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Canada This Month
COVID-19
Preparing for the Future

Public Opinion Research
Field Dates: May 29, 2020 to
June 1, 2020

Preparing for the Future in Light of COVID-19

Since the early days of the COVID-19 outbreak in Canada, INNOVATIVE has been tracking attitudes and reported behaviors impacted by the pandemic.

Today, INNOVATIVE is releasing results from the 8th wave of COVID-19 tracking. This online survey was in field from May 29th to June 1st with a weighted sample size of 1,500 Canadian residents. Detailed methodology is provided in the appendix.

This report covers attitudes of Canadians on various issues impacted by COVID-19, satisfaction with government response to these issues, as well as awareness and concern surrounding the federal deficit.

We find that both the provincial and federal governments are doing well to address many issues related to the outbreak, especially public health issues. But, the area where satisfaction with governmental response is lowest is for making changes to the long-term care system to better protect seniors.

Additionally, concern about the deficit remains high. All the while, a majority believe the government wastes at least some money it spends on COVID-19 and plurality say we should start reducing the size of the deficit as it relates to the outbreak.

Looking ahead, most still agree that outbreaks will continue for the foreseeable future

Re-opening: Beliefs around when things will return to normal are steady; most (46%) say outbreaks will continue until vaccine available

Q Thinking about the role of the provincial government when it comes to the economy, which statement is closest to your point of view?
[asked of all respondents; n=1,500]
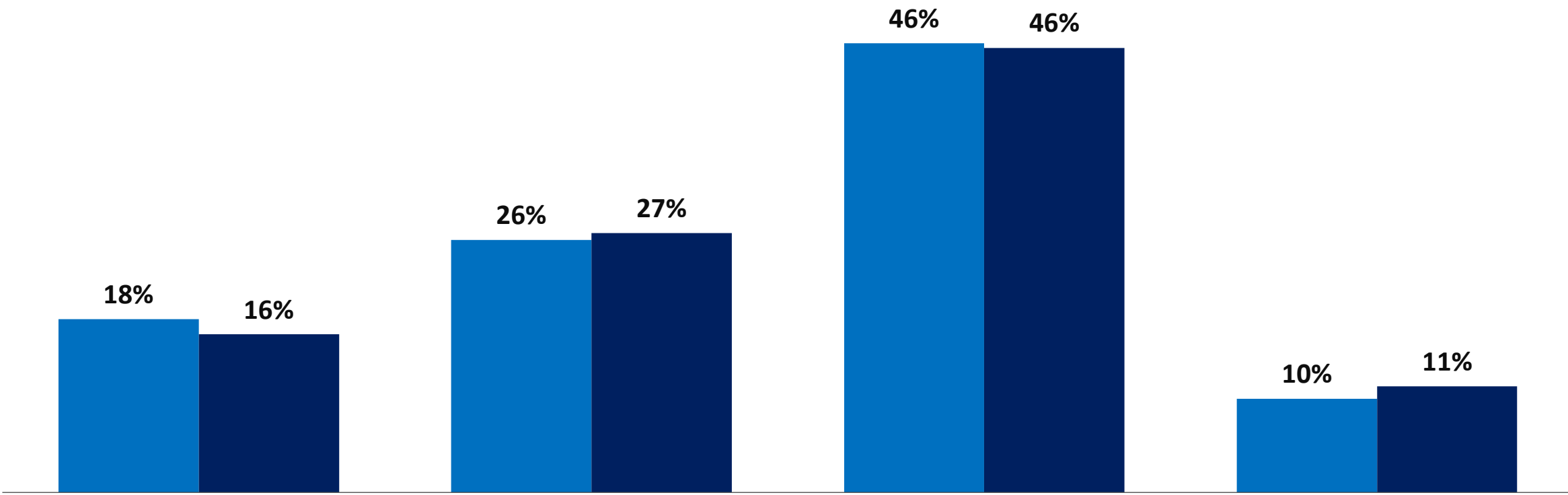
|	May 15-20	May 29-Jun 1
Once governments ease restrictions in the coming months, we will be able to return to a more regular way of living	18%	16%
There will be a second wave in the fall before we can return to a more regular way of living	26%	27%
COVID-19 outbreaks will continue for the foreseeable future until a vaccine becomes available, preventing any return to a more regular way of living	46%	46%
Don't know	10%	11%

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Most Canadians see changes to long term care to protect seniors as most important issue. It also has the highest level of dissatisfaction both federally and provincially.

Important Issues: Top issues include protecting seniors, managing transmission from travelers, and manufacturing supplies domestically

Q Currently, experts expect that COVID-19 outbreaks will continue in Canada for the next year or more. As governments address these ongoing impacts from COVID-19, there are a number of issues they may consider. On the list below, please indicate how important each issue is to you personally?
[asked of all respondents; n=1,500]
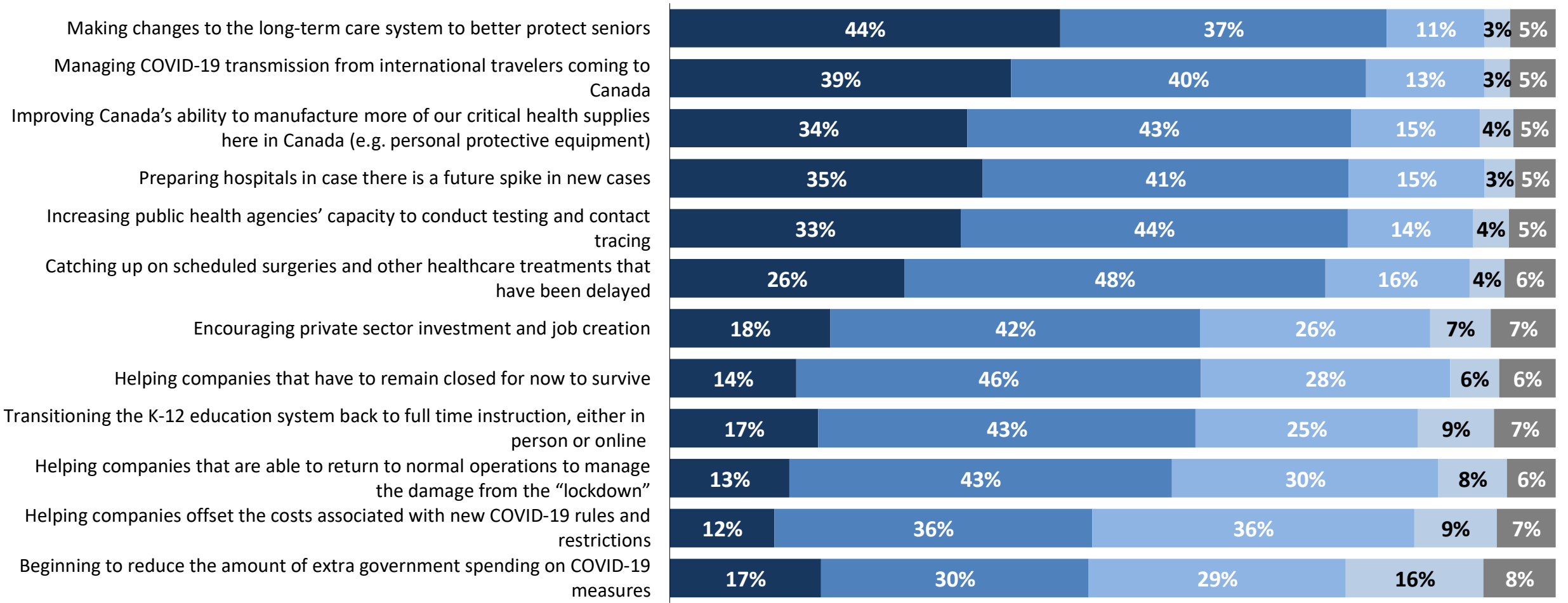
Issue	More important than any other issue	One of the most important issues	Only somewhat important	Not really an important issues	Don't know enough to say
Making changes to the long-term care system to better protect seniors	44%	37%	11%	3%	5%
Managing COVID-19 transmission from international travelers coming to Canada	39%	40%	13%	3%	5%
Improving Canada's ability to manufacture more of our critical health supplies here in Canada (e.g. personal protective equipment)	34%	43%	15%	4%	5%
Preparing hospitals in case there is a future spike in new cases	35%	41%	15%	3%	5%
Increasing public health agencies' capacity to conduct testing and contact tracing	33%	44%	14%	4%	5%
Catching up on scheduled surgeries and other healthcare treatments that have been delayed	26%	48%	16%	4%	6%
Encouraging private sector investment and job creation	18%	42%	26%	7%	7%
Helping companies that have to remain closed for now to survive	14%	46%	28%	6%	6%
Transitioning the K-12 education system back to full time instruction, either in person or online	17%	43%	25%	9%	7%
Helping companies that are able to return to normal operations to manage the damage from the "lockdown"	13%	43%	30%	8%	6%
Helping companies offset the costs associated with new COVID-19 rules and restrictions	12%	36%	36%	9%	7%
Beginning to reduce the amount of extra government spending on COVID-19 measures	17%	30%	29%	16%	8%

Federal Satisfaction: Top issue respondents are satisfied with federally is helping companies that have to remain closed for now to survive

Q And how satisfied are you with the work done so far by the Federal Government on each of these issues?
[asked of all respondents; n=1,500]

Issue	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know
Helping companies that have to remain closed for now to survive	14%	35%	26%	9%	5%	11%
Managing COVID-19 transmission from international travelers coming to Canada	18%	30%	18%	13%	13%	8%
Helping companies that are able to return to normal operations to manage the damage from the "lockdown"	13%	34%	27%	10%	4%	12%
Helping companies offset the costs associated with new COVID-19 rules and restrictions	12%	34%	28%	9%	5%	12%
Improving Canada's ability to manufacture more of our critical health supplies here in Canada (e.g. personal protective equipment)	14%	32%	23%	12%	8%	11%
Preparing hospitals in case there is a future spike in new cases	13%	31%	27%	10%	6%	13%
Increasing public health agencies' capacity to conduct testing and contact tracing	14%	30%	26%	12%	6%	11%
Encouraging private sector investment and job creation	10%	27%	29%	10%	8%	15%
Making changes to the long-term care system to better protect seniors	11%	24%	24%	16%	13%	12%
Catching up on scheduled surgeries and other healthcare treatments that have been delayed	11%	23%	32%	10%	7%	17%
Beginning to reduce the amount of extra government spending on COVID-19 measures	10%	22%	32%	12%	12%	13%
Transitioning the K-12 education system back to full time instruction, either in person or online	10%	22%	36%	9%	6%	18%

