Neighbours
What make Canadians and American politics alike, and different

Public Opinion Research
Release Date: October 9th, 2020

About This Study

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.

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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.

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 (%)
Men 18-34	259	9.3%	206	13.7%
Men 35-54	466	16.8%	250	16.7%
Men 55+	695	25.1%	273	18.2%
Women 18-34	313	11.3%	204	13.6%
Women 35-54	484	17.5%	260	17.3%
Women 55+	554	20.0%	306	20.4%
BC	474	17.1%	203	13.6%
Alberta	406	14.7%	168	11.2%
Prairies	112	4.0%	98	6.5%
Ontario	1143	41.3%	575	38.4%
Quebec	515	18.6%	351	23.5%
Atlantic	117	4.2%	102	6.8%

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)

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

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.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	208	8.5%	132	13.2%
Men 35-54	296	12.2%	151	15.2%
Men 55+	533	21.9%	199	19.9%
Women 18-34	354	14.5%	139	13.9%
Women 35-54	440	18.1%	157	15.7%
Women 55+	603	24.8%	221	22.1%
Northeast	392	16.1%	188	18.8%
Midwest	582	23.9%	212	21.2%
South	1110	45.6%	404	40.4%
West	351	14.4%	196	19.6%

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

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Presenting the Results

This reports 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 section. 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.

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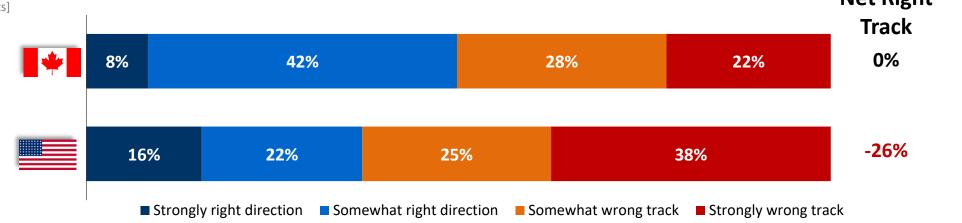
United States & Canada

National Mood: Canadians are more likely to feel their country is headed in the right direction, but more pessimistic on the economy
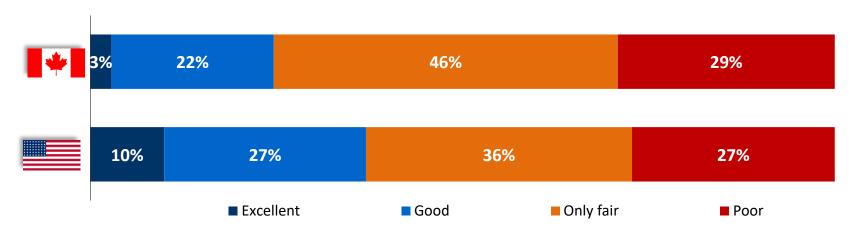
Q Generally speaking, do you feel things in [Canada/United States] are going in the right direction, or do you feel things have gotten off on the wrong track? And do you feel strongly or somewhat strongly about that?
[asked of all respondents]

Net Right Track

🇨🇦 | 8% | 42% | 28% | 22% — **0%**

🇺🇸 | 16% | 22% | 25% | 38% — **-26%**

■ Strongly right direction ■ Somewhat right direction ■ Somewhat wrong track ■ Strongly wrong track

Q How would you describe the economy today in [Canada/the United States]? Would you say it is...
[asked of all respondents]

🇨🇦 | 3% | 22% | 46% | 29%

🇺🇸 | 10% | 27% | 36% | 27%

■ Excellent ■ Good ■ Only fair ■ Poor

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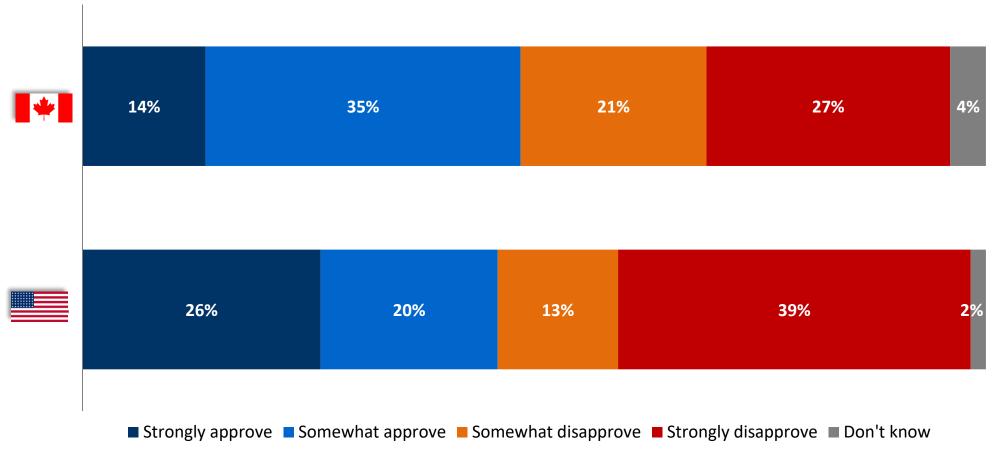
Leadership: Trudeau's approval (48%) is roughly on par with Trump's (46%), but Americans have more intense views

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

Canada
- Strongly approve: 14%
- Somewhat approve: 35%
- Somewhat disapprove: 21%
- Strongly disapprove: 27%
- Don't know: 4%

United States
- Strongly approve: 26%
- Somewhat approve: 20%
- Somewhat disapprove: 13%
- Strongly disapprove: 39%
- Don't know: 2%

Legend: ■ Strongly approve ■ Somewhat approve ■ Somewhat disapprove ■ Strongly disapprove ■ Don't know

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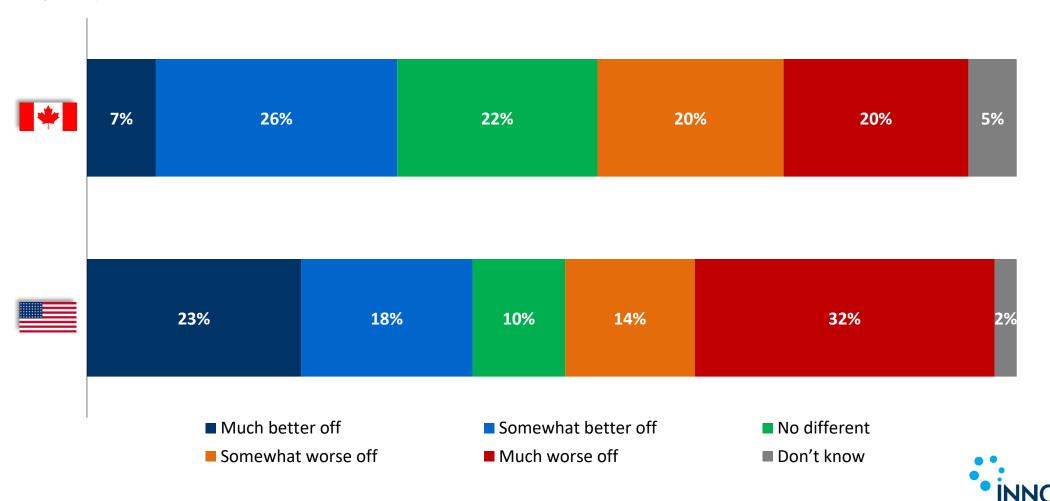
Efforts in office: 4-in-10 (41%) Americans think Trump has made things better off since he entered office

Q 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]

| 🇨🇦 | 7% | 26% | 22% | 20% | 20% | 5% |

| 🇺🇸 | 23% | 18% | 10% | 14% | 32% | 2% |

- ■ Much better off
- ■ Somewhat better off
- ■ No different
- ■ Somewhat worse off
- ■ Much worse off
- ■ Don't know

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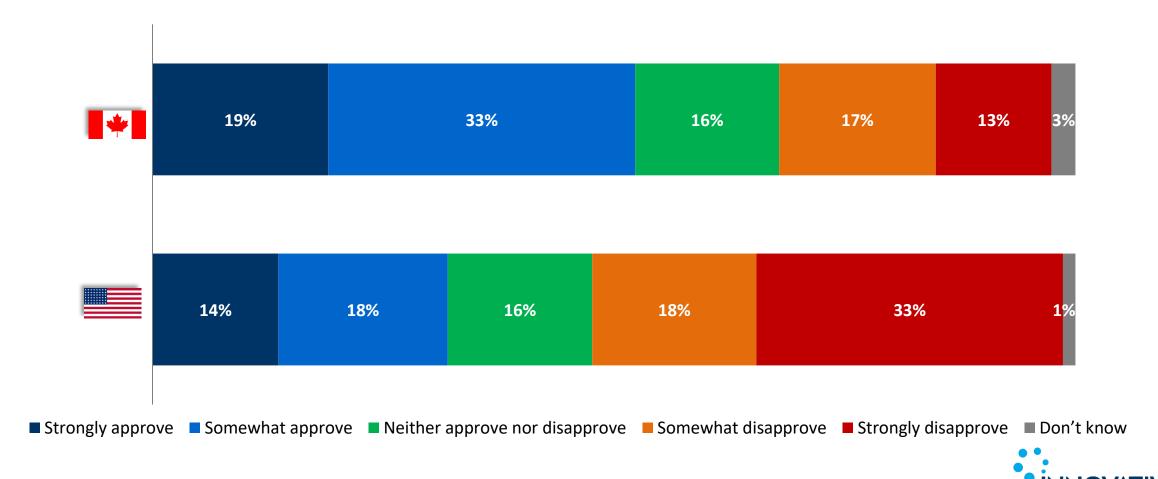
COVID-19 Handling: The Canadian government receives much higher approval on its handling of COVID-19 than the US government

