



Wrong track sentiment high breaks 18-year record.

National Survey | Summary

Conducted by Nanos, Released January 2025

Field dates: December 30th, 2024 January 5th, 2025

Submission 2024-2759





The research gauged the opinions among Canadians on their opinions on the current federal government, the direction of the country, the relationship between the federal and provincial governments and Canada's international reputation.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online survey of 1,045 Canadians, 18 years of age and older, between December 30th, 2024 and January 5th, 2025.

The margin of error for a survey of 1,045 Canadians is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned and conducted by Nanos Research.

KEY FINDINGS

1

DIRECTION OF THE COUNTRY

Close to two in three Canadians say the country is heading in the wrong direction ([64%](#)), which is an all-time high since tracking began. Just under one in four Canadians believe the country is heading in the right direction ([23%](#)), and [13 per cent](#) say they are unsure. Residents of the Prairies are more likely to say Canada is heading in the wrong direction ([72%](#)) than residents of Atlantic Canada ([54%](#)) and Quebec ([59%](#)). Additionally, men are more likely to say this ([69%](#)) than women ([60%](#)), as well as younger Canadians aged 18-34 ([70%](#)) compared to older Canadians aged 55 plus ([61%](#)).

2

FEDERAL PERFORMANCE

Performance of the current government hits its lowest point in 17 years of tracking, with two in three Canadians rating the current Federal Liberal Government led by Prime Minister Trudeau as poor ([48%](#)) or very poor ([19%](#)), compared to one in seven who say the performance is very good ([3%](#)) or somewhat good ([11%](#)). Residents of Alberta ([66% poor, 9% somewhat poor](#)) and British Columbia ([47% poor, 24% somewhat poor](#)) are more likely to give a negative rating than residents of Quebec ([22% poor, 36% somewhat poor](#)). Men are also more likely to give a negative rating ([53% poor, 21% somewhat poor](#)) than women ([43% poor, 18% somewhat poor](#)).

3

FEDERAL-PROVINCIAL RELATIONS

Canadians are six times more likely to have negative rather than positive views on relations between the federal government and the provincial governments over the past year, with three in five who say relations have not improved ([37%](#)) or somewhat not improved ([23%](#)) compared to one in ten who say they have improved ([one per cent](#)) or somewhat improved ([10%](#)). Prairie Canadians are more likely to say relations have not improved ([61%](#)) than the national average ([37%](#)).

