



Satisfaction with Canada as a country improves –  
Health system and universities are top  
contributors to Canada being a better country.



The research gauged the opinions among Canadians on their satisfaction with Canada as a country and the contributors to its improvement.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,077 Canadians, 18 years of age or older, between January 31<sup>st</sup> and February 3<sup>rd</sup>, 2025 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

The research was commissioned and conducted by Nanos Research.

# Summary

# KEY FINDINGS

## 1

### THREE IN FIVE CANADIANS REPORT SATISFACTION WITH CANADA AS A COUNTRY; SATISFACTION MARGINALLY INCREASES FROM 2024 WAVE

Canadians are three and a half times more likely to report satisfaction ([60%](#)) with Canada as a country than to say they are unsatisfied ([17%](#)) with Canada as a country. About one in five Canadians hold a neutral view ([22%](#)) on this matter. Satisfaction marginally increased relative to the previous wave, in which about one in two Canadians ([52%](#)) reported being satisfied. However, satisfaction remains firmly below the results seen in the 2021 wave, in which [74 per cent](#) of Canadians reported satisfaction with their country. Canadians aged 18 to 34 and respondents in the Prairies are less satisfied than Canadians on average, each reporting mean satisfaction scores of [5.9](#).

## 2

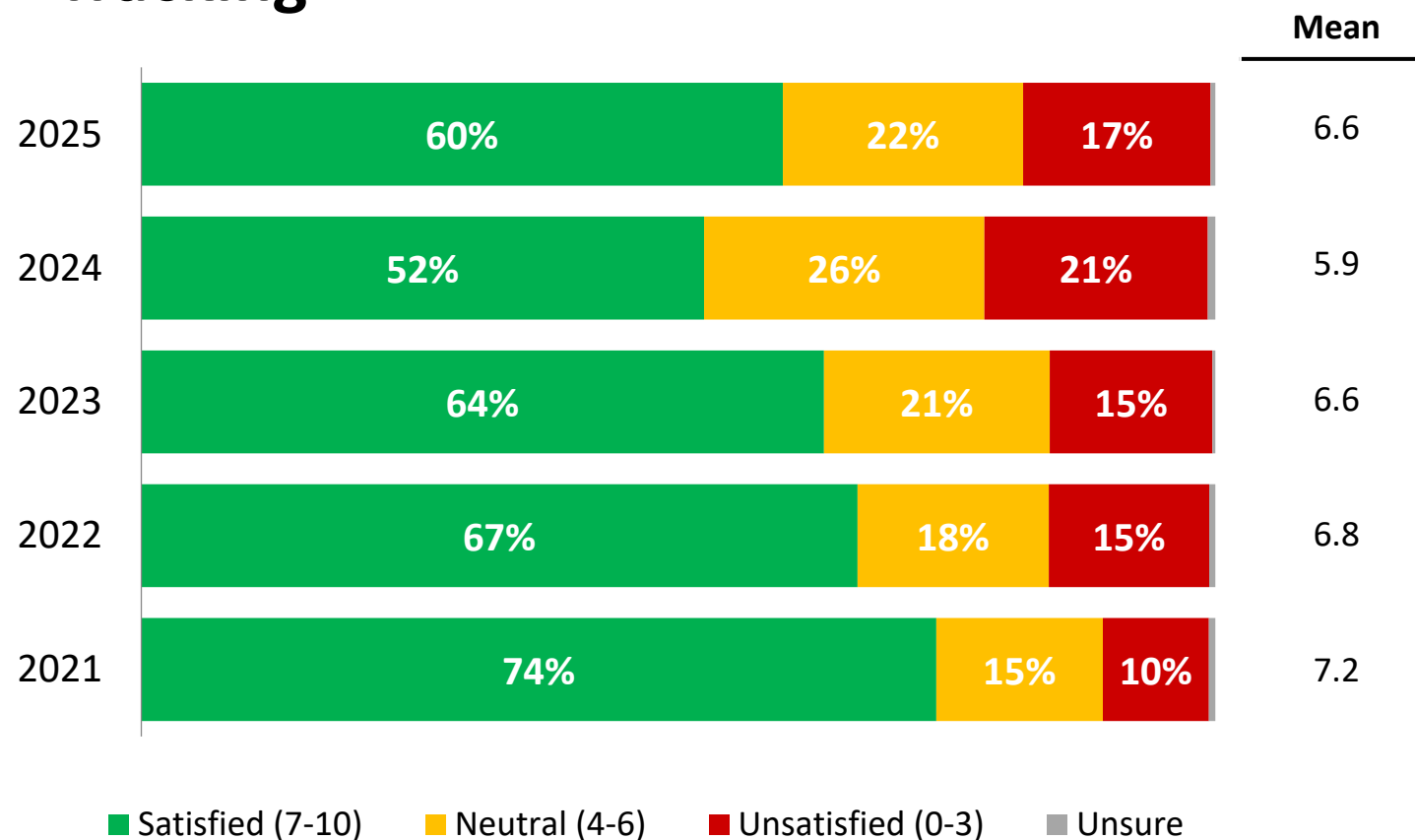
### CANADA'S HEALTH SYSTEM, COLLEGES AND UNIVERSITIES SEEN AS TOP POSITIVE CONTRIBUTORS TO CANADA BEING A BETTER COUNTRY