■ Very satisfied ■ Somewhat satisfied ■ Neither satisfied nor dissatisfied ■ Somewhat dissatisfied ■ Very dissatisfied ■ Don't know
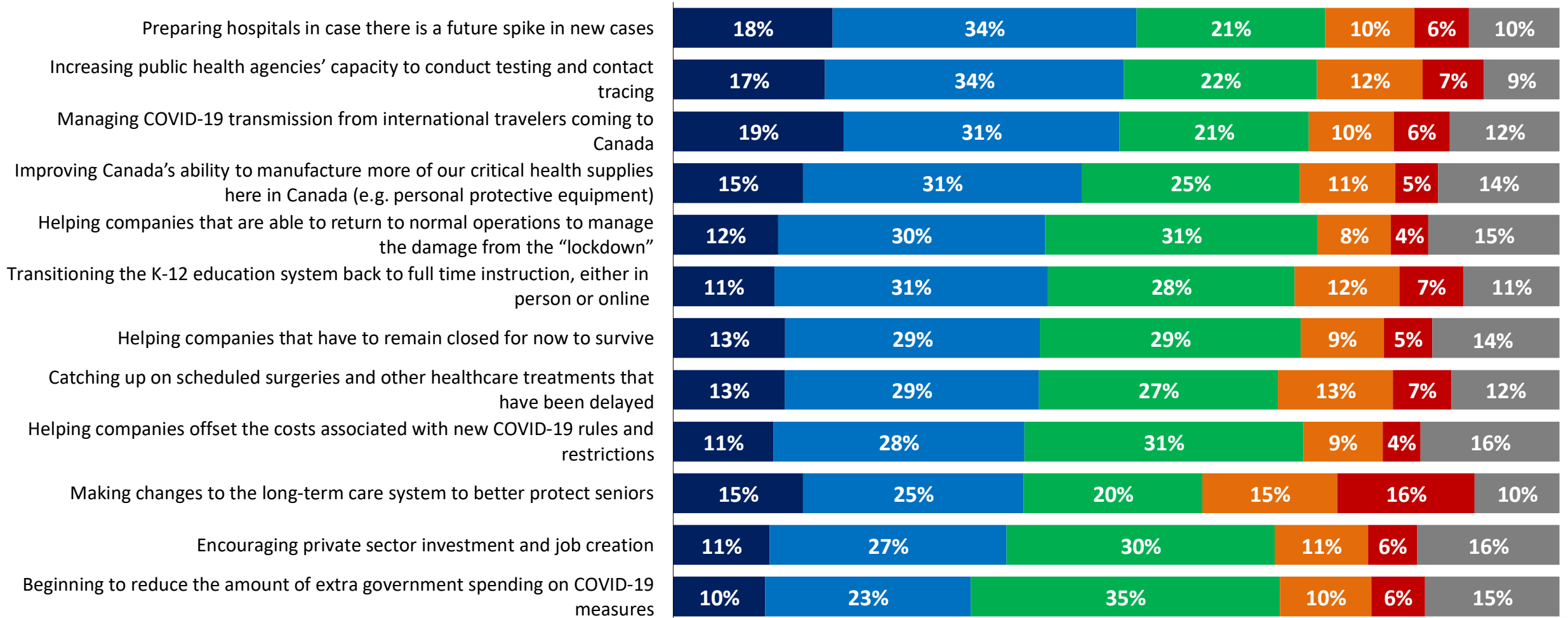
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Provincial Satisfaction: Top issues respondents are satisfied with include preparing hospitals for future spikes and increasing testing capacity[8]

Q And how satisfied are you with the work done so far by the [PROV] Provincial Government on each of these issues?
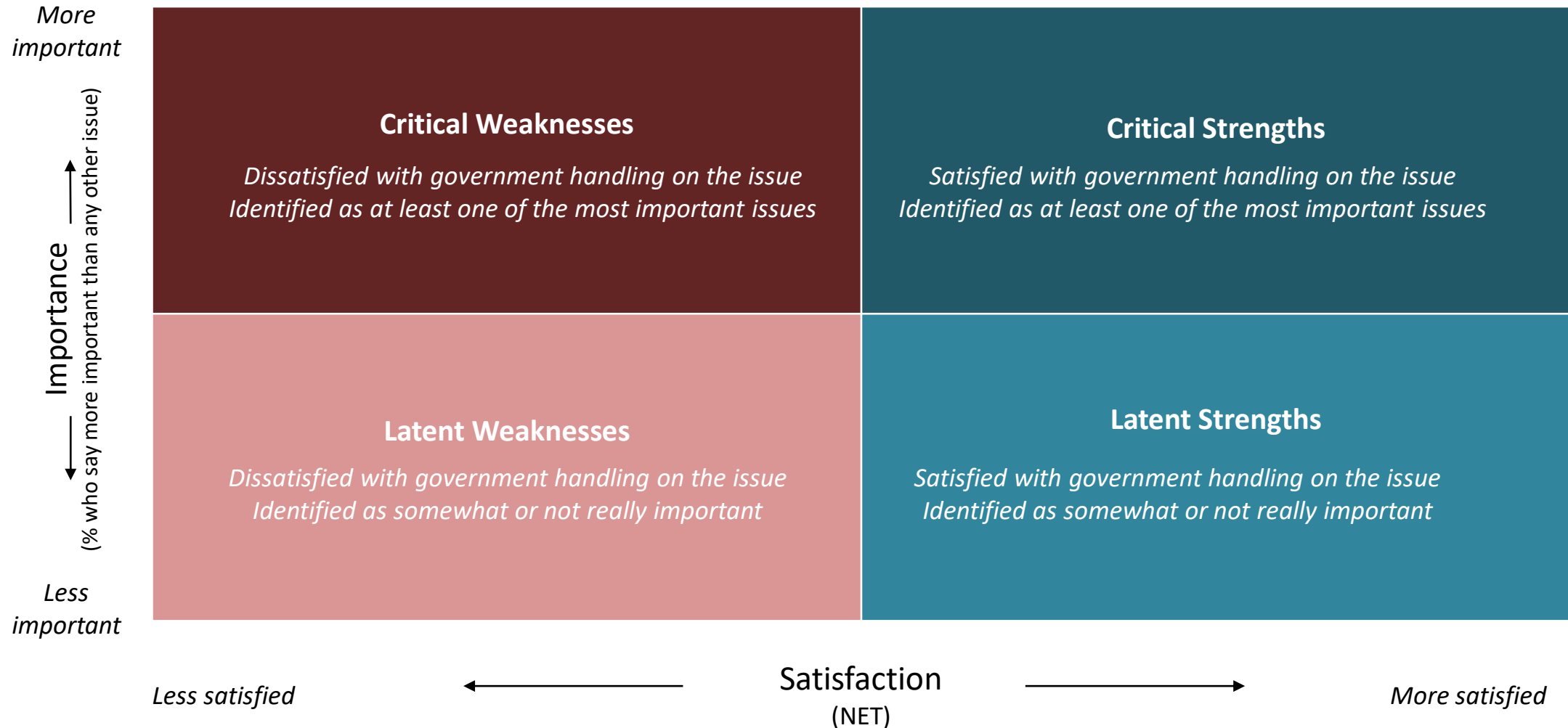[asked of all respondents; n=1,500]

Issue	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know
Preparing hospitals in case there is a future spike in new cases	18%	34%	21%	10%	6%	10%
Increasing public health agencies' capacity to conduct testing and contact tracing	17%	34%	22%	12%	7%	9%
Managing COVID-19 transmission from international travelers coming to Canada	19%	31%	21%	10%	6%	12%
Improving Canada's ability to manufacture more of our critical health supplies here in Canada (e.g. personal protective equipment)	15%	31%	25%	11%	5%	14%
Helping companies that are able to return to normal operations to manage the damage from the "lockdown"	12%	30%	31%	8%	4%	15%
Transitioning the K-12 education system back to full time instruction, either in person or online	11%	31%	28%	12%	7%	11%
Helping companies that have to remain closed for now to survive	13%	29%	29%	9%	5%	14%
Catching up on scheduled surgeries and other healthcare treatments that have been delayed	13%	29%	27%	13%	7%	12%
Helping companies offset the costs associated with new COVID-19 rules and restrictions	11%	28%	31%	9%	4%	16%
Making changes to the long-term care system to better protect seniors	15%	25%	20%	15%	16%	10%
Encouraging private sector investment and job creation	11%	27%	30%	11%	6%	16%
Beginning to reduce the amount of extra government spending on COVID-19 measures	10%	23%	35%	10%	6%	15%

■ Very satisfied ■ Somewhat satisfied ■ Neither satisfied nor dissatisfied ■ Somewhat dissatisfied ■ Very dissatisfied ■ Don't know

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Both the federal and provincial governments' top strengths have been their work on various public health issues while addressing long-term care homes and safety for seniors sees the lowest satisfaction
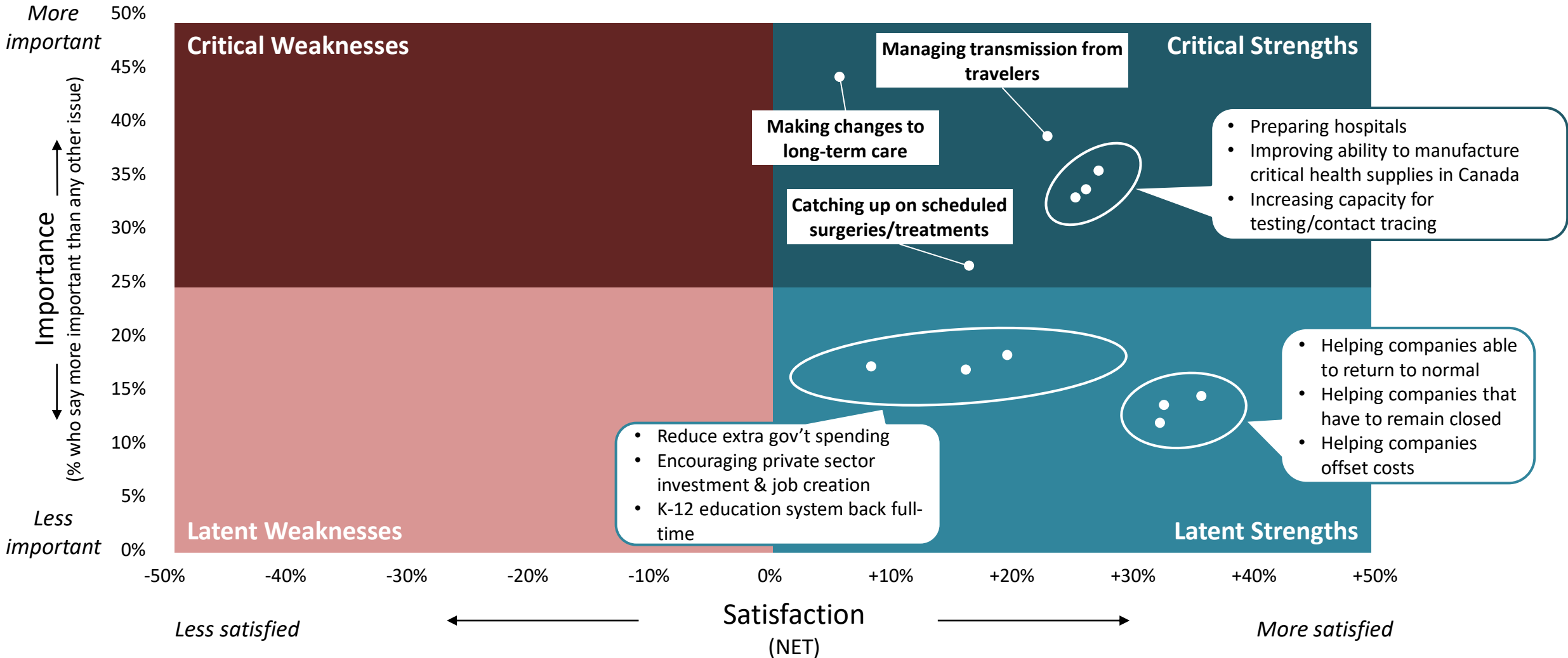
Measuring Importance of Issues vs Satisfaction

When we measure the public's perception of the importance of various issues impacted by the COVID-19 outbreak, we find that respondents place higher importance on some issues compared to others. We call this *importance*. When we compare this to the *satisfaction* of government handling on the issue, we can categorize issues into critical and latent strengths or weaknesses.

