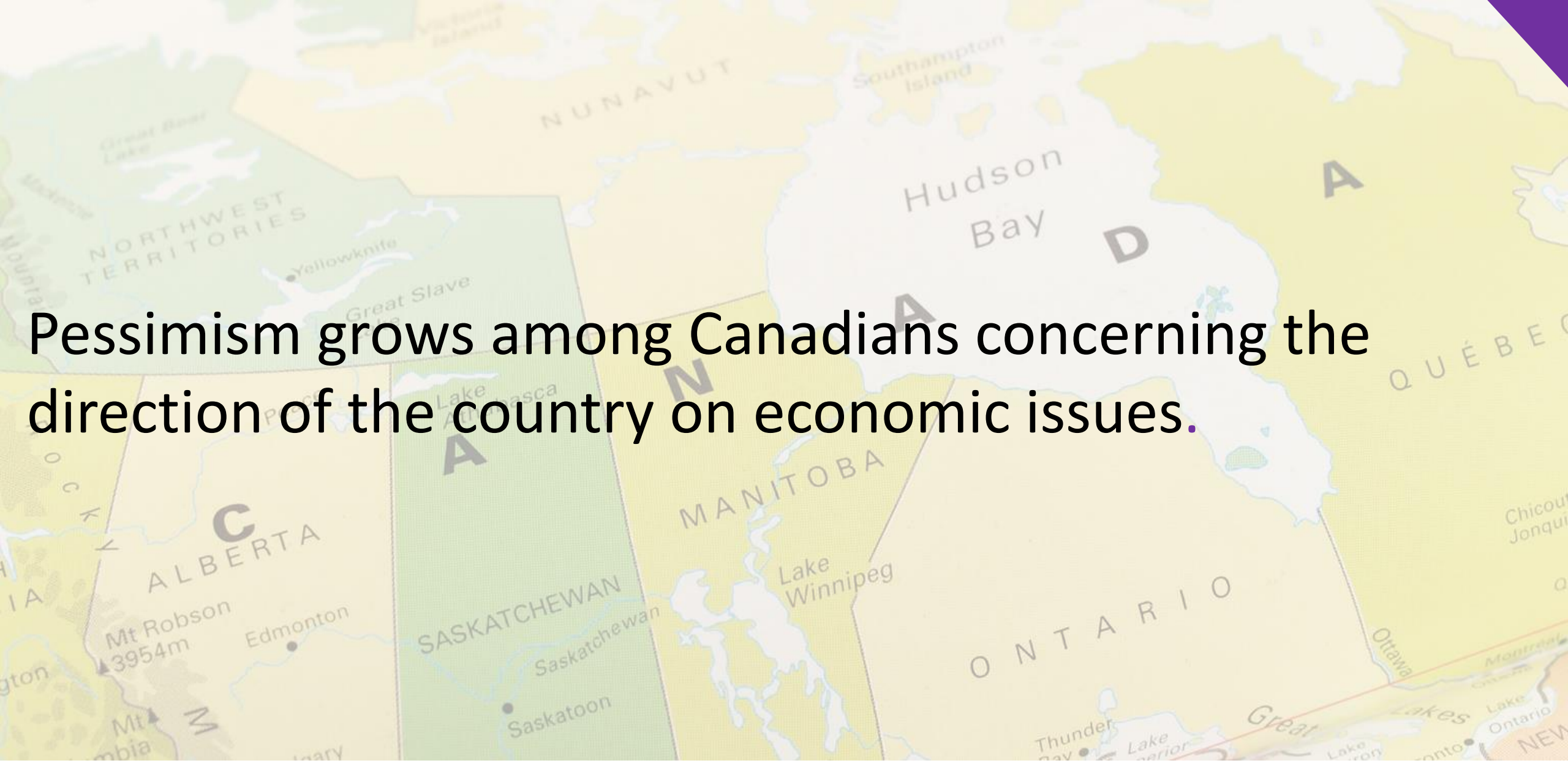
Pessimism grows among Canadians concerning the direction of the country on economic issues.



