Neighbours
What make Canadians and American politics alike, and different

Public Opinion Research
Release Date: October 9th, 2020
Canadians follow American politics with a deep and abiding interest. As Pierre Trudeau once said to the Washington Press Club, “Living next to you is in some ways like sleeping with an elephant. No matter how friendly and even-tempered is the beast, if I can call it that, one is affected by every twitch and grunt.” Canadians are keen to understand what is going on in the current US election and what it might mean for them.

INNOVATIVE is helping to answer those questions by conducting a pair of online surveys in the United States and Canada to understand the political landscape in both countries and the values voters hold.

The objective of the study is to answer three key questions.

1. What is happening in the 2020 US Presidential election and why?
2. What the similarities and differences between Canada and the US?
3. How have these differences have changed since Trump’s election in 2016.

It is important to note that due to differences in the two countries voting laws, we interviewed ELIGIBLE voters in Canada and REGISTERED voters in the US. From October we asked 1,500 eligible voters in Canada and 1,000 registered voters in the United States questions about their attitudes towards their governments, their vote intentions, and their values on a range of dimensions. In the US, we also included an oversample of 1,200 registered voters in 6 tipping point states.

This study is a follow-up to a similar study we conducted in 2016, allowing us to understand not only the current landscape in each country, but how things have been changing over time. While the 2020 study has been updated with new questions, the results of the 2016 study are shown for comparison wherever available.
Canadian Survey Methodology

These are the results of an online survey conducted between September 29th and October 6th, 2020.

**Method:** This online survey was conducted using INNOVATIVE’s Canada 20/20 national research panel with additional respondents from Dynata, 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= 2,771 general population, 18 years or older. The results are weighted to n=1,500 based on Census data from Statistics Canada.

**Field Dates:** September 29th to October 6th, 2020.

**Weighting:** Results for Canada are weighted by age, gender, education, 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 panels.

<table>
<thead>
<tr>
<th>Gender Age Group</th>
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<th>Unweighted (%)</th>
<th>Weighted (n)</th>
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<tbody>
<tr>
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<td>Women 18-34</td>
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<td>Women 35-54</td>
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<td>17.5%</td>
<td>260</td>
<td>17.3%</td>
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<td>Women 55+</td>
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</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Unweighted (n)</th>
<th>Unweighted (%)</th>
<th>Weighted (n)</th>
<th>Weighted (%)</th>
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<tbody>
<tr>
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<td>Prairies</td>
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<td>6.5%</td>
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<tr>
<td>Ontario</td>
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<td>41.3%</td>
<td>575</td>
<td>38.4%</td>
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<tr>
<td>Quebec</td>
<td>515</td>
<td>18.6%</td>
<td>351</td>
<td>23.5%</td>
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<tr>
<td>Atlantic</td>
<td>117</td>
<td>4.2%</td>
<td>102</td>
<td>6.8%</td>
</tr>
</tbody>
</table>

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.
American Survey Methodology

These are the results of an online survey conducted between September 29th and October 6th, 2020.

Method: This online survey was conducted using Dynata, 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 American population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n= 2,435 registered voters, 18 years or older. The results are weighted to n=1,000 based on Census and Current Population Survey data for all adults, with those who report not being registered screened out. Six potential tipping point states were oversampled to n=200 each (Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin)


Weighting: Results for all American adults are weighted by age, gender, education, race, population density, and region to ensure that the overall sample’s composition reflects that of the actual population according to Census and population survey data; in order to provide results that are intended to approximate a probability sample. Respondents who report not being registered to vote were screened out of the final 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 panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.
This report follows the general outline of the actual survey. We lead with political context and vote and then move to values. The final section shows the results of regressions where we use all the demographics, context and value items to understand what is driving the US election.

In the context and vote sections, we focus on comparing Canada and the US today.

In looking at values, we have used a tool called factor analysis to groups value statements together that reflect a common underlying feeling. We then organized those value dimensions into five broad categories:

- Economic
- Cultural
- Alienation and Populism
- Openness
- Post Materialism

The values section begins with summary slides that look at the overall results in terms of three questions:

- How do Canadians and Americans compare on values?
- How do the supporters of the main parties in each country differ on values?
- How have the values of voters in each country changed since the 2016 election?

There are two detailed value sections. One that shows the results of the items in each value dimension by country, including tracking where it is available. The second shows the relationship between each value dimension and the vote by country.
United States & Canada
National Mood: Canadians are more likely to feel their country is headed in the right direction, but more pessimistic on the economy

**Generally speaking, do you feel things in [Canada/United States] are going in the right direction, or do you feel things have gotten off on the wrong track? And do you feel strongly or somewhat strongly about that?**

[asked of all respondents]

- **Canada**:
  - Strongly right direction: 8%
  - Somewhat right direction: 42%
  - Somewhat wrong track: 28%
  - Strongly wrong track: 22%
  - Net Right Track: 0%

- **United States**:
  - Strongly right direction: 16%
  - Somewhat right direction: 22%
  - Somewhat wrong track: 25%
  - Strongly wrong track: 38%
  - Net Right Track: -26%

**How would you describe the economy today in [Canada/the United States]? Would you say it is...**

[asked of all respondents]

- **Canada**:
  - Excellent: 3%
  - Good: 22%
  - Only fair: 46%
  - Poor: 29%

- **United States**:
  - Excellent: 10%
  - Good: 27%
  - Only fair: 36%
  - Poor: 27%
Leadership: Trudeau’s approval (48%) is roughly on par with Trump’s (46%), but Americans have more intense views.

Do you approve or disapprove of the way [Justin Trudeau/Donald Trump] is handling his job as [Prime Minister/President]?

[asked of all respondents]
Efforts in office: 4-in-10 (41%) Americans think Trump has made things better off since he entered office

Thinking about [Justin Trudeau/Donald Trump] himself since he came into office in [October 2015/January 2017], would you say his efforts have made things better or worse off now?

[asked of all respondents]

- Much better off
- Somewhat better off
- No different
- Somewhat worse off
- Much worse off
- Don’t know

United States:
- 23% Much better off
- 18% Somewhat better off
- 10% No different
- 14% Somewhat worse off
- 32% Much worse off
- 2% Don’t know

Canada:
- 7% Much better off
- 26% Somewhat better off
- 22% No different
- 20% Somewhat worse off
- 20% Much worse off
- 5% Don’t know
COVID-19 Handling: The Canadian government receives much higher approval on its handling of COVID-19 than the US government

Do you approve or disapprove of the way the Federal Government has handled the outbreak of COVID-19?

[asked of all respondents]
COVID-19 Handling by Approval: More than 10% of those who strongly approve of Trump’s presidency disapprove of his COVID-19 handling

Do you approve or disapprove of the way the Federal Government has handled the outbreak of COVID-19? BY Do you approve or disapprove of the way Donald Trump is handling his job as President?

[asked of all respondents]
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.

[asked of all respondents]

Leaders in the US: Nearly 4-in-10 (38%) say they have a very unfavourable impression of Donald Trump.
Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.

[asked of all respondents]

Leaders in Canada: Blanchet has the highest net favourability while both Trudeau and O’Toole have negative net impressions.

<table>
<thead>
<tr>
<th>Leader</th>
<th>Very Favourable</th>
<th>Somewhat Favourable</th>
<th>Neutral/Neither Favourable nor Unfavourable</th>
<th>Somewhat Unfavourable</th>
<th>Very Unfavourable</th>
<th>Do not recognize</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yves-François</td>
<td>15%</td>
<td>21%</td>
<td>25%</td>
<td>13%</td>
<td>10%</td>
<td>10%</td>
<td>7%</td>
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<tr>
<td>Blanchet [Quebec</td>
<td></td>
<td></td>
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<td>Only]</td>
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<td></td>
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<tr>
<td>Jagmeet Singh</td>
<td>13%</td>
<td>24%</td>
<td>25%</td>
<td>15%</td>
<td>15%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Justin Trudeau</td>
<td>16%</td>
<td>25%</td>
<td>14%</td>
<td>15%</td>
<td>27%</td>
<td>12%</td>
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<tr>
<td>Erin O’Toole</td>
<td>8%</td>
<td>16%</td>
<td>29%</td>
<td>12%</td>
<td>14%</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Net Favourable

- Blanchet: +13%
- Jagmeet Singh: +7%
- Justin Trudeau: -1%
- Erin O’Toole: -2%
Democracy: While both countries believe democracy means accepting the election outcomes, Canadian’s trust the process more

Do you agree or disagree with the following statements? [asked of all respondents]

- I trust that the results of the next election will be correct.
  - Canada: 37% Strongly agree, 31% Somewhat agree, 19% Neither agree nor disagree, 6% Somewhat disagree, 3% Strongly disagree, 4% Don’t know
  - US: 26% Strongly agree, 30% Somewhat agree, 23% Neither agree nor disagree, 11% Somewhat disagree, 8% Strongly disagree, 2% Don’t know