More important

Importance (% who say more important than any other issue)

Critical Weaknesses

Dissatisfied with government handling on the issue
Identified as at least one of the most important issues

Critical Strengths

Satisfied with government handling on the issue
Identified as at least one of the most important issues

Latent Weaknesses

Dissatisfied with government handling on the issue
Identified as somewhat or not really important

Latent Strengths

Satisfied with government handling on the issue
Identified as somewhat or not really important

Less important

Satisfaction (NET)

Less satisfied   *More satisfied*

Importance by Federal Satisfaction: Making changes to long term care a key vulnerability for the federal gov't

The federal government is receiving top marks on high-importance issues related to health care such as preparing hospitals for a second wave, improving the ability to manufacture critical health supplies here in Canada, and increasing the capacity of public health agencies to do testing and contact tracing. Making changes to the long-term care system to better protect seniors is the area given the highest importance but receives the lowest net satisfaction score. This area is most at danger for becoming a critical weakness.

Critical Weaknesses

Critical Strengths

Managing transmission from travelers

Making changes to long-term care

- Preparing hospitals
- Improving ability to manufacture critical health supplies in Canada
- Increasing capacity for testing/contact tracing

Catching up on scheduled surgeries/treatments

Latent Weaknesses

Latent Strengths

- Helping companies able to return to normal
- Helping companies that have to remain closed
- Helping companies offset costs

- Reduce extra gov't spending
- Encouraging private sector investment & job creation
- K-12 education system back full-time

More important

Less important

Importance
(% who say more important than any other issue)

50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%

-50% -40% -30% -20% -10% 0% +10% +20% +30% +40% +50%

Satisfaction
(NET)

Less satisfied

More satisfied

Importance by Provincial Satisfaction: Making changes to long-term care homes also greatest vulnerability for provinces

Like the federal government, provincial governments are receiving positive net satisfaction on all areas and are receiving the highest marks on various issues related to public health. Also similar to the federal government, the area most at risk for becoming a critical weakness is for making changes to the long-term care system to better protect seniors.

More important

Importance
(% who say more important than any other issue)

Less important

Critical Weaknesses

Critical Strengths

Making changes to long-term care

Catching up on scheduled surgeries/treatments

- Preparing hospitals
- Improving ability to manufacture critical health supplies in Canada
- Increasing capacity for testing/contact tracing
- Managing transmission from travelers

Latent Weaknesses

Latent Strengths

- Reduce extra gov't spending
- Encouraging private sector investment & job creation
- K-12 education system back full-time

- Helping companies able to return to normal
- Helping companies that have to remain closed
- Helping companies offset costs

50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%

-50% -40% -30% -20% -10% 0% +10% +20% +30% +40% +50%

Satisfaction
(NET)

Less satisfied

More satisfied

Half say we should keep businesses that respect social distancing open if there's a second wave

Second Lockdown: Half (50%) say to leave all businesses/services that distance open while 40% say only essential services should stay open

Q During the recent "lockdown" phase of COVID-19, provincial and territorial governments across Canada took two different approaches. Some governments said all business and services must close unless they are on a list of essential services. Other governments said business and services that respect social distancing measures can remain open unless the top public health official specifically ordered them closed.

If there is a second wave of COVID-19 cases in [PROV], which approach would you prefer the Provincial Government take?
[asked of all respondents; n=1,500]

40% — Close all businesses and services unless they are on a list of essential services

50% — Leave all businesses and services that respect social distancing open unless they are specifically ordered closed

10% — Don't know

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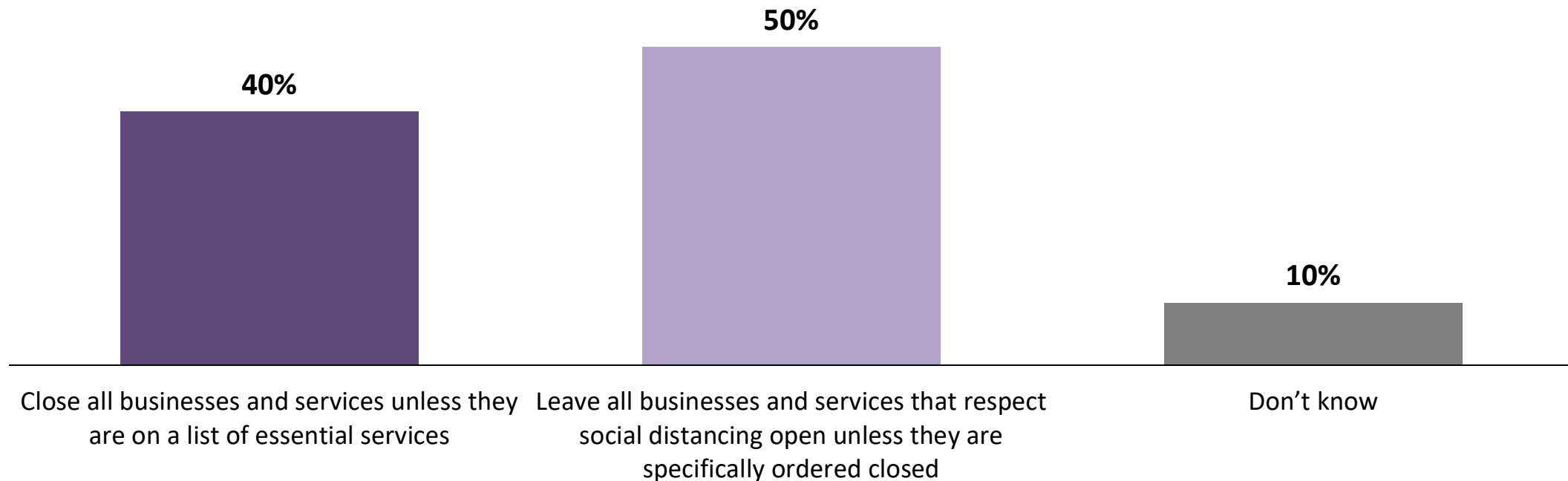
Second Lockdown: Older men (61%) and CPC partisans (63%) most likely to say we should leave businesses open that respect social distancing

Q If there is a second wave of COVID-19 cases in [PROV], which approach would you prefer the Provincial Government take? *BY Demographics*
[asked of all respondents; n=1,500]
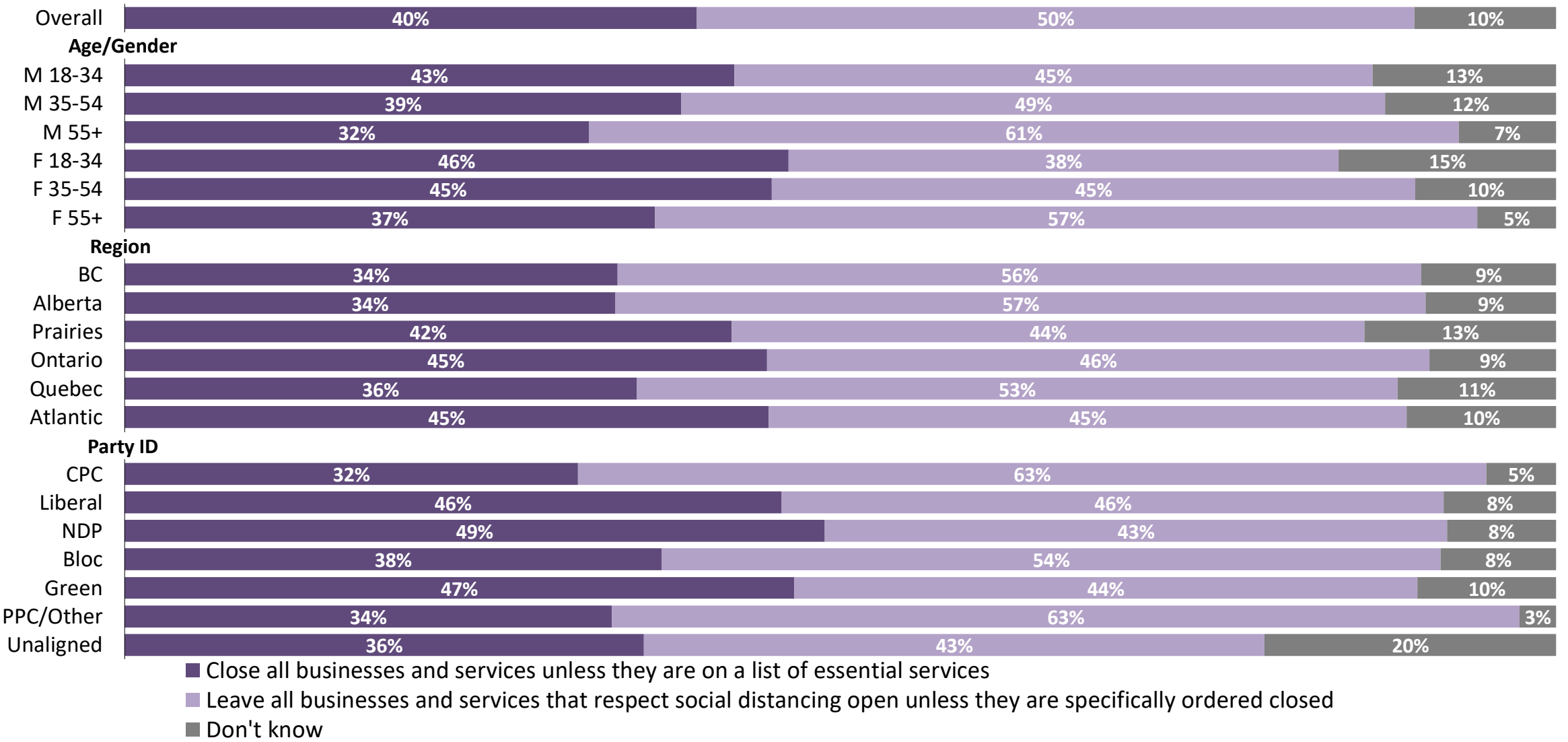
	Close all businesses and services unless they are on a list of essential services	Leave all businesses and services that respect social distancing open unless they are specifically ordered closed	Don't know
Overall	40%	50%	10%
Age/Gender			
M 18-34	43%	45%	13%
M 35-54	39%	49%	12%
M 55+	32%	61%	7%
F 18-34	46%	38%	15%
F 35-54	45%	45%	10%
F 55+	37%	57%	5%
Region			
BC	34%	56%	9%
Alberta	34%	57%	9%
Prairies	42%	44%	13%
Ontario	45%	46%	9%
Quebec	36%	53%	11%
Atlantic	45%	45%	10%
Party ID			
CPC	32%	63%	5%
Liberal	46%	46%	8%
NDP	49%	43%	8%
Bloc	38%	54%	8%
Green	47%	44%	10%
PPC/Other	34%	63%	3%
Unaligned	36%	43%	20%

■ Close all businesses and services unless they are on a list of essential services
■ Leave all businesses and services that respect social distancing open unless they are specifically ordered closed
■ Don't know

Concern about the budget deficit is steady since May and remains higher now than it was in the last recession.