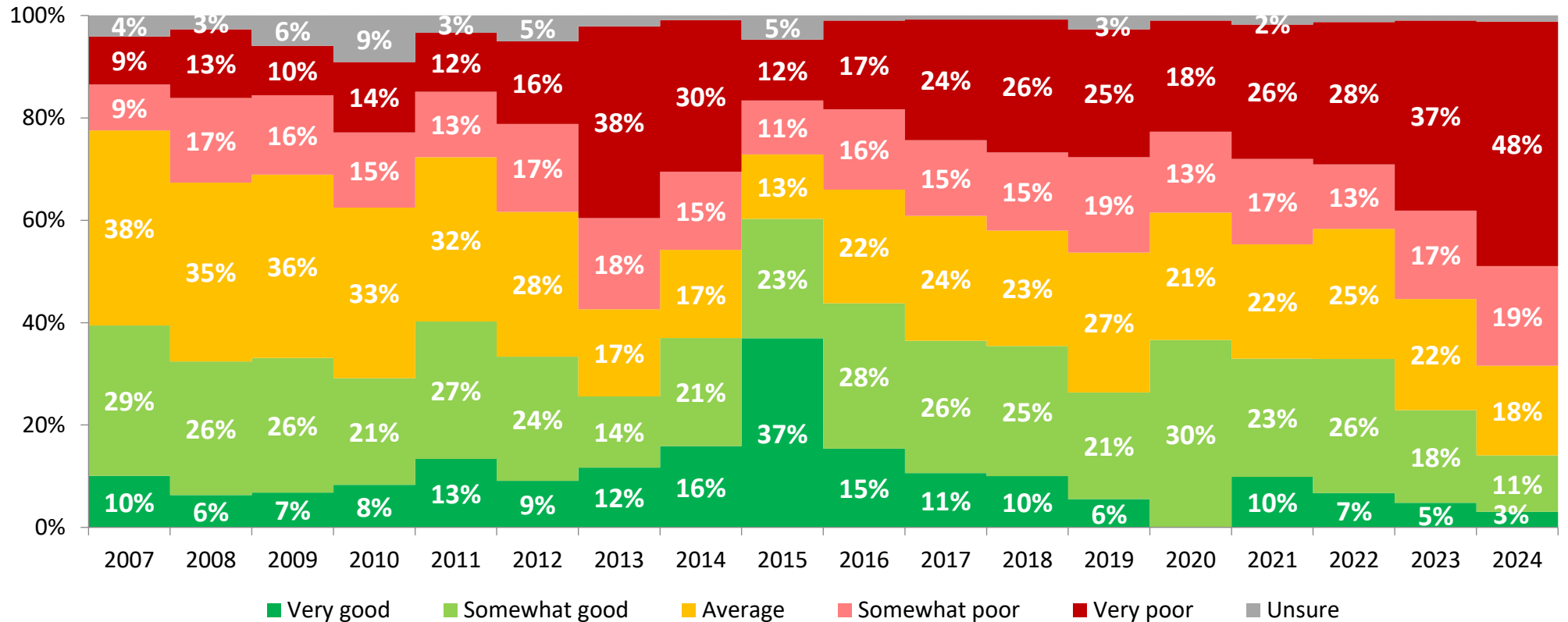
4

INTERNATIONAL REPUTATION

Sentiments of improvement in Canada's reputation around the world in the past year hits an all-time low, with two in three Canadians who say it has not improved ([42%](#)) or somewhat not improved ([23%](#)), while one in ten say it has improved ([four per cent](#)) or somewhat improved ([six per cent](#)) and one in five say they are neutral ([22%](#)).

Performance of the federal government – Tracking

Q - Would you describe the performance of the current Federal Liberal Government led by Prime Minister Justin Trudeau as very good, somewhat good, average, somewhat poor or very poor? (2007-2024 waves)

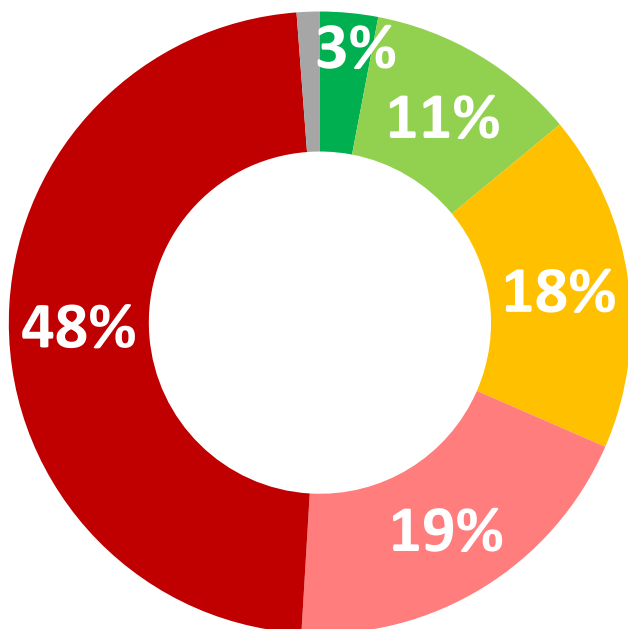


*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024 to January 5th, 2025, n=1,045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Performance of the federal government



- Very good
- Average
- Very Poor
- Somewhat good
- Somewhat poor
- Unsure

*Weighted to the true population proportion.