National Survey | Summary
Conducted by Nanos for Coalition for a Better Future, March 2024
Submission 2024-2554

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1

Pessimism grows among Canadians on the direction of the country

A growing proportion of Canadians say Canada is moving in the <u>wrong</u> direction when it comes to a variety of different economic issues such as having strong economic growth (49%, 12 point increase up from 37% in 2023) and making sure Canadians have a high standard of living (56%, up from 50% in 2023) and making sure economic policies provide equal opportunities to all Canadians (35%, 12 point increase up from 23%).

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2

Federal government elected officials score poorly on long-term solutions for economic growth in Canada

Over half of Canadians say federal government elected officials do a poor (22%) or very poor (30%) job at focusing on long-term solutions for economic growth in Canada. Nearly one third say they do an average job (30%) and under one in five say they do a very good (two per cent) or good (13%) job.

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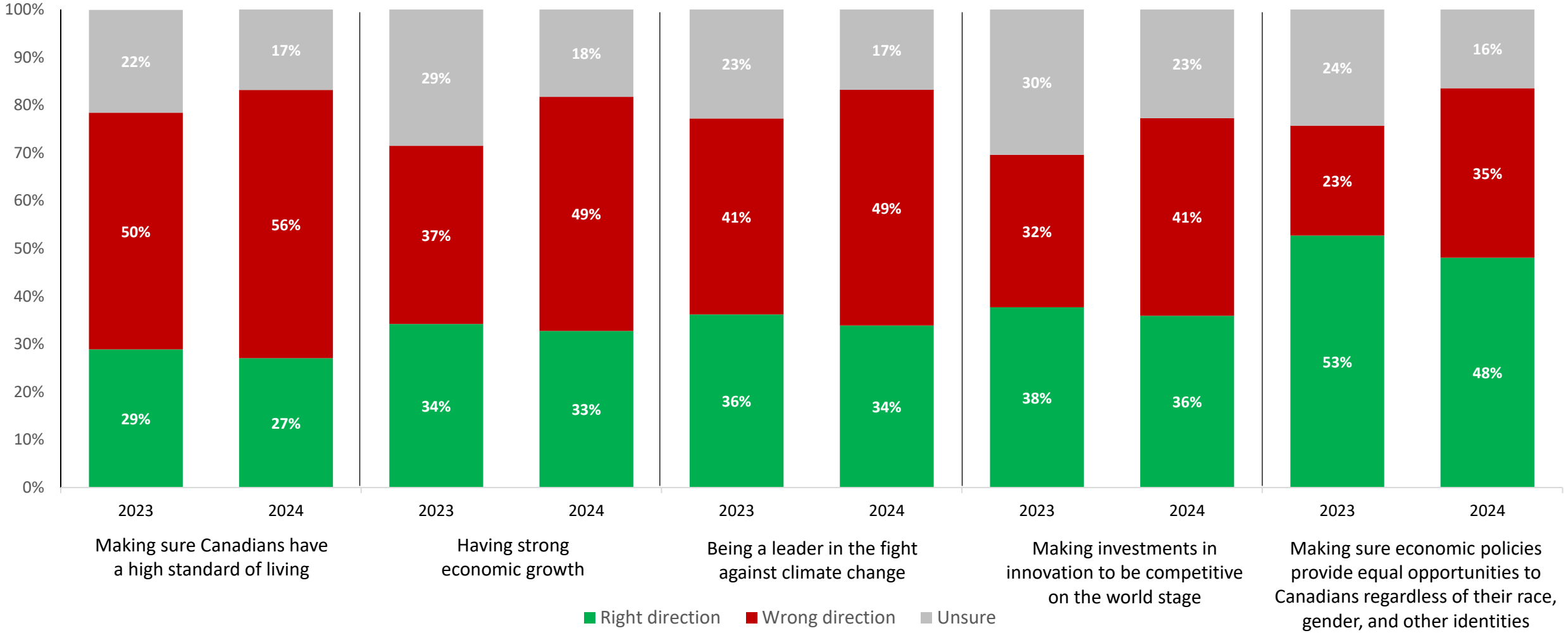
Direction of the country - Tracking