- I am concerned that encouraging voting by mail will result in more electoral fraud.
  - Canada: 14% Strongly agree, 20% Somewhat agree, 20% Neither agree nor disagree, 15% Somewhat disagree, 26% Strongly disagree, 5% Don’t know
  - US: 30% Strongly agree, 19% Somewhat agree, 16% Neither agree nor disagree, 10% Somewhat disagree, 23% Strongly disagree, 2% Don’t know

- Democracy means accepting the result of an election, even if I don’t like who wins.
  - Canada: 49% Strongly agree, 28% Somewhat agree, 14% Neither agree nor disagree, 3% Somewhat disagree, 4% Strongly disagree, 4% Don’t know
  - US: 49% Strongly agree, 24% Somewhat agree, 15% Neither agree nor disagree, 4% Somewhat disagree, 3% Strongly disagree, 4% Don’t know
Vote Intention
Combined Vote – Canada/US: Biden five points ahead of Trump in US race, Liberals hold similar lead over the CPC in Canada

Canada

- Conservative: 27%
- Liberal: 32%
- NDP: 14%
- Bloc: 6%
- Green: 5%
- Peoples Party: 3%
- Other: 1%
- Undecided/Don't know: 9%
- Would not vote/None: 4%

United States (Registered Voters)

- Biden/Harris: 47%
- Trump/Pence: 42%
- Other: 1%
- Undecided/Don't know: 9%
- Would not vote/None: 2%
Decided Vote – Canada/US: Biden up by five points over Trump in US decided vote, Liberals six points ahead of CPC in Canada

Decided Vote
(shows respondents with first choice, Canada, n=1,293; US, n=895)

Canada
- Conservative: 31%
- Liberal: 37%
- NDP: 16%
- Bloc: 6%
- Green: 5%
- Peoples Party: 3%
- Other: 1%

United States (Registered Voters)
- Biden/Harris: 52%
- Trump/Pence: 47%
- Other: 1%
Decided Vote – US Tipping Point States: Biden up by seven points over Trump in the states most likely to decide the election

United States Tipping Points:
Arizona, Florida, Michigan, North Carolina, Pennsylvania, Wisconsin
(Registered Voters)

- Biden/Harris: 53%
- Trump/Pence: 46%
- Other: 1%

Note: Each state was individually oversampled to n=200
Partisanship – Canada/US: In Canada, the Liberals lead on partisanship while in the US the Democrats lead.
Vote by ID – Canada: Conservative and Liberal partisans are most loyal with almost 9-in-10 saying they would vote for their party.
Vote by ID – US: 86% of Democrats say they plan to vote for Biden, while 82% of Republicans say they plan to vote for Trump.
Comparing Values Between Countries and Over Time
Over 21 value dimensions, Canadians and Americans are remarkably similar for all but 2 – social conservatism and hunting

**Economic**
- Intervention/Regulation
- Free Trade/Globalization
- Fiscal Conservatism
- Free Enterprise
- Personal Initiative

**Cultural**
- Anti-immigration
- Authoritarian
- Law & Order
- Anti-Discrimination
- Cultural Alienation
- Social Conservatism
- Hunting

**Populism/Alienation**
- Economic Alienation
- Economic Justice
- Political Populism
- Political Alienation

**Openness**
- Global Engagement
- Xenophobia
- Political Efficacy

**Post-Materialism**
- Feminism
- Environmental

### Difference:

**Index Summary:**

- +6 In favour of greater government intervention and regulation in the economy
- +3 Believe in the benefits of trade agreements and globalization
- +0 Believe governments should prioritize ability to afford over need
- -5 Express support for free market economic policies
- -6 Prefer equality of opportunity, and believe outcomes reflect personal responsibility
- -2 Skeptical of increased immigration
- -3 Hostile towards people who push boundaries or promote radical ideas
- -4 Support more strict and punitive policies to address crime
- -4 Believe in, and support policies to address, systemic forms of discrimination
- -6 Feel increasingly disconnected from mainstream culture
- -11 Support ‘traditional values’; skeptical of feminism, marriage equality, abortion rights
- -11 Believe hunting is an important part of the future
- +3 Feel they are falling behind and lack economic opportunity
- +3 Want to address inequality and the concentration of corporate power
- -1 Skeptical of gov. decisions based on so-called experts and political horse-trading
- -7 Believe government policies support special interest and tax dollars are wasted
- +4 Believe gov. should play an active role in global affairs
- -2 Express negative views of minority groups and immigrants
- -5 Personal participation in politics is important and can make a real difference
- +6 Describes self as a feminist
- +3 Prioritize action to protect the environment, even over economic concerns

**Note:** Detailed breakdowns of the questions making up each index are provided in the full report. All indices are scaled from 0 to 100.
There is a deep divide between Republicans and Democrats that grows deeper on cultural issues such as hunting and immigration.

**Economic**
- Fiscal Conservatism
- Personal Initiative
- Free Enterprise
- Free Trade/Globalization
- Intervention/Regulation

**Cultural**
- Hunting
- Anti-immigration
- Law & Order
- Social Conservatism
- Cultural Alienation
- Authoritarian
- Anti-Discrimination

**Populism/Alienation**
- Political Populism
- Political Alienation
- Economic Alienation
- Economic Justice

**Openness**
- Xenophobia
- Political Efficacy
- Global Engagement

**Post-Materialism**
- Feminism
- Environmental

**Difference:**
- +28
- +19
- +13
- -17
- -19
- +34
- +31
- +29
- +24
- +7
- +6
- -20
- +14
- +1
- -7
- -17
- +14
- +2
- -17
- -18
- -31

**Note:** Detailed breakdowns of the questions making up each index are provided in the full report. All indices are scaled from 0 to 100.
In Canada, the NDP and Liberals tend to be close together while Conservatives are quite distinct.

Note: Detailed breakdowns of the questions making up each index are provided in the full report. All indices are scaled from 0 to 100.
Outside of Quebec, Liberal and NDP voters are close on most values, while Conservative voters look very different.

Note: Detailed breakdowns of the questions making up each index are provided in the full report. All indices are scaled from 0 to 100.
In Quebec, all the parties overlap on many values, but there are big differences on some like fiscal conservatism and environmentalism.
Both countries see a significant decline in populism, the US sees a broader decline in alienation

Note: Detailed breakdowns of the questions making up each index are provided in the full report. All indices are scaled from 0 to 100. Tracking is not available for all indices because of differences in the two surveys.
Value Indices - Economic
Personal Initiative Index

Statements for Personal Initiative Index

Generally, do you think people who don’t get ahead in life should blame...

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<thead>
<tr>
<th></th>
<th>2020</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td>Themselves</td>
<td>56%</td>
<td>58%</td>
</tr>
<tr>
<td>The system</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>32%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Which of the following statements best describes your personal point of view?

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Themselves</td>
<td>46%</td>
<td>53%</td>
</tr>
<tr>
<td>The system</td>
<td>36%</td>
<td>29%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>18%</td>
<td>17%</td>
</tr>
</tbody>
</table>

The profit system teaches people the value of hard work and success

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Themselves</td>
<td>59%</td>
<td>69%</td>
</tr>
<tr>
<td>The system</td>
<td>30%</td>
<td>19%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Is the main role of government...

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Themselves</td>
<td>69%</td>
<td>69%</td>
</tr>
<tr>
<td>The system</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>11%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Net Score

- More Systemic Causes: +27%
- More Personal Responsibility: +43%

INDEX
Do you agree or disagree with the following statements?

**Most things would run pretty well by themselves if the government just didn’t interfere**

- **Strongly agree**: 9%
- **Somewhat agree**: 25%
- **Neither agree nor disagree**: 27%
- **Somewhat disagree**: 20%
- **Strongly disagree**: 13%
- **Don’t know**: 6%
- **Net Agree**: +1%

**On the whole, our free enterprise economic system works pretty well**

- **Strongly agree**: 12%
- **Somewhat agree**: 38%
- **Neither agree nor disagree**: 26%
- **Somewhat disagree**: 11%
- **Strongly disagree**: 5%
- **Don’t know**: 8%
- **Net Agree**: +34%

**Supporting a strong free enterprise economy is the best way to generate the tax revenue we need for strong social services**

- **Strongly agree**: 18%
- **Somewhat agree**: 36%
- **Neither agree nor disagree**: 24%
- **Somewhat disagree**: 8%
- **Strongly disagree**: 3%
- **Don’t know**: 11%
- **Net Agree**: +43%

**Net Agree** indicates the percentage of respondents who agree more than they disagree.
Do you agree or disagree with the following statements?

