

PUBLIC PERSPECTIVES



IS TRUMP'S AGENDA DONE? NOT SO FAST...

Americans Assess the Direction of their Country

February 2017



General themes from the data are...

DESPITE THE NEWS COVERAGE AND THE PROTESTS, AMERICANS INCREASINGLY BELIEVE THEIR COUNTRY IS ON THE RIGHT TRACK

Immediately following the election of President Trump, some pundits and commentators lamented how they and the Democrats missed in their reading of the public mood.

Well, they may not have learned the lesson. If one was only to see the highly publicized protests and the critical media coverage in some quarters, the inevitable conclusion would be that the Trump presidency is in a free fall only a few short weeks since being sworn-in.

However, this would be a mistake. Satisfaction with the country overall has increased 7 percentage points over the past month, bringing those satisfied to almost the same proportion as those who are dissatisfied (46% vs 54%).

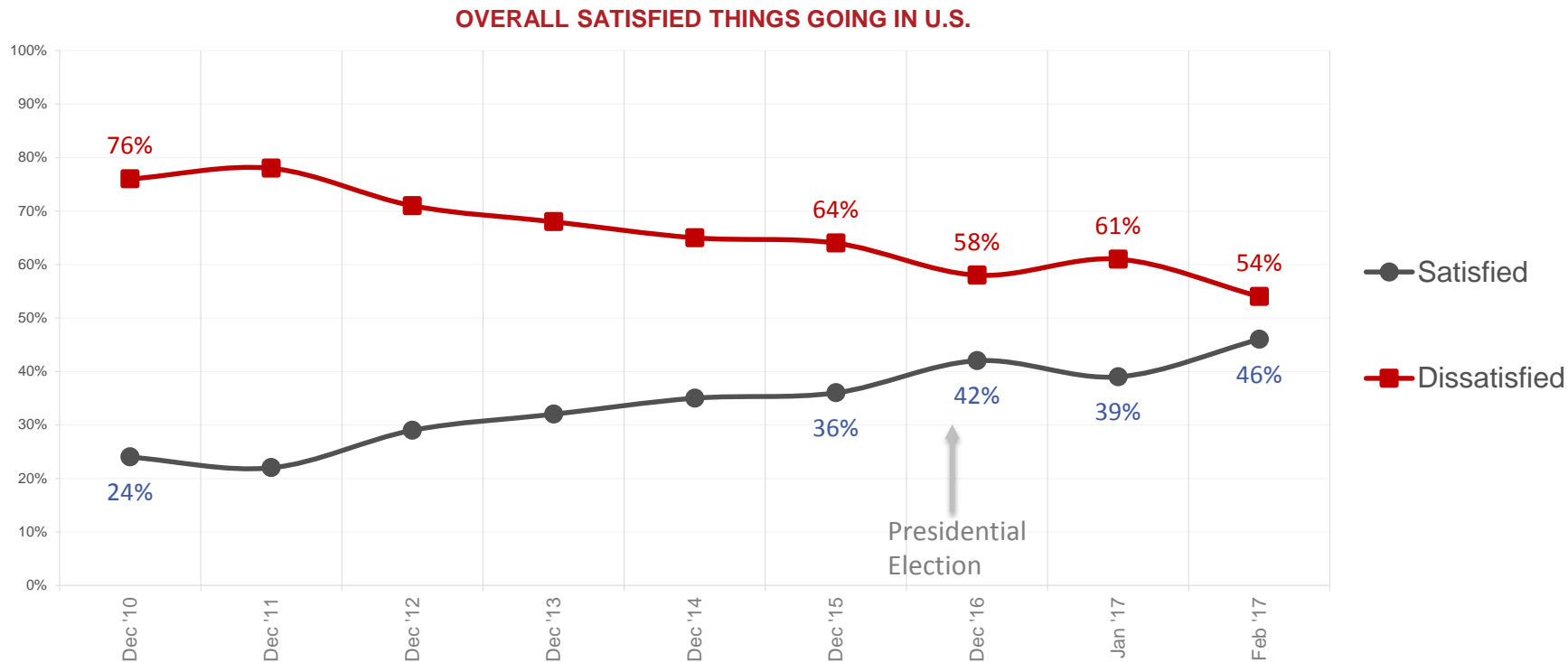
Even more pronounced, the proportion of Americans who believe the country is heading in the right direction has jumped 12 percentage points, bringing right track numbers in a virtual tie with wrong track (49% vs 51%).