RSH Deficit: Close to half (48%) recall reading, hearing, or seeing something about the federal deficit; down 13-pts since May

Q Have you read, seen or heard anything recently about the federal government running a deficit in its budget?
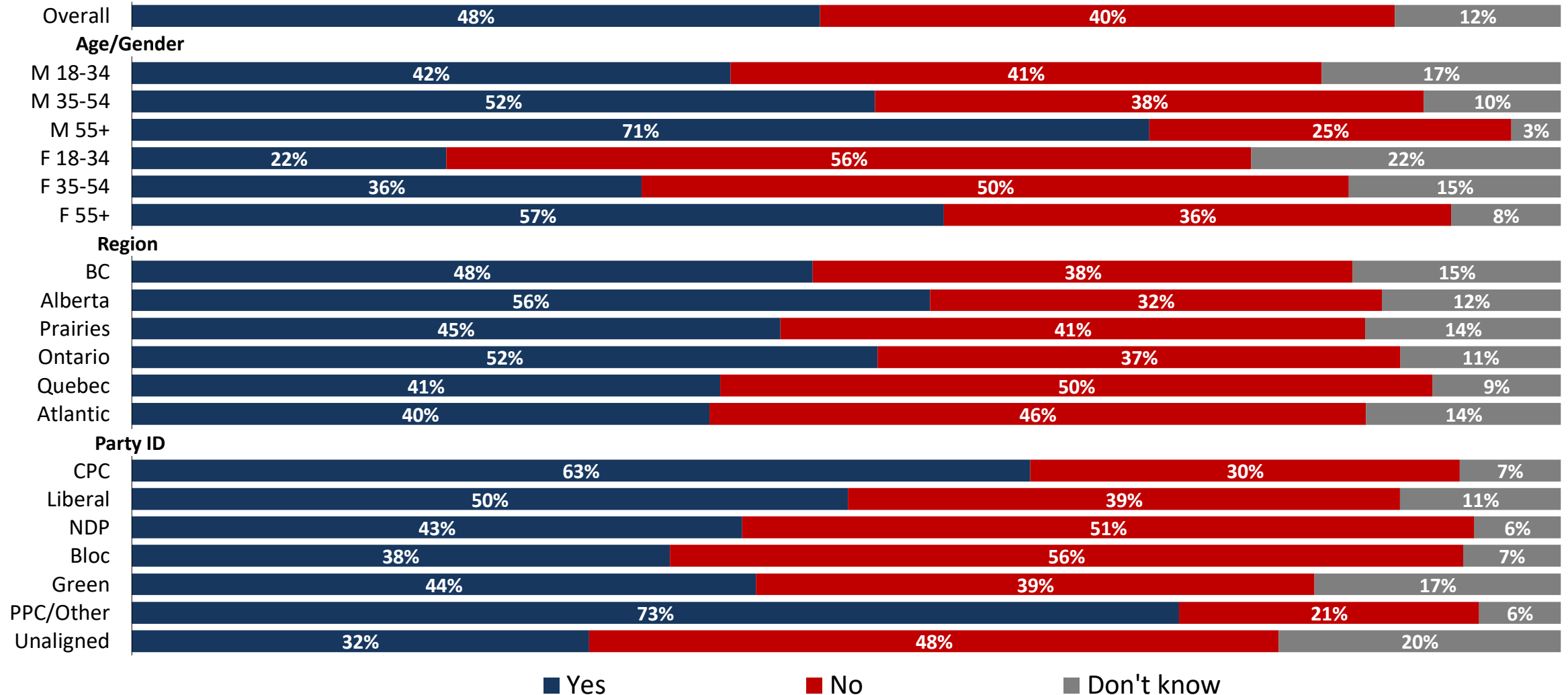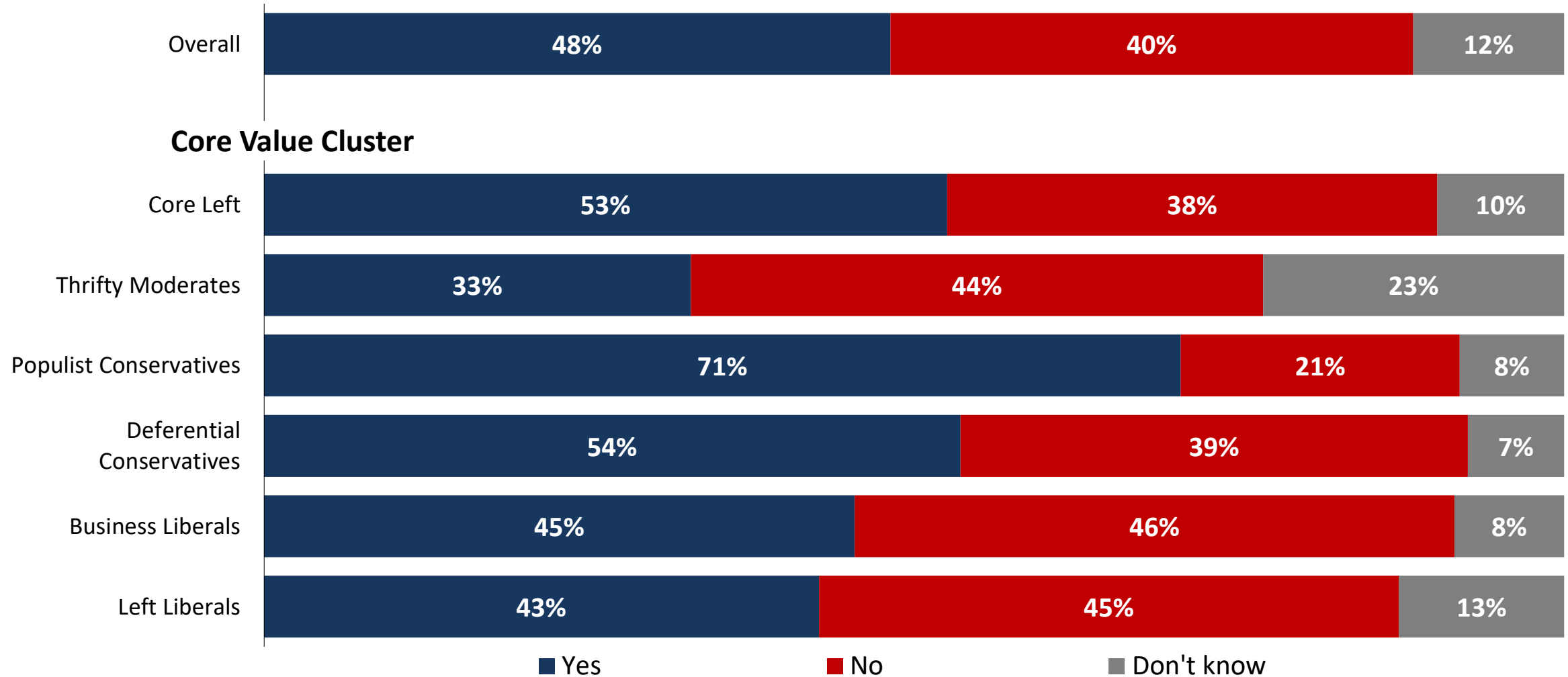[asked of all respondents; n=1,500]

Current Tracking

	Yes	No	Don't know
June '20	48%	40%	12%
May '20	61%	29%	10%

Post 2008 Recession Tracking

	Yes	No	Don't know
Apr '12	46%	41%	13%
Mar '10	65%	28%	7%

■ Yes　　　■ No　　　■ Don't know

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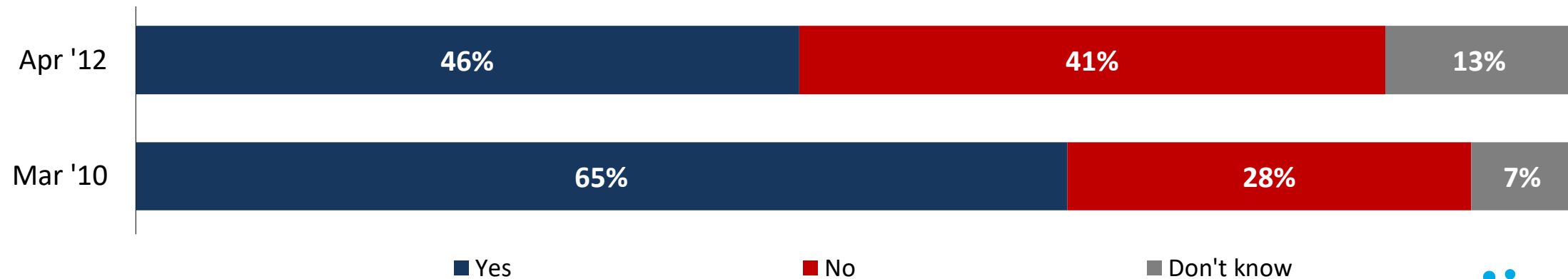
RSH Deficit: Older men and PPC/Other or CPC-identifiers are the most likely to recall hearing something about the federal deficit

Q Have you read, seen or heard anything recently about the federal government running a deficit in its budget? *BY Demographics*
[asked of all respondents; n=1,500]

	Yes	No	Don't know
Overall	48%	40%	12%
Age/Gender			
M 18-34	42%	41%	17%
M 35-54	52%	38%	10%
M 55+	71%	25%	3%
F 18-34	22%	56%	22%
F 35-54	36%	50%	15%
F 55+	57%	36%	8%
Region			
BC	48%	38%	15%
Alberta	56%	32%	12%
Prairies	45%	41%	14%
Ontario	52%	37%	11%
Quebec	41%	50%	9%
Atlantic	40%	46%	14%
Party ID			
CPC	63%	30%	7%
Liberal	50%	39%	11%
NDP	43%	51%	6%
Bloc	38%	56%	7%
Green	44%	39%	17%
PPC/Other	73%	21%	6%
Unaligned	32%	48%	20%

■ Yes   ■ No   ■ Don't know

RSH Deficit: Populist Conservatives are most likely to recall hearing about the federal government's budget deficit

Q Have you read, seen or heard anything recently about the federal government running a deficit in its budget? *BY Value Cluster*
[asked of all respondents; n=1,500]

	Yes	No	Don't know
Overall	48%	40%	12%

Core Value Cluster

	Yes	No	Don't know
Core Left	53%	38%	10%
Thrifty Moderates	33%	44%	23%
Populist Conservatives	71%	21%	8%
Deferential Conservatives	54%	39%	7%
Business Liberals	45%	46%	8%
Left Liberals	43%	45%	13%

■ Yes　　■ No　　■ Don't know

Deficit Concern: Highest concern about deficit among men 35+, those living in Alberta/Prairies, and CPC partisans