**Most government economic programs do more harm than good**

- **2020:**
  - Strongly agree: 8%
  - Somewhat agree: 19%
  - Neither agree nor disagree: 32%
  - Somewhat disagree: 22%
  - Strongly disagree: 9%
  - Don’t know: 11%
  - Net Agree: -4%

- **2020:**
  - Strongly agree: 13%
  - Somewhat agree: 23%
  - Neither agree nor disagree: 33%
  - Somewhat disagree: 16%
  - Strongly disagree: 7%
  - Don’t know: 8%
  - Net Agree: +12%

**Here in [COUNTRY] you can be anything you want if you are willing to work for it.**

- **2020:**
  - Strongly agree: 25%
  - Somewhat agree: 37%
  - Neither agree nor disagree: 17%
  - Somewhat disagree: 12%
  - Strongly disagree: 6%
  - Don’t know: 3%
  - Net Agree: +45%

- **2016:**
  - Strongly agree: 24%
  - Somewhat agree: 42%
  - Neither agree nor disagree: 17%
  - Somewhat disagree: 11%
  - Strongly disagree: 4%
  - Don’t know: 2%
  - Net Agree: +52%

- **2020:**
  - Strongly agree: 33%
  - Somewhat agree: 32%
  - Neither agree nor disagree: 18%
  - Somewhat disagree: 9%
  - Strongly disagree: 6%
  - Don’t know: 2%
  - Net Agree: +50%

- **2016:**
  - Strongly agree: 33%
  - Somewhat agree: 34%
  - Neither agree nor disagree: 16%
  - Somewhat disagree: 10%
  - Strongly disagree: 4%
  - Don’t know: 3%
  - Net Agree: +53%

**Net Score**

- **Less Free Enterprise:**
  - Very low: 4%
  - Medium low: 12%
  - Ambivalent: 46%
  - Medium high: 31%
  - Very high: 7%
  - Net Score: +22%

- **More Free Enterprise:**
  - Very low: 2%
  - Medium low: 10%
  - Ambivalent: 39%
  - Medium high: 34%
  - Very high: 15%
  - Net Score: +37%
Which of the following statements is closest to your point of view?

Government regulation of business...

- 48% (Canada) - 45% (US) - 2020

- 29% (Canada) - 36% (US) - 2020

is necessary to keep industry from becoming too powerful

- 28% (Canada) - 22% (US) - 2020

usually does more harm than good

- 51% (Canada) - 59% (US) - 2020

Don't know

When it comes to economic growth, should we...

- Let government take the lead and have business support government initiatives
- Let business take the lead and have government support business initiatives
- Don't know

- 48% (Canada) - 45% (US) - 2020

- 29% (Canada) - 36% (US) - 2020

- 8% (Canada) - 7% (US) - 2020

- 20% (Canada) - 15% (US) - 2020

Net Score

- Very low: 21% (Canada) - 28% (US)
- Medium low: 10% (Canada) - 8% (US)
- Ambivalent: 41% (Canada) - 43% (US)
- Medium high: 8% (Canada) - 7% (US)
- Very high: 20% (Canada) - 15% (US)

Net Score

- -2% (Canada) - -14% (US)
### Free Trade/Globalization Index

**Do you agree or disagree with the following statements?**

- **Which statement is closer to your point of view?** Free trade agreements are...

  - A good way to create economic growth in [COUNTRY]
  - A dangerous threat to [COUNTRY] jobs
  - Don’t know

![Charts showing agreement percentages over time for free trade agreements.](chart)

Thinking about globalization, the way in which the economies of different countries have become more closely connected, do you feel globalization has generally been a good thing for [COUNTRY] or a bad thing for [COUNTRY]?

And what do you think the impact of globalization has been on you? Do you feel you are better off or worse off as a result of globalization?

![Charts showing impact of globalization on personal circumstances.](chart)

Thinking about globalization, the way in which the economies of different countries have become more closely connected, do you feel globalization has generally been a good thing for [COUNTRY] or a bad thing for [COUNTRY]?

And what do you think the impact of globalization has been on you? Do you feel you are better off or worse off as a result of globalization?

![Charts showing impact of globalization on personal circumstances.](chart)
When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents]

<table>
<thead>
<tr>
<th>Year</th>
<th>Their ability to afford the programs and services</th>
<th>The public’s need for the programs and services</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>37%</td>
<td>53%</td>
<td>11%</td>
</tr>
<tr>
<td>2016</td>
<td>39%</td>
<td>51%</td>
<td>10%</td>
</tr>
<tr>
<td>2020</td>
<td>36%</td>
<td>52%</td>
<td>12%</td>
</tr>
<tr>
<td>2016</td>
<td>36%</td>
<td>50%</td>
<td>14%</td>
</tr>
</tbody>
</table>
Value Indices - Cultural
### Social Conservatism Index (1 of 2)

**Do you agree or disagree with the following statements?**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Net Agree</th>
<th>2020</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>When it comes to abortion, I believe the right to life is more important</td>
<td>-33%</td>
<td>14% / 10%</td>
<td>11% / 11%</td>
</tr>
<tr>
<td>than a woman’s right to choose</td>
<td></td>
<td>15% / 12%</td>
<td>15% / 12%</td>
</tr>
<tr>
<td>Sexual relations between two adults of the same sex is morally wrong</td>
<td>-39%</td>
<td>12% / 9%</td>
<td>11% / 7%</td>
</tr>
<tr>
<td>Equality between women and men has been achieved in [COUNTRY]</td>
<td>+4%</td>
<td>25% / 17%</td>
<td>24% / 14%</td>
</tr>
<tr>
<td>The old-fashioned ways and old-fashioned values still show the best way to live</td>
<td>0%</td>
<td>13% / 26%</td>
<td>13% / 23%</td>
</tr>
<tr>
<td>Our country will be great if we honor the ways of our forefathers, do what</td>
<td>0%</td>
<td>26% / 29%</td>
<td>26% / 29%</td>
</tr>
<tr>
<td>the authorities tell us to do, and get rid of the ‘rotten apples’ who are</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ruining everything</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Net Agree**

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- Don’t know
When it comes to moral issues like same sex marriage and abortion, do you think …?

Government should legislate clear community moral standards.
People should be left alone to decide what is right for themselves.
Don’t Know

**2016**
- Government: 69%
- People: 22%
- Don’t Know: 9%

**2020**
- Government: 71%
- People: 20%
- Don’t Know: 10%

**Net Score**
- 2016: -35%
- 2020: +1%
Which of the following statements comes closer to your point of view? [asked of all respondents]

- Hunting is an important part of our heritage and should be allowed to continue
- Hunting is a part of our history but is not an important part of our future
- Don't know

Canada:
- Hunting is an important part of our heritage and should be allowed to continue: 48%
- Hunting is a part of our history but is not an important part of our future: 13%
- Don't know: 15%

USA:
- Hunting is an important part of our heritage and should be allowed to continue: 50%
- Hunting is a part of our history but is not an important part of our future: 15%
- Don't know: 35%
**Anti-Immigration Index**

**Do you agree or disagree with the following statements?**

- **Immigrants take jobs away from other [Canadians/Americans].**
  - 2020
    - Strongly agree: 9%
    - Somewhat agree: 16%
    - Neither agree nor disagree: 21%
    - Somewhat disagree: 22%
    - Strongly disagree: 29%
    - Don’t know: 2%
  - 2016
    - Strongly agree: 10%
    - Somewhat agree: 16%
    - Neither agree nor disagree: 24%
    - Somewhat disagree: 24%
    - Strongly disagree: 24%
    - Don’t know: 1%

- **Immigrants should adapt to [Canadian/American] society and not the other way around.**
  - 2020
    - Strongly agree: 40%
    - Somewhat agree: 36%
    - Neither agree nor disagree: 26%
    - Somewhat disagree: 21%
    - Strongly disagree: 15%
    - Don’t know: 7%
  - 2016
    - Strongly agree: 25%
    - Somewhat agree: 22%
    - Neither agree nor disagree: 22%
    - Somewhat disagree: 14%
    - Strongly disagree: 11%
    - Don’t know: 2%

**Which of the following statements best describes your personal point of view? The growing number of newcomers...**

- **2020**
  - ... threaten traditional [Canadian/American] customs and values: 48%
  - ... strengthens [Canadian/American] society: 39%
  - Don’t know: 14%
- **2016**
  - ... threaten traditional [Canadian/American] customs and values: 46%
  - ... strengthens [Canadian/American] society: 49%
  - Don’t know: 12%

**Net Score**

- Less Anti-Immigration: +2%
- More Anti-Immigration: +9%
**Anti-Discrimination Index**

Do you agree or disagree with the following statements?