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

2 in 3 Canadians

describe the performance of the federal government as very poor (48%) or somewhat poor (19%), while over one in ten describe it as very good or somewhat good. Under one in five believe the government is doing an average performance (18%). Residents of the Prairies are more likely to say the performance of the federal government as very poor (66%) than residents of Quebec (36%).

Q - Would you describe the performance of the current Federal Liberal Government led by Prime Minister Justin Trudeau as very good, somewhat good, average, somewhat poor or very poor?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024 to January 5th, 2025, n=1,045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Performance of the federal government by demographics

Q - Would you describe the performance of the current Federal Liberal Government led by Prime Minister Justin Trudeau as very good, somewhat good, average, somewhat poor or very poor?

Very good/ somewhat good				
Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
22.5%	9.4%	15.3%	14.4%	13.8%
Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
11.4%	16.7%	12.9%	13.1%	15.6%
Average				
Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
11.3%	31.0%	15.3%	10.7%	13.1%
Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
14.4%	20.5%	19.7%	16.4%	16.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024, to January 5th, 2025, n=1,045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Performance of the federal government by demographics continued

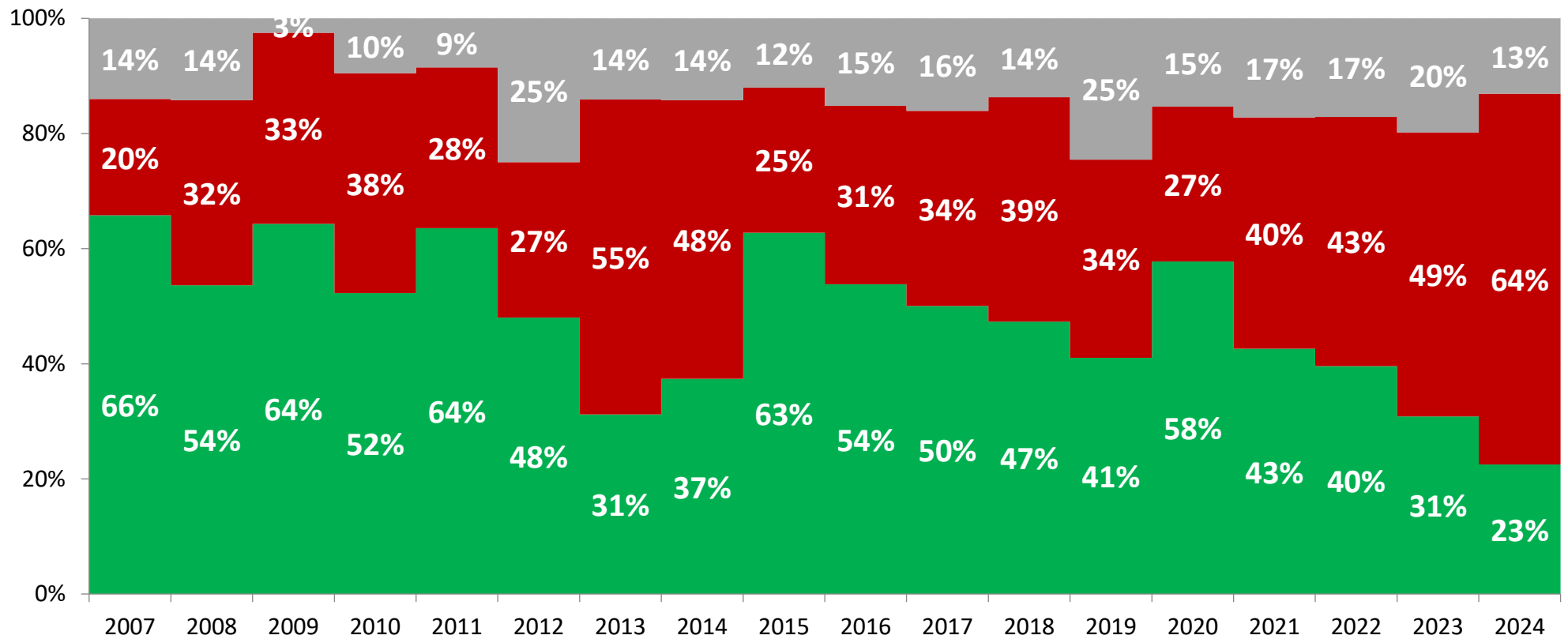
Q - Would you describe the performance of the current Federal Liberal Government led by Prime Minister Justin Trudeau as very good, somewhat good, average, somewhat poor or very poor?