Canada's health system received a mean score of [7.3](#) on a zero to 10 scale in terms of its contribution to making Canada a better country, up from a mean score of [6.7](#) in the previous wave. Canada's universities and colleges received a mean score of [7.1](#), which is identical to their score in the 2024 wave. Canada's health system and Canada's colleges and universities were the only two institutions among those included in this survey to receive scores greater than seven.

Three in five respondents report satisfaction with Canada as a country (60%). About one in five (22%) hold a neutral view and 17 per cent report being unsatisfied. There was a marginal increase in the percentage of respondents who reported satisfaction with Canada as a country relative to the previous wave, in which 52 per cent of respondents held that opinion.

Q - On a scale of 0 to 10 where 0 is not at all satisfied and 10 is very satisfied, how would you describe your level of satisfaction with Canada as a country?

## Level of satisfaction with Canada as a country - Tracking



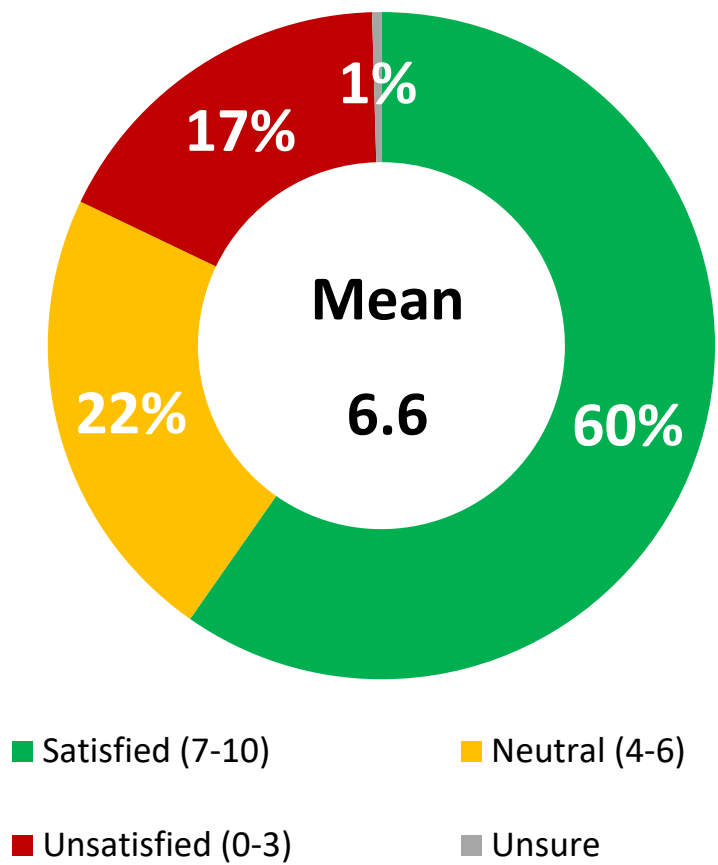
\*Weighted to the true population proportion.

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

\*Data under 3% not labelled for clarity.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31<sup>st</sup> to February 3<sup>rd</sup>, 2025, n=1,077 accurate  $\pm 3.0$  percentage points plus or minus, 19 times out of 20.