Q How concerned are you with the current federal deficit? *BY Demographics*
[asked of all respondents who have read, seen, or heard about federal deficit; n=723]
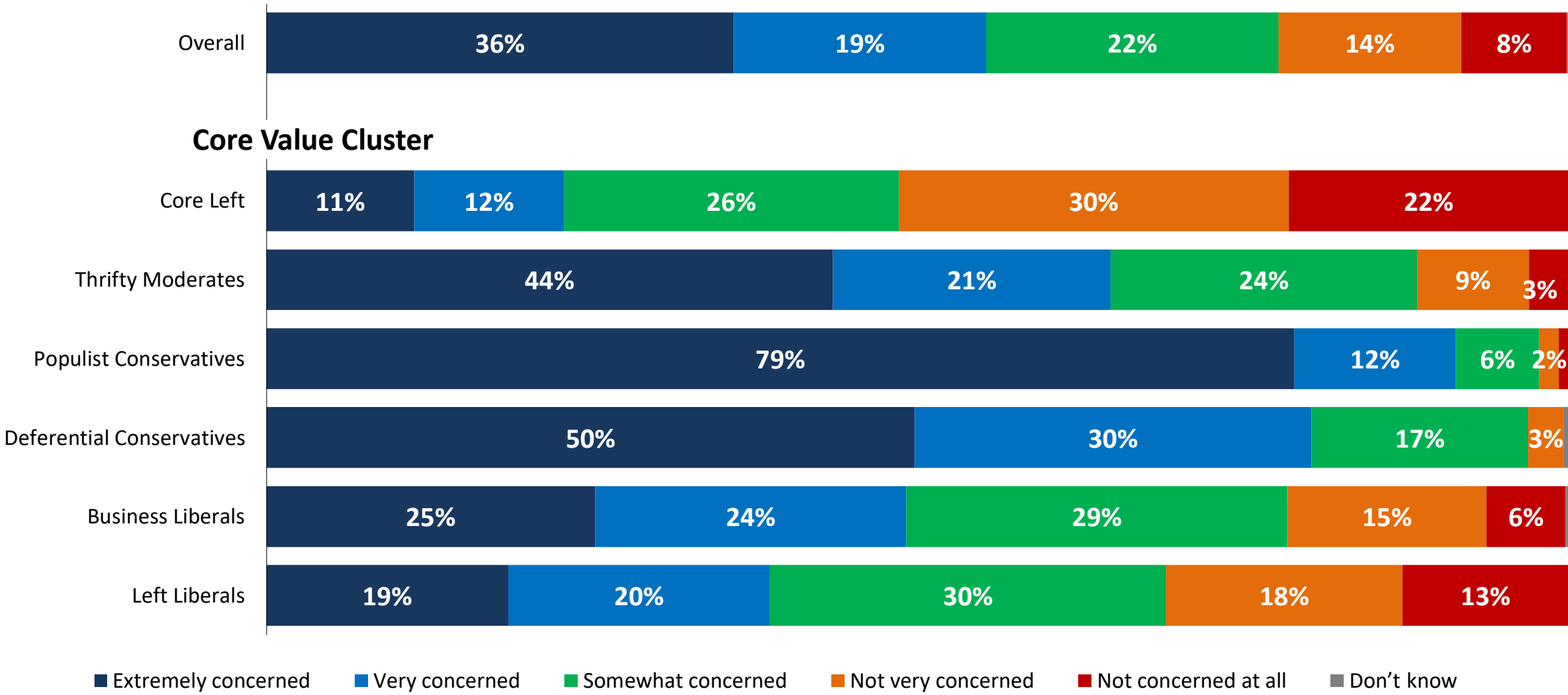
	Extremely concerned	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	Don't know
Overall	36%	19%	22%	14%	8%	
Age/Gender						
M 18-34	30%	16%	29%	14%	11%	
M 35-54	46%	14%	21%	12%	7%	
M 55+	41%	22%	18%	13%	6%	
F 18-34	16%	38%	30%	11%	5%	
F 35-54	32%	25%	18%	14%	9%	
F 55+	32%	15%	26%	17%	11%	
Region						
BC	37%	18%	24%	13%	8%	
Alberta	45%	22%	15%	9%	10%	
Prairies	37%	23%	21%	11%		
Ontario	37%	16%	22%	16%	10%	
Quebec	28%	24%	27%	14%	6%	
Atlantic	34%	22%	27%	14%	3%	
Party ID						
CPC	64%	20%	11%	3%	2%	
Liberal	14%	20%	31%	24%	10%	
NDP	12%	17%	28%	20%	22%	
Bloc	29%	32%	25%	9%	5%	
Green	27%	16%	25%	27%	5%	
PPC/Other	50%	22%	17%	8%	3%	
Unaligned	39%	15%	23%	11%	12%	

Deficit Concern: Populist and Deferential Conservatives are the most concerned about the deficit while the Core Left is the least concerned

Q How concerned are you with the current federal deficit? *BY Value Cluster*
[asked of all respondents who have read, seen, or heard about federal deficit; n=723]

Overall
Extremely concerned	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all
36%	19%	22%	14%	8%

Core Value Cluster

Core Left: 11% | 12% | 26% | 30% | 22%

Thrifty Moderates: 44% | 21% | 24% | 9% | 3%

Populist Conservatives: 79% | 12% | 6% | 2%

Deferential Conservatives: 50% | 30% | 17% | 3%

Business Liberals: 25% | 24% | 29% | 15% | 6%

Left Liberals: 19% | 20% | 30% | 18% | 13%

■ Extremely concerned ■ Very concerned ■ Somewhat concerned ■ Not very concerned ■ Not concerned at all ■ Don't know

Government Spending: 3-in-5 (59%) believe governments waste at least some of the money they are spending to deal with COVID-19

Q When you think about the money governments are spending to deal with the COVID-19 outbreak, would you say governments waste a lot of the money they are spending, waste some of it, or don't waste very much of it?
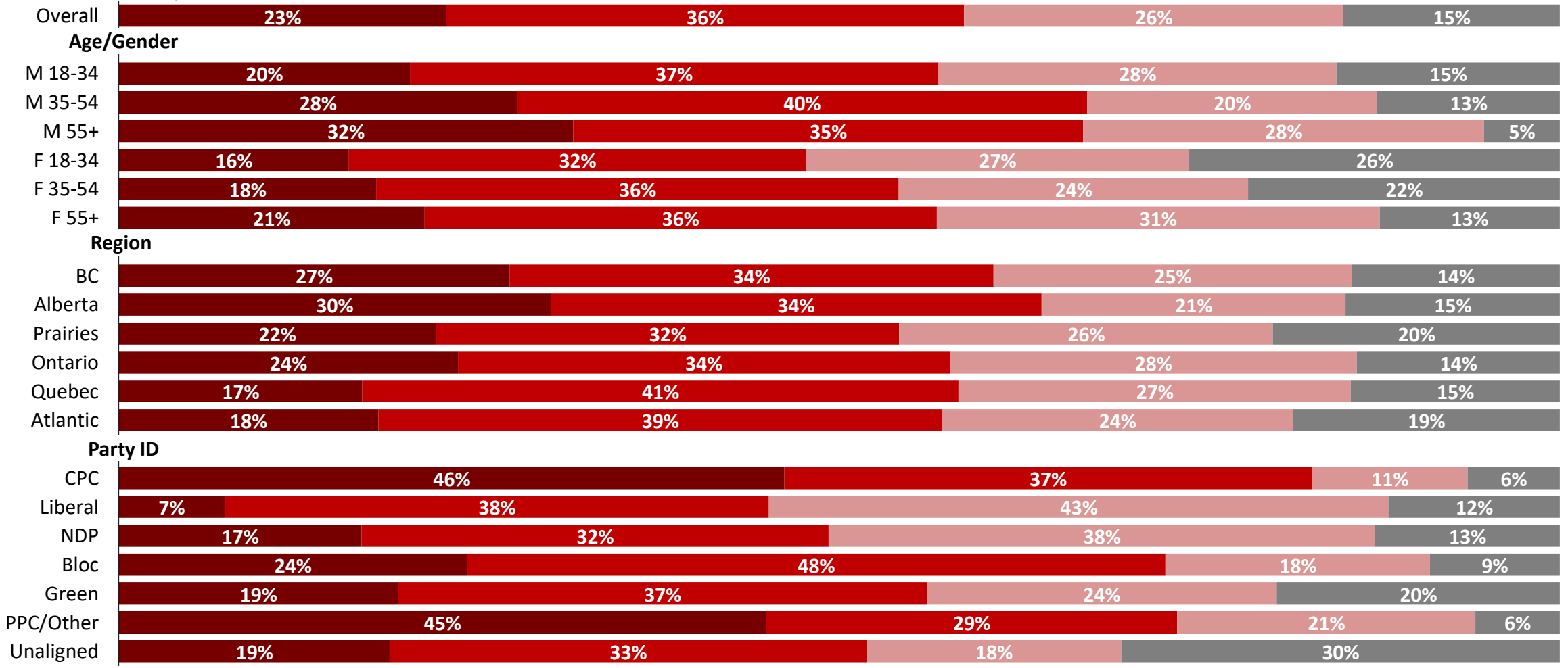[asked of all respondents; n=1,500]

Waste a lot/some of the money: **59%**

Waste a lot of the money	Waste some of the money	Don't waste very much of the money	Don't know
23%	36%	26%	15%
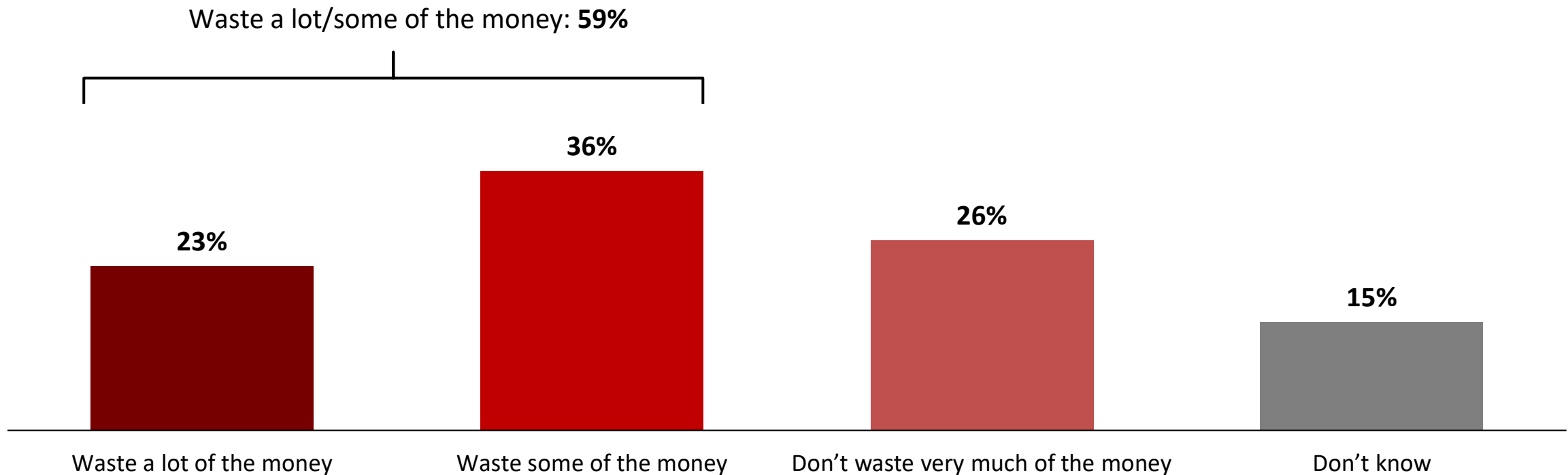
Government Spending: CPC and PPC/Other partisans are most likely to say 'waste a lot of money'