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



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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 2nd, 2024, n=1071, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Country moving in the right direction – By demographics

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

	Atlantic		Quebec		Ontario		Prairies		BC		Men		Women		18 to 34		34 to 54		55 plus	
	2024 (n=102)	2023 (n=93)	2024 (n=252)	2023 (n=236)	2024 (n=344)	2023 (n=300)	2024 (n=216)	2023 (n=217)	2024 (n=157)	2023 (n=166)	2024 (n=552)	2023 (n=542)	2024 (n=517)	2023 (n=465)	2024 (n=196)	2023 (n=157)	2024 (n=376)	2023 (n=374)	2024 (n=499)	2023 (n=481)
Making sure Canadians have a high standard of living	**30.0%**	31.7%	**29.2%**	32.7%	**28.8%**	28.3%	**22.3%**	23.6%	**23.1%**	29.7%	**25.7%**	30.4%	**28.3%**	27.4%	**26.0%**	27.5%	**21.9%**	29.2%	**31.8%**	29.7%
Having strong economic growth	**36.1%**	43.0%	**36.0%**	34.9%	**33.2%**	36.9%	**28.5%**	23.5%	**29.9%**	34.8%	**31.6%**	36.8%	**33.8%**	31.9%	**27.7%**	26.7%	**30.5%**	33.6%	**37.7%**	39.6%
Being a leader in the fight against climate change	**40.3%**	41.9%	**32.0%**	33.7%	**36.7%**	42.5%	**23.5%**	26.1%	**39.3%**	33.1%	**31.9%**	34.3%	**35.9%**	38.1%	**31.4%**	33.7%	**29.0%**	37.0%	**39.3%**	37.3%
Making investments in innovation to be competitive on the world stage	**36.4%**	37.9%	**37.7%**	38.7%	**36.6%**	41.1%	**32.7%**	30.9%	**34.9%**	34.8%	**35.6%**	38.4%	**36.2%**	37.2%	**33.8%**	31.2%	**32.1%**	36.8%	**40.2%**	42.6%
Making sure economic policies provide equal opportunities to Canadians regardless of their race, gender, and other identities	**53.6%**	53.8%	**60.0%**	58.7%	**43.9%**	51.6%	**38.4%**	43.7%	**49.3%**	56.8%	**45.1%**	50.8%	**50.9%**	54.3%	**40.7%**	54.1%	**44.4%**	49.9%	**55.7%**	54.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 2nd, 2024, n=1071, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Country moving in the wrong direction – By demographics