Very poor/ somewhat poor				
Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
65.3%	57.1%	68.8%	74.6%	71.3%
Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
73.6%	61.1%	65.6%	69.0%	66.9%
Unsure				
Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
0.9%	2.4%	0.6%	0.3%	1.8%
Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
0.6%	1.7%	1.8%	1.4%	0.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024, to January 5th, 2025, n=1,045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Direction of the country – Tracking

Q - Would you say that Canada as a country is moving in the right direction or the wrong direction?



*Weighted to the true population proportion.

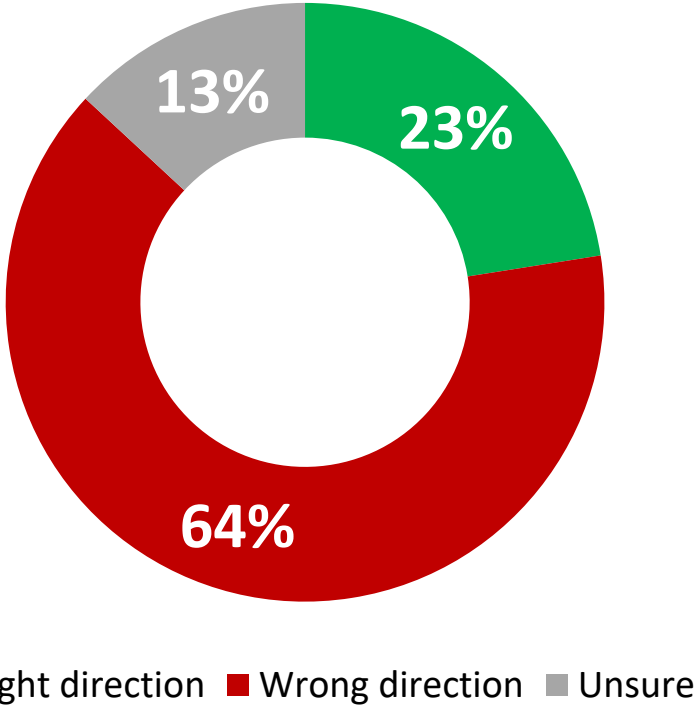
*Charts may not add up to 100 due to rounding.

■ Right direction ■ Wrong direction ■ Unsure

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024, to January 5th, 2025, n=1,045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Direction of the country

Q – Would you say that Canada as a country is moving in the right direction or the wrong direction?