Q When you think about the money governments are spending to deal with the COVID-19 outbreak, would you say governments waste a lot of the money they are spending, waste some of it, or don't waste very much of it? *BY Demographics*
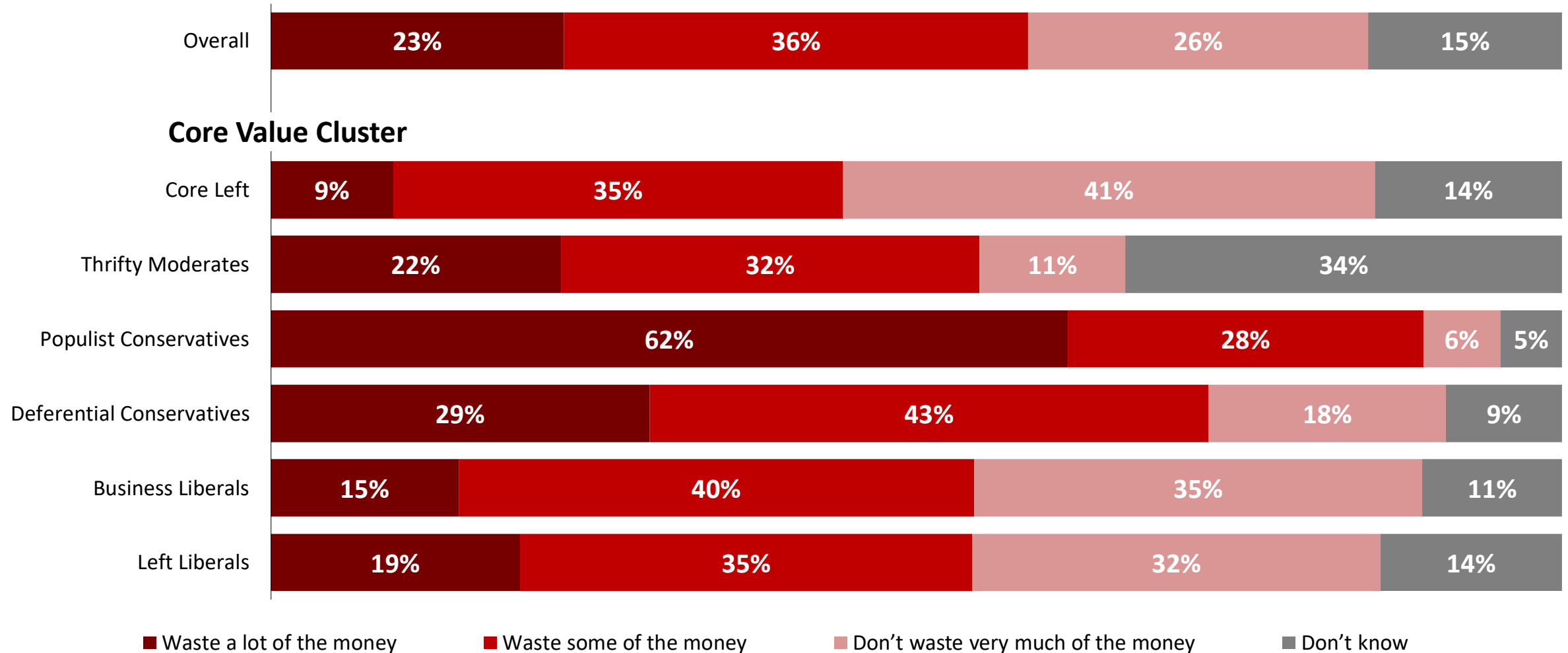[asked of all respondents; n=1,500]

	Waste a lot of the money	Waste some of the money	Don't waste very much of the money	Don't know
Overall	23%	36%	26%	15%
Age/Gender				
M 18-34	20%	37%	28%	15%
M 35-54	28%	40%	20%	13%
M 55+	32%	35%	28%	5%
F 18-34	16%	32%	27%	26%
F 35-54	18%	36%	24%	22%
F 55+	21%	36%	31%	13%
Region				
BC	27%	34%	25%	14%
Alberta	30%	34%	21%	15%
Prairies	22%	32%	26%	20%
Ontario	24%	34%	28%	14%
Quebec	17%	41%	27%	15%
Atlantic	18%	39%	24%	19%
Party ID				
CPC	46%	37%	11%	6%
Liberal	7%	38%	43%	12%
NDP	17%	32%	38%	13%
Bloc	24%	48%	18%	9%
Green	19%	37%	24%	20%
PPC/Other	45%	29%	21%	6%
Unaligned	19%	33%	18%	30%

Legend: ■ Waste a lot of the money ■ Waste some of the money ■ Don't waste very much of the money ■ Don't know

Government Spending: Populist Conservatives are at least twice as likely to say 'waste a lot of money' compared to the other groups

Q When you think about the money governments are spending to deal with the COVID-19 outbreak, would you say governments waste a lot of the money they are spending, waste some of it, or don't waste very much of it? *BY Value Clusters*
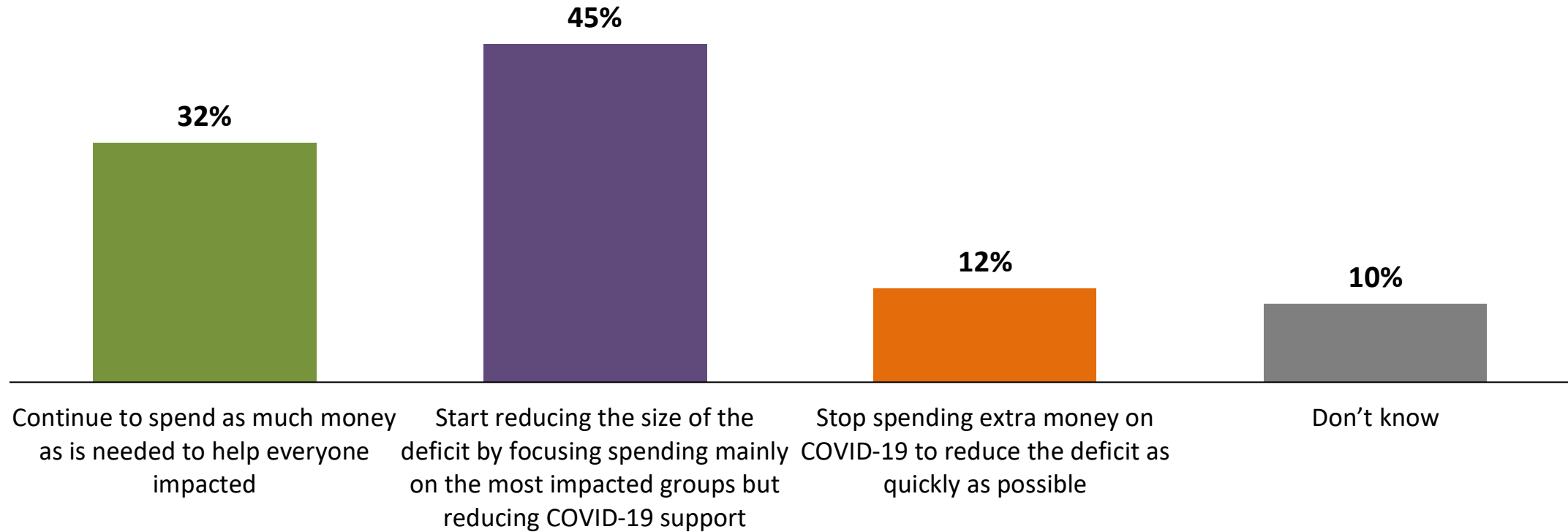[asked of all respondents; n=1,500]

	Waste a lot of the money	Waste some of the money	Don't waste very much of the money	Don't know
Overall	23%	36%	26%	15%

Core Value Cluster

	Waste a lot of the money	Waste some of the money	Don't waste very much of the money	Don't know
Core Left	9%	35%	41%	14%
Thrifty Moderates	22%	32%	11%	34%
Populist Conservatives	62%	28%	6%	5%
Deferential Conservatives	29%	43%	18%	9%
Business Liberals	15%	40%	35%	11%
Left Liberals	19%	35%	32%	14%

■ Waste a lot of the money ■ Waste some of the money ■ Don't waste very much of the money ■ Don't know

Government Spending Decisions: A plurality (45%) say 'start reducing', while 1-in-3 (32%) say ' continue', and 1-in-10 (12%) say 'stop spending'

Q When governments make major decisions concerning spending on COVID-19 relief programs, do you think they should…
[asked of all respondents; n=1,500]

32%
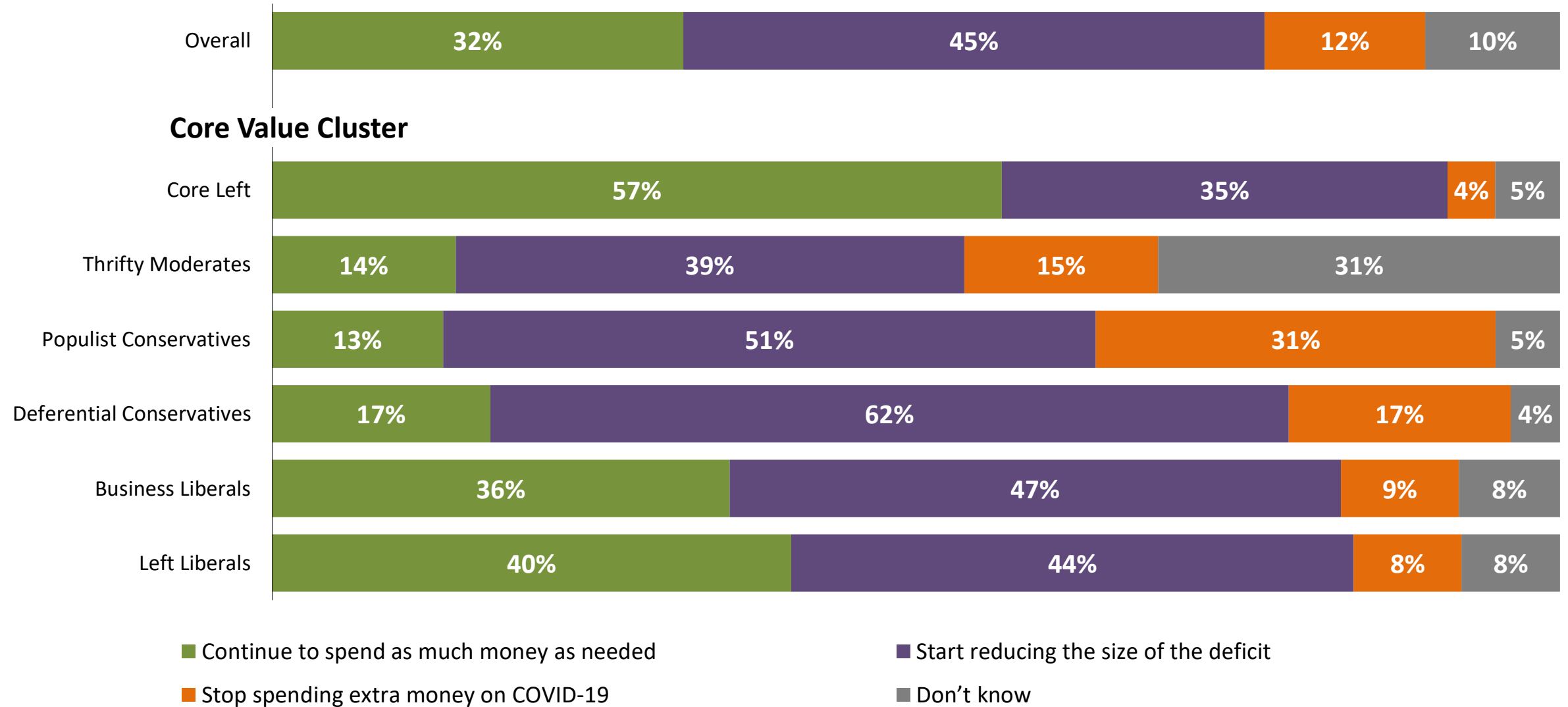Continue to spend as much money as is needed to help everyone impacted

