

Canadians who work for large businesses have pride in both their work and place of employment – They are six times more likely to have a negative view versus a positive view of politicians who criticize their employer.





The research gauged the opinions among Canadians on their level of pride for the company or business they work for and for the work they provide, if they recall or not recall a politician publicly criticizing the company or business they work for and whether that would have an impact on their impression of a politician who did so.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,086 Canadians, 18 years of age or older, between April 28th and May 1st, 2024 as part of an omnibus survey. The margin of error for a random survey of 1,086 Canadians is ± 3.0 percentage points, 19 times out of 20.

Out of the 1,086 Canadians who completed the survey, a sub-sample of 141 Canadians reported working for a large business. The margin of error for a random survey of 141 Canadians is ± 8.4 percentage points, 19 times out of 20.

The research was commissioned by the Business Council of Canada and was conducted by Nanos Research.

Key Findings



EMPLOYEES OF LARGE BUSINESSES HAVE PRIDE IN THEIR WORK AND PLACE OF EMPLOYMENT

A strong majority of Canadians who report working for large businesses* say they are proud of the work they do at their current place of employment ([81%](#) give a score of 7-10 out of 10; mean of [7.8](#)). Pride in their place of employment is also high with two thirds who report being proud of the company they work for ([66%](#) give a score of 7-10 out of 10; mean of [7.0](#)).



POLITICIANS CRITICIZING LARGE BUSINESSES ARE MOST LIKELY TO LEAVE NEGATIVE IMPRESSION ON CANADIANS WORKING FOR LARGE BUSINESSES

Canadians who work for large businesses* were more likely to say they would have a negative ([28%](#)) or somewhat negative ([22%](#)) impression of a politician that publicly criticized their place of employment. One third say this would have no impact on their impression of the politician ([33%](#)), while just under one in ten say they would have a positive ([five per cent](#)) or somewhat positive ([four per cent](#)) impression of this politician.



ONE IN FOUR LARGE BUSINESS EMPLOYEES RECALL A POLITICIAN CRITICIZING THEIR EMPLOYER

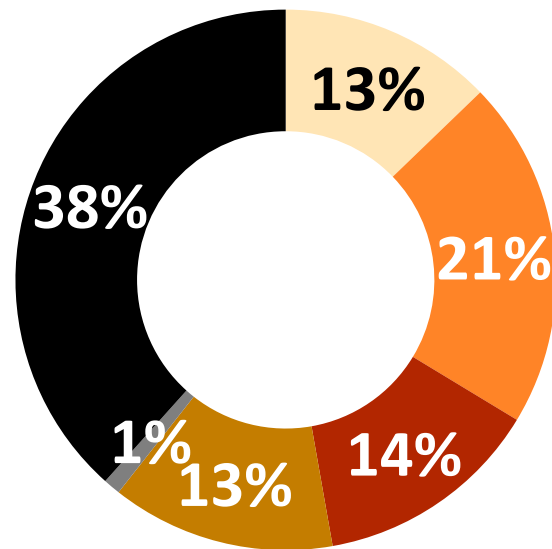
About one quarter of Canadians working for large businesses* ([24%](#)) recall a politician criticizing the company or business they work for in the past year, while just over three in four say they do not recall ([76%](#)).

*Large businesses were defined as businesses with 500 employees or more globally.



Type of company or business worked for

Q – Which of the following best describes the company or business you work for? Please include the number of both part time and full-time employees it has globally.



- Self employed
- Public servant/non-profit
- Small or medium business (under 500 employees globally)
- Large business (500 employees or more globally)
- Unsure
- Not applicable/not working/retired

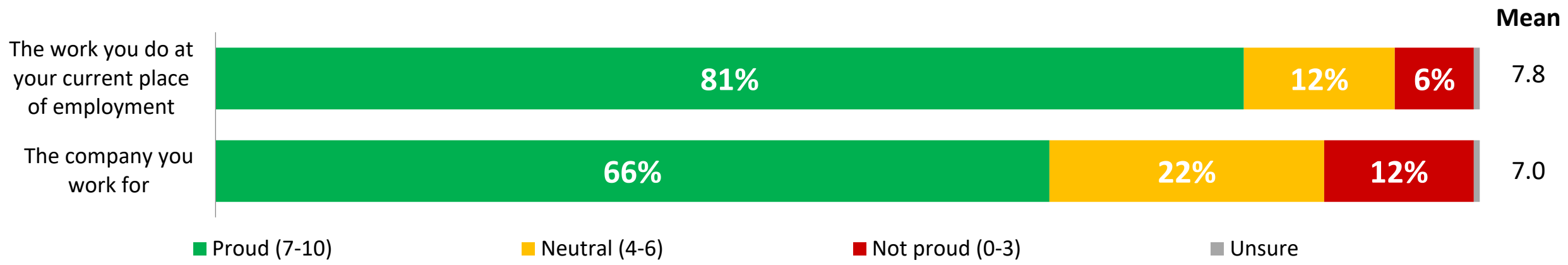
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Large business (500 employees or more globally)

	Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
	12.6%	16.8%	11.5%	11.9%	15.3%
	Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
	16.7%	10.3%	19.0%	22.7%	2.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Level of pride for the company and for the work done – Large business employees