Q Do you approve or disapprove of the way the Federal Government has handled the outbreak of COVID-19?
[asked of all respondents]

Canada:
- Strongly approve: 19%
- Somewhat approve: 33%
- Neither approve nor disapprove: 16%
- Somewhat disapprove: 17%
- Strongly disapprove: 13%
- Don't know: 3%

United States:
- Strongly approve: 14%
- Somewhat approve: 18%
- Neither approve nor disapprove: 16%
- Somewhat disapprove: 18%
- Strongly disapprove: 33%
- Don't know: 1%

Legend: ■ Strongly approve ■ Somewhat approve ■ Neither approve nor disapprove ■ Somewhat disapprove ■ Strongly disapprove ■ Don't know

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COVID-19 Handling by Approval: More than 10% of those who strongly[11] approve of Trump's presidency disapprove of his COVID-10 handling

Q 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]

Approval of Trump's Presidency

	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove		
Strongly approve	39%	29%	19%	6%	7%	1%
Somewhat approve	5%	36%	29%	17%	13%	1%
Somewhat disapprove	2%	11%	17%	43%	24%	3%
Strongly disapprove	5%	5%	6%	17%	66%	1%
Don't know	5%	6%	34%	22%	9%	23%

Legend:
- Strongly approve
- Somewhat approve
- Neither approve nor disapprove
- Somewhat disapprove

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Leaders in the US: Nearly 4-in-10 (38%) say they have a very unfavourable impression of Donald Trump

Q 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
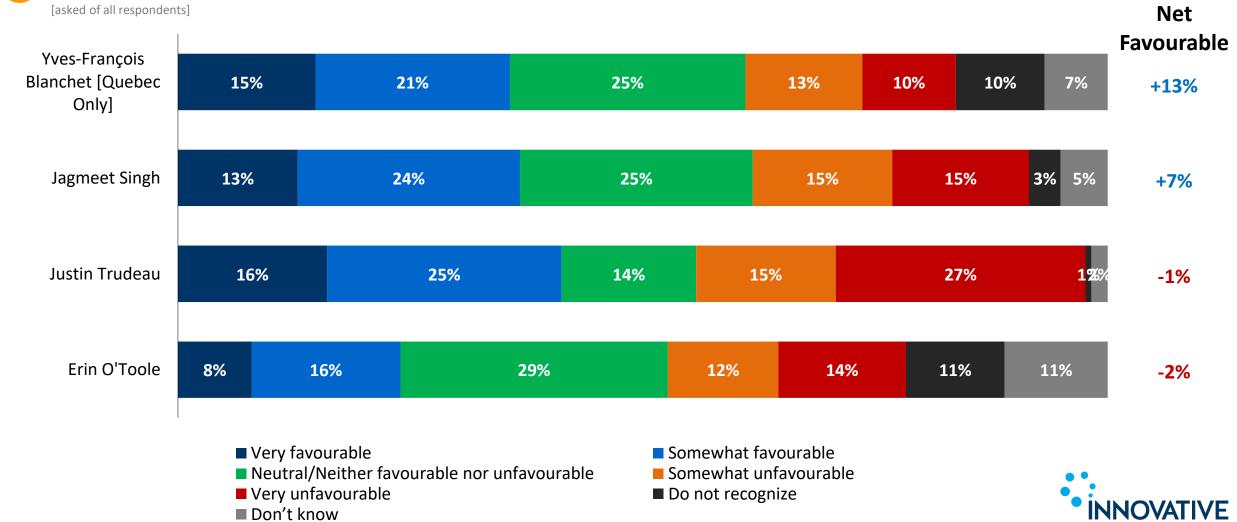
[asked of all respondents]

Net Favourable

Joe Biden
| 29% | 17% | 9% | 12% | 30% | **+4%** |

Donald Trump
| 27% | 16% | 7% | 9% | 38% | **-4%** |

- ■ Very favourable
- ■ Somewhat favourable
- ■ Neutral/Neither favourable nor unfavourable
- ■ Somewhat unfavourable
- ■ Very unfavourable
- ■ Do not recognize
- ■ Don't know

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

Q 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]

Net Favourable

Leader	Very favourable	Somewhat favourable	Neutral	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know	Net Favourable
Yves-François Blanchet [Quebec Only]	15%	21%	25%	13%	10%	10%	7%	+13%
Jagmeet Singh	13%	24%	25%	15%	15%	3%	5%	+7%
Justin Trudeau	16%	25%	14%	15%	27%	1%	2%	-1%
Erin O'Toole	8%	16%	29%	12%	14%	11%	11%	-2%

■ Very favourable
■ Somewhat favourable
■ Neutral/Neither favourable nor unfavourable
■ Somewhat unfavourable
■ Very unfavourable
■ Do not recognize
■ Don't know

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Democracy: While both countries believe democracy means accepting the election outcomes, Canadian's trust the process more

Q 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.

🇨🇦 | 37% | 31% | 19% | 6% | 3% | 4%
🇺🇸 | 26% | 30% | 23% | 11% | 8% | 2%

I am concerned that encouraging voting by mail will result in more electoral fraud.

🇨🇦 | 14% | 20% | 20% | 15% | 26% | 5%
🇺🇸 | 30% | 19% | 16% | 10% | 23% | 2%

Democracy means accepting the result of an election, even if I don't like who wins.

🇨🇦 | 49% | 28% | 14% | 3% | 1% | 4%
🇺🇸 | 49% | 24% | 15% | 4% | 3% | 4%

- ■ Strongly agree
- ■ Somewhat agree
- ■ Neither agree nor disagree
- ■ Somewhat disagree
- ■ Strongly disagree
- ■ 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

Q Combined Vote [Vote+Lean]
[asked of all respondents]

Canada

Party	%
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)

Candidate	%
Biden/Harris	47%
Trump/Pence	42%
Other	1%
Undecided/Don't know	9%
Would not vote/None	2%

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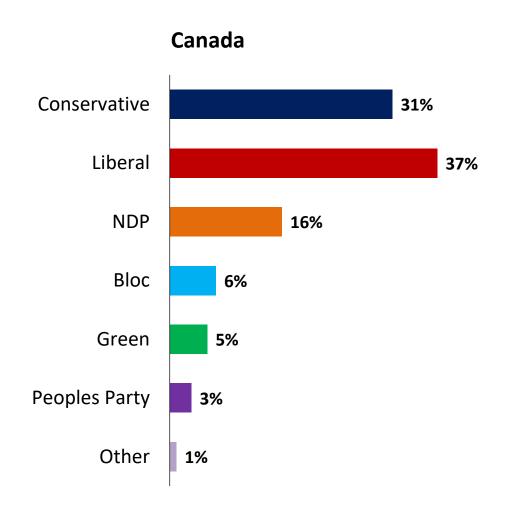
Decided Vote – Canada/US: Biden up by five points over Trump in US decided vote, Liberals six points ahead of CPC in Canada
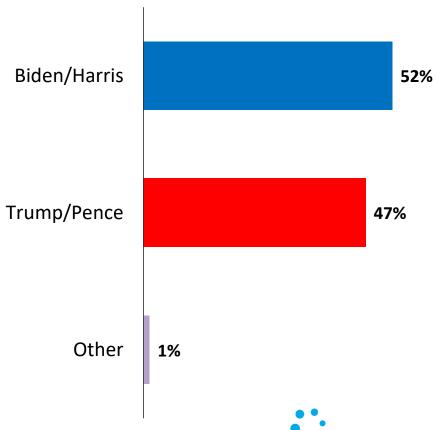
Q Decided Vote
[shows respondents with first choice, Canada, n=1,293; US, n=895]

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%**

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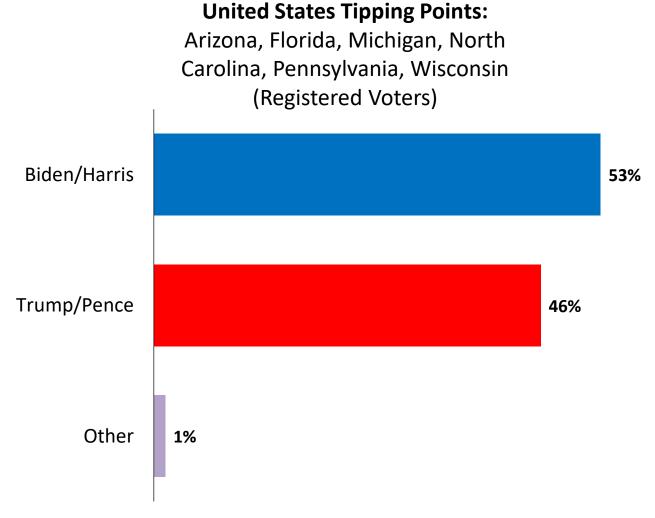
Decided Vote – US Tipping Point States: Biden up by seven points over Trump in the states most likely to decide the election

Q Decided Vote
[showing respondents in tipping point states; n=204]