45%
Start reducing the size of the deficit by focusing spending mainly on the most impacted groups but reducing COVID-19 support

12%
Stop spending extra money on COVID-19 to reduce the deficit as quickly as possible

10%
Don't know

Government Spending Decisions: Highest concern about deficit among men 35+, those living in Alberta/Prairies, and CPC partisans

Q When governments make major decisions concerning spending on COVID-19 relief programs, do you think they should... *BY Demographics*
[asked of all respondents; n=1,500]
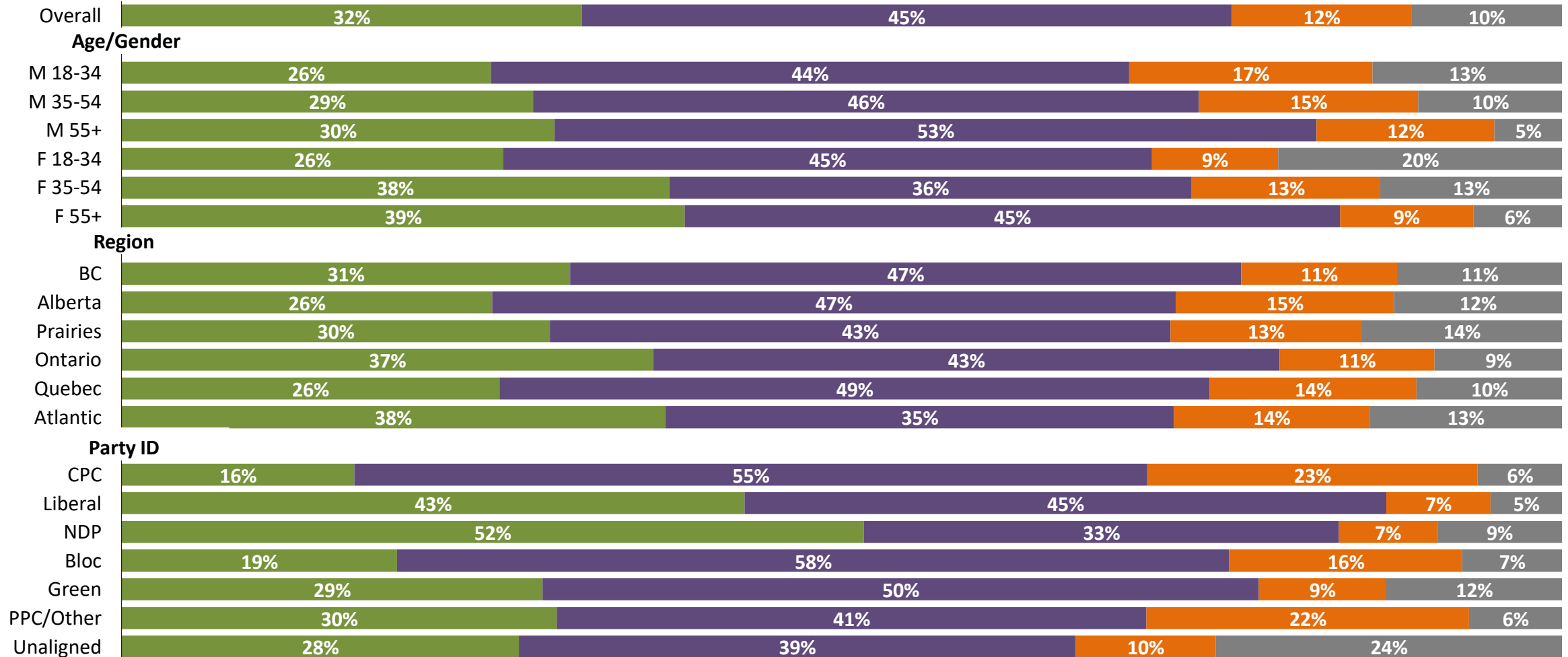
	Continue to spend as much money as needed	Start reducing the size of the deficit	Stop spending extra money on COVID-19	Don't know
Overall	32%	45%	12%	10%
Age/Gender				
M 18-34	26%	44%	17%	13%
M 35-54	29%	46%	15%	10%
M 55+	30%	53%	12%	5%
F 18-34	26%	45%	9%	20%
F 35-54	38%	36%	13%	13%
F 55+	39%	45%	9%	6%
Region				
BC	31%	47%	11%	11%
Alberta	26%	47%	15%	12%
Prairies	30%	43%	13%	14%
Ontario	37%	43%	11%	9%
Quebec	26%	49%	14%	10%
Atlantic	38%	35%	14%	13%
Party ID				
CPC	16%	55%	23%	6%
Liberal	43%	45%	7%	5%
NDP	52%	33%	7%	9%
Bloc	19%	58%	16%	7%
Green	29%	50%	9%	12%
PPC/Other	30%	41%	22%	6%
Unaligned	28%	39%	10%	24%

Legend: ■ Continue to spend as much money as needed ■ Start reducing the size of the deficit ■ Stop spending extra money on COVID-19 ■ Don't know

Government Spending Decisions: Majority of Populist and Deferential Conservatives say 'start reducing the size of the deficit'

Q When governments make major decisions concerning spending on COVID-19 relief programs, do you think they should... *BY Value Clusters*
[asked of all respondents; n=1,500]

	Continue to spend as much money as needed	Start reducing the size of the deficit	Stop spending extra money on COVID-19	Don't know
Overall	32%	45%	12%	10%

Core Value Cluster

Core Left	57%	35%	4%	5%
Thrifty Moderates	14%	39%	15%	31%
Populist Conservatives	13%	51%	31%	5%
Deferential Conservatives	17%	62%	17%	4%
Business Liberals	36%	47%	9%	8%
Left Liberals	40%	44%	8%	8%

- Continue to spend as much money as needed
- Start reducing the size of the deficit
- Stop spending extra money on COVID-19
- Don't know

Methodology and Segmentations

Survey Methodology

These are the results of an online survey conducted between May 29ᵗʰ and June 1ˢᵗ, 2020.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=2,246 Canadian citizens, 18 years or older. Regional oversamples in Atlantic, Prairies, Alberta and BC were used in order to adequately capture regional results. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: May 29th and June 1st, 2020.

Weighting: Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.
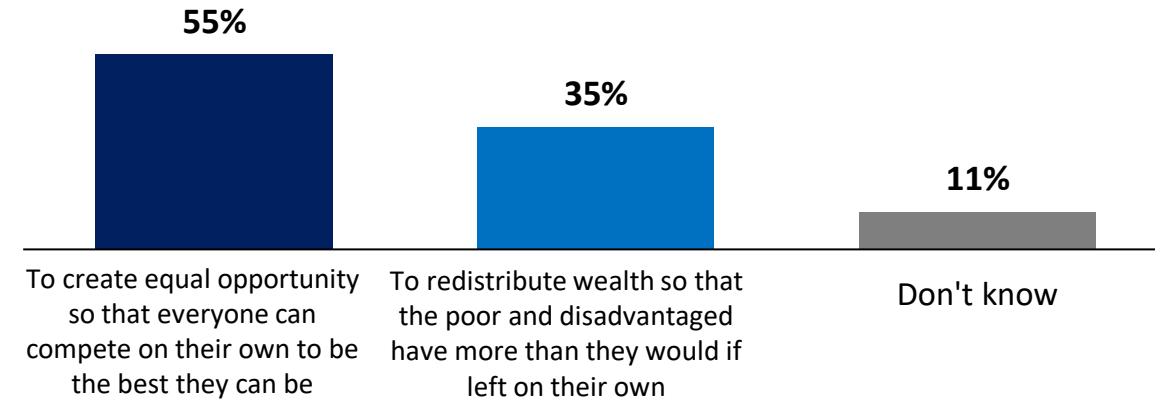
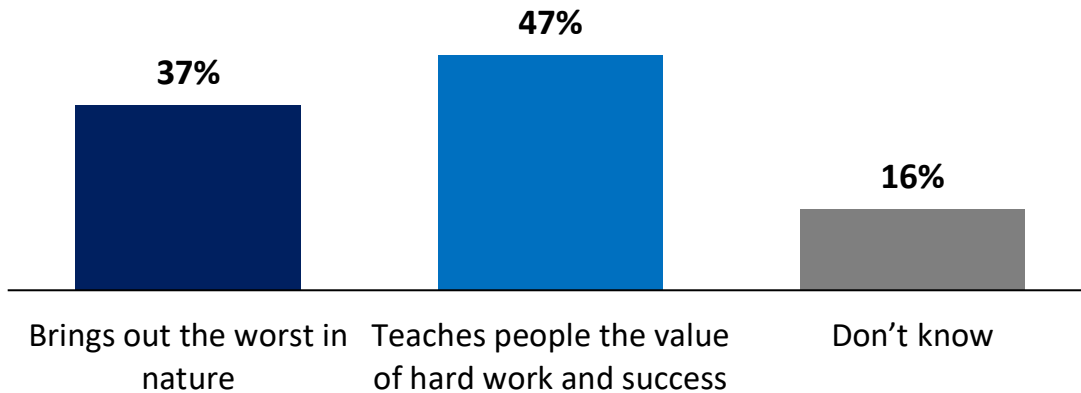|	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	249	11.1%	205	13.7%
Males 35-54	269	12.0%	250	16.7%
Males 55+	653	29.1%	271	18.1%
Females 18-34	263	11.7%	204	13.6%
Females 35-54	319	14.2%	261	17.4%
Females 55+	493	22.0%	308	20.5%
BC	375	16.7%	206	13.7%
AB	304	13.5%	170	11.4%
Prairies	241	10.7%	100	6.7%
ON	698	31.1%	573	38.2%
QC	359	16.0%	349	23.2%
Atlantic	269	12.0%	102	6.8%

Core Political Values

Q When governments make major decisions concerning spending on programs and services, do you think they should be based on …?
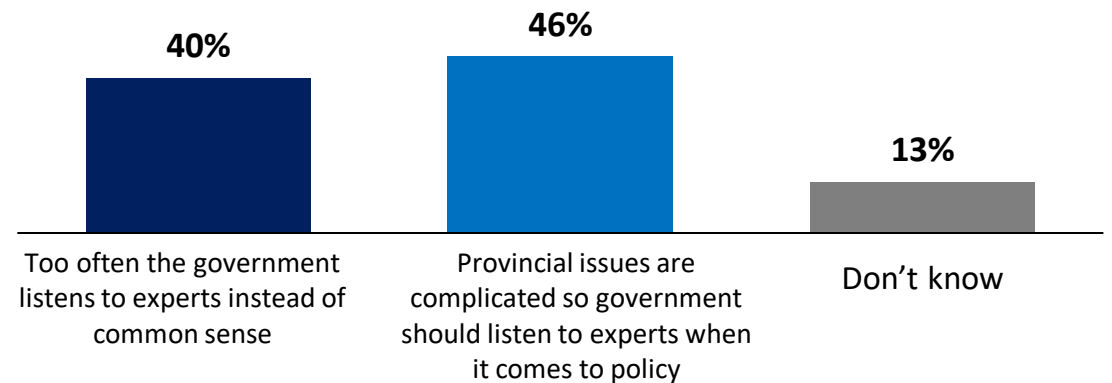
33%	Their ability to afford the programs and services
56%	The public's need for the programs and services
11%	Don't know

Q Is the main role of government …?