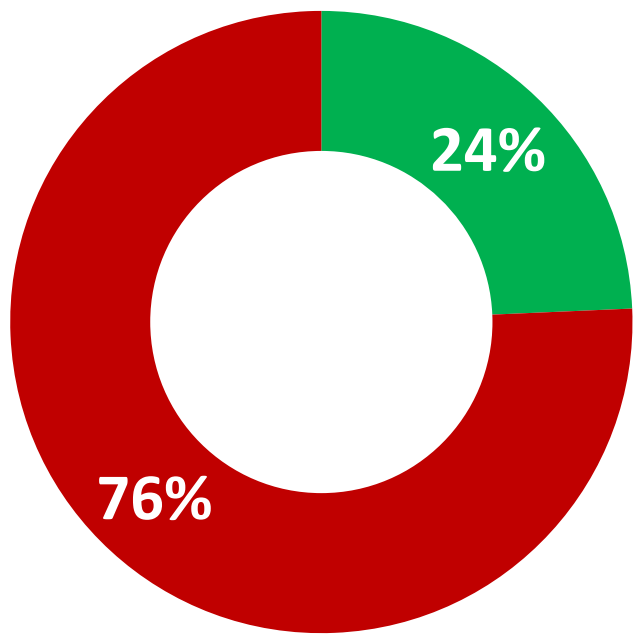
		2024-04 (n=141)	Atlantic (n=15)**	Quebec (n=45)	Ontario (n=42)	Prairies (n=19)**	BC (n=20)**	Men (n=89)	Women (n=52)	18-34 (n=44)	35-54 (n=84)	55 plus (n=13)**
Means	The work you do at your current place of employment	7.8		7.9	8.0			7.7	8.1	7.4	8.1	
	The company you work for	7.0		6.8	7.6			6.8	7.2	6.7	7.1	

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 **Please note that groups with n values under 30 have been shaded.

Q – [IF EMPLOYED BY LARGE BUSINESS] On a scale from 0 to 10, where 0 is not proud at all and 10 is extremely proud, how proud are you of the following: [ROTATE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=141 Canadians working in a large business (500 employees or more globally), accurate 8.4 percentage points plus or minus, 19 times out of 20.





■ Recall ■ Not recall

Recall of politician publicly criticizing company or business

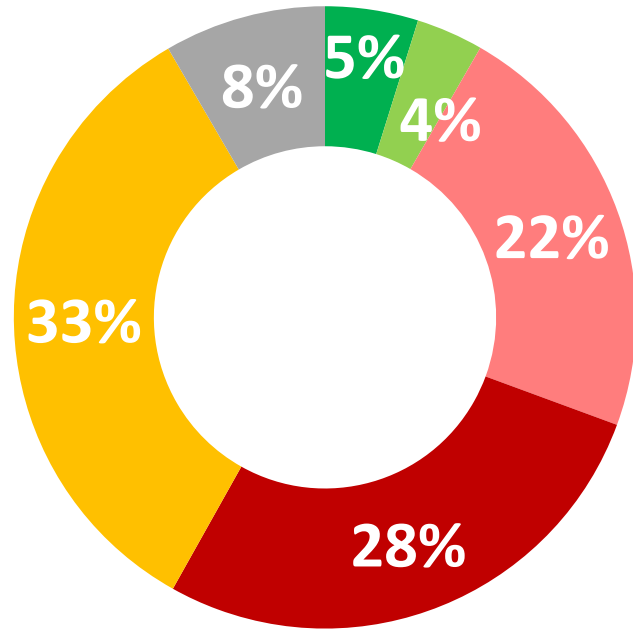
	Atlantic (n=15)**	Quebec (n=45)	Ontario (n=42)	Prairies (n=19)**	BC (n=20)**
Recall		20.8%	24.1%		
	Men (n=89)	26.4%	21.1%	18.6%	29.6%
	Women (n=52)				
	18-34 (n=44)				
	35-54 (n=84)				
	55 plus (n=13)**				

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 **Please note that groups with n values under 30 have been shaded.

Q – [IF EMPLOYED BY LARGE BUSINESS] In the past year, do you recall or not recall a politician publicly criticizing the company or business you work for?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=141 Canadians working in a large business (500 employees or more globally), accurate 8.4 percentage points plus or minus, 19 times out of 20.

Impact on impression if politician criticized place of employment



- Positive
- Somewhat positive
- Somewhat negative
- Negative
- No impact
- Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 **Please note that groups with n values under 30 have been shaded.

	Atlantic (n=15)**	Quebec (n=45)	Ontario (n=42)	Prairies (n=19)**	BC (n=20)**
Negative/Somewhat negative		39.5%	59.6%		
	Men (n=89)	Women (n=52)	18-34 (n=44)	35-54 (n=84)	55 plus (n=13)**
	45.1%	57.1%	44.6%	53.4%	
No impact		40.1%	30.7%		
	Atlantic (n=15)**	Quebec (n=45)	Ontario (n=42)	Prairies (n=19)**	BC (n=20)**
	Men (n=89)	Women (n=52)	18-34 (n=44)	35-54 (n=84)	55 plus (n=13)**
	35.3%	30.5%	36.9%	31.3%	

Q – [IF EMPLOYED BY LARGE BUSINESS] Would you have a positive, somewhat positive, somewhat negative or negative impression of a politician if they publicly criticized your place of employment, or would it have no impact on your impression of that politician?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=141 Canadians working in a large business (500 employees or more globally), accurate 8.4 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,086 Canadians, 18 years of age or older, between April 28th and May 1st, 2024 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 dialling with a maximum of five call backs.

The margin of error for a random survey of 1,086 Canadians is ± 3.0 percentage points, 19 times out of 20.

Out of the 1,086 Canadians who completed the survey, a sub-sample of 141 Canadians reported working for a large business. The margin of error for a random survey of 141 Canadians is ± 8.4 percentage points, 19 times out of 20.

The research was commissioned by the Business Council of Canada and was conducted by Nanos Research.

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Element	Description	Element	Description
Research sponsor	The Business Council of Canada	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	1,086 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 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	±3.0 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	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, electric vehicles, and healthcare.
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.	Data Tables	By region, age and gender: TABULATIONS
Field Dates	April 28 th to May 1 st , 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/		



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ABOUT NANOS

Any questions?



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