1. **How serious a problem do you feel discrimination has been in [Canada’/America’s] past?**
   - 2020:
     - Extremely serious (10,9): 28%
     - Very serious (8,7,6): 44%
     - Neither (5): 15%
     - Not very serious (4,3,2): 11%
     - Not serious at all (1,0): 3%
   - **Net:** +58%

2. **How serious a problem do you feel discrimination is in [Canada/America] today?**
   - 2020:
     - Extremely serious (10,9): 33%
     - Very serious (8,7,6): 46%
     - Neither (5): 14%
     - Not very serious (4,3,2): 15%
     - Not serious at all (1,0): 8%
   - **Net:** +42%

3. **How much do you think should be done for racial minorities?**
   - 2020:
     - Much more: 20%
     - Somewhat more: 28%
     - About the same as now: 28%
     - Somewhat less: 9%
     - Much less: 7%
   - **Net:** +32%

4. **All [Canadians/Americans] should have the freedom to wear any item of clothing associated with their religious beliefs such as a headscarf**
   - 2020:
     - Strongly agree: 33%
     - Somewhat agree: 29%
     - Neither agree nor disagree: 29%
     - Somewhat disagree: 16%
     - Much disagree: 10%
     - Don’t know: 9%
     - Medium low: 3%
   - **Net:** +43%

**Net Score**

- **Not Serious/Less for Minorities:** +50%
- **Serious/More for Minorities:** +58%
## Law & Order Index

### Statements on Crime

**If the government introduces new policies to deal with crime, should they focus more on...?**

**Canada**
- **2020**: 36% Getting tougher on crime, 56% Dealing with the causes of crime, 8% Don’t know
- **2016**: 32% Getting tougher on crime, 61% Dealing with the causes of crime, 7% Don’t know

**US**
- **2020**: 40% Getting tougher on crime, 52% Dealing with the causes of crime, 8% Don’t know
- **2016**: 36% Getting tougher on crime, 54% Dealing with the causes of crime, 10% Don’t know

**Do you think the best approach to drug abuse is...?**

**Canada**
- **2020**: 29% Treat the use of illegal drugs as a crime, 60% Treat the use of illegal drugs as an illness, 11% Don’t know
- **2016**: 25% Treat the use of illegal drugs as a crime, 66% Treat the use of illegal drugs as an illness, 9% Don’t know

**US**
- **2020**: 32% Treat the use of illegal drugs as a crime, 57% Treat the use of illegal drugs as an illness, 11% Don’t know
- **2016**: 37% Treat the use of illegal drugs as a crime, 53% Treat the use of illegal drugs as an illness, 9% Don’t know

---

**Net Score**

**More Dealing with Causes**
- **Canada**: Net Score -27%
- **US**: Net Score -18%

**More Tough on Crime**
- **Canada**: Net Score -27%
- **US**: Net Score -18%

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**INDEX**

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**INNOVATIVE RESEARCH GROUP**
Do you agree or disagree with the following statements?

- **There is no ‘one right way’ to live life; everybody has to create their own way.**
  - **2020:**
    - Strongly agree: 32%
    - Somewhat agree: 41%
    - Neither agree nor disagree: 15%
    - Somewhat disagree: 6%
    - Strongly disagree: 3%
    - Don’t know: 3%
  - **2016:**
    - Strongly agree: 32%
    - Somewhat agree: 39%
    - Neither agree nor disagree: 17%
    - Somewhat disagree: 8%
    - Strongly disagree: 4%
    - Don’t know: 1%
  - **Net Agree:** +65%

- **Our country needs free thinkers who will have the courage to defy traditional ways, even if this upsets many people.**
  - **2020:**
    - Strongly agree: 21%
    - Somewhat agree: 38%
    - Neither agree nor disagree: 24%
    - Somewhat disagree: 8%
    - Strongly disagree: 4%
    - Don’t know: 4%
  - **2016:**
    - Strongly agree: 26%
    - Somewhat agree: 38%
    - Neither agree nor disagree: 20%
    - Somewhat disagree: 9%
    - Strongly disagree: 5%
    - Don’t know: 2%
  - **Net Agree:** +46%

**Authoritarian Index**

**Net Score**

- **Less Authoritarian:**
  - **Canada:** 30%
  - **US:** 28%
  - **Canada 2020:**
    - Very low: 44%
    - Medium low: 17%
    - Ambivalent: 7%
    - Medium high: 2%
    - Very high: 2%
  - **Canada 2016:**
    - Very low: 39%
    - Medium low: 20%
    - Ambivalent: 10%
    - Medium high: 3%
    - Very high: 3%
  - **Net Score:** -65%

- **More Authoritarian:**
  - **Canada:** 30%
  - **US:** 28%
  - **Canada 2020:**
    - Very low: 17%
    - Medium low: 7%
    - Ambivalent: 2%
    - Medium high: 3%
    - Very high: 4%
  - **Canada 2016:**
    - Very low: 20%
    - Medium low: 10%
    - Ambivalent: 3%
    - Medium high: 3%
    - Very high: 6%
  - **Net Score:** -54%
Cultural Alienation Index

Do you agree or disagree with the following statements?

Sometimes politics seems so complicated that a person like me can't really understand what's going on

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>11%</td>
<td>26%</td>
<td>22%</td>
<td>20%</td>
<td>18%</td>
<td>3%</td>
</tr>
<tr>
<td>2016</td>
<td>9%</td>
<td>28%</td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Everything is changing too fast today

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>17%</td>
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<td>3%</td>
</tr>
<tr>
<td>2016</td>
<td>14%</td>
<td>30%</td>
<td>31%</td>
<td>16%</td>
<td>8%</td>
<td>2%</td>
</tr>
</tbody>
</table>

What this country needs is strong, determined leaders who will destroy the negative forces that have taken us from our true path and silence the trouble makers spreading bad ideas.

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
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<tbody>
<tr>
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<td>21%</td>
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</tr>
<tr>
<td>2016</td>
<td>18%</td>
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<td>24%</td>
<td>11%</td>
<td>15%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Net Score

Less Alienated

<table>
<thead>
<tr>
<th>Index</th>
<th>Canada</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>2016</td>
<td>4%</td>
<td>9%</td>
</tr>
</tbody>
</table>

More Alienated

<table>
<thead>
<tr>
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<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>13%</td>
<td>36%</td>
</tr>
<tr>
<td>2016</td>
<td>9%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Net Score

+19% for Canada
+38% for US
Value Indices – Populism and Alienation
# Economic Alienation Index

Do you agree or disagree with the following statements?

## It's hard for people like me to get ahead in [Canada/America]

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>14%</td>
<td>23%</td>
<td>26%</td>
<td>19%</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>2016</td>
<td>12%</td>
<td>20%</td>
<td>27%</td>
<td>21%</td>
<td>19%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Net Agree: +2% - 8% +14%

## No matter how hard I work, every year it seems more difficult to get by

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>19%</td>
<td>26%</td>
<td>27%</td>
<td>16%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>2016</td>
<td>21%</td>
<td>29%</td>
<td>23%</td>
<td>15%</td>
<td>9%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Net Agree: +19% - 3% +26%

## The next generation will have a lot fewer opportunities than we have enjoyed

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>20%</td>
<td>33%</td>
<td>21%</td>
<td>14%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>2016</td>
<td>18%</td>
<td>33%</td>
<td>24%</td>
<td>15%</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Net Agree: +34% - 3% +30%

## Less Alienated vs. More Alienated

<table>
<thead>
<tr>
<th>INDEX</th>
<th>Canada</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Score</td>
<td>+19%</td>
<td>9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Less Alienated</th>
<th>More Alienated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very low</td>
<td>Very high</td>
</tr>
<tr>
<td>Medium low</td>
<td>Medium high</td>
</tr>
<tr>
<td>Ambivalent</td>
<td></td>
</tr>
</tbody>
</table>

Because Very low includes 6% of the population, we can say this country is Less Alienated.
Do you agree or disagree with the following statements?

<table>
<thead>
<tr>
<th>Statement</th>
<th>2020</th>
<th>2016</th>
<th>Net Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>When government gives tax breaks to big business, it comes at the expense of people like me</td>
<td>29%</td>
<td>30%</td>
<td>+48%</td>
</tr>
<tr>
<td>Governments have gone too far in allowing companies to operate with minimal regulation and oversight</td>
<td>32%</td>
<td>29%</td>
<td>+43%</td>
</tr>
<tr>
<td>It is morally wrong that our economy allows a few people to have so much more money than most others</td>
<td>18%</td>
<td>24%</td>
<td>+26%</td>
</tr>
<tr>
<td>We need a strong central government to handle modern economic problems efficiently</td>
<td>22%</td>
<td>24%</td>
<td>+26%</td>
</tr>
<tr>
<td>We have a pressing social deficit in Canada/the United States that is measured by problems such as homelessness, waiting lists for health care</td>
<td>22%</td>
<td>31%</td>
<td>+33%</td>
</tr>
</tbody>
</table>

Net Score

- Less Redistribution:
  - Very low: 3% 7%
  - Medium low: 33%
  - Ambivalent: 35%
  - Medium high: 19%
  - Very high: 19%

- More Redistribution:
  - Very low: 3% 7%
  - Medium low: 32%
  - Ambivalent: 29%
  - Medium high: 23%
  - Very high: 22%

Net Score:

- +47%
- +35%
Political Alienation Index

Do you agree or disagree with the following statements?

Governments care more about special interests than they do about the average person.

<table>
<thead>
<tr>
<th>Year</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>27%</td>
<td>38%</td>
<td>19%</td>
<td>8%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>2016</td>
<td>27%</td>
<td>40%</td>
<td>18%</td>
<td>9%</td>
<td>3%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Do you think the people in government waste a lot of the money we pay in taxes, waste some of it, or don’t waste very much of it?

