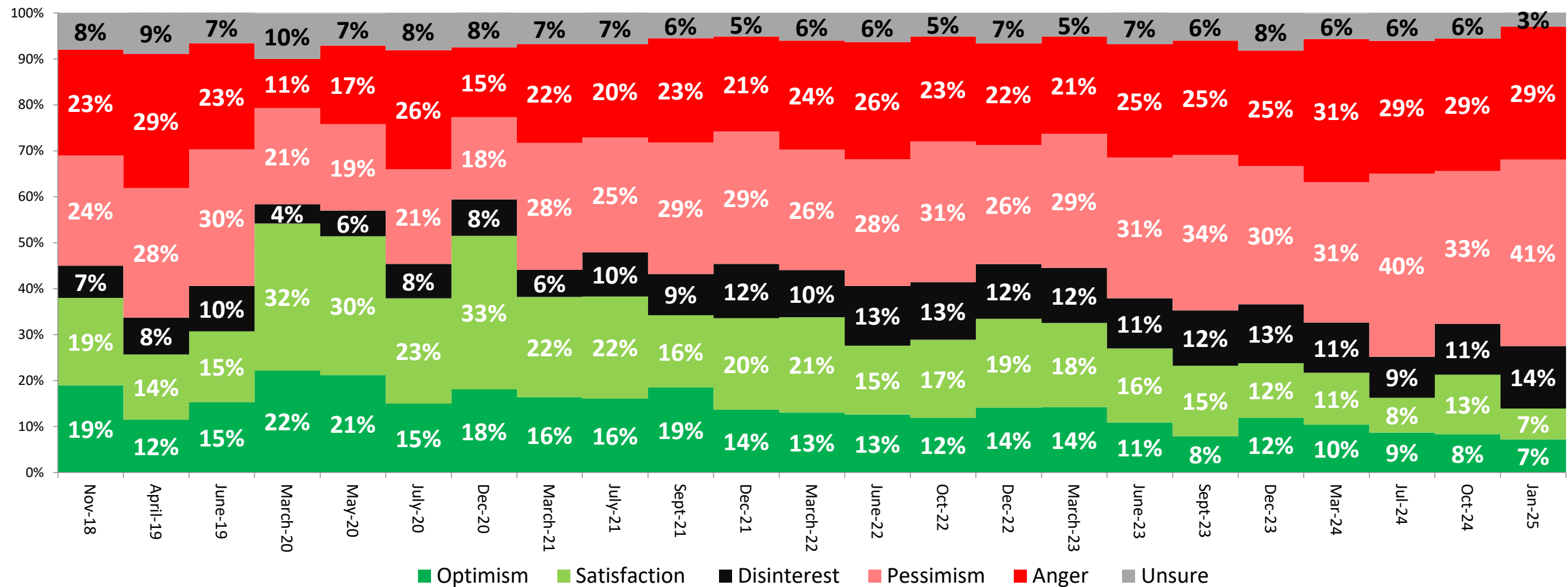# Pessimism towards the federal government reaches an all-time high; feelings of satisfaction and optimism reach new lows.

NANOS

Feelings towards the federal government – Tracking

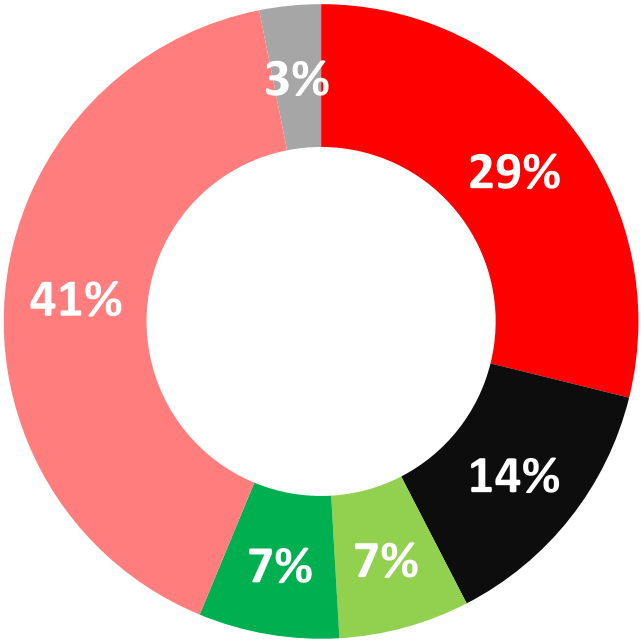Legend: ■ Optimism ■ Satisfaction ■ Disinterest ■ Pessimism ■ Anger ■ Unsure

*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=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Feelings towards the federal government

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

29%
3%
41%
7%
7%
14%

" Pessimism remains the top emotion felt by Canadians when it comes to the federal government in Ottawa and has increased by eight percentage points compared to the previous wave in October 2024 (33 per cent to 41 per cent). Close to one third of Canadians continue to feel anger toward the federal government in Ottawa (29%), with residents of the Prairies (42%) more likely to say they feel this than those from other regions. "

*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=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Feelings towards the federal government by region

