

Unpacking populism and polarization



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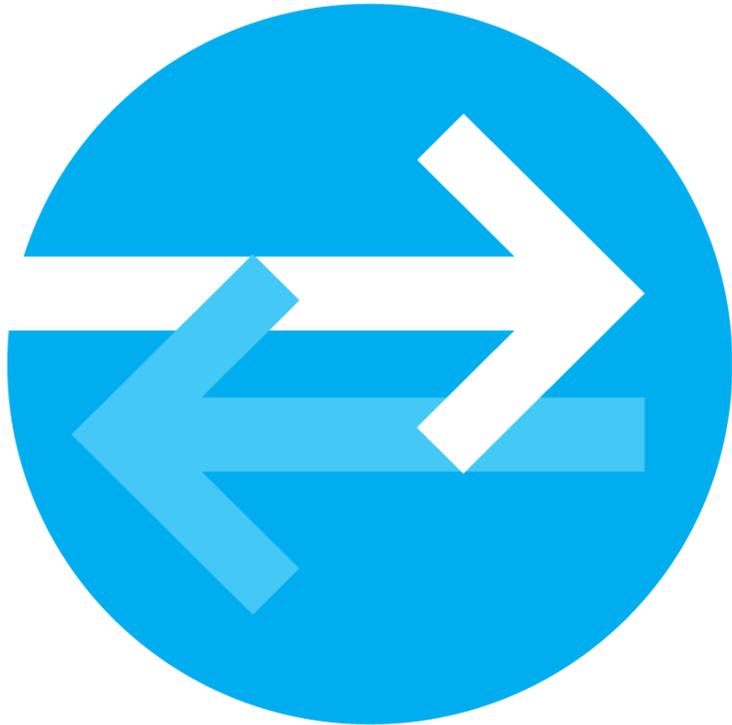
Research Professor,
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Almost 8 in 10 Canadians
consider themselves part
of the middle class.

Globe and Mail/Nanos

Painting by artist Duarte Vitoria



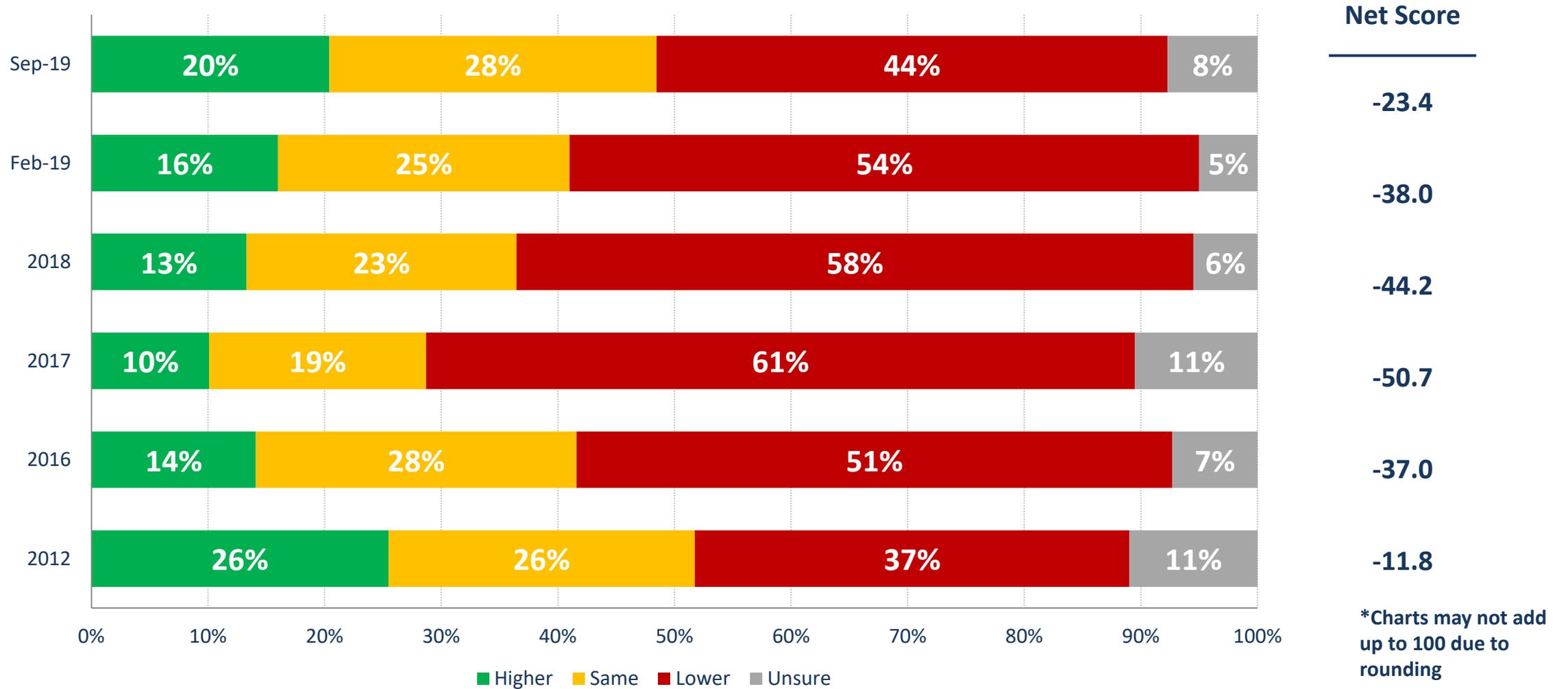
- > Is Canada susceptible
- > Energy polarization case study
- > Populist communication & policy navigation