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

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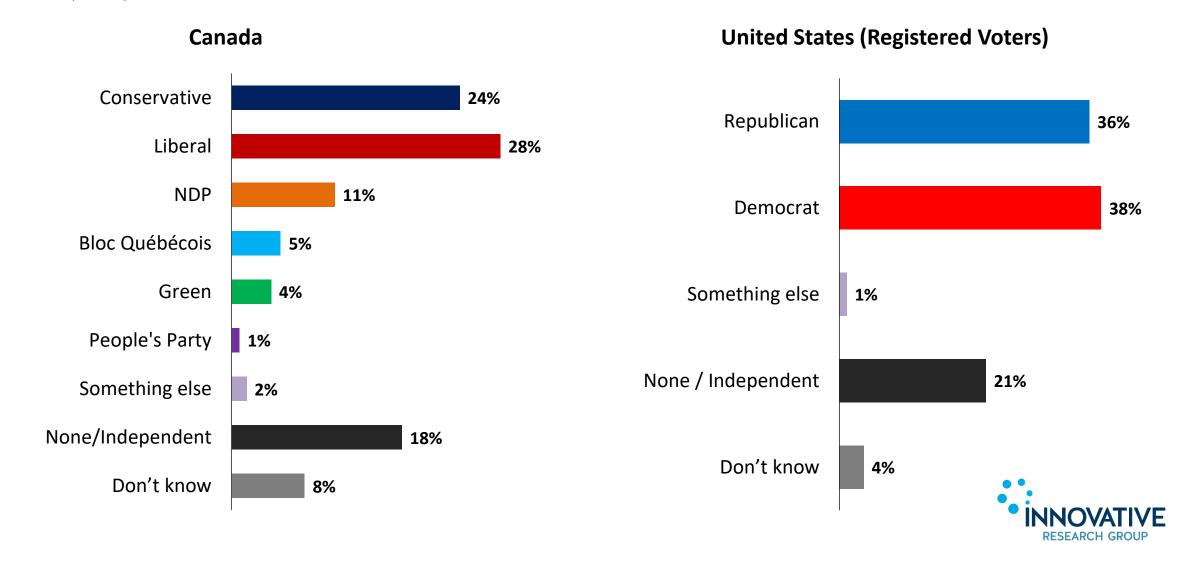
Partisanship – Canada/US: In Canada, the Liberals lead on partisanship while in the US the Democrats lead
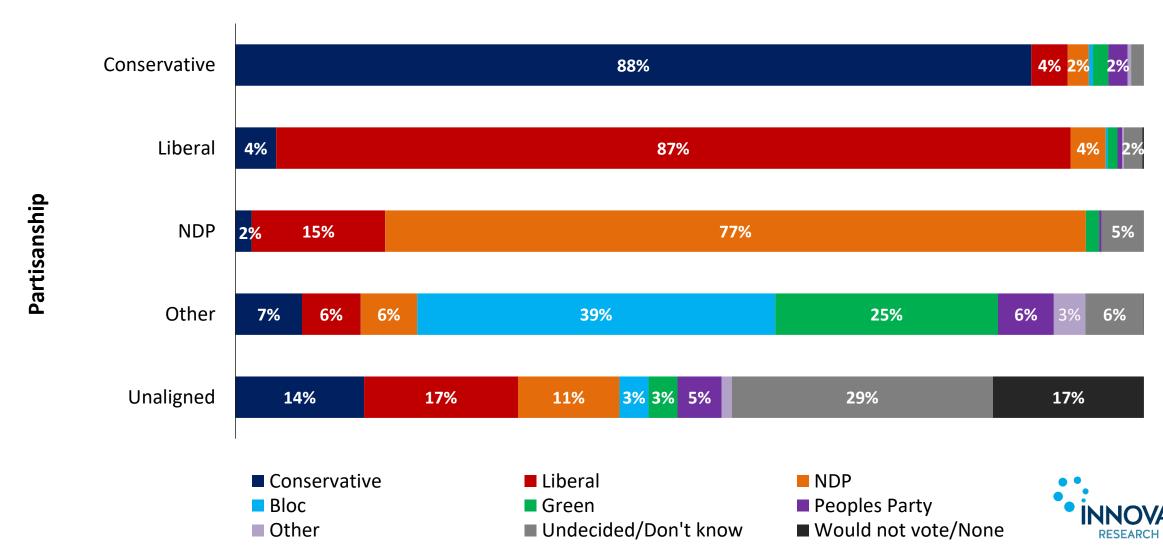
Q Thinking about politics in [Canada/the United States], generally speaking, do you usually think of yourself as a…
[asked of all respondents]

Canada

- Conservative: **24%**
- Liberal: **28%**
- NDP: **11%**
- Bloc Québécois: **5%**
- Green: **4%**
- People's Party: **1%**
- Something else: **2%**
- None/Independent: **18%**
- Don't know: **8%**

United States (Registered Voters)

- Republican: **36%**
- Democrat: **38%**
- Something else: **1%**
- None / Independent: **21%**
- Don't know: **4%**

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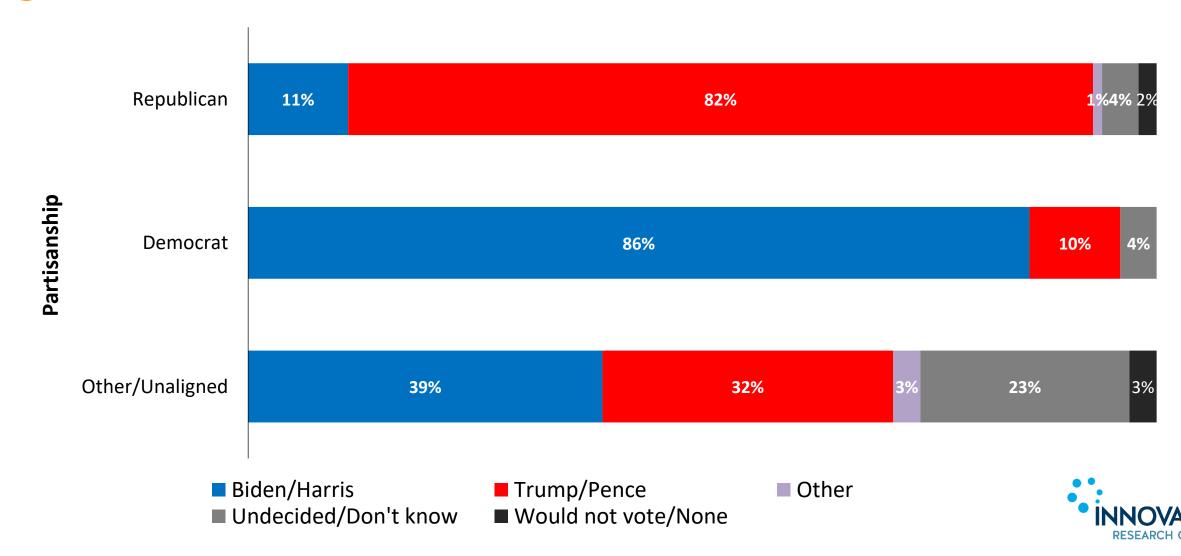
Vote by ID – Canada: Conservative and Liberal partisans are most loyal with almost 9-in-10 saying they would vote for their party

Q Combined Vote by Party ID
[asked of all respondents]

Partisanship

	Conservative	Liberal	NDP	Bloc	Green	Peoples Party	Other	Undecided/Don't know	Would not vote/None
Conservative	88%	4%	2%		2%				
Liberal	4%	87%	4%			2%			
NDP	2%	15%	77%					5%	
Other	7%	6%	6%	39%	25%	6%	3%	6%	
Unaligned	14%	17%	11%	3%	3%	5%		29%	17%

Legend:
- ■ Conservative
- ■ Liberal
- ■ NDP
- ■ Bloc
- ■ Green
- ■ Peoples Party
- ■ Other
- ■ Undecided/Don't know
- ■ Would not vote/None

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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

Q Combined Vote by Party ID
[asked of all respondents]

Partisanship

Republican: Biden/Harris 11%, Trump/Pence 82%, Other 1%, Undecided/Don't know 4%, Would not vote/None 2%

Democrat: Biden/Harris 86%, Trump/Pence 10%, Undecided/Don't know 4%

Other/Unaligned: Biden/Harris 39%, Trump/Pence 32%, Other 3%, Undecided/Don't know 23%, Would not vote/None 3%

Legend:
- Biden/Harris
- Trump/Pence
- Other
- Undecided/Don't know
- Would not vote/None

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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

Difference: | **Index Summary:**

Economic

Dimension	America	Canada	Difference	Summary
Intervention/Regulation	43	49	+6	In favour of greater government intervention and regulation in the economy
Free Trade/Globalization	58	61	+3	Believe in the benefits of trade agreements and globalization
Fiscal Conservatism		42	+0	Believe governments should prioritize ability to afford over need
Free Enterprise	63	58	-5	Express support for free market economic policies
Personal Initiative	67	61	-6	Prefer equality of opportunity, and believe outcomes reflect personal responsibility

Cultural

Dimension	America	Canada	Difference	Summary
Anti-immigration	53	55	-2	Skeptical of increased immigration
Authoritarian	33	30	-3	Hostile towards people who push boundaries or promote radical ideas
Law & Order	41	37	-4	Support more strict and punitive policies to address crime
Anti-Discrimination	69	65	-4	Believe in, and support policies to address, systemic forms of discrimination
Cultural Alienation	62	56	-6	Feel increasingly disconnected from mainstream culture
Social Conservatism	50	39	-11	Support 'traditional values'; skeptical of feminism, marriage equality, abortion rights
Hunting	57	46	-11	Believe hunting is an important part of the future

Populism/Alienation

Dimension	America	Canada	Difference	Summary
Economic Alienation	53	57	+3	Feel they are falling behind and lack economic opportunity
Economic Justice	64	66	+3	Want to address inequality and the concentration of corporate power
Political Populism	46	47	-1	Skeptical of gov. decisions based on so-called experts and political horse-trading
Political Alienation	76	68	-7	Believe government policies support special interest and tax dollars are wasted

Openness

Dimension	America	Canada	Difference	Summary
Global Engagement	49	53	+4	Believe gov. should play an active role in global affairs
Xenophobia	34	31	-2	Express negative views of minority groups and immigrants
Political Efficacy	65	60	-5	Personal participation in politics is important and can make a real difference

Post-Materialism

Dimension	America	Canada	Difference	Summary
Feminism	47	53	+6	Describes self as a feminist
Environmental	52	55	+3	Prioritize action to protect the environment, even over economic concerns

Legend: ● America ● Canada

X-axis: 0 20 40 60 80 100

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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

Difference:

Economic

		Difference
Fiscal Conservatism	Biden 29, Trump 57	+28
Personal Initiative	Biden 59, Trump 78	+19
Free Enterprise	Biden 57, Trump 70	+13
Free Trade/Globalization	Trump 41, Biden 58	-17
Intervention/Regulation	Trump 34, Biden 53	-19

Cultural

		Difference
Hunting	Biden 41, Trump 75	+34
Anti-immigration	Biden 41, Trump 72	+31
Law & Order	Biden 27, Trump 56	+29
Social Conservatism	Biden 40, Trump 64	+24
Cultural Alienation	Biden 59, Trump 66	+7
Authoritarian	Biden 30, Trump 36	+6
Anti-Discrimination	Trump 59, Biden 79	-20

Populism/Alienation

		Difference
Political Populism	Biden 39, Trump 54	+14
Political Alienation	Trump 77, Biden 76	+1
Economic Alienation	Trump 50, Biden 56	-7
Economic Justice	Trump 55, Biden 72	-17

Openness

		Difference
Xenophobia	Biden 26, Trump 41	+14
Political Efficacy	Trump 65, Biden 67	-2
Global Engagement	Trump 41, Biden 58	-17

Post-Materialism

		Difference
Feminism	Trump 38, Biden 56	-18
Environmental	Trump 35, Biden 66	-31

● Biden voters
● Trump voters

0 10 20 30 40 50 60 70 80 90 100

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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

Canada Outside of Quebec

Economic
- Fiscal Conservatism: NDP 24, LPC 26, CPC 68
- Personal Initiative: NDP 42, LPC 57, CPC 78
- Free Enterprise: NDP 48, LPC 53, CPC 66
- Free Trade/Globalization: NDP 59, CPC 61, LPC 68
- Intervention/Regulation: CPC 31, NDP 60, LPC 61

Cultural
- Hunting: LPC 35, NDP 45, CPC 62
- Anti-immigration: LPC 39, NDP 41, CPC 65
- Law & Order: NDP 23, LPC 24, CPC 50
- Social Conservatism: NDP 29, LPC 34, CPC 47
- Cultural Alienation: LPC 56, NDP 66, CPC 82
- Authoritarian: NDP 23, LPC 28, CPC 36
- Anti-Discrimination: CPC 55, LPC 73, NDP 75

Populism/Alienation
- Political Populism: LPC 32, NDP 43, CPC 57
- Political Alienation: LPC 52, NDP 54, CPC 56
- Economic Alienation: LPC 52, CPC 57, NDP 61
- Economic Justice: CPC 57, LPC 70, NDP 76

Openness
- Xenophobia: NDP 23, LPC 24, CPC 36
- Political Efficacy: CPC 57, NDP 63, LPC 68
- Global Engagement: CPC 41, NDP 64, LPC 70

Post-Materialism
- Feminism: CPC 43, NDP 61, LPC 62
- Environmental: CPC 33, LPC 63, NDP 70

Legend:
- CPC Voters (blue)
- LPC Voters (red)
- NDP Voters (orange)

Note: Detailed breakdowns of the questions making up each index are provided in the full report. All indices are scaled from 0 to 100.

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In Quebec, all the parties overlap on many values, but there are big differences on some like fiscal conservatism and environmentalism

Quebec

Economic

	CPC	LPC	NDP	BQ
Fiscal Conservatism	53	29	23	55
Personal Initiative	72	60	57	65
Free Enterprise	65	59	55	61
Free Trade/Globalization	56	65	52	58
Intervention/Regulation	41	52	59	51

Cultural

Hunting	34	49	38	38
Anti-immigration	69	53	49	65
Law & Order	55	45	28	45
Social Conservatism	39	46	32	43
Cultural Alienation	79	56	69	73
Authoritarian	32	31	23	26
Anti-Discrimination	53	68	73	59

Populism/Alienation

Political Populism	47	33	36	50
Political Alienation	54	62	63	63
Economic Alienation	55	57	64	55
Economic Justice	64	66	72	73

Openness

Xenophobia	42		32	36
Political Efficacy	53	62	66	54
Global Engagement	47	57	56	49

Post-Materialism

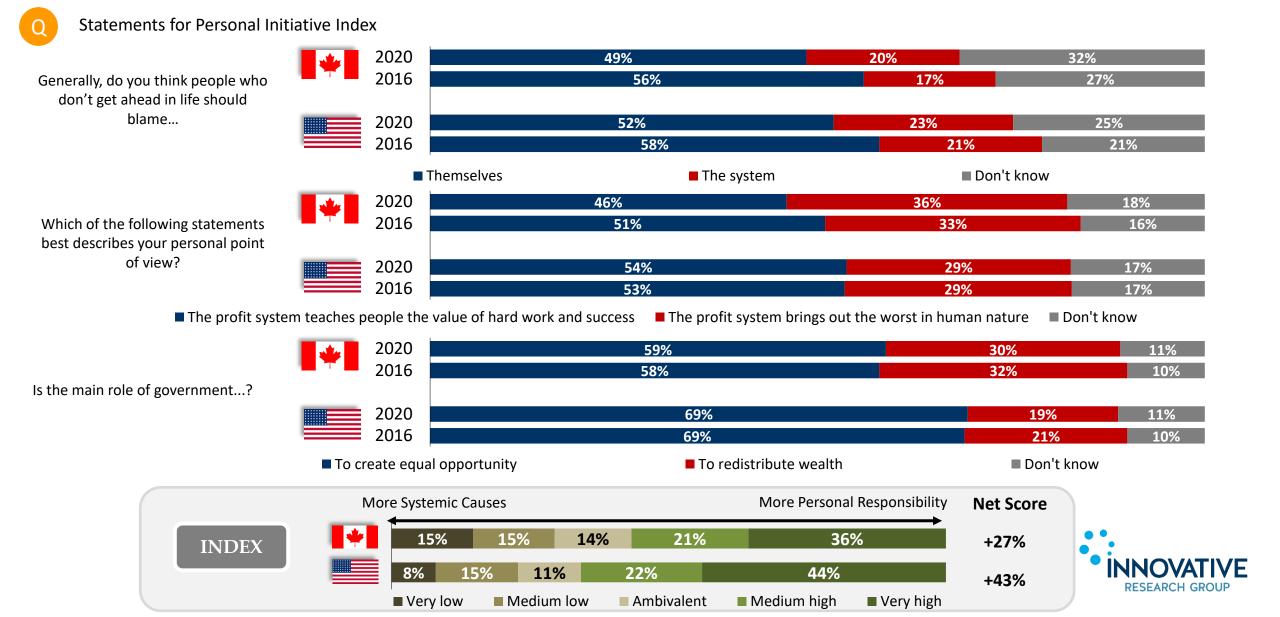|				
Feminism	45	47	71	48
Environmental	41	59	70	69

- ● CPC Voters
- ● LPC Voters
- ● NDP Voters
- ● BQ Voters

Note: Detailed breakdowns of the questions making up each index are provided in the full report. All indices are scaled from 0 to 100.
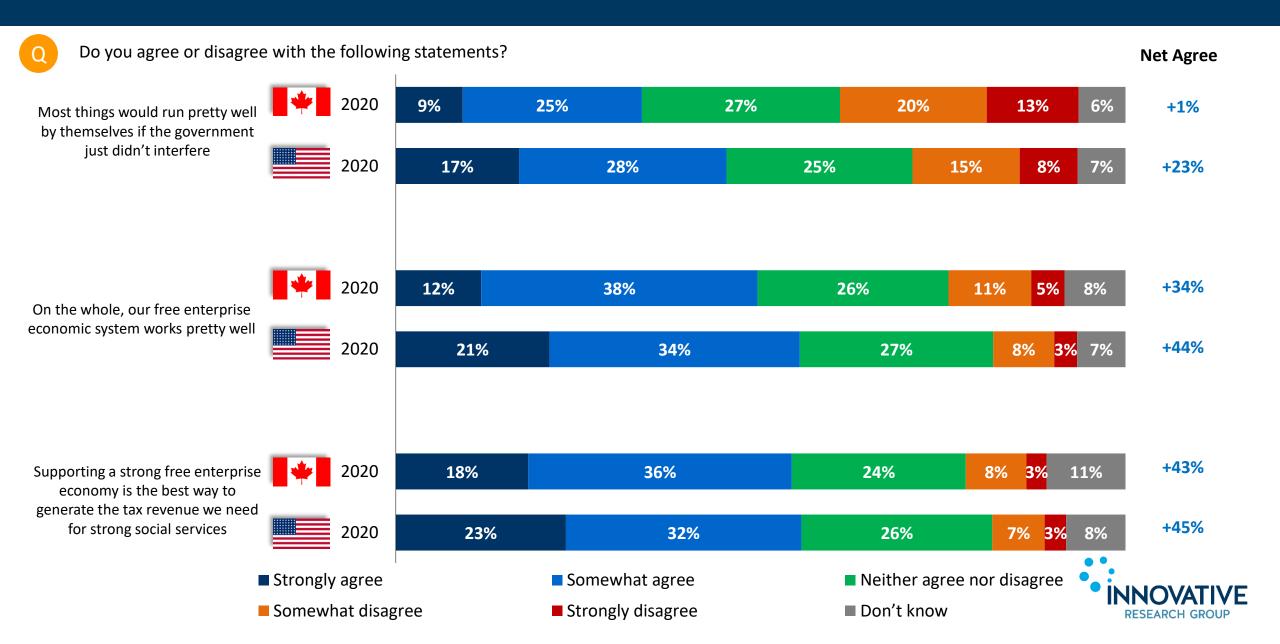
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Both countries see a significant decline in populism, the US sees a broader decline in alienation

America

Canada

Change (America)   **Change** (Canada)

Economic

Index	America 2016	America 2020	America Change	Canada 2016	Canada 2020	Canada Change
Free Trade/Globalization	56	58	+2	60	61	+1
Fiscal Conservatism	43	42	-1	44	42	-1
Personal Initiative	68	67	-1	64	61	-3

Cultural

Index	America 2016	America 2020	America Change	Canada 2016	Canada 2020	Canada Change
Authoritarian	28	33	+5	30	30	+0
Law & Order	42	41	-1	33	37	+4
Cultural Alienation	63	62	-1	53	56	+3

Populism/Alienation

Index	America 2016	America 2020	America Change	Canada 2016	Canada 2020	Canada Change
Economic Alienation	59	53	-6	55	57	+2
Political Populism	55	47	-8	51	45	-5
Political Alienation	80	76	-4	70	68	-1

Openness

Index	America 2016	America 2020	America Change	Canada 2016	Canada 2020	Canada Change
Global Engagement	48	49	+1	61	53	-8
Xenophobia	37	34	-3	33	31	-2
Political Efficacy	65	63	+1	60	60	-1

Post-Materialist

Index	America 2016	America 2020	America Change	Canada 2016	Canada 2020	Canada Change
Environmental	53	52	-1	56	55	-1

Legend: America ● 2016 ● 2020; Canada ● 2016 ● 2020

Note: Detailed breakdowns of the questions making up each index are provided in the full report. All indices are scaled from 0 to 100.