55%	To create equal opportunity so that everyone can compete on their own to be the best they can be
35%	To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own
11%	Don't know
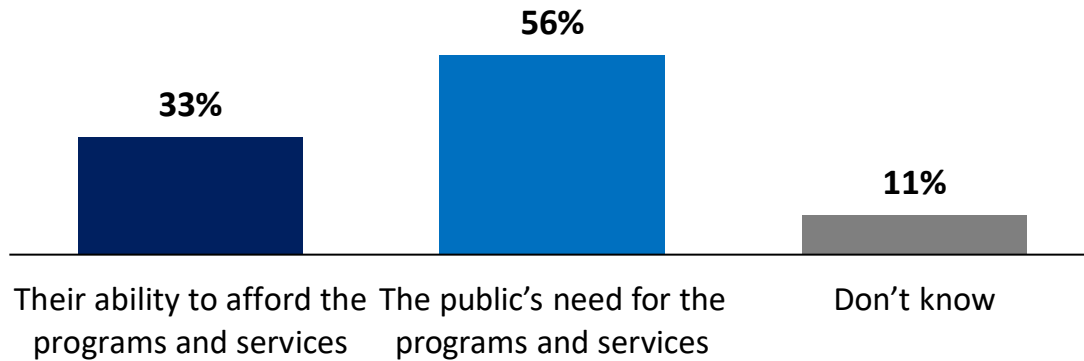
Q Which one of the following statements comes closest to your view? The profit system …

37%	Brings out the worst in nature
47%	Teaches people the value of hard work and success
16%	Don't know

Q When it comes to government decision making, which of the following statements is closest to your view?

40%	Too often the government listens to experts instead of common sense
46%	Provincial issues are complicated so government should listen to experts when it comes to policy
13%	Don't know

Value Clusters

Based on four core political value questions on **equal opportunity versus redistribution**; **trust in the profit system**; **whether spending should be based on ability to afford or public need**; and **whether government should listen to experts or common sense**, we group respondents who share similar values into six segments to better understand their motivations and vote choice.
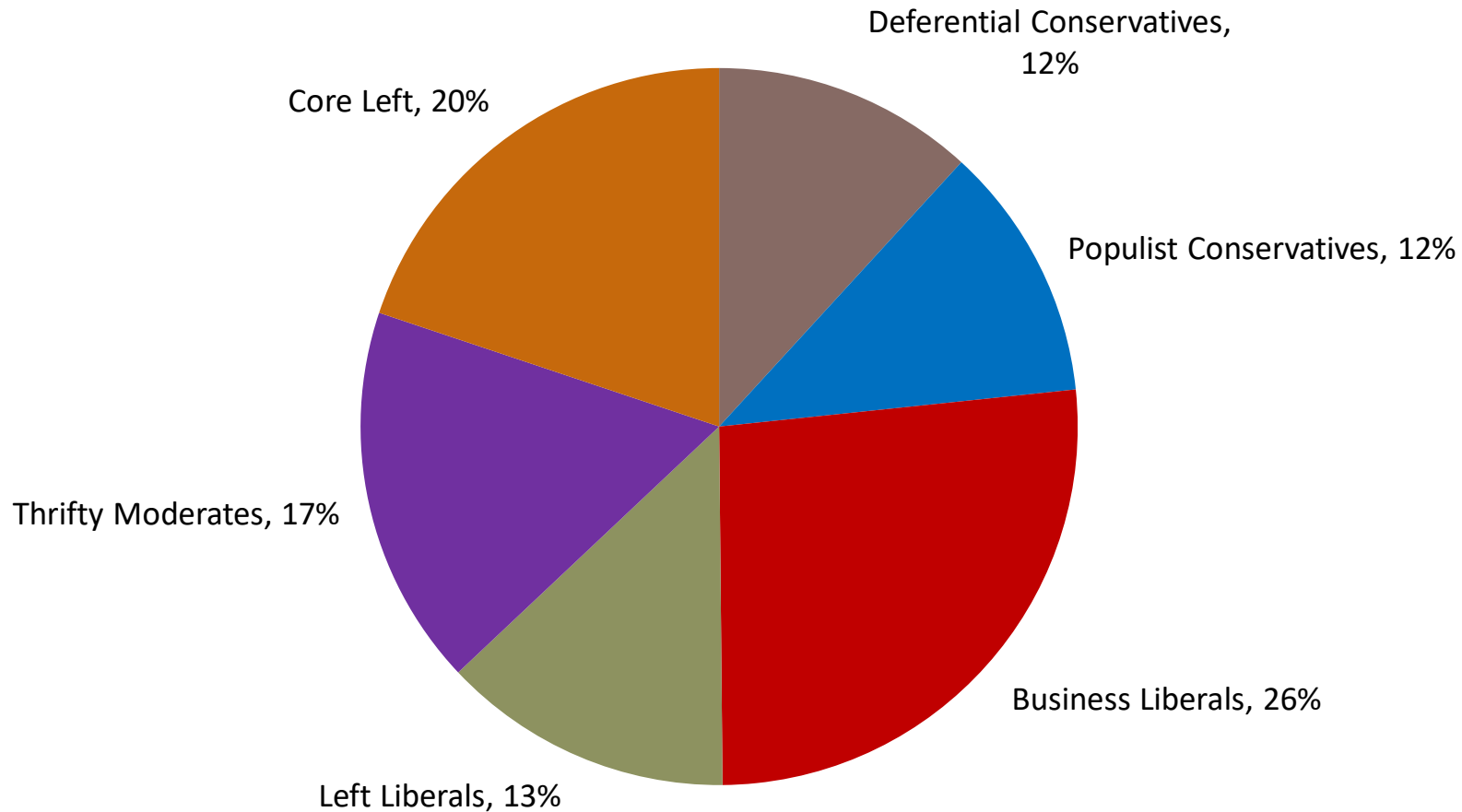
Defining Value Clusters

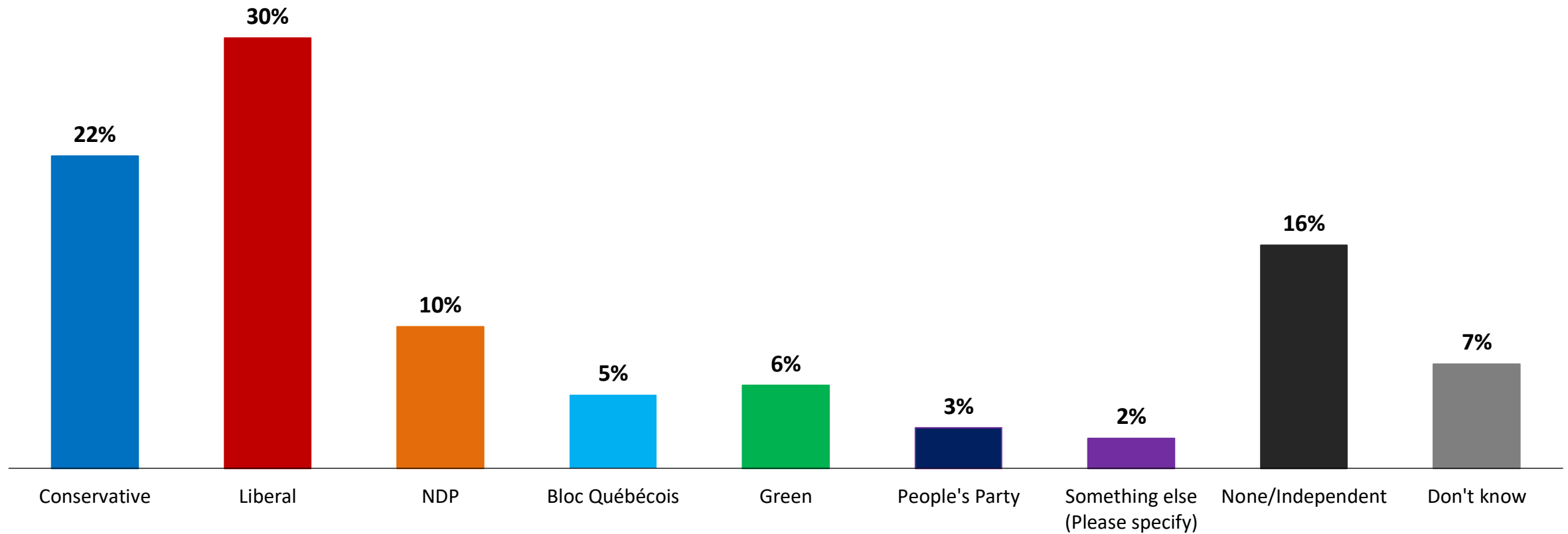Core Political Values by Value Clusters

Column %		Core Left	Thrifty Moderates	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals
Is the main role of government to …?	Create equal opportunity	0%	27%	97%	76%	65%	97%
	Redistribute wealth	95%	37%	0%	20%	26%	0%
The profit system …	Brings out worst in human nature	86%	54%	0%	0%	0%	80%
	Teaches value of hard work and success	0%	9%	94%	93%	89%	0%
Governments should base decisions on…	Ability to afford	0%	68%	92%	91%	0%	0%
	Public need	94%	0%	0%	0%	97%	89%
When it comes to government decision making…	Rely on common sense	32%	47%	100%	0%	32%	46%
	Listen to experts	59%	20%	0%	90%	57%	40%

Note: 'Don't know' not shown.

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Federal Party ID: A plurality (30%) identify as a Liberal partisan followed by 1-in-5 (22%) for the Conservatives

Q Now we have just a few last questions for statistical purposes.Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...

[asked of all respondents; n=1500]

Conservative	Liberal	NDP	Bloc Québécois	Green	People's Party	Something else (Please specify)	None/Independent	Don't know
22%	30%	10%	5%	6%	3%	2%	16%	7%

Current data: June 2020

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Building Understanding.