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

	Atlantic		Quebec		Ontario		Prairies		BC		Men		Women		18 to 34		34 to 54		55 plus	
	2024 (n=102)	2023 (n=93)	2024 (n=252)	2023 (n=236)	2024 (n=344)	2023 (n=300)	2024 (n=216)	2023 (n=217)	2024 (n=157)	2023 (n=166)	2024 (n=552)	2023 (n=542)	2024 (n=517)	2023 (n=465)	2024 (n=196)	2023 (n=157)	2024 (n=376)	2023 (n=374)	2024 (n=499)	2023 (n=481)
Making sure Canadians have a high standard of living	**55.1%**	51.2%	**50.8%**	42.4%	**57.2%**	47.0%	**61.9%**	65.0%	**55.0%**	48.4%	**59.8%**	51.4%	**52.6%**	47.7%	**63.6%**	58.3%	**61.3%**	49.5%	**47.1%**	43.8%
Having strong economic growth	**37.1%**	29.6%	**38.9%**	30.5%	**52.3%**	35.6%	**58.8%**	56.6%	**49.9%**	32.4%	**55.3%**	40.4%	**42.9%**	34.2%	**56.5%**	47.1%	**52.5%**	37.3%	**41.3%**	30.8%
Being a leader in the fight against climate change	**40.7%**	39.4%	**47.1%**	38.4%	**47.6%**	36.7%	**64.2%**	52.6%	**43.1%**	43.6%	**53.1%**	44.8%	**45.6%**	37.3%	**52.3%**	41.5%	**52.3%**	40.4%	**45.1%**	41.1%
Making investments in innovation to be competitive on the world stage	**36.0%**	25.5%	**40.7%**	29.1%	**42.2%**	29.6%	**46.8%**	47.4%	**35.7%**	26.6%	**47.7%**	37.8%	**35.2%**	26.6%	**47.9%**	35.5%	**43.9%**	31.9%	**35.1%**	29.6%
Making sure economic policies provide equal opportunities to Canadians regardless of their race, gender, and other identities	**26.9%**	17.0%	**24.9%**	18.8%	**38.5%**	21.4%	**47.3%**	36.6%	**33.9%**	20.1%	**39.0%**	26.2%	**32.0%**	20.1%	**45.6%**	26.4%	**38.4%**	23.7%	**26.5%**	20.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 2nd, 2024, n=1071, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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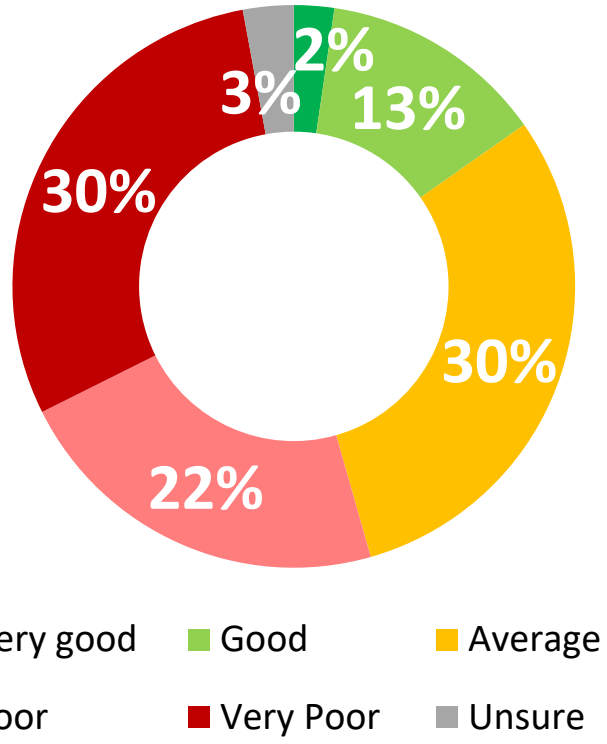
Federal government on long-term solutions for economic growth in Canada

Q – Do you think Federal government elected officials do a very good, good, average, poor or very poor job at focusing on long-term solutions for economic growth in Canada?



Canadians are over 3x

More likely to say federal government elected officials do a poor/very poor job than a good/very good job at focusing on long-term solutions for economic growth in Canada.

*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, February 28th to March 2nd, 2024, n=1071, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Federal government on long-term solutions for economic growth in Canada – By demographics

Q – Do you think Federal government elected officials do a very good, good, average, poor or very poor job at focusing on long-term solutions for economic growth in Canada?

Very good/ Good				
Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
14.7%	**17.0%**	**15.8%**	**12.7%**	**14.5%**
Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
14.7%	**15.8%**	**13.9%**	**15.0%**	**16.3%**

Very poor/ Poor				
Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)
48.7%	**33.5%**	**57.0%**	**62.7%**	**53.2%**
Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
54.4%	**48.6%**	**57.0%**	**53.9%**	**46.1%**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 2nd, 2024, n=1071, accurate 3.0 percentage points plus or minus, 19 times out of 20.