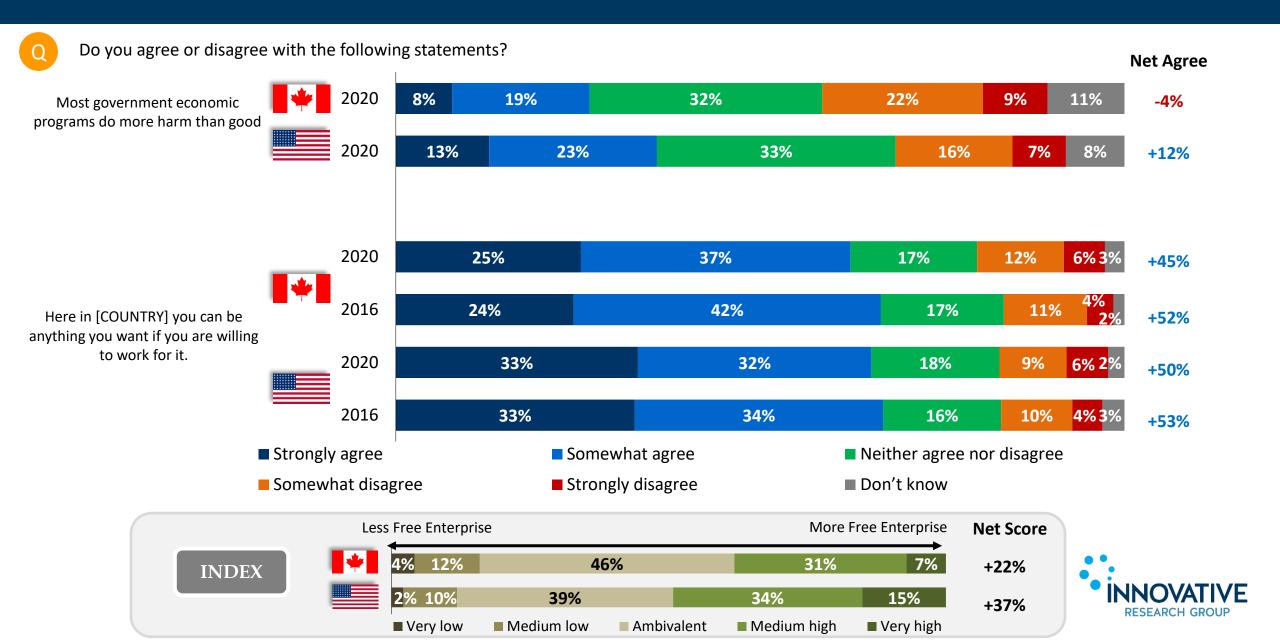**Tracking is not available for all indices because of differences in the two surveys**

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Value Indices - Economic

Personal Initiative Index

Q Statements for Personal Initiative Index

Generally, do you think people who don't get ahead in life should blame…

🇨🇦 2020: Themselves 49% | The system 20% | Don't know 32%
🇨🇦 2016: Themselves 56% | The system 17% | Don't know 27%

🇺🇸 2020: Themselves 52% | The system 23% | Don't know 25%
🇺🇸 2016: Themselves 58% | The system 21% | Don't know 21%

■ Themselves ■ The system ■ Don't know

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

🇨🇦 2020: 46% | 36% | 18%
🇨🇦 2016: 51% | 33% | 16%

🇺🇸 2020: 54% | 29% | 17%
🇺🇸 2016: 53% | 29% | 17%

■ The profit system teaches people the value of hard work and success   ■ The profit system brings out the worst in human nature   ■ Don't know

Is the main role of government…?

🇨🇦 2020: 59% | 30% | 11%
🇨🇦 2016: 58% | 32% | 10%

🇺🇸 2020: 69% | 19% | 11%
🇺🇸 2016: 69% | 21% | 10%

■ To create equal opportunity   ■ To redistribute wealth   ■ Don't know

INDEX	More Systemic Causes ← → More Personal Responsibility					Net Score
🇨🇦	15%	15%	14%	21%	36%	+27%
🇺🇸	8%	15%	11%	22%	44%	+43%

■ Very low   ■ Medium low   ■ Ambivalent   ■ Medium high   ■ Very high

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Free Enterprise Index (1 of 2)

Q Do you agree or disagree with the following statements?

Net Agree

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

🇨🇦 2020: Strongly agree 9% | Somewhat agree 25% | Neither agree nor disagree 27% | Somewhat disagree 20% | Strongly disagree 13% | Don't know 6% — **+1%**

🇺🇸 2020: Strongly agree 17% | Somewhat agree 28% | Neither agree nor disagree 25% | Somewhat disagree 15% | Strongly disagree 8% | Don't know 7% — **+23%**

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

🇨🇦 2020: Strongly agree 12% | Somewhat agree 38% | Neither agree nor disagree 26% | Somewhat disagree 11% | Strongly disagree 5% | Don't know 8% — **+34%**

🇺🇸 2020: Strongly agree 21% | Somewhat agree 34% | Neither agree nor disagree 27% | Somewhat disagree 8% | Strongly disagree 3% | Don't know 7% — **+44%**

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

🇨🇦 2020: Strongly agree 18% | Somewhat agree 36% | Neither agree nor disagree 24% | Somewhat disagree 8% | Strongly disagree 3% | Don't know 11% — **+43%**

🇺🇸 2020: Strongly agree 23% | Somewhat agree 32% | Neither agree nor disagree 26% | Somewhat disagree 7% | Strongly disagree 3% | Don't know 8% — **+45%**

Legend: ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

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Free Enterprise Index (2 of 2)

Q Do you agree or disagree with the following statements?

Net Agree

Most government economic programs do more harm than good

🇨🇦 **2020** | 8% | 19% | 32% | 22% | 9% | 11% | **-4%**

🇺🇸 **2020** | 13% | 23% | 33% | 16% | 7% | 8% | **+12%**

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

🇨🇦 **2020** | 25% | 37% | 17% | 12% | 6% | 3% | **+45%**

🇨🇦 **2016** | 24% | 42% | 17% | 11% | 4% | 2% | **+52%**

🇺🇸 **2020** | 33% | 32% | 18% | 9% | 6% | 2% | **+50%**

🇺🇸 **2016** | 33% | 34% | 16% | 10% | 4% | 3% | **+53%**

■ Strongly agree　　■ Somewhat agree　　■ Neither agree nor disagree

■ Somewhat disagree　　■ Strongly disagree　　■ Don't know

INDEX

Less Free Enterprise ← → More Free Enterprise

Net Score

🇨🇦 | 4% | 12% | 46% | 31% | 7% | **+22%**

🇺🇸 | 2% | 10% | 39% | 34% | 15% | **+37%**

■ Very low　■ Medium low　■ Ambivalent　■ Medium high　■ Very high

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Intervention Index

Q Statements for Intervention Index

Which of the following statements is closest to your point of view? Government regulation of business...

🇨🇦 2020 — 48% | 29% | 23%

🇺🇸 2020 — 45% | 36% | 19%

■ is necessary to keep industry from becoming too powerful   ■ usually does more harm than good   ■ Don't know

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

🇨🇦 2020 — 28% | 51% | 21%

🇺🇸 2020 — 22% | 59% | 19%

■ 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

	Less Govt Intervention				More Govt Intervention	Net Score
INDEX 🇨🇦	21%	10%	41%	8%	20%	-2%
🇺🇸	28%	8%	43%	7%	15%	-14%

■ Very low   ■ Medium low   ■ Ambivalent   ■ Medium high   ■ Very high

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Free Trade/Globalization Index

Q Do you agree or disagree with the following statements?

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

🇨🇦		
2020	62%	17%	22%
2016	56%	24%	20%

🇺🇸		
2020	53%	20%	27%
2016	41%	33%	26%

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

Net

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]?

🇨🇦						Net
2020	9%	36%	18%	13%	5%	18%	+27%
2016	10%	45%	15%	15%	4%	12%	+36%

🇺🇸						
2020	12%	29%	19%	15%	6%	18%	+20%
2016	15%	33%	16%	16%	6%	15%	+25%

■ Very good ■ Somewhat good ■ Not made a difference ■ Somewhat bad ■ Very bad ■ Don't know

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?