<table>
<thead>
<tr>
<th>Year</th>
<th>Waste a lot of the money</th>
<th>Waste some of it</th>
<th>Don’t waste very much of it</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>43%</td>
<td>39%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>2016</td>
<td>47%</td>
<td>40%</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>2020</td>
<td>58%</td>
<td>29%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>2016</td>
<td>64%</td>
<td>26%</td>
<td>5%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Waste a lot of the money Waste some of it Don’t waste very much of it Don’t know

INDEX

Net Score

Less Alienated

More Alienated

Net Score

3% 13% 17% 32% 36% 13% 17% 32% 36% 13% 17% 32% 36%

Very very low Medium low Ambivalent Medium high Very high

+53% +73%

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

**Canada 2020**
- 31%: Most of the compromising that goes on in politics turns out to be bad for the public
- 52%: Compromise and bargaining among politicians is necessary to make democracy work
- 18%: Don’t know

**Canada 2016**
- 34%: Most of the compromising that goes on in politics turns out to be bad for the public
- 51%: Compromise and bargaining among politicians is necessary to make democracy work
- 15%: Don’t know

**US 2020**
- 35%: Most of the compromising that goes on in politics turns out to be bad for the public
- 51%: Compromise and bargaining among politicians is necessary to make democracy work
- 14%: Don’t know

**US 2016**
- 41%: Most of the compromising that goes on in politics turns out to be bad for the public
- 46%: Compromise and bargaining among politicians is necessary to make democracy work
- 13%: Don’t know

Net Score
- Canada: -10%
- US: -8%
Value Indices – Openness
Political Efficacy Index

Do you agree or disagree with the following statements?

Which statement best represents your view of the political process in [COUNTRY]?

- The best way to make a difference is to work within the existing political system.
- The best way to make a difference is to get involved with political or protest movements outside the traditional political system.
- It doesn’t matter what you do, you can’t really make a difference in politics.
- Don’t know

Do you agree or disagree with the following statements? - If there was a political issue I really cared about, I think I could make a difference by participating in the political process.

Net Score

Less Political Efficacy

- Very low
- Medium low
- Ambivalent
- Medium high
- Very high

More Political Efficacy

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- Don’t know

Net Score

- +31%
- +48%
<table>
<thead>
<tr>
<th>Q</th>
<th>Do you think it would be better for the future of the country if we take an active part in world affairs or if we stay out of world affairs?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>2016</td>
</tr>
<tr>
<td>Canada</td>
<td>US</td>
</tr>
<tr>
<td>25%</td>
<td>29%</td>
</tr>
<tr>
<td>27%</td>
<td>36%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q</th>
<th>Which of the following statements comes closest to your own point of view?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>2016</td>
</tr>
<tr>
<td>Canada</td>
<td>US</td>
</tr>
<tr>
<td>40%</td>
<td>45%</td>
</tr>
<tr>
<td>33%</td>
<td>27%</td>
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</tbody>
</table>

Global Engagement Index

INDEX

Net Score

<table>
<thead>
<tr>
<th>Less Engaged</th>
<th>More Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>US</td>
</tr>
<tr>
<td>18%</td>
<td>35%</td>
</tr>
<tr>
<td>21%</td>
<td>35%</td>
</tr>
</tbody>
</table>
The following are a number of different groups that live in Canada/the United States. Please indicate if you have a favorable or unfavorable impression of people with these backgrounds in general, using a scale from 0 to 10, with 0 meaning you have a very unfavorable impression and 10 meaning you have a very favorable impression?

[Asked of all respondents]

### Xenophobia Index (1 of 2)

<table>
<thead>
<tr>
<th>Group</th>
<th>2020</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recent Immigrants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Very favourable (10)</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>- Favourable (7 to 9)</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td>- Neutral (4 to 6)</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>- Unfavourable (0 to 3)</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>- Don't know</td>
<td>8%</td>
<td>7%</td>
</tr>
</tbody>
</table>

| Racial Minorities                          |      |      |
| - Very favourable (10)                     | 21%  | 21%  |
| - Favourable (7 to 9)                      | 29%  | 29%  |
| - Neutral (4 to 6)                         | 31%  | 31%  |
| - Unfavourable (0 to 3)                    | 14%  | 21%  |
| - Don't know                               | 8%   | 6%   |

| People of Hispanic, Latino or Spanish origin |      |      |
| - Very favourable (10)                     | 24%  | 23%  |
| - Favourable (7 to 9)                      | 40%  | 40%  |
| - Neutral (4 to 6)                         | 23%  | 26%  |
| - Unfavourable (0 to 3)                    | 5%   | 5%   |
| - Don't know                               | 6%   | 5%   |

| Black People                               |      |      |
| - Very favourable (10)                     | 25%  | 21%  |
| - Favourable (7 to 9)                      | 36%  | 37%  |
| - Neutral (4 to 6)                         | 23%  | 27%  |
| - Unfavourable (0 to 3)                    | 11%  | 10%  |
| - Don't know                               | 5%   | 5%   |

<table>
<thead>
<tr>
<th>2020</th>
<th>2016</th>
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<tbody>
<tr>
<td>20%</td>
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<td>34%</td>
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<tr>
<th>2020</th>
<th>2016</th>
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<tbody>
<tr>
<td>21%</td>
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<td>29%</td>
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<td>8%</td>
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<table>
<thead>
<tr>
<th>2020</th>
<th>2016</th>
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<tbody>
<tr>
<td>23%</td>
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<td>8%</td>
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<table>
<thead>
<tr>
<th>2020</th>
<th>2016</th>
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<tbody>
<tr>
<td>24%</td>
<td>23%</td>
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<td>40%</td>
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<td>23%</td>
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<table>
<thead>
<tr>
<th>2020</th>
<th>2016</th>
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<tbody>
<tr>
<td>21%</td>
<td>21%</td>
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<td>36%</td>
<td>37%</td>
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<td>23%</td>
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<td>5%</td>
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<table>
<thead>
<tr>
<th>2020</th>
<th>2016</th>
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<tbody>
<tr>
<td>20%</td>
<td>21%</td>
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<td>35%</td>
<td>35%</td>
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<tr>
<td>23%</td>
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<tr>
<td>12%</td>
<td>11%</td>
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<tr>
<td>4%</td>
<td>5%</td>
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</tbody>
</table>
Xenophobia Index (2 of 2)

The following are a number of different groups that live in [Canada/the United States]. Please indicate if you have a favorable or unfavorable impression of people with these backgrounds in general, using a scale from 0 to 10, with 0 meaning you have a very unfavorable impression and 10 meaning you have a very favorable impression?

[Asked of all respondents]

<table>
<thead>
<tr>
<th>Groups</th>
<th>2020</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Asians such as those from India and surrounding countries</td>
<td>20%</td>
<td>20%</td>
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<tr>
<td></td>
<td>36%</td>
<td>35%</td>
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<tr>
<td></td>
<td>27%</td>
<td>30%</td>
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<tr>
<td></td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Asians, such as those from China, Japan or Korea etc.</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>34%</td>
<td>34%</td>
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<tr>
<td></td>
<td>26%</td>
<td>32%</td>
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<td></td>
<td>11%</td>
<td>11%</td>
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<tr>
<td></td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Muslims</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>38%</td>
<td>39%</td>
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<tr>
<td></td>
<td>23%</td>
<td>27%</td>
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<tr>
<td></td>
<td>9%</td>
<td>8%</td>
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<td></td>
<td>7%</td>
<td>5%</td>
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<tr>
<td></td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Canada

- Less Xenophobic
  - 31% Very low
  - 31% Medium low
  - 30% Ambivalent
  - 6% Medium high
  - 2% Very high

- More Xenophobic
  - 32% Very low
  - 29% Medium low
  - 26% Ambivalent
  - 8% Medium high
  - 5% Very high

Net Score: -53% (Canada) -48% (US)
Value Indices – Post Materialism
Environment Index

Which of the following statements best describes your personal point of view?

- We need to take immediate and dramatic action now to stop damaging the environment before it is too late.
- We need to pay more attention to the environment, but we should be careful not to rush into policies that may cause more damage.
- I think we are already doing enough for the environment.
- Don’t know

When it comes to trade-offs between the environment and the economy, which is more important to you?