# Level of satisfaction with Canada as a country



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

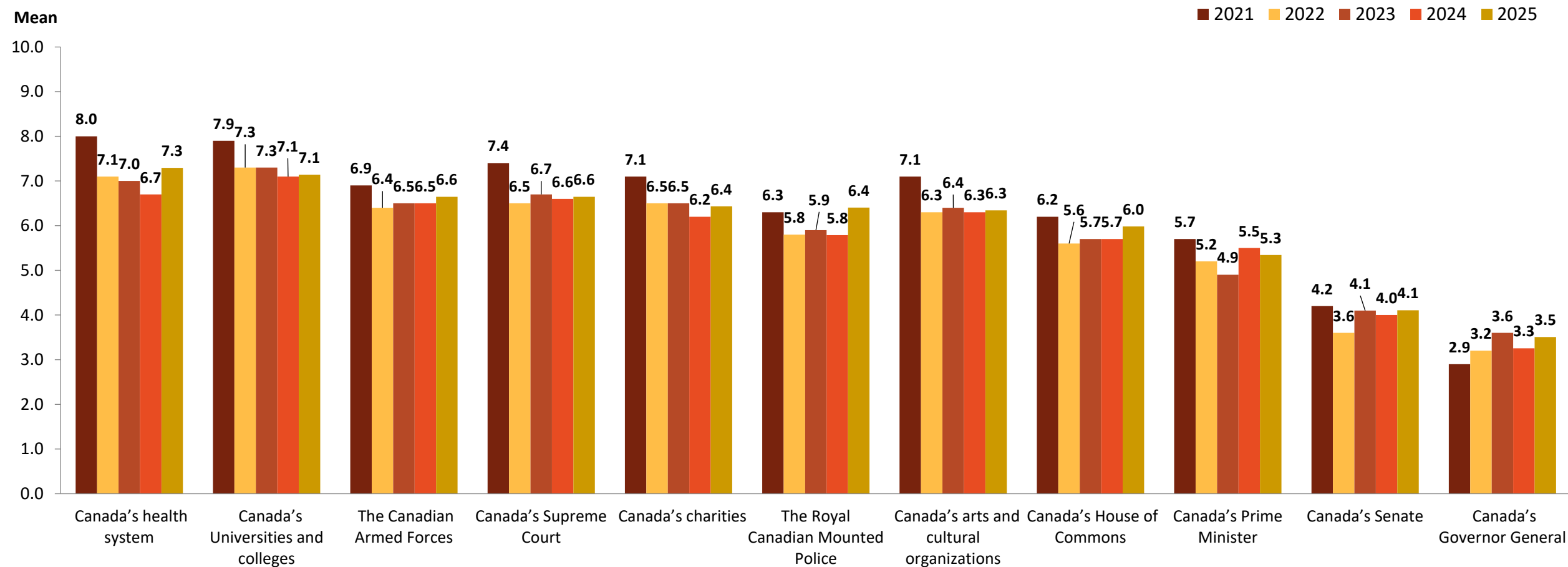
Mean	Atlantic (n=80)	Quebec (n=242)	Ontario (n=377)	Prairies (n=215)	BC (n=163)
	7.2	7.0	6.5	5.9	6.5
Mean	Men (n=577)	Women (n=500)	18 to 34 (n=186)	35 to 54 (n=399)	55 plus (n=492)
	6.1	7.0	5.9	6.2	7.2

Q – On a scale of 0 to 10 where 0 is not at all satisfied and 10 is very satisfied, how would you describe your level of satisfaction with Canada as a country?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31st to February 3rd, 2025, n=1,077 accurate ±3.0 percentage points plus or minus, 19 times out of 20.

# Contributors to Canada being a better country

Q – Please rate each of the following on a scale of 0 to 10 where 0 means it does not at all contribute to Canada being a better country and 10 means a major contributor to Canada being a better country. [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31<sup>st</sup> to February 3<sup>rd</sup>, 2025, n=1,077 accurate  $\pm 3.0$  percentage points plus or minus, 19 times out of 20.