🇨🇦						
2020	5%	20%	42%	12%	4%	17%	+9%
2016	6%	23%	42%	13%	4%	13%	+13%

🇺🇸						
2020	6%	18%	40%	12%	5%	19%	+7%
2016	12%	20%	33%	15%	5%	15%	+12%

■ Much better off ■ Somewhat better off ■ Not made a difference ■ Somewhat worse off ■ Much worse off ■ Don't know

INDEX

Less Globalization ←————————→ More Globalization

Net Score

🇨🇦	6%	10%	29%	33%	21%	+39%
🇺🇸	5%	13%	34%	30%	17%	+29%

■ Very low ■ Medium low ■ Ambivalent ■ Medium high ■ Very high

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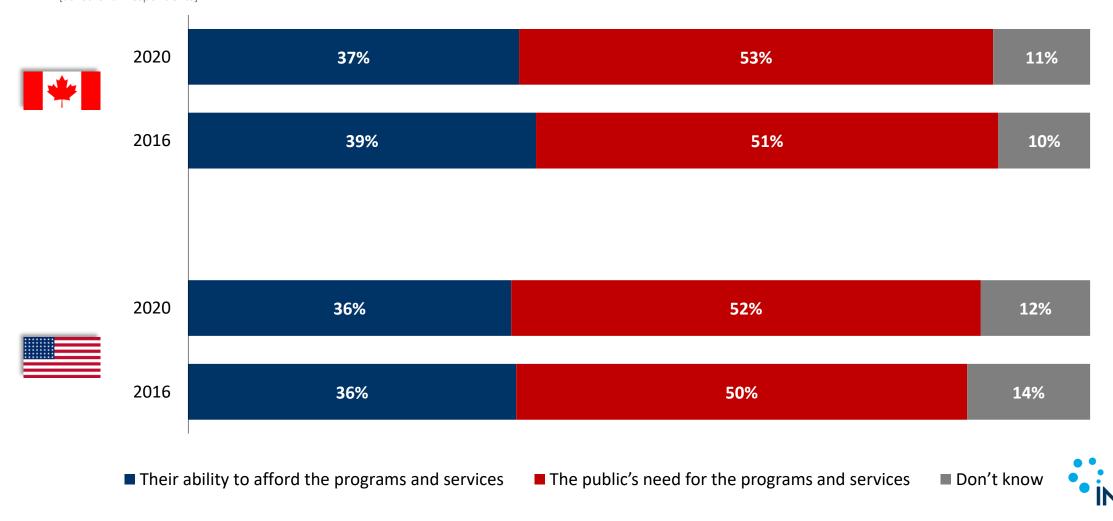
Fiscal Conservatism - Standalone
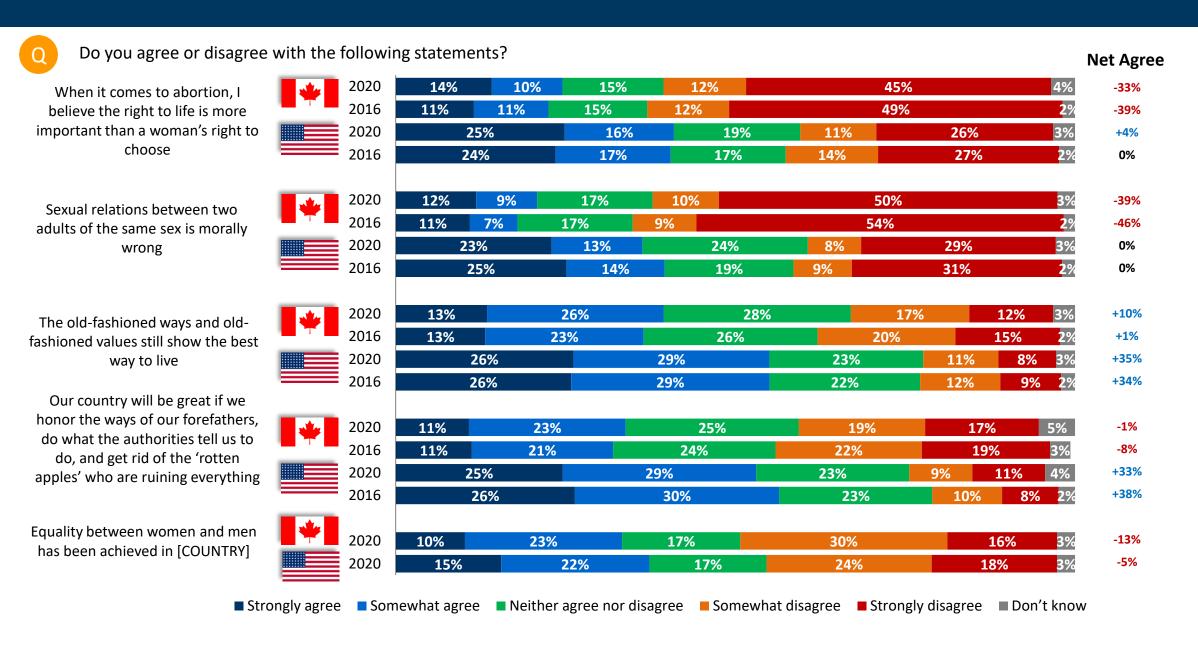
Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents]

Canada

2020: 37% | 53% | 11%
2016: 39% | 51% | 10%

United States

2020: 36% | 52% | 12%
2016: 36% | 50% | 14%

■ Their ability to afford the programs and services   ■ The public's need for the programs and services   ■ Don't know

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Value Indices - Cultural

Social Conservatism Index (1 of 2)

Q Do you agree or disagree with the following statements?

Net Agree

When it comes to abortion, I believe the right to life is more important than a woman's right to choose

Country	Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agree
🇨🇦	2020	14%	10%	15%	12%	45%	4%	-33%
🇨🇦	2016	11%	11%	15%	12%	49%	2%	-39%
🇺🇸	2020	25%	16%	19%	11%	26%	3%	+4%
🇺🇸	2016	24%	17%	17%	14%	27%	2%	0%

Sexual relations between two adults of the same sex is morally wrong

Country	Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agree
🇨🇦	2020	12%	9%	17%	10%	50%	3%	-39%
🇨🇦	2016	11%	7%	17%	9%	54%	2%	-46%
🇺🇸	2020	23%	13%	24%	8%	29%	3%	0%
🇺🇸	2016	25%	14%	19%	9%	31%	2%	0%

The old-fashioned ways and old-fashioned values still show the best way to live

Country	Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agree
🇨🇦	2020	13%	26%	28%	17%	12%	3%	+10%
🇨🇦	2016	13%	23%	26%	20%	15%	2%	+1%
🇺🇸	2020	26%	29%	23%	11%	8%	3%	+35%
🇺🇸	2016	26%	29%	22%	12%	9%	2%	+34%

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

Country	Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agree
🇨🇦	2020	11%	23%	25%	19%	17%	5%	-1%
🇨🇦	2016	11%	21%	24%	22%	19%	3%	-8%
🇺🇸	2020	25%	29%	23%	9%	11%	4%	+33%
🇺🇸	2016	26%	30%	23%	10%	8%	2%	+38%

Equality between women and men has been achieved in [COUNTRY]

Country	Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agree
🇨🇦	2020	10%	23%	17%	30%	16%	3%	-13%
🇺🇸	2020	15%	22%	17%	24%	18%	3%	-5%

Legend: ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Social Conservatism Index (2 of 2)

Q When it comes to moral issues like same sex marriage and abortion, do you think …?

2016

🇨🇦

- 22% Government should legislate clear community moral standards.
- 69% People should be left alone to decide what is right for themselves.
- 9% Don't Know

🇺🇸

- 26%
- 63%
- 11%

Government should legislate clear community moral standards.

People should be left alone to decide what is right for themselves.

Don't Know

2020

🇨🇦

- 20% Government should legislate clear community moral standards.
- 71% People should be left alone to decide what is right for themselves.
- 9% Don't Know

🇺🇸

- 26%
- 64%
- 10%

Government should legislate clear community moral standards.

People should be left alone to decide what is right for themselves.

Don't Know

Socially liberal ← → Socially conservative   **Net Score**

INDEX

	Very low	Medium low	Ambivalent	Medium high	Very high	Net Score
🇨🇦	21%	33%	28%	14%	5%	**-35%**
🇺🇸	12%	21%	33%	21%	13%	**+1%**

■ Very low ■ Medium low ■ Ambivalent ■ Medium high ■ Very high

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Hunting - Standalone

Q Which of the following statements comes closer to your point of view?
[asked of all respondents]

Canada

- 40%
- 48%
- 13%

United States

- 50%
- 35%
- 15%

■ 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

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Anti-Immigration Index

Q Do you agree or disagree with the following statements?

Immigrants take jobs away from other [Canadians/Americans].

🇨🇦
Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
2020	9%	16%	21%	22%	29%	2%
2016	10%	16%	24%	24%	24%	1%

🇺🇸
Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
2020	15%	22%	21%	17%	21%	4%
2016	25%	25%	22%	14%	11%	2%

Immigrants should adapt to [Canadian/American] society and not the other way around.

🇨🇦 2020: 40% | 31% | 15% | 8% | 4% | 2%

🇺🇸 2020: 36% | 26% | 21% | 7% | 5% | 4%

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

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

🇨🇦
Year	… threaten traditional [Canadian/American] customs and values	… strengthens [Canadian/American] society	Don't know
2020	38%	48%	14%
2016	42%	46%	12%

🇺🇸
Year	… threaten traditional [Canadian/American] customs and values	… strengthens [Canadian/American] society	Don't know
2020	39%	46%	16%
2016	49%	36%	15%

■ … threaten traditional [Canadian/American] customs and values ■ … strengthens [Canadian/American] society ■ Don't know

Less Anti-Immigration → More Anti-Immigration

Net Score

INDEX

	Very low	Medium low	Ambivalent	Medium high	Very high	Net Score
🇨🇦	13%	25%	22%	16%	24%	+2%
🇺🇸	14%	19%	25%	16%	27%	+9%

■ Very low ■ Medium low ■ Ambivalent ■ Medium high ■ Very high

INNOVATIVE RESEARCH GROUP

Anti-Discrimination Index

Q Do you agree or disagree with the following statements?