- The environment
- The economy
- Don’t know

Net Score

<table>
<thead>
<tr>
<th>Less Environmental</th>
<th>More Environmental</th>
<th>Net Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>13% 26% 16% 19% 26%</td>
<td>12% 25% 25% 18% 19%</td>
<td>+6%</td>
</tr>
<tr>
<td>Very low Medium low Ambivalent Medium high Very high</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Canada vs. US

- 2020: Canada (33%) vs. US (27%)
- 2016: Canada (27%) vs. US (30%)

- 2020: Canada (32%) vs. US (30%)
- 2016: Canada (30%) vs. US (54%)

2020 vs. 2016

- 2020: We need to take immediate and dramatic action now to stop damaging the environment before it is too late (45% vs. 47%).
- 2020: We need to pay more attention to the environment, but we should be careful not to rush into policies that may cause more damage (44% vs. 42%).
- 2020: I think we are already doing enough for the environment (38% vs. 39%).
Do you agree or disagree with the following statements? - I personally would describe myself as a feminist

**Canada**
- Strongly agree: 14%
- Somewhat agree: 24%
- Neither agree nor disagree: 31%
- Somewhat disagree: 13%
- Strongly disagree: 14%
- Don’t know: 4%

Net Agreement: +11%

**US**
- Strongly agree: 13%
- Somewhat agree: 18%
- Neither agree nor disagree: 31%
- Somewhat disagree: 16%
- Strongly disagree: 19%
- Don’t know: 4%

Net Agreement: -5%
Vote by Values Indices

Canada
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

By Personal Initiative Index, Canada (3 questions):

- Generally, do you think people who don’t get ahead in life should blame…? Themselves OR The System
- Which of the following statements best describes your personal point of view? Profit system brings out the worst in human nature OR Profit system teaches people the value of hard work and success
- Is the main role of government…? To create equal opportunity so that everyone can compete on their own to be the best they can be OR To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

**BY Free Enterprise Index, Canada (5 questions):**
- Agree: Most things would run pretty well by themselves if the government just didn’t interfere
- Agree: On the whole, our free enterprise economic system works pretty well
- Agree: Supporting a strong free enterprise economy is the best way to generate the tax revenue we need for strong social services
- Agree: Most government economic programs do more harm than good
- Agree: Here in [COUNTRY] you can be anything you want if you are willing to work for it.
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

BY Intervention Index, Canada (2 questions):

• Which of the following statements is closest to your point of view? Government regulation of business... is necessary to keep industry from becoming too powerful OR usually does more harm than good

• When it comes to economic growth, should we...? Let government take the lead and have business support government initiatives OR Let business take the lead and have government support business initiatives
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

BY Free Trade/Globalization Engagement Index, Canada (3 questions):

- Which statement is closer to your point of view? Free trade agreements are... A good way to create economic growth in Canada OR A dangerous threat to Canadian jobs
- Thinking about globalization, the way in which the economies of different countries have become more closely connected, do you feel globalization has generally been a good thing for Canada or a bad thing for Canada?
- And what do you think the impact of globalization has been on you? Do you feel you are better off or worse off as a result of globalization?
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN] 

BY When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...? Their ability to afford the programs and services OR The public’s need for the programs and services.
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

BY Social Conservatism Index, Canada (6 questions):
• Agree: When it comes to abortion, I believe the right to life is more important than a woman’s right to choose
• Agree: Sexual relations between two adults of the same sex is morally wrong
• Agree: The old-fashioned ways and old-fashioned values still show the best way to live
• Agree: Our country will be great if we honor the ways of our forefathers, do what the authorities tell us to do, and get rid of the ‘rotten apples’ who are ruining everything
• Agree: Equality between women and men has been achieved in [COUNTRY]
• When it comes to moral issues like same sex marriage and abortion, do you think …? Legislate moral standards OR Leave people to decide for themselves
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

BY Which of the following statements comes closer to your point of view? Hunting is an important part of our heritage and should be allowed to continue OR Hunting is a part of our history but is not an important part of our future

<table>
<thead>
<tr>
<th>Party</th>
<th>Conservative</th>
<th>Liberal</th>
<th>NDP</th>
<th>Bloc Quebecois</th>
<th>Green/Other</th>
<th>Unaligned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not part of the future</td>
<td>21%</td>
<td>14%</td>
<td>7%</td>
<td>8%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>39%</td>
<td>27%</td>
<td>13%</td>
<td>13%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Allowed to continue</td>
<td>36%</td>
<td>38%</td>
<td>26%</td>
<td>13%</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Less supportive of hunting

More supportive of hunting
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

BY Anti-Immigration Index, Canada (3 questions):

- Which of the following statements best describes your personal point of view? The growing number of newcomers from other countries threaten traditional Canadian customs and values OR The growing number of newcomers from other countries strengthens Canadian society
- Agree: Immigrants take jobs away from other Canadians.
- Agree: Immigrants should adapt to Canadian society and not the other way around.
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN] BY Anti-Discrimination Index, Canada (4 questions):

- In your view, using a scale of 0 to 10 where 10 is extremely serious and 0 is not serious at all, how serious a problem do you feel discrimination has been in Canada's past?
- In your view, using the same 0 to 10 scale, where 10 is extremely serious and 0 is not serious at all, how serious a problem do you feel discrimination is in Canada today?
- How much do you think should be done for racial minorities?
- Agree: All Canadians should have the freedom to wear any item of clothing associated with their religious beliefs such as a headscarf

![Combined Vote by Anti-Discrimination Index](image)
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

By Law & Order Index, Canada (2 questions):

- If the government introduces new policies to deal with crime, should they focus more on...? Getting tougher on crime OR Dealing with the causes of crime
- Do you think the best approach to drug abuse is...? Treat the use of illegal drugs as a crime and get tough on enforcement of drug laws among addicts OR Treat the use of illegal drugs as an illness and focus on prevention and treatment for addicts
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN] BY Authoritarian Index, Canada (2 questions):

- Agree: There is no ‘one right way’ to live life; everybody has to create their own way.
- Agree: Our country needs free thinkers who will have the courage to defy traditional ways, even if this upsets many people.
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

BY Cultural Alienation Index, Canada (3 questions):

• Agree: Sometimes politics seems so complicated that a person like me can't really understand what's going on.
• Agree: Everything is changing too fast today.
• Agree: What this country needs is strong, determined leaders who will destroy the negative forces that have taken us from our true path.
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

BY Economic Alienation Index, Canada (3 questions):
- Agree: It’s hard for people like me to get ahead in [COUNTRY].
- Agree: No matter how hard I work, every year it seems more difficult to get by.
- Agree: The next generation will have a lot fewer opportunities than we have enjoyed.
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

BY Economic Justice Index, Canada (5 questions):
- Agree: When government gives tax breaks to big business, it comes at the expense of people like me
- Agree: Governments have gone too far in allowing companies to operate with minimal regulation and oversight
- Agree: It is morally wrong that our economy allows a few people to have so much more money than most others
- Agree: We need a strong central government to handle modern economic problems efficiently
- Agree: We have a pressing social deficit in [COUNTRY] that is measured by problems such as homelessness, waiting lists for health care

Combined Vote by Economic Justice Index

- Conservative
- Liberal
- NDP
- Bloc Quebecois
- Green/Other
- Unaligned

Less Redistribution | More Redistribution
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

**BY Political Alienation Index, Canada (2 questions):**

- Agree: Governments care more about special interests than they do about the average person.
- Do you think the people in government waste a lot of the money we pay in taxes, waste some of it, or don’t waste very much of it?
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

BY Political Populism Index, Canada (2 questions):

- When it comes to government decision making, which of the following statements is closest to your view? Too often the government listens to experts instead of common sense OR Political issues are complicated so government should listen to experts when it comes to policy
- When it comes to government decision making, which of the following statements is closest to your view? Most of the compromising that goes on in politics turns out to be bad for the public OR Compromise and bargaining among politicians is necessary to make democracy work

Combined Vote by Political Populism Index

<table>
<thead>
<tr>
<th>Party</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservative</td>
<td>18%</td>
<td>28%</td>
<td>38%</td>
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<tr>
<td>Liberal</td>
<td>15%</td>
<td>13%</td>
<td>19%</td>
</tr>
<tr>
<td>NDP</td>
<td>5%</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Bloc Quebecois</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
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<tr>
<td>Green/Other</td>
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<td>21%</td>
<td>12%</td>
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<tr>
<td>Unaligned</td>
<td>7%</td>
<td>12%</td>
<td>13%</td>
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If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN] BY Political Efficacy Index, Canada (2 questions):

- Which statement best represents your view of the political process in Canada? The best way to make a difference is to work within the existing political system. OR The best way to make a difference is to get involved with political or protest movements outside the traditional political OR It doesn’t matter what you do, you can’t really make a difference in politics.
- Agree: If there was a political issue I really cared about, I think I could make a difference by participating in the political process.

