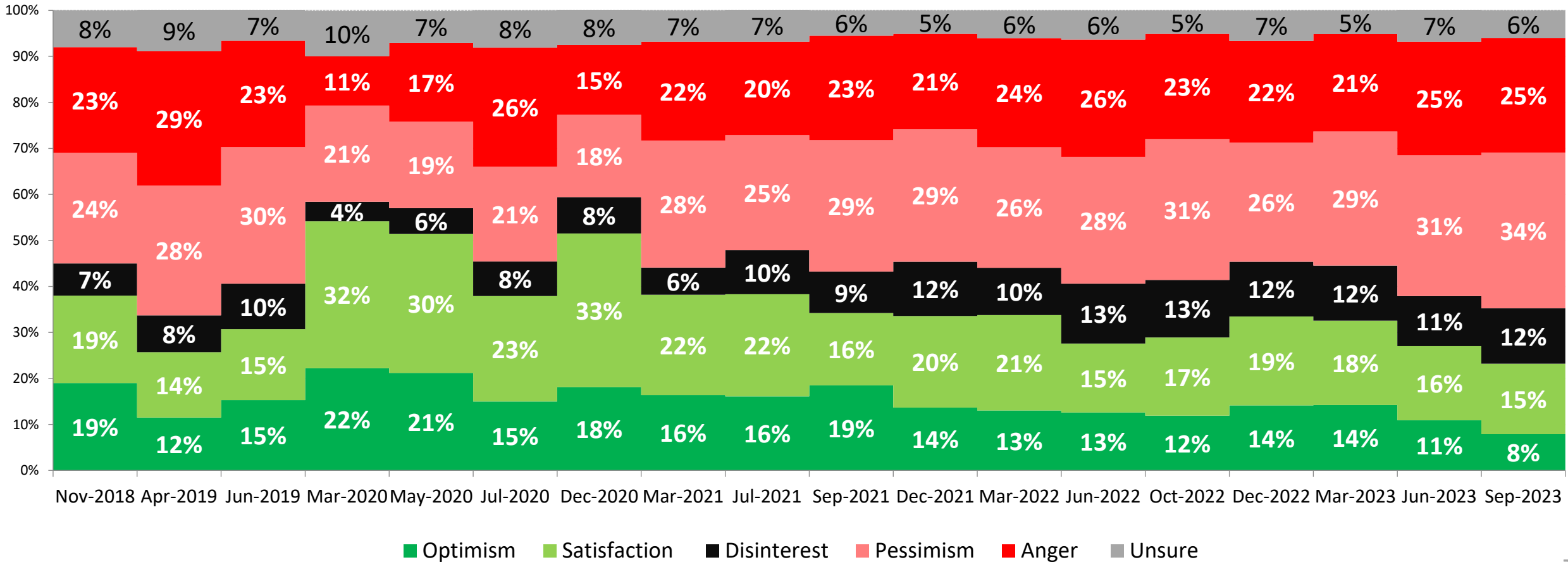


About six in ten Canadians say pessimism and anger best describe how they feel about the federal government in Ottawa – Tracking Study

Feelings towards the federal government – Tracking



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



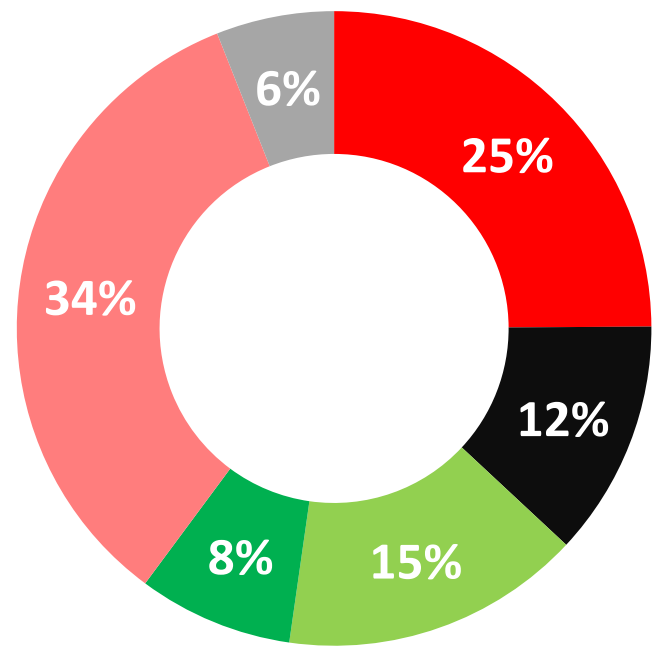
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1st and 4th, 2023, n=1,058, 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

“ Overall, pessimism and anger continue to be the top emotions Canadians say best describe their views of the federal government in Ottawa, with pessimism trending up since March of 2023 and optimism trending down. Feelings of pessimism and anger continue to be noticeably on the rise in Atlantic and in Quebec. ”