COALITION FOR A BETTER FUTURE / POUR UN AVENIR MEILLEUR

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METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone and online survey of 1,071 Canadians, 18 years of age or older, between February 28th and March 2nd, 2024, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 1,071 Canadians is ±3.0 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.

TECHNICAL NOTE

Element	Description
Research sponsor	Coalition for a Better Future
Population and Final Sample Size	1071 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random 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	February 28th to March 2nd, 2024.
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 (2021) 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 (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.
Estimated Response Rate	13 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, Canadians standard of living, level of worry about paying house cost next month, support on healthy and sustainable fisheries and aquatic ecosystems in Canada, views on climate change and advertising of fossil fuels companies.
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.

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Any questions?

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TABULATIONS

2024-2554 – Coalition for a Better Future – Formatted Tabs – 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 2024-03	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	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	Right direction	%	48.1	53.6	60.0	43.9	38.4	49.3	45.1	50.9		40.7	44.4	55.7
	Wrong direction	%	35.5	26.9	24.9	38.5	47.3	33.9	39.0	32.0		45.6	38.4	26.5
	Unsure	%	16.5	19.6	15.1	17.6	14.4	16.8	15.9	17.1		13.7	17.2	17.7

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 2024-03	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	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	Right direction	%	32.7	36.1	36.0	33.2	28.5	29.9	31.6	33.8		27.7	30.5	37.7
	Wrong direction	%	49.0	37.1	38.9	52.3	58.8	49.9	55.3	42.9		56.5	52.5	41.3
	Unsure	%	18.3	26.8	25.1	14.5	12.8	20.2	13.2	23.3		15.7	17.0	20.9

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 2024-03	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	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	Right direction	%	33.9	40.3	32.0	36.7	23.5	39.3	31.9	35.9		31.4	29.0	39.3
	Wrong direction	%	49.3	40.7	47.1	47.6	64.2	43.1	53.1	45.6		52.3	52.3	45.1
	Unsure	%	16.8	19.0	20.9	15.7	12.3	17.6	14.9	18.5		16.3	18.7	15.6

2024-2554 – Coalition for a Better Future – Formatted Tabs – 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 2024-03	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	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	Right direction	%	27.1	30.0	29.2	28.8	22.3	23.1	25.7	28.3		26.0	21.9	31.8
	Wrong direction	%	56.1	55.1	50.8	57.2	61.9	55.0	59.8	52.6		63.6	61.3	47.1
	Unsure	%	16.8	14.9	20.0	14.0	15.7	21.9	14.5	19.1		10.4	16.7	21.1

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 2024-03	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	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	Right direction	%	35.9	36.4	37.7	36.6	32.7	34.9	35.6	36.2		33.8	32.1	40.2
	Wrong direction	%	41.3	36.0	40.7	42.2	46.8	35.7	47.7	35.2		47.9	43.9	35.1
	Unsure	%	22.7	27.6	21.6	21.3	20.5	29.4	16.7	28.6		18.3	24.0	24.6

			Region						Gender			Age		
			Canada 2024-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – Do you think Federal government elected officials do a very good, good, average, poor or very poor job at focusing on long-term solutions for economic growth in Canada?	Total	Unwgt N	1071	102	252	344	216	157	552	517	2	196	376	499
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412
	Very good	%	2.3	2.4	2.3	2.9	2.6	0.5	2.1	2.5		2.4	1.5	2.9
	Good	%	12.9	12.3	14.8	12.9	10.1	14.0	12.6	13.3		11.5	13.5	13.5
	Average	%	30.3	33.7	45.0	25.0	22.3	29.2	29.4	31.4		27.2	27.7	34.4
	Poor	%	22.0	23.0	18.0	27.1	16.4	21.4	21.8	22.1		26.4	19.0	21.6
	Very poor	%	29.5	25.6	15.5	29.9	46.4	31.8	32.5	26.4		30.6	34.9	24.4
	Unsure	%	2.9	3.0	4.4	2.2	2.3	3.1	1.6	4.2		1.9	3.4	3.2