![Combined Vote by Political Efficacy Index](chart.png)
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

BY Global Engagement Index, Canada (2 questions):

- Do you think it would be better for the future of the country if we take an active part in world affairs or if we stay out of world affairs?
- Which of the following statements comes closest to your own point of view? We have a moral duty to help other countries in need and should either maintain or expand foreign aid spending OR Foreign aid is often wasted or misused by foreign governments and that we should use the money to fix problems at home

Combined Vote by Global Engagement Index

[Graph showing vote distribution by Global Engagement Index]

- Conservative
- Liberal
- NDP
- Bloc Quebecois
- Green/Other
- Unaligned

[Bar chart showing vote percentages by engagement level]
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

BY Xenophobia Index, Canada (7 questions):

- Group Affect - Recent Immigrants; Racial Minorities; People of Hispanic, Latino or Spanish origin; Black people; South Asians such as those from India and surrounding countries; Asians, such as those from China, Japan or Korea etc; Muslims
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN] BY Environment Index, Canada (2 questions):

- When it comes to trade-offs between the environment and the economy, which is more important to you?
- Which of the following statements best describes your personal point of view? We need to take immediate and dramatic action now to stop damaging the environment before it is too late OR We need to pay more attention to the environment, but we should be careful not to rush into policies that may cause more OR I think we are already doing enough for the environment.
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

Do you agree or disagree with the following statements? - I personally would describe myself as a feminist
Vote by Values Indices

United States
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN] BY Personal Initiative Index, US (3 questions):

- Generally, do you think people who don’t get ahead in life should blame...? Themselves OR The System
- Which of the following statements best describes your personal point of view? Profit system brings out the worst in human nature OR Profit system teaches people the value of hard work and success
- Is the main role of government...? To create equal opportunity so that everyone can compete on their own to be the best they can be OR To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Free Enterprise Index, US (5 questions):

- Agree: Most things would run pretty well by themselves if the government just didn’t interfere
- Agree: On the whole, our free enterprise economic system works pretty well
- Agree: Supporting a strong free enterprise economy is the best way to generate the tax revenue we need for strong social services
- Agree: Most government economic programs do more harm than good
- Agree: Here in the United States you can be anything you want if you are willing to work for it.
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Intervention Index, US (2 questions):

• Which of the following statements is closest to your point of view? Government regulation of business... is necessary to keep industry from becoming too powerful OR usually does more harm than good

• When it comes to economic growth, should we...? Let government take the lead and have business support government initiatives OR Let business take the lead and have government support business initiatives

Combined Vote by Intervention Index

Would Vote Trump  Would Vote Biden  Would Vote Other/Not Vote

Very low: 26% 12% 18% 37% 45% 36%
Medium low: 13% 26% 14% 60% 52% 36%
Ambivalent: 13% 26% 14% 60% 52% 36%
Medium high: 18% 37% 12% 63% 45% 37%
Very high: 4% 30% 18% 67% 63% 52%

Less government intervention  More government intervention
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Free Trade/Globalization Index, US (3 questions):

- Which statement is closer to your point of view? Free trade agreements are... A good way to create economic growth in America OR A dangerous threat to American jobs
- Thinking about globalization, the way in which the economies of different countries have become more closely connected, do you feel globalization has generally been a good thing for America or a bad thing for America?
- And what do you think the impact of globalization has been on you? Do you feel you are better off or worse off as a result of globalization?
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...? Their ability to afford the programs and services OR The public’s need for the programs and services

Combined Vote by Fiscal Conservatism

- **Public’s need**
  - Would Vote Trump: 59%
  - Would Vote Biden: 36%
  - Would Vote Other/Not Vote: 11%

- **Don't know**
  - Would Vote Trump: 40%
  - Would Vote Biden: 36%
  - Would Vote Other/Not Vote: 24%

- **Ability to afford**
  - Would Vote Trump: 60%
  - Would Vote Biden: 32%
  - Would Vote Other/Not Vote: 8%
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Social Conservatism Index, US (6 questions):
• Agree: When it comes to abortion, I believe the right to life is more important than a woman’s right to choose
• Agree: Sexual relations between two adults of the same sex is morally wrong
• Agree: The old-fashioned ways and old-fashioned values still show the best way to live
• Agree: Our country will be great if we honor the ways of our forefathers, do what the authorities tell us to do, and get rid of the ‘rotten apples’ who are ruining everything
• Agree: Equality between women and men has been achieved in [COUNTRY]
• When it comes to moral issues like same sex marriage and abortion, do you think ...?立法道德标准 OR Leave people to decide for themselves

![Combined Vote by Social Conservatism Index](https://example.com/chart.png)
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Which of the following statements comes closer to your point of view? Hunting is an important part of our heritage and should be allowed to continue OR Hunting is a part of our history but is not an important part of our future

- Would Vote Trump
- Would Vote Biden
- Would Vote Other/Not Vote

Combined Vote by Hunting

- Not part of the future: 22% Trump, 31% Biden, 10% Other
- Don't know: 48% Trump, 20% Biden, 20% Other
- Allowed to continue: 58% Trump, 32% Biden, 10% Other

Less supportive of hunting

More supportive of hunting
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN] BY Anti-Immigration Index, US (3 questions):

- Which of the following statements best describes your personal point of view? The growing number of newcomers from other countries threaten traditional American customs and values OR The growing number of newcomers from other countries strengthens American society
- Agree: Immigrants take jobs away from other Americans.
- Agree: Immigrants should adapt to American society and not the other way around.

Combined Vote by Anti-Immigration Index

Would Vote Trump  Would Vote Biden  Would Vote Other/Not Vote

<table>
<thead>
<tr>
<th>Anti-Immigration Index</th>
<th>Would Vote Trump</th>
<th>Would Vote Biden</th>
<th>Would Vote Other/Not Vote</th>
</tr>
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<tbody>
<tr>
<td>Very low</td>
<td>2%</td>
<td>10%</td>
<td>88%</td>
</tr>
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<td>69%</td>
</tr>
<tr>
<td>Ambivalent</td>
<td>35%</td>
<td>44%</td>
<td>20%</td>
</tr>
<tr>
<td>Medium high</td>
<td>57%</td>
<td>30%</td>
<td>13%</td>
</tr>
<tr>
<td>Very high</td>
<td>73%</td>
<td>21%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Less anti-immigration  More anti-immigration
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]  

**By Anti-Discrimination Index, US (4 questions):**

- In your view, using a scale of 0 to 10 where 10 is extremely serious and 0 is not serious at all, how serious a problem do you feel discrimination has been in the United State's past?
- In your view, using the same 0 to 10 scale, where 10 is extremely serious and 0 is not serious at all, how serious a problem do you feel discrimination is in the United States today?
- How much do you think should be done for racial minorities?
- Agree: All Americans should have the freedom to wear any item of clothing associated with their religious beliefs such as a headscarves

---

**Combined Vote by Anti-Discrimination Index**

- **Would Vote Trump**
  - Very low: 1%
  - Medium low: 22%
  - Ambivalent: 28%
  - Medium high: 44%
  - Very high: 18%

- **Would Vote Biden**
  - Very low: 1%
  - Medium low: 10%
  - Ambivalent: 12%
  - Medium high: 13%
  - Very high: 11%

- **Would Vote Other/Not Vote**
  - Very low: 98%
  - Medium low: 68%
  - Ambivalent: 60%
  - Medium high: 44%
  - Very high: 72%

---

Discrimination is less of a problem  
Discrimination is more of a problem
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Law & Order Index, US (2 questions):
• If the government introduces new policies to deal with crime, should they focus more on...? Getting tougher on crime OR Dealing with the causes of crime
• Do you think the best approach to drug abuse is...? Treat the use of illegal drugs as a crime and get tough on enforcement of drug laws among addicts OR Treat the use of illegal drugs as an illness and focus on prevention and treatment for addicts

Combined Vote by Law & Order Index

- Would Vote Trump
- Would Vote Biden
- Would Vote Other/Not Vote

![Graph showing the combined vote by Law & Order Index](image-url)
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Authoritarian Index, US (2 questions):

• Agree: There is no ‘one right way’ to live life; everybody has to create their own way.
• Agree: Our country needs free thinkers who will have the courage to defy traditional ways, even if this upsets many people.
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Cultural Alienation Index, US (3 questions):

- Agree: Sometimes politics seems so complicated that a person like me can't really understand what's going on.
- Agree: Everything is changing too fast today.
- Agree: What this country needs is strong, determined leaders who will destroy the negative forces that have taken us from our true path.
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

By Economic Alienation Index, US (3 questions):
- Agree: It’s hard for people like me to get ahead in [COUNTRY].
- Agree: No matter how hard I work, every year it seems more difficult to get by.
- Agree: The next generation will have a lot fewer opportunities than we have enjoyed.
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN] BY Economic Justice Index, US (5 questions):

- Agree: When government gives tax breaks to big business, it comes at the expense of people like me
- Agree: Governments have gone too far in allowing companies to operate with minimal regulation and oversight
- Agree: It is morally wrong that our economy allows a few people to have so much more money than most others
- Agree: We need a strong central government to handle modern economic problems efficiently
- Agree: We have a pressing social deficit in the United States that is measured by problems such as homelessness, waiting lists for health care

Combined Vote by Economic Justice Index

Would Vote Trump | Would Vote Biden | Would Vote Other/Not Vote
---|---|---
Very low | 83% | 8% | 9%
Medium low | 68% | 18% | 13%
Ambivalent | 47% | 38% | 15%
Medium high | 36% | 9% | 9%
Very high | 70% | 21% | 9%

More Redistribution | Less Redistribution
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Political Alienation Index, US (2 questions):

- Agree: Governments care more about special interests than they do about the average person.
- Do you think the people in government waste a lot of the money we pay in taxes, waste some of it, or don’t waste very much of it?
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Political Populism Index, US (2 questions):

- When it comes to government decision making, which of the following statements is closest to your view? Too often the government listens to experts instead of common sense OR Political issues are complicated so government should listen to experts when it comes to policy
- When it comes to government decision making, which of the following statements is closest to your view? Most of the compromising that goes on in politics turns out to be bad for the public OR Compromise and bargaining among politicians is necessary to make democracy work
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Political Efficacy Index, US (2 questions):

- Which statement best represents your view of the political process in the United States? The best way to make a difference is to work within the existing political system. OR The best way to make a difference is to get involved with political or protest movements outside the traditional political system. OR It doesn’t matter what you do, you can’t really make a difference in politics.