# Contributors to Canada being a better country - Tracking by Region

Q – Please rate each of the following on a scale of 0 to 10 where 0 means it does not at all contribute to Canada being a better country and 10 means a major contributor to Canada being a better country. [RANDOMIZE]

	Atlantic					Quebec					Ontario					Prairies					BC				
	2025 (n=80)	2024 (n=110)	2023 (n=110)	2022 (n=99)	2021 (n=101)	2025 (n=242)	2024 (n=262)	2023 (n=236)	2022 (n=230)	2021 (n=207)	2025 (n=377)	2024 (n=366)	2023 (n=353)	2022 (n=350)	2021 (n=340)	2025 (n=215)	2024 (n=219)	2023 (n=216)	2022 (n=208)	2021 (n=209)	2025 (n=163)	2024 (n=157)	2023 (n=139)	2022 (n=162)	2021 (n=158)
Canada's health system	7.7	6.9	7.1	7.2	7.8	7.2	6.1	6.5	6.3	7.5	7.4	6.9	7.3	7.5	8.2	7.0	7.0	6.9	7.0	8.0	7.4	6.8	7.0	7.5	8.3
Canada's universities and colleges	6.9	7.2	7.2	7.3	7.8	7.8	7.3	7.6	7.7	8.3	7.0	7.1	7.3	7.1	7.8	6.8	6.7	6.8	6.9	7.6	7.1	7.0	7.1	7.5	7.8
The Canadian Armed Forces	7.3	7.2	6.9	6.6	7.1	6.7	6.3	6.3	6.3	7.0	6.6	6.5	6.5	6.4	6.9	6.7	6.6	6.9	6.6	7.2	6.5	6.5	6.4	6.7	6.6
Canada's Supreme Court	6.8	7.1	6.3	6.0	7.5	7.1	6.9	6.6	6.7	7.4	6.6	6.6	6.6	6.4	7.5	5.9	6.4	6.0	6.1	7.1	6.8	6.3	6.7	6.7	7.7
Canada's charities	6.4	6.5	6.8	7.0	6.8	7.0	6.5	6.9	6.5	7.2	6.4	6.2	6.6	6.3	7.0	5.9	5.6	6.6	6.3	6.9	6.2	6.2	6.6	6.8	7.4
The Royal Canadian Mounted Police	6.9	6.3	6.3	6.0	6.7	6.5	5.7	5.8	5.8	6.5	6.3	5.5	5.8	5.5	6.0	6.5	6.3	6.3	6.5	6.7	6.1	5.9	6.1	6.1	6.1
Canada's arts and cultural organizations	6.2	6.4	6.2	6.4	7.0	6.9	6.5	6.8	6.8	7.2	6.4	6.3	6.3	6.2	7.0	5.6	5.9	6.1	5.6	6.6	6.2	6.4	6.5	6.7	7.6
Canada's House of Commons	6.2	5.8	6.0	5.5	6.4	6.3	5.7	5.6	5.9	6.5	6.0	5.7	6.0	5.5	6.3	5.3	5.4	5.2	5.2	5.5	6.1	6.0	5.6	5.9	6.5
Canada's Prime Minister	5.9	5.8	5.5	5.3	6.2	6.1	5.5	5.1	5.5	6.0	5.2	5.7	5.3	5.3	6.0	4.5	5.1	3.7	4.3	4.5	5.3	5.6	5.0	5.2	5.5
Canada's Senate	4.2	4.5	3.9	3.4	3.8	4.3	3.8	4.0	3.7	4.5	4.3	4.1	4.2	3.8	4.1	3.7	3.8	3.8	3.3	3.9	3.7	3.9	4.2	3.6	4.4
Canada's Governor General	3.8	4.0	4.4	3.8	3.2	2.8	2.4	2.5	2.3	2.2	3.9	3.6	4.0	3.5	3.3	3.4	3.1	3.3	3.1	2.8	3.6	3.7	4.1	3.6	3.3

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31<sup>st</sup> to February 3<sup>rd</sup>, 2025, n=1,077 accurate  $\pm 3.0$  percentage points plus or minus, 19 times out of 20.