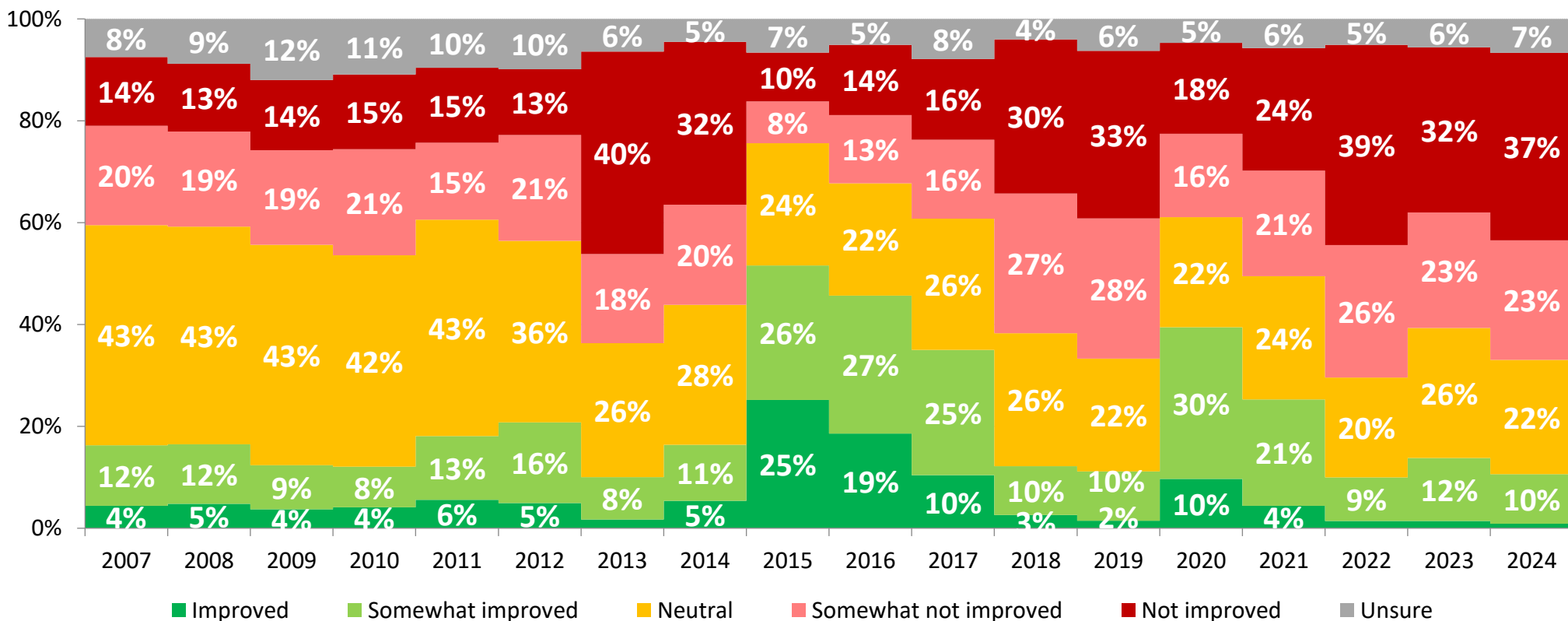


	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
Right direction	25.6%	22.4%	23.4%	20.7%	20.8%
Men (n=552)	19.5%	25.1%	19.0%	22.1%	25.0%
Women (n=490)	19.5%	25.1%	19.0%	22.1%	25.0%
18 to 34 (n=127)	19.5%	25.1%	19.0%	22.1%	25.0%
35 to 54 (n=380)	19.5%	25.1%	19.0%	22.1%	25.0%
55 plus (n=538)	19.5%	25.1%	19.0%	22.1%	25.0%
Wrong direction	54.0%	58.7%	65.2%	71.8%	67.5%
Men (n=552)	69.1%	60.1%	70.3%	64.4%	60.5%
Women (n=490)	69.1%	60.1%	70.3%	64.4%	60.5%
18 to 34 (n=127)	69.1%	60.1%	70.3%	64.4%	60.5%
35 to 54 (n=380)	69.1%	60.1%	70.3%	64.4%	60.5%
55 plus (n=538)	69.1%	60.1%	70.3%	64.4%	60.5%

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

Change in federal-provincial relations – Tracking

Q - On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate the relationship between the federal government and the provincial governments over the past year?

