

# PUBLIC PERSPECTIVES

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## BEYOND POPULISM

October 2018



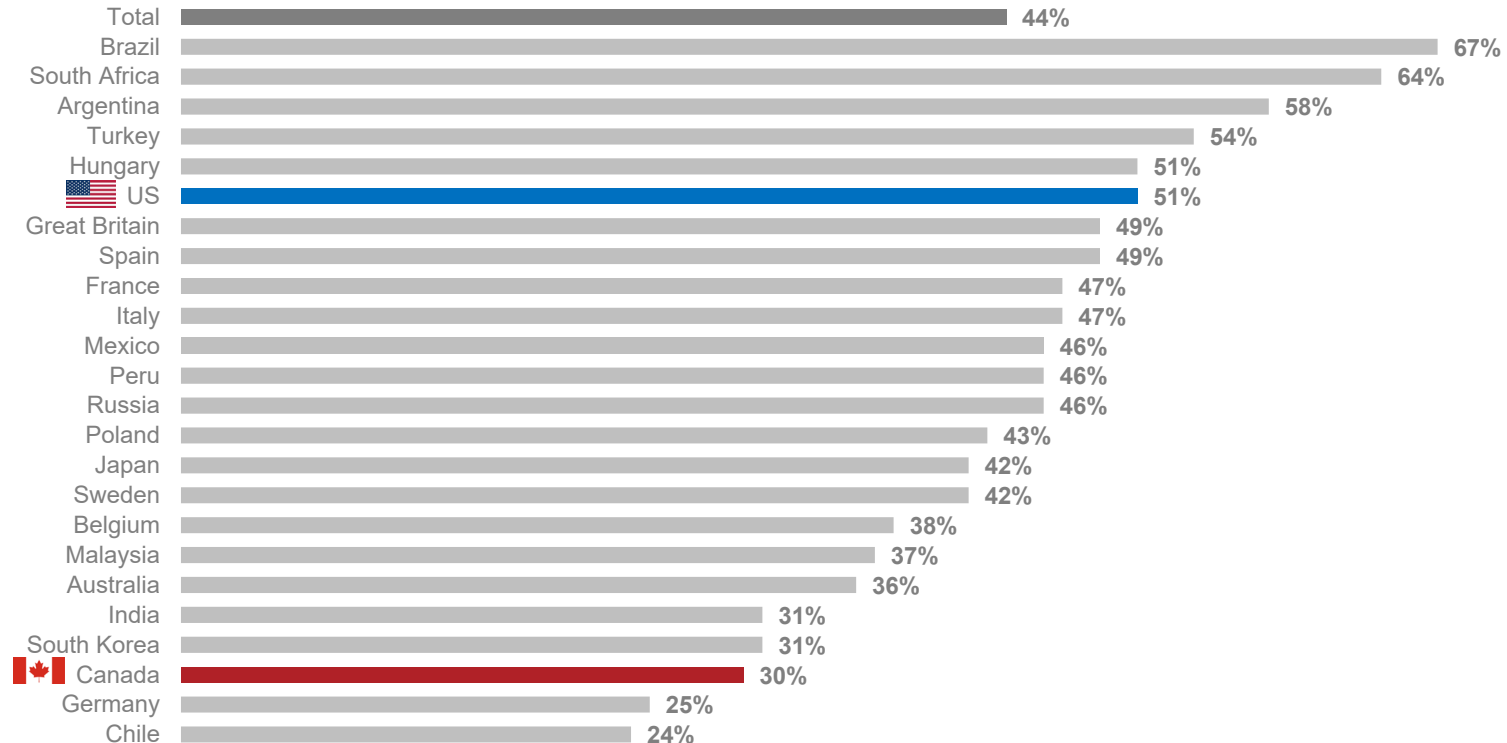
## WHAT DO THE DATA SHOW?

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- Canadians are significantly more positive in assessing the overall direction of their country than most other countries.
- However, a majority believe that the economy is rigged and that politicians don't care about people like them.
- Additionally, politicians and government receive the lowest confidence scores among Canadians.
- Therefore, most Canadians are not adverse to the idea of “electing political parties or leaders with radical ideas for change who haven't been in power before.”
- And, while other research has shown that Canadians are among the most tolerant and open, it is interesting that Canada, along with Australia and the US, are most likely to think their country needs to take more steps to protect itself from today's world.
- The bottom line is that while Canada appears more stable than most other countries explored in this study, there are undercurrents that could quickly and decisively challenge that stability. This will be something to watch in the lead-up to the next federal election.

