

# PUBLIC PERSPECTIVES

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Country Satisfaction  
Canadians Among Most  
Satisfied Worldwide

August 2017



# General themes from the data are...

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## Canadians among most satisfied worldwide

Canada ranks 3<sup>rd</sup> out of 27 countries in citizens rating of their satisfaction with their country. In comparison, the US ranks 13<sup>th</sup>.

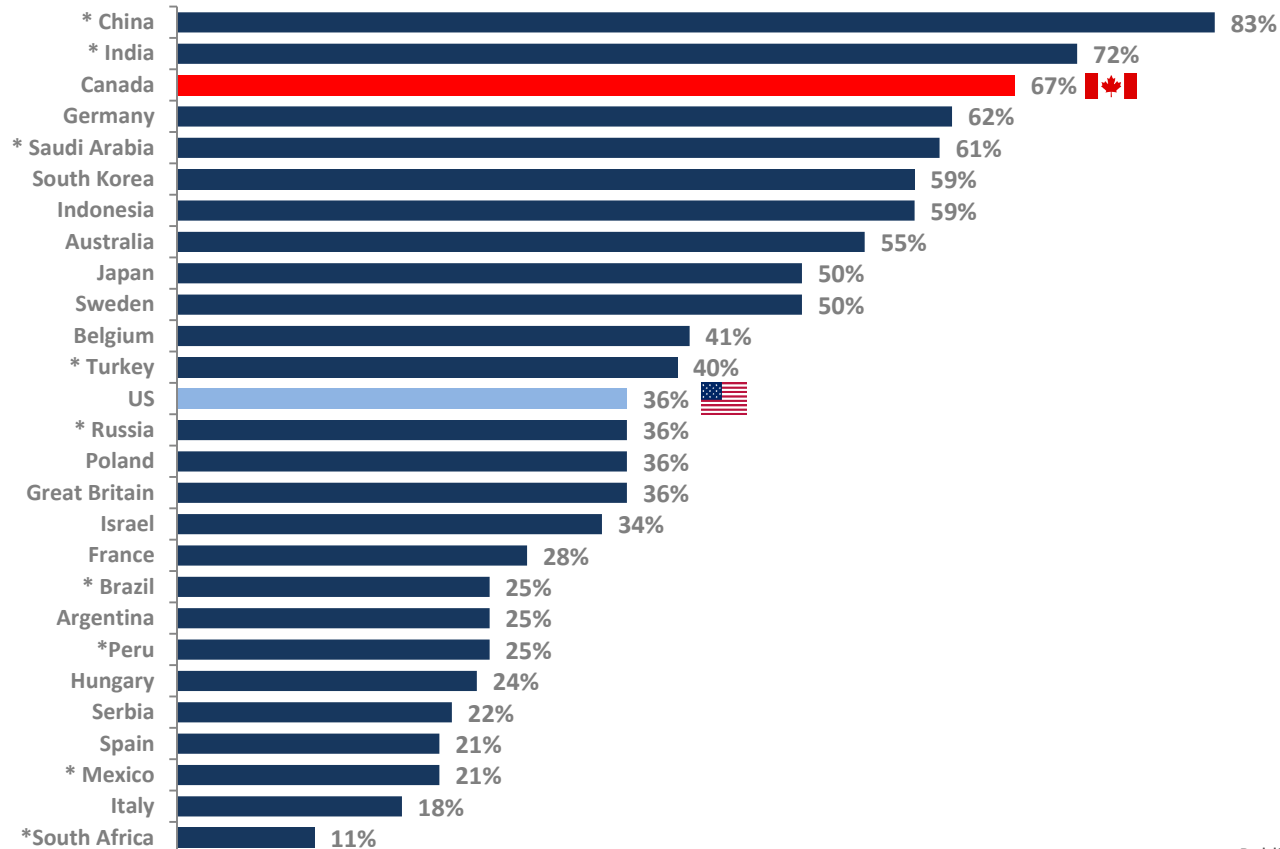
Indeed, Canadians satisfaction with the country is the highest that it has been since 2010. It is up a full 9 percentage points from a year and a half ago (vs Dec 2015).