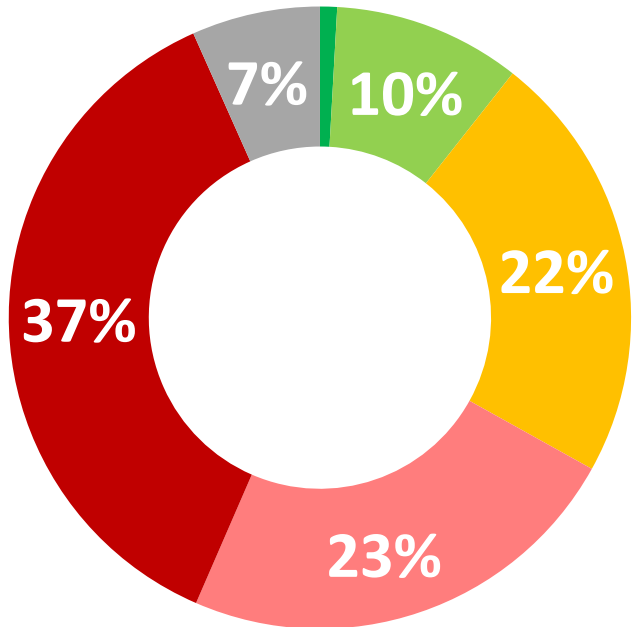


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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024, to January 5th, 2025, n=1,045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Change in federal-provincial relations



- Improved
- Neutral
- Not improved
- Somewhat improved
- Somewhat not improved
- Unsure

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

	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
Improved/ Somewhat improved	15.1%	9.4%	10.8%	7.2%	14.3%
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
	10.0%	11.3%	13.1%	7.7%	11.3%
	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
Not improved/ Somewhat not improved	52.8%	60.5%	56.5%	75.8%	54.1%
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
	58.5%	62.1%	59.0%	60.6%	60.8%

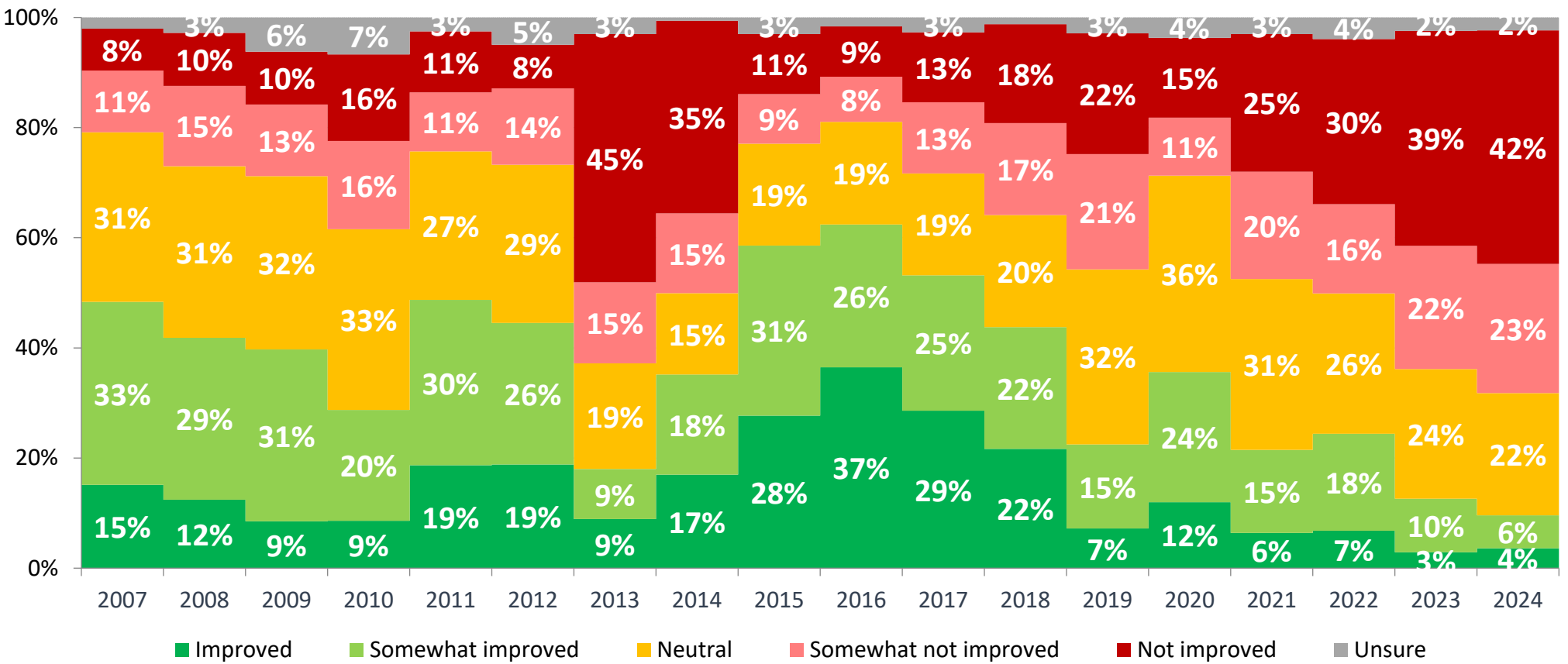
Q – On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate the relationship between the federal government and the provincial governments over the past year?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024, to January 5th, 2025, n=1,045, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Change in the international reputation of Canada – Tracking