IMPROVEMENTS IN PERCEPTIONS OF COUNTRY ON RIGHT TRACK ARE ACROSS THE BOARD, NOT ISOLATED IN CERTAIN GROUPS

There is often a tendency in political prognostication to try to explain movements in public attitudes by concluding that they are being driven by specific segments of the population. And that is sometimes true.

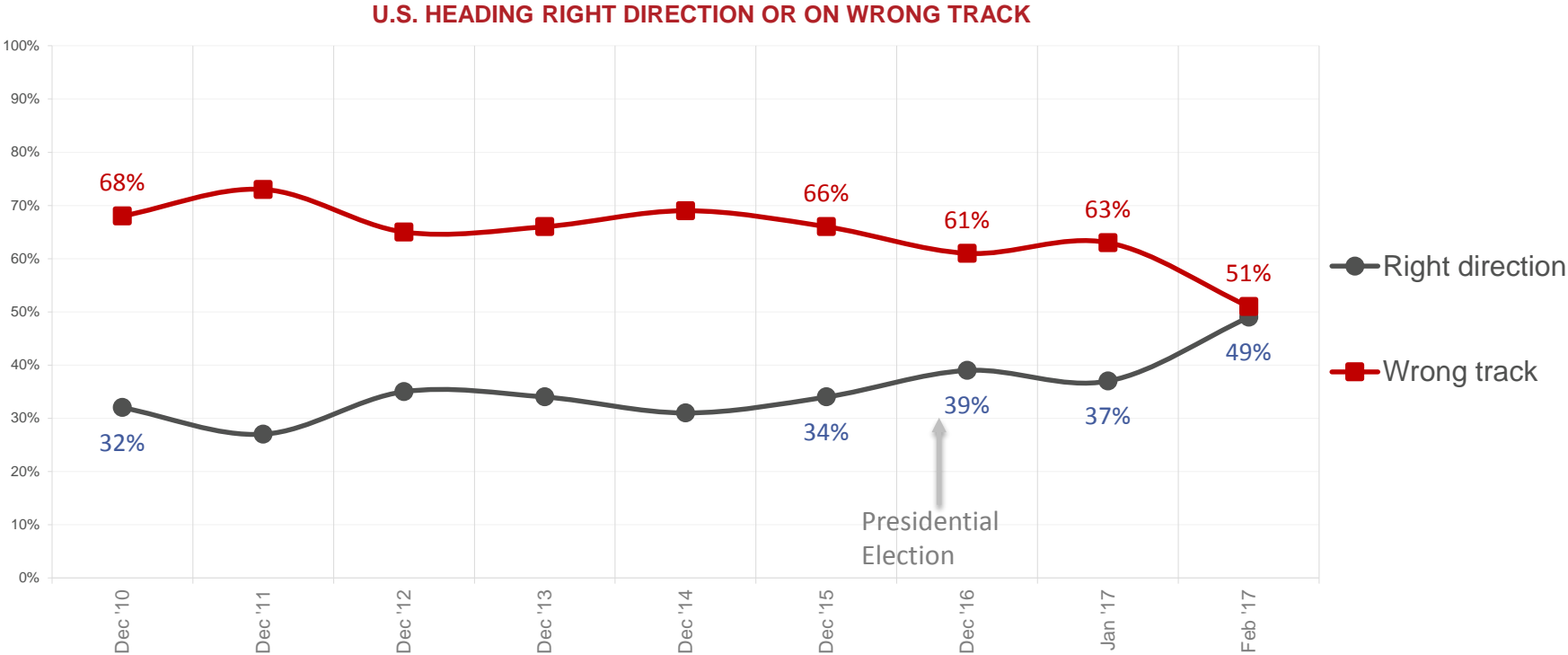
But it is revealing that recent increases among Americans that their country is on the right track are evident across all regions and demographic groups. Granted residents in the South and Midwest, along with men and high income earners are currently the most likely to see the country as being on the right track. Nevertheless, all groups are more likely to believe this than they were just one month ago.