- Agree: If there was a political issue I really cared about, I think I could make a difference by participating in the political process.
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Global Engagement Index, US (2 questions):

- Do you think it would be better for the future of the country if we take an active part in world affairs or if we stay out of world affairs?
- Which of the following statements comes closest to your own point of view? We have a moral duty to help other countries in need and should either maintain or expand foreign aid spending OR Foreign aid is often wasted or misused by foreign governments and that we should use the money to fix problems at home

![Combined Vote by Global Engagement Index](image-url)

- **Very low**: 60% Would Vote Trump, 27% Would Vote Biden, 12% Would Vote Other/Not Vote
- **Medium low**: 42% Would Vote Trump, 40% Would Vote Biden, 18% Would Vote Other/Not Vote
- **Ambivalent**: 42% Would Vote Trump, 50% Would Vote Biden, 8% Would Vote Other/Not Vote
- **Medium high**: 72% Would Vote Trump, 19% Would Vote Biden, 9% Would Vote Other/Not Vote
- **Very high**: 65% Would Vote Trump, 30% Would Vote Biden, 5% Would Vote Other/Not Vote

Less engaged | More engaged
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Xenophobia Index, US (7 questions):

- Group Affect - Recent Immigrants; Racial Minorities; People of Hispanic, Latino or Spanish origin; Black people; South Asians such as those from India and surrounding countries; Asians, such as those from China, Japan or Korea etc; Muslims

Would Vote Trump  Would Vote Biden  Would Vote Other/Not Vote

Very low

63%  28%  9%

Medium low

50%  41%  9%

Ambivalent

51%  32%  17%

Medium high

54%  32%  13%

Very high

70%  18%  12%

Less xenophobic  More xenophobic
If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Environment Index, US (2 questions):

• When it comes to trade-offs between the environment and the economy, which is more important to you?
• Which of the following statements best describes your personal point of view? We need to take immediate and dramatic action now to stop damaging the environment before it is too late OR We need to pay more attention to the environment, but we should be careful not to rush into policies that may cause more OR I think we are already doing enough for the environment.
Combined Vote by Feminism

If the 2020 presidential election was being held today, which presidential candidate would you vote for? [VOTE + LEAN]

BY Do you agree or disagree with the following statements? - I personally would describe myself as a feminist

- Would Vote Trump
- Would Vote Biden
- Would Vote Other/Not Vote

Would Vote Trump | Would Vote Biden | Would Vote Other/Not Vote

<table>
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<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Neutral/Don’t know</th>
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Less feminist                      More feminist
US Regressions: What Drives Trump Vote Choice?
What is Regression Analysis?

Regressions are a way of understanding why people think, feel or do the things they do. In this case, regressions help us to understand why Americans are voting for Donald Trump.

- A regression allows us to take all the questions that may explain the key question we are interested in and see which is the most important. Regressions do this by holding all the likely suspects constant and varying one question at a time to see which questions (explanatory variables) have the greatest impact on the key question (dependent variable).

Vote Preference Regression Analysis

- In this study, we look at what aspects of respondents’ demographics, attitudes, psychographics and values drive voter preference for Donald Trump, approval of Trump’s presidency, partisanship, and evaluation of the national mood. In other words, what matters the most when everything else is held constant?
- The following slides describe the result of this analysis.
In order to explain respondents’ vote preference for Donald Trump we add blocks of variables to the model one at a time to see the contribution of each block individually.

First we run the model with only demographic variables. Then we add respondents’ party identification, key attitudes and psychographics; then we add values in four steps: traditional conservative values and post-materialism; political alienation and political empathy; economic and cultural alienation and globalism; and finally, authoritarianism, racial attitudes and nativism.

Separating the steps allows us to show how much of the variance is explained by each block in turn.

**Demographics:** includes gender, region, income, ethnicity and race, education, mother tongue, home-ownership

**Key Attitudes and Identification:** includes Party identification, approval of Donald Trump’s presidency, approval of economy, general outlook of US, follow election coverage closely

**Cultural Values**

**Economic Values**

**Alienation/Populism Values**

**Openness Values**

**Post-Materialist Values**

*Adjusted $R^2 = 0.XX*
The first regression focuses on explaining vote. That regression shows that Trump’s job performance and Party Identification are key drivers.

We then conducted two further regressions to understand the factors that drive Trump’s job performance and Party Identification.

The Trump’s job performance regression finds assessments of whether the US is headed in the right direction or is on the wrong track was a key driver. So we conducted a fourth regression to understand the drivers of those perceptions.
For our regression, demographics alone explain 3.3% of Trump vote preference; adding attitudes and ID explained an additional 73.5%; values as a whole explains an additional .3%. Overall, the model explains 77% of the variance in Trump combined vote preference.

**Note:** Chart shows standardized beta scores. All drivers significant at a 95% confidence interval unless indicated otherwise.

**Adjusted R² = 0.771**
Shapley Regression

How much does each driver explain Trump vote preference?

In a follow-up regression, looking at the key drivers in our model, we can determine how much each variable is responsible for the total variance in the dependent variable.

- **Trump approval** explains 19% of the total variance in Trump vote preference.
- Both **Trump and Biden’s personal favourability** explains 16%.
- **Republican ID** explains 8% of Trump vote preference, while **Democratic ID** explains 7%.
- **Trump’s COVID-19 Handling** explain 7% of vote preference.
- **Values and demographics** beyond these attitudes and ID directly explain only a total of 4%.
For our regression, demographics alone explain 6.0% of Trump approval; adding attitudes and ID explained an additional 53.9%; values as a whole explains an additional 4.7%. Overall, the model explains 64.6% of the variance in Trump’s approval.

Note: Chart shows standardized beta scores. All drivers significant at a 95% confidence interval unless indicated otherwise.
Shapley Regression
How much does each driver explain Trump’s approval?

In a follow-up regression, looking at the key drivers in our model, we can determine how much each variable is responsible for the total variance in the dependent variable.

- **General Mood** explains 12% of the total variance in Trump’s approval.
- **Trump’s COVID-19 Handling** explain 12% of vote preference.
- **Republican ID** explains 9% of Trump vote preference, while **Democratic ID** explains 6%.
- **Cultural values** including the immigration index (7%), the anti-discrimination index (4%) and the hunting value (2%) explain a total of 13%.
- **Other smaller drivers** beyond these directly explain only a total of 1%.
For our regression, demographics alone explain 5.6% of Trump approval; values as a whole explains an additional 21.1%. Overall, the model explains 26.7% of the variance in Republican Party ID.

Note: Chart shows standardized beta scores. All drivers significant at a 95% confidence interval unless indicated otherwise.
In a follow-up regression, looking at the key drivers in our model, we can determine how much each variable is responsible for the total variance in the dependent variable.

- **Cultural values** including the social conservatism index (8%), the anti-immigration index (6%), and the anti-discrimination index (5%) explain a total of 19%.
- **Economic values** including the personal initiative index (3%) and the economic justice index (2%) explain a total of 5%.
- **Demographics** explain a total of 3%.
- **Other smaller drivers** beyond these directly explain only a total of 1%.
For our regression, demographics alone explain 6.0% of the national mood; adding attitudes and ID explained an additional 29.9%; values as a whole explains an additional 7.9%. Overall, the model explains 44.1% of the variance in national mood.

Note: Chart shows standardized beta scores. All drivers significant at a 95% confidence interval unless indicated otherwise.
In a follow-up regression, looking at the key drivers in our model, we can determine how much each variable is responsible for the total variance in the dependent variable.

- **Attitudes towards the US economy** explain the most of the national mood at 20%.
- **Cultural values** including the social conservatism index (7%) and the anti-discrimination index (4%) explain a total of 11%.
- **The environment index** explains 5% of the variance.
- **Economic values** including the free enterprise index (3%) and the globalization index (2%) explain a total of 4%.
- **Alienation values** explain an additional 3% of the variance.
- **Demographics** explain a total of 2%.
- **Other smaller drivers** beyond these directly explain only a total of 1%.
What the Regressions Tell Us

This election is first and foremost a referendum on Donald Trump.

Three of the top five predictors of voting for Trump/Pence are his overall job performance, favourables towards Trump and federal job performance on COVID-19. Feelings towards Biden and Republican party ID (the political version of brand loyalty) round out the top five and explain two thirds of the variance in Trump vote.

Only two value measures have a direct impact on vote; identifying as a feminist and views on economic intervention, and their impact is only 3%. The only demographic that impacts vote directly is age where young people are less likely to vote for Trump, all else considered.

The two top drivers of Trump’s job performance are the general direction of the country and the federal government’s performance on COVID-19. Trump has not been successful in convincing all of his own supporters that the government is providing good leadership on this issue, and it is costing him votes. Party ID plays an important role as well.

The biggest driver of the national mood is perceptions of the economy but a wide array of cultural and alienation values also matter.

Party ID appears to be more path dependent but cultural values play an important role.
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