Q – On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate Canada’s reputation around the world over the past year?



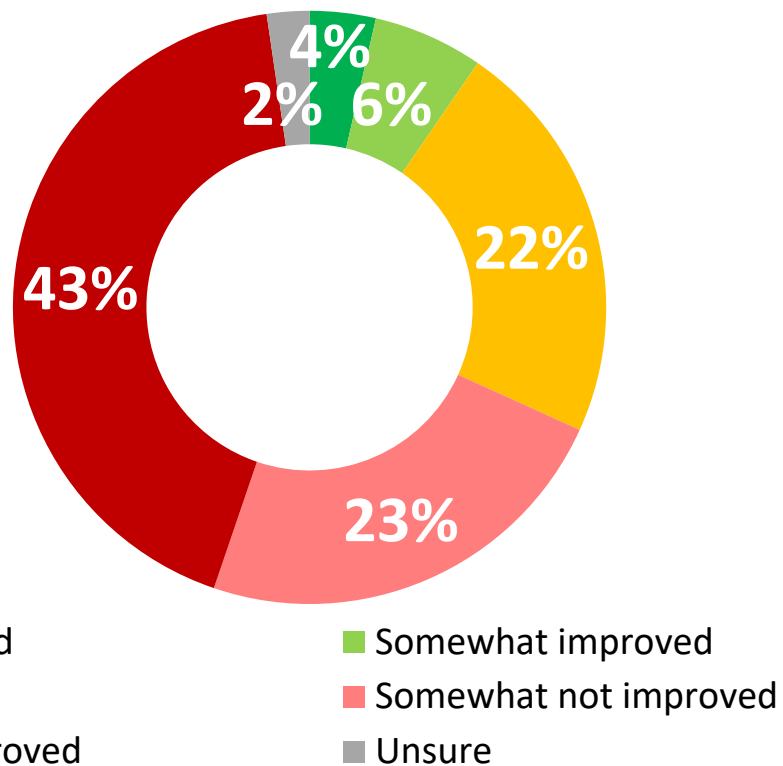
*Weighted to the true population proportion.
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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024, to January 5th, 2025, n=1,045, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Change in the international reputation of Canada

Q – On a scale of 1 to 5, where 1 is not improved and 5 is improved, how would you rate Canada’s reputation around the world over the past year?



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

	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
Improved/ somewhat improved	14.9%	8.7%	9.9%	9.0%	8.3%
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
	9.2%	10.1%	10.4%	9.1%	9.5%
Not improved/ Somewhat not improved	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
	61.0%	63.9%	68.0%	66.2%	65.5%
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
	67.0%	65.1%	64.6%	69.7%	63.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024, to January 5th, 2025, n=1,045, 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 1,045 Canadians, 18 years of age or older, between December 30th, 2024, and January 5th, 2025, 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 1,045 Canadians is ± 3.0 percentage points, 19 times out of 20.

The research was 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	1045 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	14 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, U.S. relations, tax policy and views on Chrystia Freeland and Justin Trudeau.
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: Link
Field Dates	December 30 th , 2024 to January 5 th , 2025.		
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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Any questions?



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