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



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		
	2023-09 (n=1058)	2023-06 (n=1055)	2023-03 (n=1063)	2023-09 (n=100)	2023-06 (n=72)	2023-03 (n=112)	2023-09 (n=226)	2023-06 (n=239)	2023-03 (n=187)	2023-09 (n=362)	2023-06 (n=354)	2023-03 (n=380)	2023-09 (n=212)	2023-06 (n=222)	2023-03 (n=219)	2023-09 (n=158)	2023-06 (n=168)	2023-03 (n=165)
Pessimism	33.8%	30.6%	29.2%	36.8%	33.4%	19.2%	36.4%	25.4%	29.4%	32.6%	31.2%	28.1%	32.4%	32.8%	32.6%	33.5%	33.4%	32.3%
Anger	24.9%	24.7%	21.1%	24.8%	21.2%	18.7%	14.4%	16.1%	7.3%	27.7%	25.0%	21.8%	32.1%	36.7%	34.3%	25.6%	24.4%	26.8%
Satisfaction	15.3%	16.1%	18.3%	15.8%	19.7%	22.5%	14.0%	18.6%	19.3%	16.8%	14.5%	19.8%	12.6%	12.5%	15.1%	16.8%	18.9%	14.5%
Disinterest	12.0%	10.9%	12.0%	10.4%	10.1%	12.1%	19.4%	20.7%	25.5%	11.1%	8.3%	7.5%	9.7%	5.5%	6.7%	6.3%	9.3%	8.5%
Optimism	7.9%	10.9%	14.2%	7.0%	8.6%	16.4%	8.0%	10.6%	14.1%	6.7%	13.2%	15.9%	8.6%	8.5%	9.2%	10.6%	8.8%	15.0%
Unsure	6.0%	6.9%	5.2%	5.2%	7.0%	11.1%	7.9%	8.5%	4.3%	5.2%	7.8%	6.9%	4.6%	4.0%	2.1%	7.3%	5.2%	2.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1st and 4th, 2023, n=1,058, 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			35 to 54			55 plus		
	2023-09 (n=1058)	2023-06 (n=1055)	2023-03 (n=1063)	2023-09 (n=177)	2023-06 (n=226)	2023-03 (n=207)	2023-09 (n=407)	2023-06 (n=423)	2023-03 (n=383)	2023-09 (n=474)	2023-06 (n=406)	2023-03 (n=473)
Pessimism	33.8%	30.6%	29.2%	32.8%	33.0%	30.3%	32.0%	30.7%	26.9%	36.0%	29.0%	30.2%
Anger	24.9%	24.7%	21.1%	25.6%	22.4%	15.3%	24.6%	29.7%	24.4%	24.7%	22.2%	22.3%
Satisfaction	15.3%	16.1%	18.3%	11.8%	12.5%	17.0%	15.3%	13.2%	18.4%	17.6%	20.6%	19.2%
Disinterest	12.0%	10.9%	12.0%	16.4%	15.6%	18.4%	13.5%	10.0%	12.9%	8.0%	8.6%	7.1%
Optimism	7.9%	10.9%	14.2%	8.1%	9.3%	11.9%	8.8%	11.4%	12.9%	7.0%	11.4%	16.7%
Unsure	6.0%	6.9%	5.2%	5.3%	7.3%	7.1%	5.8%	5.0%	4.5%	6.7%	8.1%	4.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1st and 4th, 2023, n=1,058, 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		
	2023-09 (n=1058)	2023-06 (n=1055)	2023-03 (n=1063)	2023-09 (n=472)	2023-06 (n=543)	2023-03 (n=566)	2023-09 (n=485)	2023-06 (n=495)	2023-03 (n=496)
Pessimism	33.8%	30.6%	29.2%	36.1%	34.8%	32.3%	31.5%	26.7%	26.2%
Anger	24.9%	24.7%	21.1%	28.0%	29.0%	22.4%	22.0%	20.7%	20.0%
Satisfaction	15.3%	16.1%	18.3%	14.4%	13.7%	16.1%	16.2%	18.4%	20.3%
Disinterest	12.0%	10.9%	12.0%	10.7%	10.5%	11.7%	13.4%	11.4%	12.1%
Optimism	7.9%	10.9%	14.2%	6.9%	6.7%	14.2%	8.9%	14.4%	14.3%
Unsure	6.0%	6.9%	5.2%	4.0%	5.3%	3.2%	8.0%	8.4%	7.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 1st and 4th, 2023, n=1,058, 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 1,058 Canadians, 18 years of age or older, between October 1st and 4th, 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 1,058 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.



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	1058 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 Hybrid Probability 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	3.1 percentage points plus or minus, 19 times out of 20.	Estimated Response Rate	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on India-Canada relations, views on financial support for Ukraine, the impact of the House of Commons Nazi scandal on Canada's reputation, and trust in federal parties regarding economic issues and housing.
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	October 1 st to 4 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](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.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 IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

For more information about our services, please visit us at:

www.nanos.co

A dark, monochromatic background image featuring a close-up of a pen nib pointing towards a bar chart and a calculator keypad. The pen is positioned diagonally from the top right towards the center. Below it, a bar chart with several vertical bars of varying heights is visible. To the left, a portion of a calculator keypad is shown, with several keys marked with mathematical symbols like '+', 'x', and 'y'. The overall image has a professional, business-oriented aesthetic.

TABULATIONS



2023-2457 – Emotion September – STAT SHEET

			Region					Gender			Age			
			Canada 2023-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	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	1058	100	226	362	212	158	572	485	1	177	407	474
		Wgt N	1001	68	231	388	175	139	490	510	1	267	323	411
	Anger	%	24.9	24.8	14.4	27.7	32.1	25.6	28.0	22.0		25.6	24.6	24.7
	Disinterest	%	12.0	10.4	19.4	11.1	9.7	6.3	10.7	13.4		16.4	13.5	8.0
	Satisfaction	%	15.3	15.8	14.0	16.8	12.6	16.8	14.4	16.2		11.8	15.3	17.6
	Optimism	%	7.9	7.0	8.0	6.7	8.6	10.6	6.9	8.9		8.1	8.8	7.0
	Pessimism	%	33.8	36.8	36.4	32.6	32.4	33.5	36.1	31.5		32.8	32.0	36.0
	Unsure	%	6.0	5.2	7.9	5.2	4.6	7.3	4.0	8.0		5.3	5.8	6.7