# CANADIANS AMONG THE LEAST LIKELY GLOBALLY TO BELIEVE THE COUNTRY IS IN DECLINE; US MUCH HIGHER THAN CANADA

“YOUR COUNTRY IS IN DECLINE”  
Strongly agree/tend to agree



# A MAJORITY OF CDNS THINK THE ECONOMY IS RIGGED & ARE SKEPTICAL THAT POLITICIANS CARE ABOUT THEM; AMERICANS EVEN MORE LIKELY TO FEEL THIS WAY

% STRONGLY AGREE/TEND TO AGREE



Traditional parties and politicians don't care about people like me

55%

Canada's economy is rigged to advantage the rich and powerful

57%



Traditional parties and politicians don't care about people like me

64%

America's economy is rigged to advantage the rich and powerful

66%

# ALMOST HALF OF CANADIANS BELIEVE THE COUNTRY NEEDS A STRONG LEADER WILLING TO BREAK THE RULES, BUT ONLY HALF BELIEVE THAT POLITICIANS SHOULD TOTALLY SPEAK THEIR MINDS

% STRONGLY AGREE/TEND TO AGREE



At a time like the present, we should stick with political parties and leaders who have been in power before

19%

At a time like the present, we should stick with political parties and leaders who have been in power before

20%

It's too risky to elect political parties or leaders with radical ideas for change who haven't been in power before

35%

It's too risky to elect political parties or leaders with radical ideas for change who haven't been in power before

36%

To fix Canada, we need a strong leader willing to break the rules

46%

To fix the USA, we need a strong leader willing to break the rules

39%

Politicians should be able to say what's on their minds regardless of what anyone else thinks about their views

51%

Politicians should be able to say what's on their minds regardless of what anyone else thinks about their views

48%

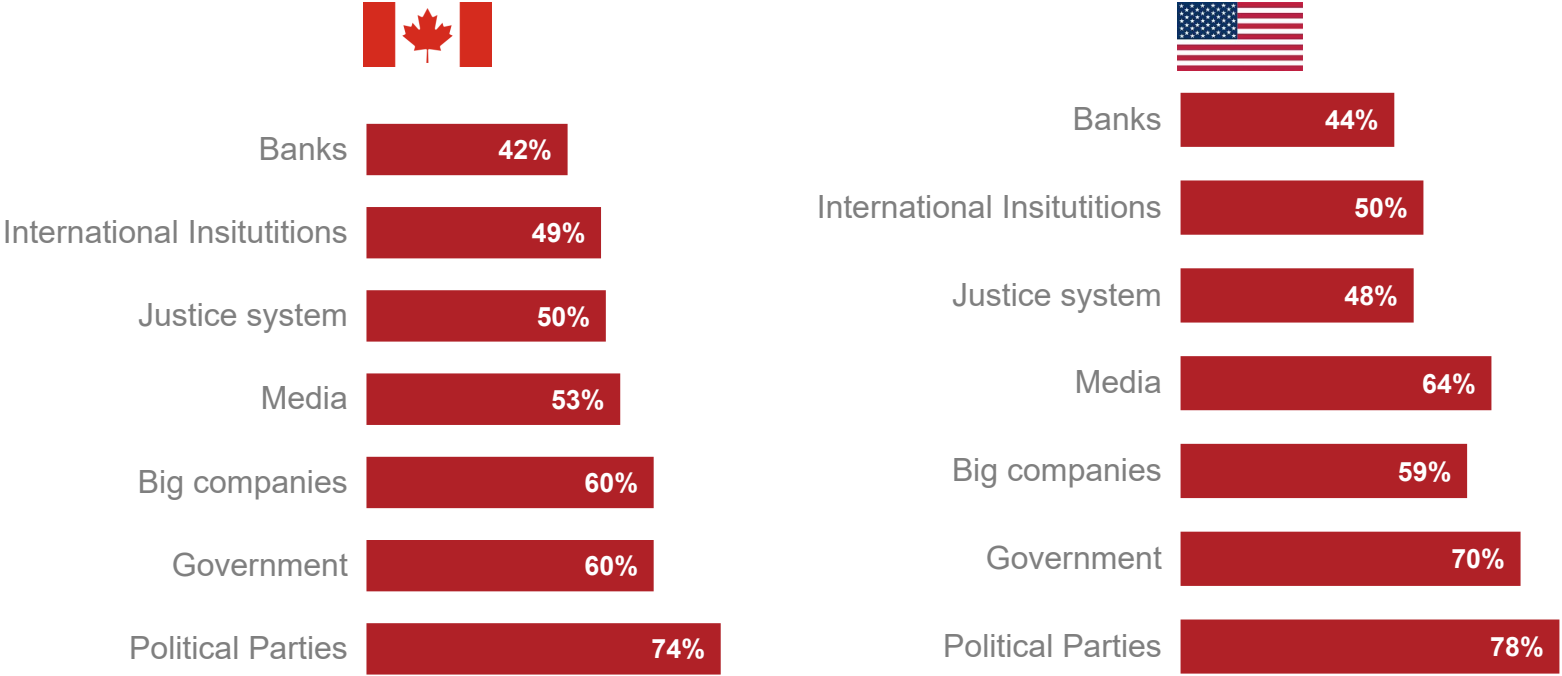
# CANADIANS MORE LIKELY THAN AMERICANS TO BELIEVE THAT THEIR COUNTRY IS NOT STRICT ENOUGH CONTROLLING AND PUNISHING CRIME

Do you think the authorities in your country are too strict, not strict enough, or get it about right when it comes to controlling and punishing crime?