## Satisfaction cuts across most demographic lines but there are some relative differences

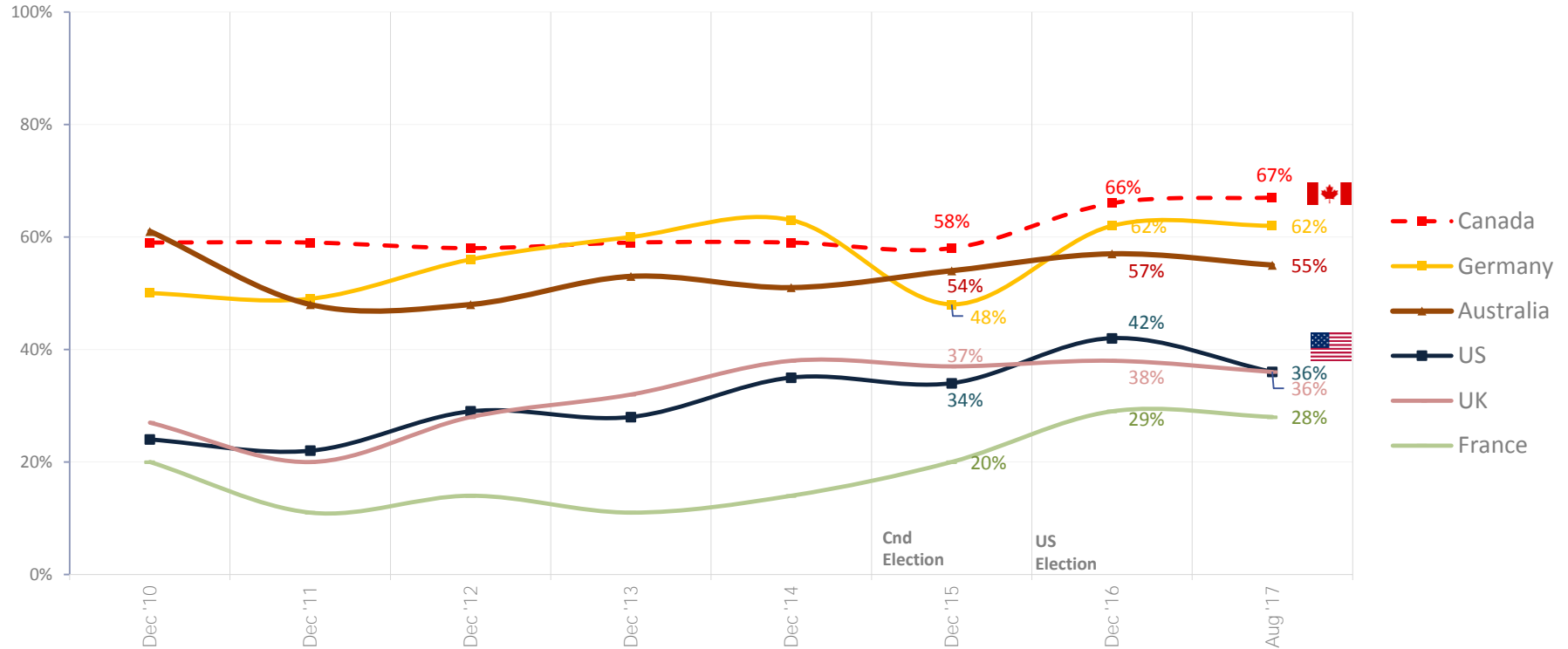
While a significant majority of all regions and demographics in Canada are satisfied with the country, some relative differences exist. For example:

- Ontario leads at 75%, significantly higher than Quebec at 58% and Alberta at 57%.
- Women (72%) are more satisfied than men (62%).
- Highest income (72%) are more satisfied than the lowest income (61%).
- Millennials (76%) are more satisfied than Baby Boomers (61%).