Net

How serious a problem do you feel discrimination has been in [Canada'/America's] past?

Canada 2020: Extremely serious 28% | Very serious 44% | Neither 15% | Not very serious 11% | Not serious at all 3% — **+58%**
USA 2020: Extremely serious 39% | Very serious 32% | Neither 13% | Not very serious 11% | Not serious at all 6% — **+55%**

How serious a problem do you feel discrimination is in [Canada/America] today?

Canada 2020: Extremely serious 17% | Very serious 46% | Neither 16% | Not very serious 16% | Not serious at all 5% — **+42%**
USA 2020: Extremely serious 33% | Very serious 30% | Neither 14% | Not very serious 15% | Not serious at all 8% — **+40%**

- ■ Extremely serious (10,9) ■ Very serious (8,7,6) ■ Neither (5) ■ Not very serious (4,3,2) ■ Not serious at all (1,0)

How much do you think should be done for racial minorities?

Canada 2020: Much more 20% | Somewhat more 28% | About the same as now 28% | Somewhat less 9% | Much less 7% | Don't know 9% — **+32%**
USA 2020: Much more 26% | Somewhat more 22% | About the same as now 30% | Somewhat less 9% | Much less 6% | Don't know 7% — **+33%**

- ■ Much more ■ Somewhat more ■ About the same as now ■ Somewhat less ■ Much less ■ Don't know

All [Canadians/Americans] should have the freedom to wear any item of clothing associated with their religious beliefs such as a headscarf

Canada 2020: Strongly agree 33% | Somewhat agree 29% | Neither agree nor disagree 16% | Somewhat disagree 10% | Strongly disagree 9% | Don't know 3% — **+43%**
Canada 2016: Strongly agree 29% | Somewhat agree 28% | Neither agree nor disagree 16% | Somewhat disagree 13% | Strongly disagree 13% | Don't know 2% — **+31%**

USA 2020: Strongly agree 46% | Somewhat agree 28% | Neither agree nor disagree 16% | Somewhat disagree 4% | Strongly disagree 4% | Don't know 3% — **+66%**
USA 2016: Strongly agree 44% | Somewhat agree 29% | Neither agree nor disagree 15% | Somewhat disagree 7% | Strongly disagree 4% | Don't know 2% — **+62%**

- ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

INDEX

Not Serious/Less for Minorities ← → Serious/More for Minorities   **Net Score**

Canada: Very low 2% | Medium low 8% | Ambivalent 30% | Medium high 37% | Very high 23% — **+50%**
USA: Very low 3% | Medium low 7% | Ambivalent 23% | Medium high 32% | Very high 35% — **+58%**

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

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Law & Order Index

Q Statements on Crime

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

Canada
- 2020: 36% | 56% | 8%
- 2016: 32% | 61% | 7%

USA
- 2020: 40% | 52% | 8%
- 2016: 36% | 54% | 10%

■ Getting tougher on crime ■ Dealing with the causes of crime ■ Don't know

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

Canada
- 2020: 29% | 60% | 11%
- 2016: 25% | 66% | 9%

USA
- 2020: 32% | 57% | 11%
- 2016: 37% | 53% | 9%

■ Treat the use of illegal drugs as a crime ■ Treat the use of illegal drugs as an illness ■ Don't know

INDEX

More Dealing with Causes ←————————————————→ More Tough on Crime | Net Score

Canada: 44% | 5% | 29% | 4% | 18% — **-27%**

USA: 39% | 5% | 31% | 5% | 20% — **-18%**

■ Very low ■ Medium low ■ Ambivalent ■ Medium high ■ Very high

INNOVATIVE RESEARCH GROUP

Authoritarian Index

Q Do you agree or disagree with the following statements?

Net Agree

There is no 'one right way' to live life; everybody has to create their own way.

🇨🇦 2020 | Strongly agree 32% | Somewhat agree 41% | Neither 15% | 6% 3% 3% | **+65%**
🇨🇦 2016 | 32% | 39% | 17% | 8% 4% 1% | **+59%**
🇺🇸 2020 | 30% | 35% | 20% | 6% 5% 3% | **+54%**
🇺🇸 2016 | 36% | 34% | 18% | 6% 4% 2% | **+60%**

Our country needs free thinkers who will have the courage to defy traditional ways, even if this upsets many people.

🇨🇦 2020 | 21% | 38% | 24% | 8% 4% 4% | **+46%**
🇨🇦 2016 | 26% | 38% | 20% | 9% 5% 2% | **+50%**
🇺🇸 2020 | 23% | 31% | 25% | 11% 6% 4% | **+37%**
🇺🇸 2016 | 29% | 36% | 23% | 6% 4% 2% | **+56%**

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

INDEX

Less Authoritarian ←————————————→ More Authoritarian

Net Score

🇨🇦 | Very low 30% | Medium low 44% | Ambivalent 17% | 7% 2% | **-65%**
🇺🇸 | 28% | 39% | 20% | 10% 3% | **-54%**

■ Very low ■ Medium low ■ Ambivalent ■ Medium high ■ Very high

Cultural Alienation Index

Q 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

Country	Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
🇨🇦	2020	11%	26%	22%	20%	18%	3%
🇨🇦	2016	9%	28%	20%	20%	20%	2%
🇺🇸	2020	17%	29%	22%	15%	13%	4%
🇺🇸	2016	20%	31%	20%	15%	12%	3%

Everything is changing too fast today

Country	Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
🇨🇦	2020	17%	32%	28%	13%	6%	3%
🇨🇦	2016	14%	30%	31%	16%	8%	2%
🇺🇸	2020	21%	32%	29%	11%	5%	2%
🇺🇸	2016	22%	32%	26%	12%	5%	3%

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.

Country	Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
🇨🇦	2020	21%	30%	22%	10%	11%	7%
🇨🇦	2016	18%	28%	24%	11%	15%	4%
🇺🇸	2020	33%	26%	23%	7%	6%	5%
🇺🇸	2016	33%	28%	22%	8%	6%	3%

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

INDEX

Less Alienated ←————————————→ More Alienated   **Net Score**

Country	Very low	Medium low	Ambivalent	Medium high	Very high	Net Score
🇨🇦	6%	13%	41%	25%	15%	+19%
🇺🇸	4%	9%	36%	28%	24%	+38%

■ Very low ■ Medium low ■ Ambivalent ■ Medium high ■ Very high

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Value Indices – Populism and Alienation

Economic Alienation Index

Q Do you agree or disagree with the following statements?

Net Agree

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

Flag	Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agree
🇨🇦	2020	14%	23%	26%	19%	15%	3%	+2%
🇨🇦	2016	12%	20%	27%	21%	19%	2%	-8%
🇺🇸	2020	16%	18%	26%	18%	19%	3%	-3%
🇺🇸	2016	19%	25%	24%	15%	14%	3%	+14%

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

Flag	Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agree
🇨🇦	2020	19%	26%	27%	16%	10%	3%	+19%
🇨🇦	2016	21%	29%	23%	15%	9%	2%	+26%
🇺🇸	2020	18%	22%	27%	15%	15%	3%	+10%
🇺🇸	2016	25%	27%	23%	12%	10%	3%	+30%

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

Flag	Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agree
🇨🇦	2020	20%	33%	21%	14%	5%	6%	+34%
🇨🇦	2016	18%	33%	24%	15%	6%	4%	+30%
🇺🇸	2020	18%	27%	27%	15%	9%	4%	+22%
🇺🇸	2016	21%	30%	25%	12%	7%	5%	+31%

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

INDEX

Less Alienated ← → More Alienated

Net Score

Flag	Very low	Medium low	Ambivalent	Medium high	Very high	Net Score
🇨🇦	6%	14%	40%	22%	17%	+19%
🇺🇸	12%	16%	36%	21%	16%	+9%

■ Very low ■ Medium low ■ Ambivalent ■ Medium high ■ Very high

Economic Justice Index

Q Do you agree or disagree with the following statements?

Net Agree

When government gives tax breaks to big business, it comes at the expense of people like me

🇨🇦 2020 | 29% | 31% | 21% | 9% | 4% | 6% | **+48%**
🇺🇸 2020 | 32% | 27% | 20% | 10% | 6% | 5% | **+43%**

Governments have gone too far in allowing companies to operate with minimal regulation and oversight

🇨🇦 2020 | 18% | 29% | 26% | 15% | 5% | 7% | **+26%**
🇺🇸 2020 | 22% | 25% | 26% | 14% | 8% | 6% | **+26%**

It is morally wrong that our economy allows a few people to have so much more money than most others

🇨🇦 2020 | 29% | 25% | 21% | 12% | 8% | 5% | **+33%**
🇺🇸 2020 | 24% | 21% | 24% | 14% | 13% | 4% | **+17%**

We need a strong central government to handle modern economic problems efficiently

🇨🇦 2020 | 24% | 40% | 21% | 6% | 3% | 6% | **+56%**
🇺🇸 2020 | 22% | 34% | 24% | 9% | 4% | 6% | **+42%**

We have a pressing social deficit in Canada/ the United States that is measured by problems such as homelessness, waiting lists for health care

🇨🇦 2020 | 30% | 36% | 19% | 7% | 2% | 5% | **+57%**
🇨🇦 2016 | 29% | 39% | 18% | 8% | 3% | 3% | **+58%**
🇺🇸 2020 | 31% | 30% | 22% | 8% | 4% | 5% | **+49%**
🇺🇸 2016 | 33% | 37% | 19% | 6% | 1% | 4% | **+63%**

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

INDEX

Less Redistribution ← → More Redistribution

Net Score

🇨🇦 | 3% | 7% | 33% | 35% | 22% | **+47%**
🇺🇸 | 3% | 13% | 32% | 29% | 23% | **+35%**

■ Very low ■ Medium low ■ Ambivalent ■ Medium high ■ Very high

INNOVATIVE RESEARCH GROUP

Political Alienation Index

Q Do you agree or disagree with the following statements?