Americans are becoming polarized in their satisfaction with how things are going in their country. Post-election, the population is now split almost 50/50



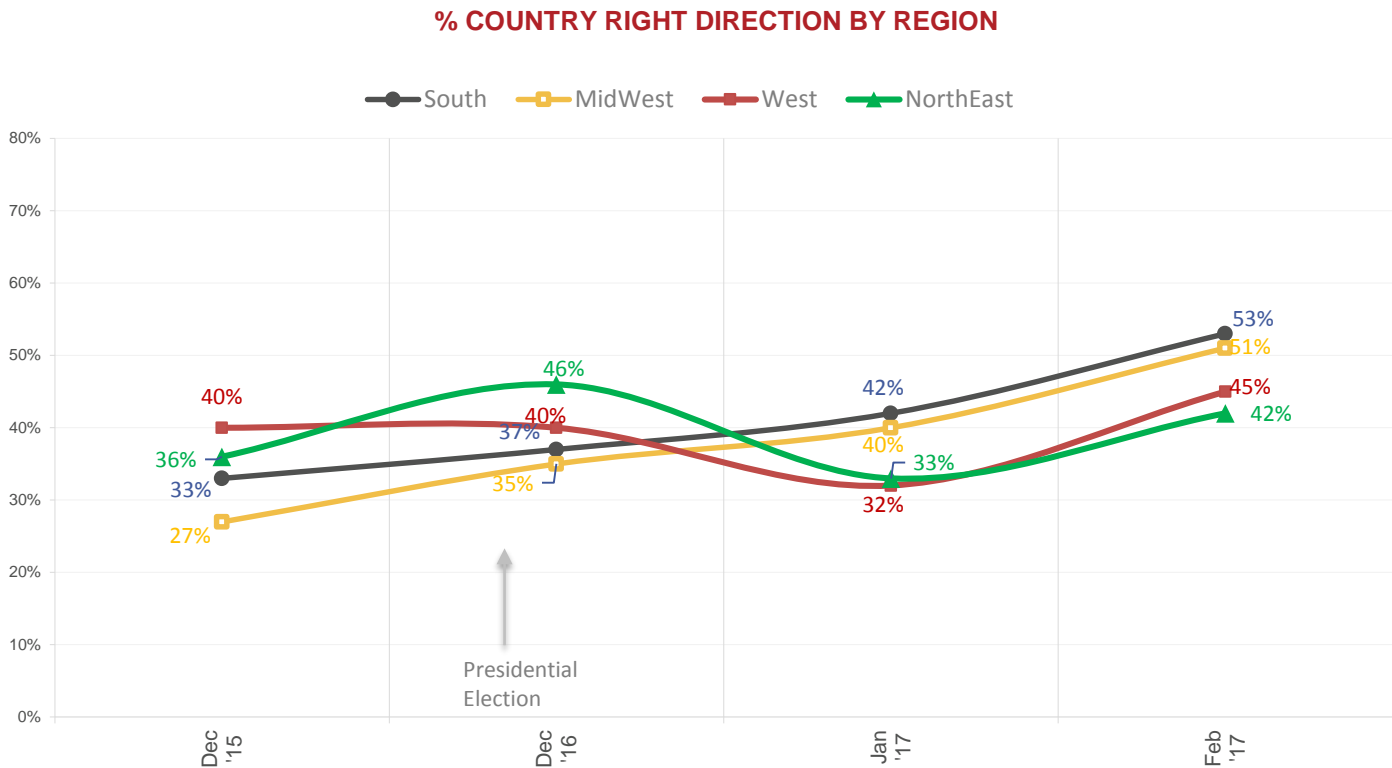
Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in (country) today?

Similarly, Americans are becoming polarized in assessing the direction their country is taking. Post-election, the population is now split 50/50



Generally speaking, would you say things in (country) are heading in the right direction, or are they off on the wrong track?