# At two-thirds, Canadians among the most satisfied worldwide with how things are going in their country

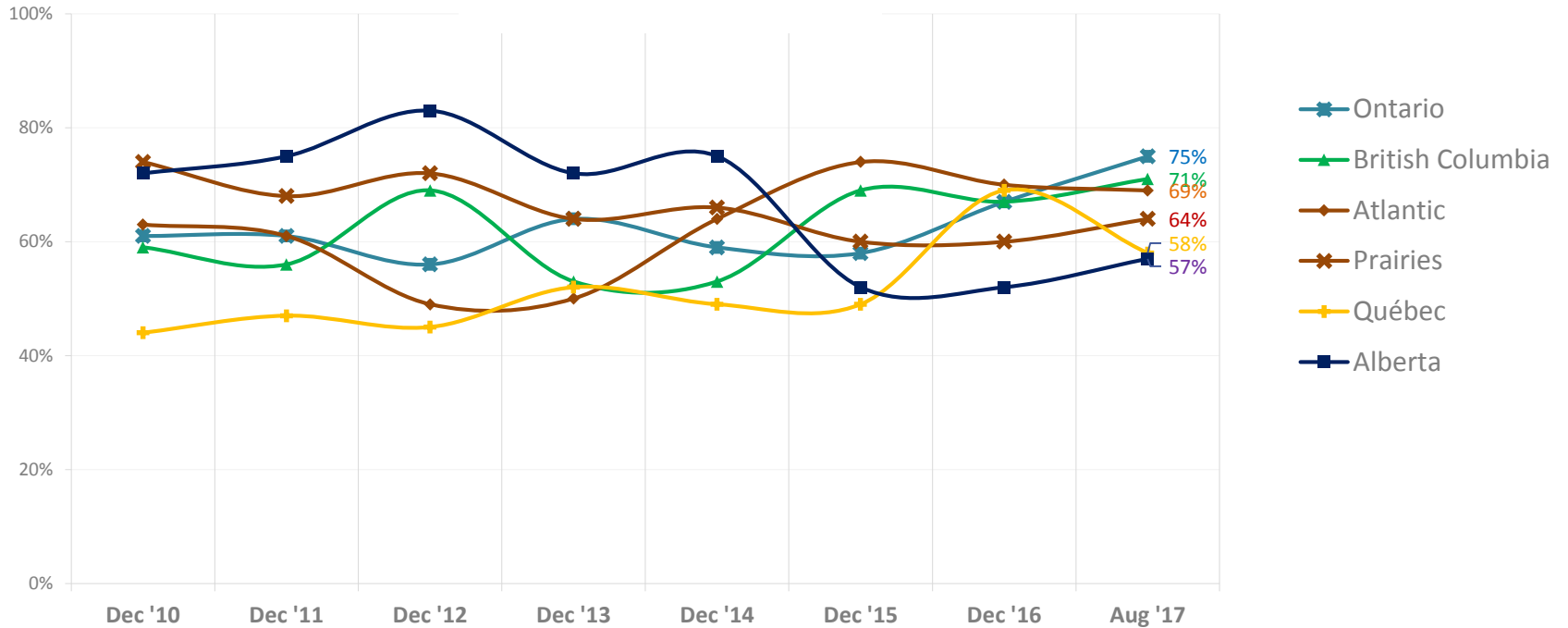


# Satisfaction in Canada, Germany and France trending up; US down

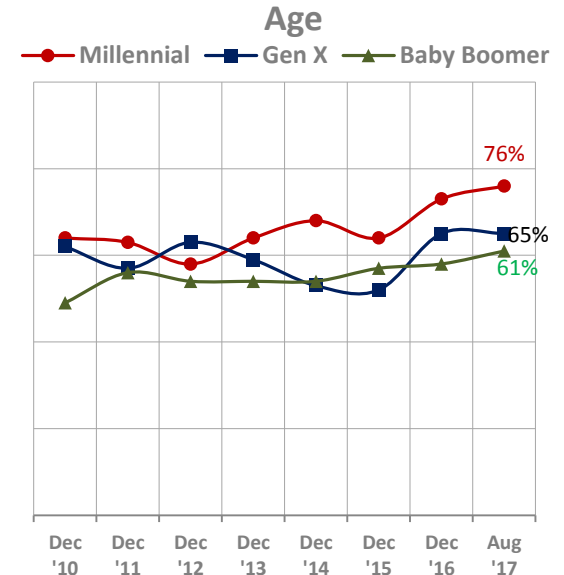
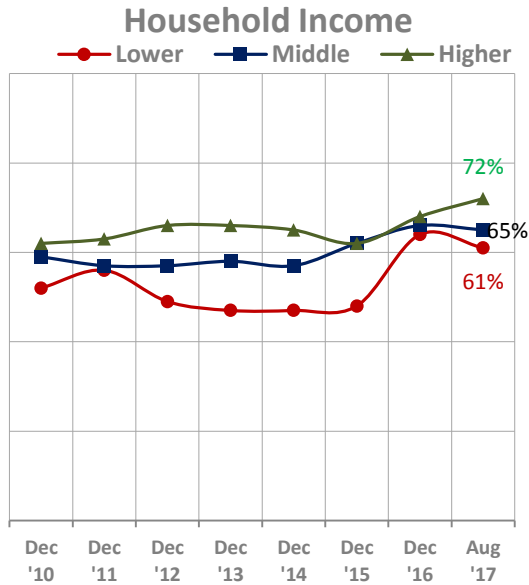
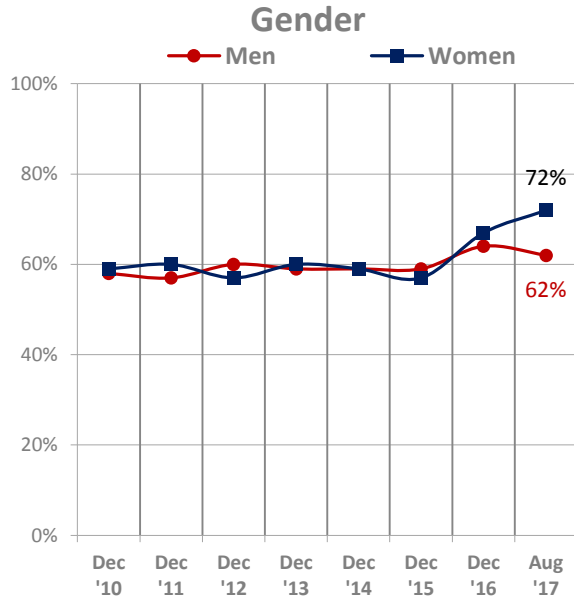


B2 Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?

# Ontario leading on country satisfaction, Quebec and Alberta trailing



# Women, highest income and Millennials most satisfied in Canada



# Data For This Report Were Generated From Ipsos' Global @dvisor

SURVEY METHOD	SAMPLE	WEIGHTING
<p>These are the findings of a Global @dvisor survey comprising approximately 19,000 interviews, conducted in early August 2017.</p>	<p>18 of the 27 countries surveyed online provide nationally representative samples. 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>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>The results are weighted to ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. Further, results are weighted to give each country an equal weight in the “global” sample.</p> <p>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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