# Contributors to Canada being a better country - Tracking by Profile

Q – Please rate each of the following on a scale of 0 to 10 where 0 means it does not at all contribute to Canada being a better country and 10 means a major contributor to Canada being a better country. [RANDOMIZE]

	Men					Women					18 to 34					35 to 54					55 plus				
	2025 (n=577)	2024 (n=601)	2023 (n=557)	2022 (n=556)	2021 (n=567)	2025 (n=500)	2024 (n=512)	2023 (n=494)	2022 (n=493)	2021 (n=448)	2025 (n=186)	2024 (n=153)	2023 (n=245)	2022 (n=176)	2021 (n=175)	2025 (n=399)	2024 (n=394)	2023 (n=388)	2022 (n=446)	2021 (n=392)	2025 (n=492)	2024 (n=567)	2023 (n=421)	2022 (n=427)	2021 (n=448)
Canada's health system	7.2	6.6	6.8	7.0	7.9	7.4	6.8	7.2	7.2	8.1	7.1	6.3	6.9	7.0	8.1	7.2	6.8	6.8	7.0	8.0	7.5	6.9	7.2	7.3	8.0
Canada's universities and colleges	7.0	6.8	7.0	7.1	7.7	7.3	7.3	7.5	7.5	8.0	6.8	6.8	6.6	6.9	7.6	7.0	7.1	7.3	7.1	7.8	7.4	7.2	7.7	7.7	8.1
The Canadian Armed Forces	6.4	6.2	6.4	6.4	6.9	6.8	6.8	6.7	6.5	6.9	6.0	6.0	5.9	5.8	6.3	6.7	6.5	6.4	6.5	7.1	7.0	6.9	7.0	6.8	7.2
Canada's Supreme Court	6.4	6.5	6.2	6.1	7.4	6.9	6.7	6.8	6.8	7.5	6.2	6.2	5.7	5.9	7.4	6.5	6.5	6.4	6.3	7.2	7.1	6.9	7.1	7.0	7.6
Canada's charities	6.2	5.8	6.5	6.3	6.8	6.6	6.5	6.9	6.7	7.3	5.9	5.6	6.2	6.4	6.7	6.2	6.2	6.4	6.3	7.1	6.9	6.5	7.2	6.6	7.3
The Royal Canadian Mounted Police	6.3	5.5	5.7	5.6	6.2	6.5	6.1	6.1	6.1	6.4	5.7	5.0	5.2	5.1	5.5	6.3	5.9	5.9	6.0	6.4	7.0	6.2	6.4	6.2	6.7
Canada's arts and cultural organizations	6.0	5.9	6.0	5.8	6.9	6.7	6.7	6.8	6.8	7.2	6.4	6.1	6.0	6.3	7.2	6.1	6.1	6.2	6.1	6.9	6.5	6.6	6.8	6.5	7.0
Canada's House of Commons	5.8	5.4	5.5	5.3	5.9	6.2	5.9	5.9	5.9	6.5	5.7	5.1	5.2	5.1	6.0	5.8	5.6	5.4	5.4	6.2	6.3	6.1	6.2	6.0	6.4
Canada's Prime Minister	4.9	4.8	4.3	4.6	5.1	5.8	6.2	5.5	5.7	6.2	5.0	4.9	4.3	4.8	5.7	5.2	5.5	4.9	5.0	5.6	5.7	5.9	5.4	5.6	5.8
Canada's Senate	3.5	3.4	3.7	3.2	3.6	4.7	4.6	4.5	4.1	4.8	4.1	3.9	4.1	3.6	4.4	3.8	3.9	3.9	3.5	4.0	4.3	4.2	4.2	3.7	4.2
Canada's Governor General	3.0	2.7	3.1	2.7	2.7	4.1	3.8	4.1	3.7	3.2	3.1	2.8	3.2	2.8	2.7	3.3	3.2	3.3	3.0	2.9	3.9	3.6	4.0	3.6	3.1

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31<sup>st</sup> to February 3<sup>rd</sup>, 2025, n=1,077 accurate ±3.0 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 1,077 Canadians, 18 years of age or older, between January 31<sup>st</sup> and February 3<sup>rd</sup>, 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 dialing with a maximum of five call backs.

The margin of error for a random survey of 1,077 Canadians is  $\pm 3.0$  percentage points, 19 times out of 20.

The research was commissioned and conducted by Nanos Research.

[Full data tables with weighted and unweighted number of interviews is here.](#)

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	1,077 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.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	15 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, [LIST ANY OTHERS THAT WERE AHEAD].
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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .
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: <a href="#">2025-2768 Institutional Tracking Jan - Formatted Tabs</a>
Field Dates	January 31 <sup>st</sup> to February 3 <sup>rd</sup> , 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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ABOUT NANOS

# Any questions?

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Nanos Research

(613) 234-4666, ext. 237

[ea@nanosresearch.com](mailto:ea@nanosresearch.com)

For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)





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