All regions have seen a lift in belief that the country is on the right track, highest in South and Midwest

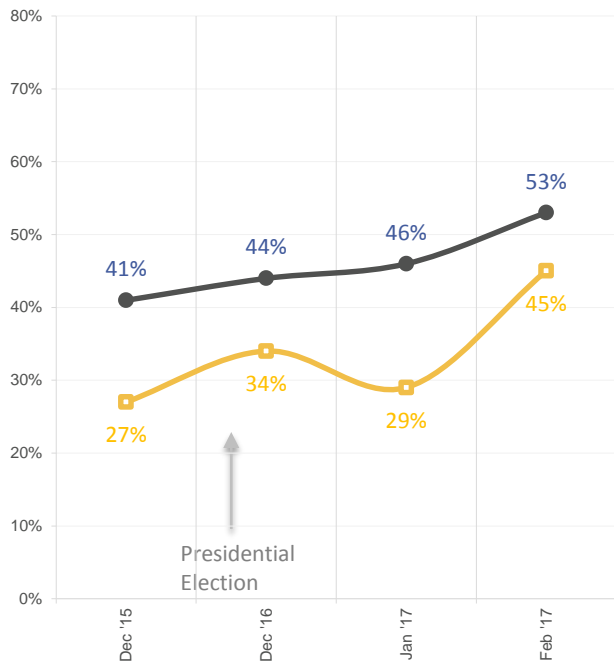


All demographic groups have seen an increase in belief that the country is on the right track, most pronounced among women, Gen X and Boomers

