5%	19.8%	22.0%	18.7%	15.1%	14.0%	11.8%	14.5%	17.8%	18.4%
Optimism	14.2%	14.1%	11.9%	16.4%	12.1%	14.5%	14.1%	13.6%	10.4%	15.9%	16.3%	12.9%	9.2%	11.3%	8.8%	15.0%	13.6%	14.5%
Disinterest	12.0%	11.9%	12.5%	12.1%	9.8%	18.0%	25.5%	19.6%	22.2%	7.5%	8.4%	10.0%	6.7%	7.9%	6.7%	8.5%	15.0%	8.1%
Unsure	5.2%	6.6%	5.1%	11.1%	5.4%	3.1%	4.3%	7.8%	6.6%	6.9%	7.4%	3.5%	2.1%	4.9%	6.5%	2.9%	5.5%	6.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 2nd to April 6th, 2023, n=1063, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Feelings towards the federal government by age

Q

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

	Canada			18 to 34			34 to 54			55 plus		
	2023-03 (n=1063)	2022-12 (n=1021)	2022-10 (n=1037)	2023-03 (n=207)	2022-12 (n=230)	2022-10 (n=237)	2023-03 (n=383)	2022-12 (n=356)	2022-10 (n=370)	2023-03 (n=473)	2022-12 (n=435)	2022-10 (n=430)
Pessimism	29.2%	25.9%	30.6%	30.3%	23.8%	31.0%	26.9%	24.7%	30.5%	30.2%	28.1%	30.3%
Anger	21.1%	22.1%	22.9%	15.3%	21.8%	26.2%	24.4%	26.3%	22.8%	22.3%	19.1%	20.6%
Satisfaction	18.3%	19.3%	17.0%	17.0%	18.0%	13.1%	18.4%	18.4%	14.9%	19.2%	20.9%	21.6%
Optimism	14.2%	14.1%	11.9%	11.9%	13.1%	6.1%	12.9%	12.1%	13.1%	16.7%	16.4%	14.9%
Disinterest	12.0%	11.9%	12.5%	18.4%	14.1%	15.4%	12.9%	13.3%	15.0%	7.1%	9.4%	8.2%
Unsure	5.2%	6.6%	5.1%	7.1%	9.2%	8.0%	4.5%	5.2%	3.6%	4.5%	6.1%	4.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 2nd to April 6th, 2023, n=1063, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Feelings towards the federal government by gender

Q

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

	Canada			Male			Female		
	2023-03 (n=1063)	2022-12 (n=1021)	2022-10 (n=1037)	2023-03 (n=566)	2022-12 (n=523)	2022-10 (n=520)	2023-03 (n=495)	2022-12 (n=496)	2022-10 (n=513)
Pessimism	29.2%	25.9%	30.6%	32.3%	27.5%	31.6%	26.2%	24.2%	29.4%
Anger	21.1%	22.1%	22.9%	22.4%	27.5%	29.0%	20.0%	17.1%	17.3%
Satisfaction	18.3%	19.3%	17.0%	16.1%	20.3%	13.6%	20.3%	18.4%	20.2%
Optimism	14.2%	14.1%	11.9%	14.2%	10.8%	9.9%	14.3%	17.2%	13.8%
Disinterest	12.0%	11.9%	12.5%	11.7%	9.1%	11.0%	12.1%	14.7%	14.1%
Unsure	5.2%	6.6%	5.1%	3.2%	4.8%	4.9%	7.1%	8.4%	5.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 2nd to April 6th, 2023, n=1063, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,063 Canadians, 18 years of age or older, between April 2nd to 6th, 2023 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 dialing with a maximum of five call backs.

The margin of error for a random survey of 1,063 Canadians is ±3.0 percentage points, 19 times out of 20.

The research was commissioned and conducted by Nanos Research.

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

METHODOLOGY

Element	Description	Element	Description
Research sponsor	Nanos Research	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	1063 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.
Source of Sample	Nanos Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	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.
Margin of Error	3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Topics on the omnibus ahead of the survey content included: healthcare access in Canada, federal public servants returning to office, Canada having a foreign agent registry, federal party leadership, making major purchases, Canada's international reputation, views towards the government's performance and the direction of the country, and federal provincial relations.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	All questions asked are contained in the report.
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 Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	April 2 nd to 6 th , 2023.		
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/		



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

nanos dimap analytika



This international joint venture between [dimap](#) and [Nanos](#) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

NANOS RUTHERFORD MCKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com



Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co



Nanos services

- ✓ As premier market and public opinion research firms, we conduct research around the world for a variety of clients.
- ✓ Nanos offers a full suite of services ranging from bespoke research engagements to strategic assessments and mission planning. Our firm applies the latest machine learning algorithms to deliver exceptionally rigorous and insightful intelligence to clients.
- ✓ At Nanos, we believe that small steps can lead to large insights. We'll sit down with you to learn about your challenges and work on them together.
- ✓ For more information about how we can help, please visit us at:

Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to exceed the highest standards.

Since
1987

top executives have turned to Nanos for world-class data and strategic insight.



TABULATIONS





2023-2356 – Emotion March – STAT SHEET

			Region						Gender			Age		
			Canada 2023-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Total		Unwgt N	1063	112	187	380	219	165	566	495	2	207	383	473
		Wgt N	1002	67	231	389	175	140	490	510	2	268	323	411
Question - Which of the following feelings best describes your views of the federal government in Ottawa? [RANDOMIZE]	Anger	%	21.1	18.7	7.3	21.8	34.3	26.8	22.4	20.0		15.3	24.4	22.3
	Disinterest	%	12.0	12.1	25.5	7.5	6.7	8.5	11.7	12.1		18.4	12.9	7.1
	Satisfaction	%	18.3	22.5	19.3	19.8	15.1	14.5	16.1	20.3		17.0	18.4	19.2
	Optimism	%	14.2	16.4	14.1	15.9	9.2	15.0	14.2	14.3		11.9	12.9	16.7
	Pessimism	%	29.2	19.2	29.4	28.1	32.6	32.3	32.3	26.2		30.3	26.9	30.2
	Unsure	%	5.2	11.1	4.3	6.9	2.1	2.9	3.2	7.1		7.1	4.5	4.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,063 Canadians, 18 years of age or older, between April 2nd and April 6th, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. *Columns under 30 have been shaded.