Creeping Populism

**Is Canada
susceptible?**



Future standard of living



QUESTION – Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today? (Source: Nanos Survey, October 2019)

ENERGY Case study

The table below shows the net score on agreement with a number of statements. Net scores are a proxy for polarization, with net scores between -10 and +10 indicating polarization, while those between -100 and -10 and +10 and +100 indicating a potential emerging consensus.

	Energy company partnerships with Indigenous communities, even if: Net score (n=1000)	Energy company partnerships with local communities and municipalities, even if: Net score (n=1000)	Increasing range of environmental and social impacts considered, even if: Net score (n=1000)	Meeting climate commitments, even if: Net score (n=1000)	Reduce oil and gas production, even if: Net score (n=1000)	
There is less economic development in Canada	+2.3	+5.8	+6.4	+9.9	-3.5	 <p>Polarized -10 < +10</p> <p>Not polarized -100 < -10 +10 < +100</p>
Energy prices increasing	+11.7	+16.9	+19.5	+18.5	+7.1	
Canada getting less of its energy from domestic energy production and more from imports	-25.7	-30.2	-23.7	-27.2	-30.1	
Tax revenues to governments decreasing	+23.3	+28.4	+30.0	+32.7	+17.4	
Much more energy infrastructure like windmills, solar farms etc. in communities like mine	-	-	-	+62.1	+51.6	

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 29th and September 4th, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Does Canada do a very good, good, average, poor or very poor job at the following? [Randomize]

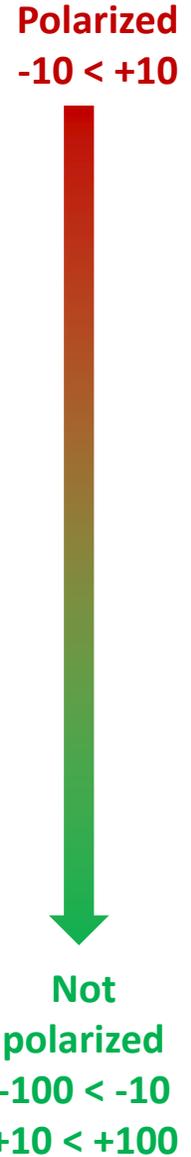
	Net score (n=1000)
Having environmental policies on climate change which align with the views of Canadians	-17.6
Balancing the concerns of local communities that are affected by a local energy infrastructure project with broader regional, provincial or national interests	-26.6
Providing a clear, predictable and competitive policy and regulatory environment for energy investors	-26.8
Ensuring that the benefits of energy projects are distributed equitably across Canada	-28.0
Developing a shared long-term vision for Canada's energy future	-30.4
Building public confidence in energy decision-making	-41.0

Do you support, somewhat support, somewhat oppose or oppose the following? [RANDOMIZE]

	Net score (n=1000)
Growth in the oil and gas sector in Canada	+11.8
Having new taxes on fossil fuels such as gasoline, heating oil, and natural gas if the tax revenue was directed to projects related to a greener economy	+25.7
Canadian governments working to negotiate an energy accord with Canada's Indigenous peoples to reduce conflict and uncertainty in the development of energy projects	+67.5
Growth in the renewable energy sector in Canada	+91.3

Do you agree, somewhat agree, somewhat disagree or disagree with the following statements? [RANDOMIZE]

	Net score (n=1000)
I would be more supportive of fossil fuel energy resources like oil, gas and coal if Canada had a more environmentally proactive climate change policy	+25.6
Canada should reduce oil and gas production to reduce greenhouse gas emissions even if other oil and gas producing countries are not doing so	+28.0
Exports from Canada's oil and gas sector can contribute to combatting global climate change if our exports displace energy sources in other countries that are more damaging to the climate	+43.6
Canada's oil and gas sector can play an important long-term role domestically and internationally if it operates in an environmentally responsible way	+56.3