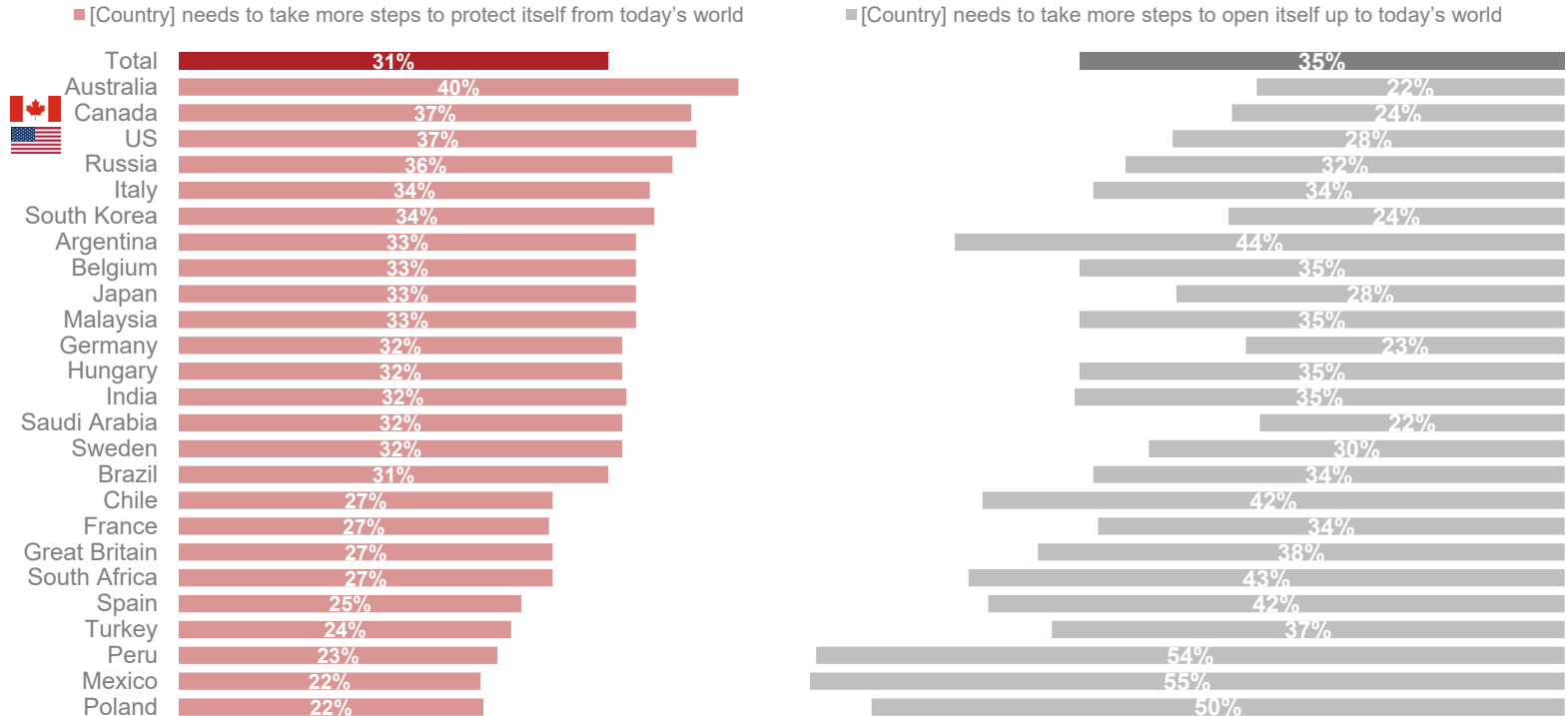


# CANADIANS EXPRESS THE LEAST CONFIDENCE FOR POLITICAL PARTIES, THE MOST FOR BANKS. AMERICANS ARE SIMILAR BUT ARE LESS CONFIDENT IN GOVERNMENT & MEDIA

HOW MUCH CONFIDENCE, IF ANY, DO YOU HAVE IN THE EACH OF THE FOLLOWING...?  
% No confidence/not very much confidence



# AUSTRALIA, CANADA & THE US MOST LIKELY TO THINK THEIR COUNTRY NEEDS TO TAKE MORE STEPS TO PROTECT ITSELF FROM TODAY'S WORLD



# METHODOLOGY

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- These are the findings of a Global Advisor survey into the political mood around the world. In total 17,203 interviews were conducted between June 26 – July 9, 2018 among adults aged 18-64 in the US and Canada, and adults aged 16-64 in all other countries.
- The survey was conducted in 25 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, Chile, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Saudi Arabia, South Africa, South Korea, Russia, Spain, Sweden, Turkey and the United States of America.
- Between 500 and 1000+ individuals participated on a country by country basis via the Ipsos Online Panel. The sample was 1000+ in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Spain and the United States of America. In all other countries the sample was 500+. The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.
- In countries where internet penetration is approximately 60% or higher the data output generally reflects the overall population. Of the 25 countries surveyed online, 15 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, Great Britain and the United States. The 10 remaining countries surveyed – Brazil, Chile, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey - have lower levels of internet connectivity and reflect online populations that tend to be more urban and have higher education/income than the general population.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data are weighted to match the profile of the population.

# CONTACTS

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