% COUNTRY RIGHT DIRECTION

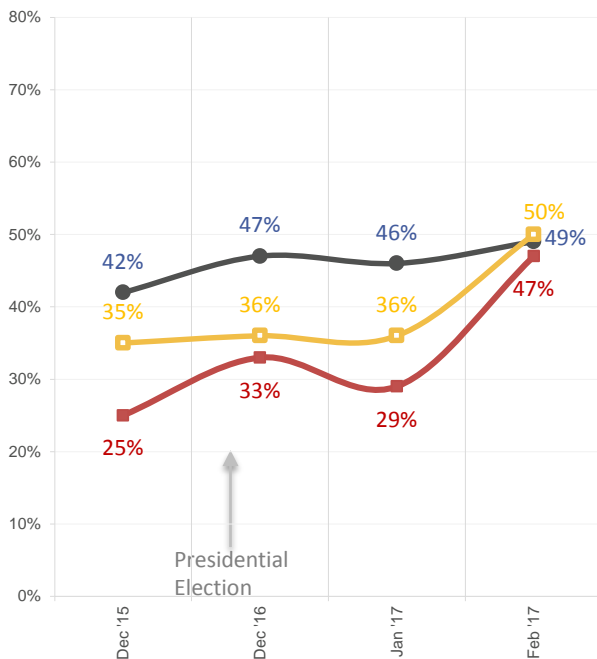
GENDER

Men Women



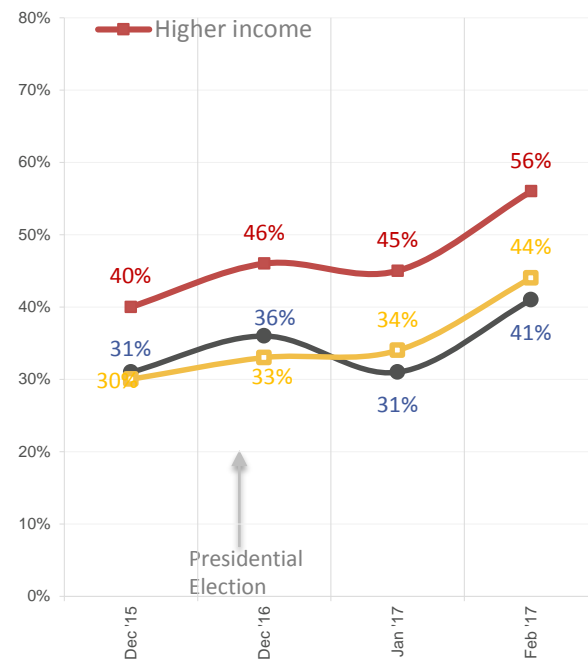
AGE

Millennials Gen X Boomers



INCOME

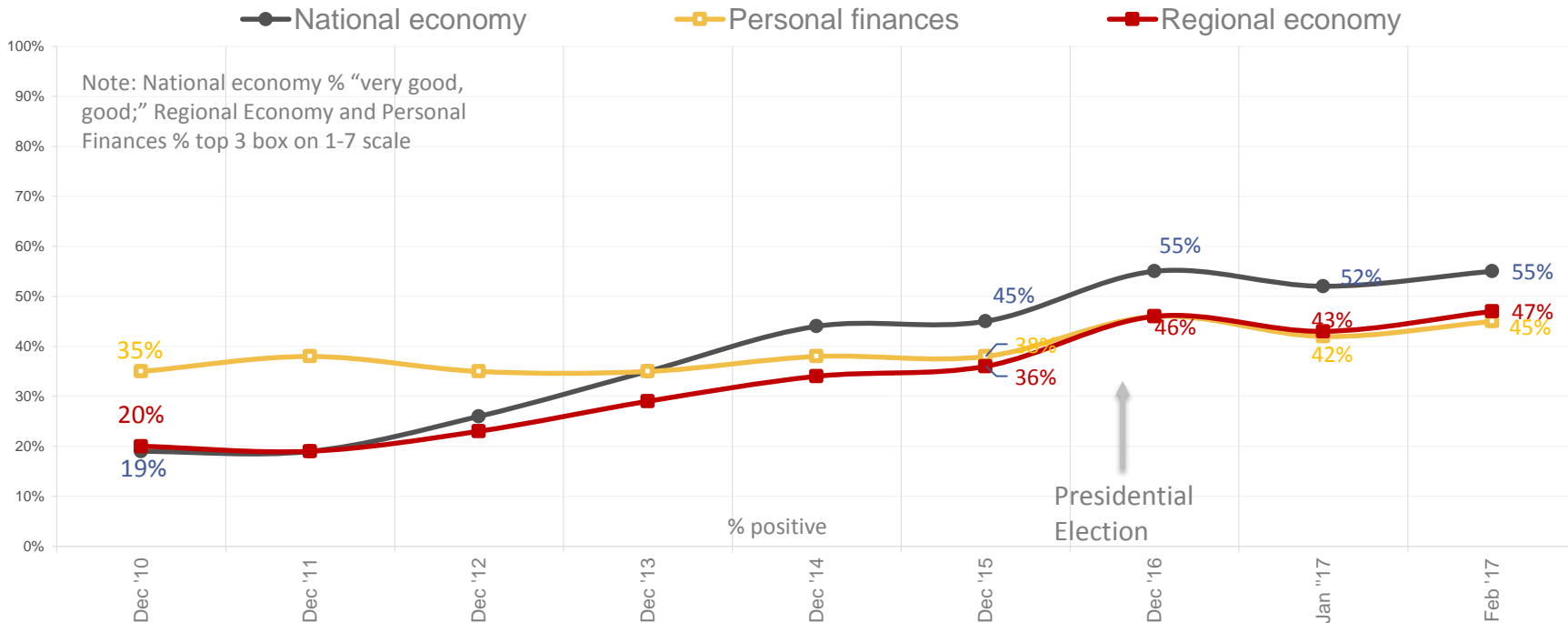
Lower income Middle income Higher income



Generally speaking, would you say things in (country) are heading in the right direction, or are they off on the wrong track?

Part of what is driving more positive assessment of country direction is the increasing belief that the economy is improving.

% POSITIVE SELECT ECONOMIC ASSESSMENTS – ALL AMERICANS



Now, thinking about our economic situation, how would you describe the current economic situation in (country)? Is it very good, somewhat good, somewhat bad, very bad?; Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.; Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.

DATA FOR THIS REPORT WERE GENERATED FROM IPSOS' GLOBAL ADVISOR

SURVEY METHOD	COUNTRIES	SAMPLE	WEIGHTING
<p>The surveys were conducted monthly in 25 countries around the world via the Ipsos Online Panel system. Data are normally collected in the 2nd and 3rd weeks of each month.</p>	<p>16 of the 25 countries surveyed online provide nationally representative samples: Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Israel, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, China, India, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban/educated/income than their fellow citizens and are referred to as “Upper Deck Consumer Citizens.”</p>	<p>The normal sample each wave consists of an international sample of approximately 19,000 adults age 18-64 in the US and Canada, and age 16-64 in all other countries. Approximately 1000+ individuals participate on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.</p>	<p>Weighting is employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to the most recent country Census data. A survey with an unweighted probability sample and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country for a sample of 500 of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.</p>

CONTACTS

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Mike Colledge
President, Canadian Public Affairs

✉ mike.colledge@ipsos.com

📞 613.688.8971

@MikeDColledge



Chris Martyn
Chief Research Officer, Public Affairs

✉ chris.martyn@ipsos.com

📞 416.324.2010