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 29th and September 4th, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Unpacking polarization



**Symbolic
messaging**



**Literal
messaging**



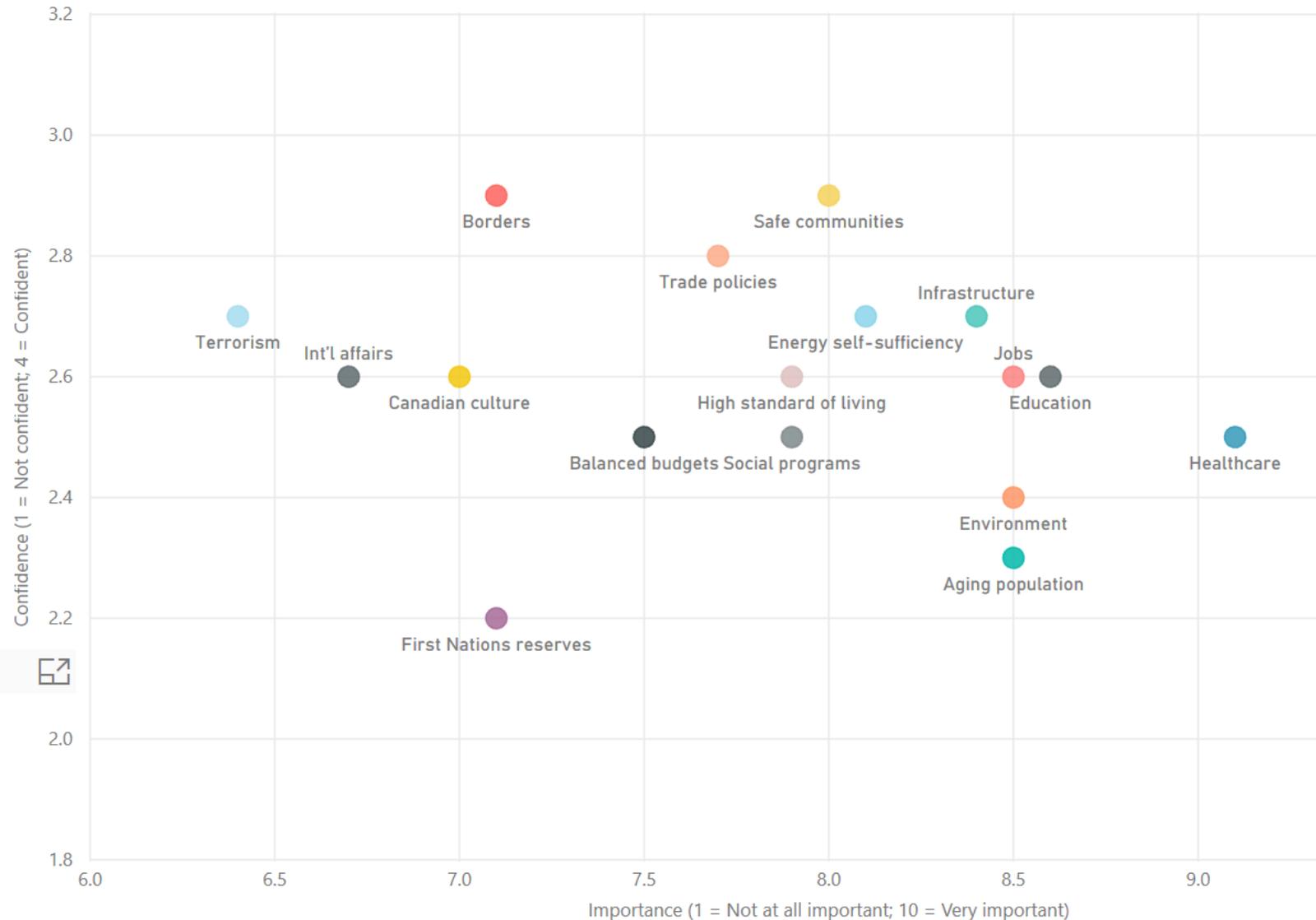
Issue importance and confidence in finding solutions

For each of the challenges, please rate their importance to you on a scale of 1 to 10, where 1 is not at all important and 10 is very important in terms of Canada's future [RANDOMIZE]

For each of the challenges, are you confident, somewhat confident, somewhat not confident or not confident in our ability as a nation to find solutions? [RANDOMIZE]

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- 2017 - Trudeau
- 2016 - Trudeau
- 2015 - Harper



IDEAS

- ☑ Consider the frame of citizens
- ☑ Should think of dimensions of polarization
- ☑ Understand populist communications



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