	Canada			Atlantic			Quebec			Ontario			Prairies			British Columbia		
	2025-01 (n=1045)	2024-10 (n=1058)	2024-07 (n=1018)	2025-01 (n=105)	2024-10 (n=111)	2024-07 (n=89)	2025-01 (n=240)	2024-10 (n=229)	2024-07 (n=222)	2025-01 (n=327)	2024-10 (n=351)	2024-07 (n=351)	2025-01 (n=216)	2024-10 (n=211)	2024-07 (n=208)	2025-01 (n=157)	2024-10 (n=156)	2024-07 (n=148)
Pessimism	40.6%	33.3%	39.8%	35.2%	30.9%	35.9%	45.2%	32.1%	37.9%	39.5%	36.8%	44.4%	33.6%	34.3%	44.4%	47.6%	39.3%	34.3%
Anger	28.9%	28.8%	28.9%	24.9%	25.0%	28.1%	17.9%	20.4%	18.4%	29.5%	26.9%	26.1%	42.0%	47.6%	26.1%	30.5%	31.4%	47.6%
Disinterest	13.6%	12.9%	7.6%	12.2%	14.0%	7.4%	21.4%	11.2%	7.3%	11.0%	15.0%	8.0%	11.6%	5.5%	8.0%	10.7%	9.7%	5.5%
Optimism	7.2%	8.3%	8.7%	14.4%	12.4%	10.8%	5.0%	7.1%	9.5%	10.3%	9.8%	9.3%	4.1%	5.5%	9.3%	2.6%	8.4%	5.5%
Satisfaction	6.7%	11.0%	8.9%	6.4%	11.9%	10.6%	7.6%	24.2%	19.3%	7.2%	7.1%	7.4%	6.9%	3.3%	7.4%	3.3%	1.9%	3.3%
Unsure	3.1%	5.6%	6.1%	6.9%	5.8%	7.2%	2.9%	5.0%	7.6%	2.4%	4.5%	4.8%	1.8%	3.7%	4.8%	5.3%	9.3%	3.7%

Feelings towards the federal government by gender

	Canada			Male			Female		
	2025-01 (n=1045)	**2024-10 (n=1058)**	**2024-07 (n=1018)**	**2025-01 (n=552)**	**2024-10 (n=546)**	**2024-07 (n=533)**	**2025-01 (n=490)**	**2024-10 (n=506)**	**2024-07 (n=483)**
Pessimism	40.6%	33.3%	39.8%	40.9%	35.1%	39.5%	40.2%	31.4%	40.3%
Anger	28.9%	28.8%	28.9%	31.3%	33.1%	34.9%	26.7%	24.6%	23.3%
Disinterest	13.6%	12.9%	7.6%	14.3%	11.4%	8.1%	12.9%	14.4%	7.1%
Optimism	7.2%	8.3%	8.7%	5.3%	7.1%	6.4%	9.0%	9.6%	10.7%
Satisfaction	6.7%	11.0%	8.9%	5.7%	9.8%	7.8%	7.7%	12.4%	9.9%
Unsure	3.1%	5.6%	6.1%	2.6%	3.5%	3.2%	3.5%	7.7%	8.7%

NANOS

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Feelings towards the federal government by age

	Canada			18 to 34			35 to 54			55 plus		
	2025-01 (n=1045)	2024-10 (n=1058)	2024-07 (n=1018)	2025-01 (n=127)	2024-10 (n=195)	2024-07 (n=206)	2025-01 (n=380)	2024-10 (n=424)	2024-07 (n=347)	2025-01 (n=538)	2024-10 (n=439)	2024-07 (n=465)
Pessimism	40.6%	33.3%	39.8%	45.2%	34.7%	41.3%	34.4%	33.7%	37.9%	42.6%	32.1%	40.4%
Anger	28.9%	28.8%	28.9%	24.2%	29.5%	27.2%	33.1%	30.6%	32.8%	28.6%	26.9%	27.1%
Disinterest	13.6%	12.9%	7.6%	13.4%	11.8%	5.3%	15.8%	12.4%	7.0%	11.9%	14.1%	9.6%
Optimism	7.2%	8.3%	8.7%	7.5%	5.4%	9.7%	7.2%	7.9%	6.7%	6.9%	10.6%	9.5%
Satisfaction	6.7%	11.0%	8.9%	8.4%	15.0%	11.6%	6.0%	10.6%	8.9%	6.1%	8.8%	7.1%
Unsure	3.1%	5.6%	6.1%	1.3%	3.5%	5.0%	3.6%	4.8%	6.8%	4.0%	7.6%	6.2%

NANOS

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 sample included both land- and cell-lines across Canada. 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 randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

This study was commissioned and conducted by Nanos Research.

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

METHODOLOGY

Element	Description
Research sponsor	Nanos Research
Population and Final Sample Size	1045 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) hybrid telephone and 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	December 30th , 2024 to January 5th, 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/

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	14 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, U.S. relations, tax policy and opinions on the current federal government.
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.
Data Tables	By region, gender and age.

TECHNICAL NOTE

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

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

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, 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

ABOUT NANOS

Any questions?

✉

Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

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

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