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

🇨🇦
Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
2020	27%	38%	19%	8%	3%	5%
2016	27%	40%	18%	9%	3%	4%

🇺🇸
Year	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
2020	38%	33%	18%	5%	2%	4%
2016	48%	30%	14%	4%		3%

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Q 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?

🇨🇦
Year	Waste a lot of the money	Waste some of it	Don't waste very much of it	Don't know
2020	43%	39%	9%	9%
2016	47%	40%	8%	5%

🇺🇸
Year	Waste a lot of the money	Waste some of it	Don't waste very much of it	Don't know
2020	58%	29%	5%	8%
2016	64%	26%	5%	6%

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

Less Alienated → More Alienated   **Net Score**

INDEX

🇨🇦
Very low	Medium low	Ambivalent	Medium high	Very high	Net Score
3%	13%	17%	32%	36%	+53%

🇺🇸
Very low	Medium low	Ambivalent	Medium high	Very high	Net Score
6%	15%	29%		48%	+73%

■ Very low ■ Medium low ■ Ambivalent ■ Medium high ■ Very high

INNOVATIVE RESEARCH GROUP

Political Populism Index

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

Canada
- 2020: 44% | 41% | 15%
- 2016: 53% | 32% | 15%

United States
- 2020: 42% | 40% | 18%
- 2016: 55% | 30% | 15%

- ■ Too often the government listens to experts instead of common sense
- ■ Political issues are complicated so government should listen to experts when it comes to policy
- ■ Don't know

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

Canada
- 2020: 31% | 52% | 18%
- 2016: 34% | 51% | 15%

United States
- 2020: 35% | 51% | 14%
- 2016: 41% | 46% | 13%

- ■ Most of the compromising that goes on in politics turns out to be bad for the public
- ■ Compromise and bargaining among politicians is necessary to make democracy work
- ■ Don't know

INDEX

	Less Populist				More Populist	Net Score
Canada	28%	8%	39%	7%	19%	-10%
United States	26%	9%	38%	7%	20%	-8%

■ Very low ■ Medium low ■ Ambivalent ■ Medium high ■ Very high

INNOVATIVE RESEARCH GROUP

Value Indices – Openness

Political Efficacy Index

Q Do you agree or disagree with the following statements?
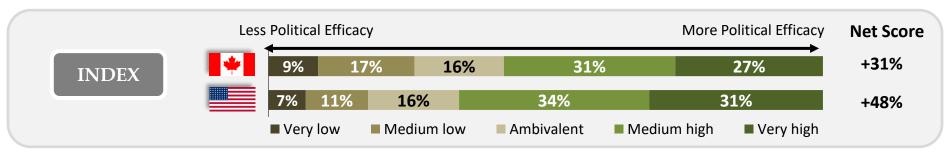
Which statement best represents your view of the political process in [COUNTRY]?

🇨🇦
2020	38%	21%	26%	15%
2016	37%	24%	26%	13%

🇺🇸
2020	39%	27%	18%	15%
2016	33%	29%	23%	15%

- ■ 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 politic
- ■ It doesn't matter what you do, you can't really make a difference in politics.
- ■ Don't know

Net

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
2020	14%	32%	27%	12%	8%	7%	+27%
2016	14%	37%	25%	14%	7%	4%	+30%

🇺🇸
							Net
2020	22%	29%	28%	11%	6%	4%	+34%
2016	24%	31%	25%	12%	4%	4%	+39%

- ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

INDEX

Less Political Efficacy ← → More Political Efficacy   **Net Score**

🇨🇦
					Net Score
9%	17%	16%	31%	27%	+31%

🇺🇸
					Net Score
7%	11%	16%	34%	31%	+48%

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

INNOVATIVE RESEARCH GROUP

Global Engagement Index

Q 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?

Canada
- 2020: 25% | 42% | 16% | 5% | 11%
- 2016: 29% | 47% | 13% | 4% | 7%

United States
- 2020: 27% | 36% | 18% | 7% | 11%
- 2016: 25% | 35% | 21% | 8% | 11%

- ■ Strongly agree we should take an active part
- ■ Somewhat agree we should take an active part
- ■ Somewhat agree we should stay out
- ■ Strongly agree we should stay out
- ■ Don't know

Q Which of the following statements comes closest to your own point of view?

Canada
- 2020: 40% | 44% | 15%
- 2016: 45% | 44% | 11%

United States
- 2020: 33% | 53% | 14%
- 2016: 27% | 60% | 13%

- ■ We have a moral duty to help other countries in need and should either maintain or expand foreign aid spending
- ■ Foreign aid is often wasted or misused by foreign governments and that we should use the money to fix problems at home
- ■ Don't know

INDEX

	Less Engaged				More Engaged	Net Score
Canada	18%	35%	8%	4%	36%	+39%
United States	21%	35%	13%	5%	27%	+29%

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

INNOVATIVE RESEARCH GROUP

Xenophobia Index (1 of 2)

Q 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]

Recent Immigrants

Canada 2020: 20% | 34% | 27% | 11% | 8%
Canada 2016: 19% | 32% | 29% | 14% | 7%

US 2020: 21% | 29% | 29% | 14% | 8%
US 2016: 14% | 28% | 31% | 21% | 6%

Racial Minorities

Canada 2020: 21% | 38% | 26% | 7% | 8%
Canada 2016: 21% | 35% | 28% | 8% | 8%

US 2020: 23% | 32% | 23% | 14% | 8%
US 2016: 17% | 34% | 31% | 12% | 6%

People of Hispanic, Latino or Spanish origin

Canada 2020: 24% | 40% | 23% | 5% | 8%
Canada 2016: 23% | 40% | 26% | 6% | 5%

US 2020: 25% | 36% | 23% | 11% | 5%
US 2016: 21% | 37% | 27% | 10% | 5%

Black People

Canada 2020: 24% | 41% | 23% | 5% | 7%
Canada 2016: 20% | 35% | 30% | 10% | 5%

US 2020: 29% | 33% | 22% | 12% | 4%
US 2016: 17% | 34% | 32% | 11% | 5%

■ Very favourable (10)   ■ Favourable (7 to 9)   ■ Neutral (4 to 6)   ■ Unfavourable (0 to 3)   ■ Don't know

INNOVATIVE RESEARCH GROUP

Xenophobia Index (2 of 2)

Q 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]

South Asians such as those from India and surrounding countries

🇨🇦 2020 | 20% | 36% | 27% | 9% | 7%
🇨🇦 2016 | 20% | 35% | 30% | 10% | 5%

🇺🇸 2020 | 22% | 34% | 26% | 11% | 7%
🇺🇸 2016 | 17% | 34% | 32% | 11% | 5%

Asians, such as those from China, Japan or Korea etc.

🇨🇦 2020 | 23% | 38% | 23% | 9% | 7%
🇨🇦 2016 | 22% | 39% | 27% | 8% | 5%

🇺🇸 2020 | 21% | 36% | 24% | 12% | 6%
🇺🇸 2016 | 19% | 38% | 29% | 9% | 5%

Muslims

🇨🇦 2020 | 19% | 30% | 26% | 17% | 8%
🇨🇦 2016 | 17% | 29% | 26% | 22% | 6%

🇺🇸 2020 | 18% | 28% | 26% | 21% | 7%
🇺🇸 2016 | 13% | 25% | 31% | 26% | 5%

■ Very favourable (10)   ■ Favourable (7 to 9)   ■ Neutral (4 to 6)   ■ Unfavourable (0 to 3)   ■ Don't know

INDEX

Less Xenophobic ←————————————————————→ More Xenophobic   **Net Score**

🇨🇦 | 31% | 31% | 30% | 6% | 2% | **-53%**
🇺🇸 | 32% | 29% | 26% | 8% | 5% | **-48%**

■ Very low   ■ Medium low   ■ Ambivalent   ■ Medium high   ■ Very high

INNOVATIVE RESEARCH GROUP
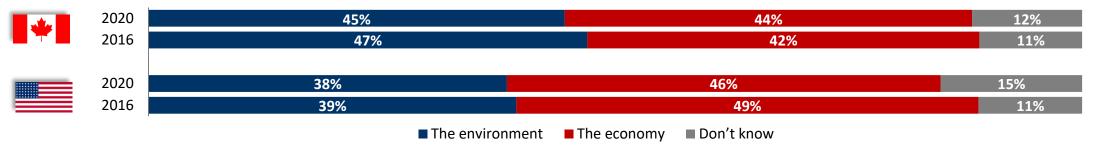
Value Indices – Post Materialism

Environment Index

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

Canada

Year	Immediate action	Pay more attention	Doing enough	Don't know
2020	33%	46%	15%	6%
2016	27%	62%	9%	3%

United States

Year	Immediate action	Pay more attention	Doing enough	Don't know
2020	32%	43%	17%	8%
2016	30%	54%	8%	8%

■ 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
■ I think we are already doing enough for the environment.
■ Don't know

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

Canada

Year	The environment	The economy	Don't know
2020	45%	44%	12%
2016	47%	42%	11%

United States

Year	The environment	The economy	Don't know
2020	38%	46%	15%
2016	39%	49%	11%

■ The environment   ■ The economy   ■ Don't know

INDEX

Less Environmental ← → More Environmental

	Very low	Medium low	Ambivalent	Medium high	Very high	Net Score
Canada	13%	26%	16%	19%	26%	+6%
United States	12%	25%	25%	18%	19%	0%

■ Very low   ■ Medium low   ■ Ambivalent   ■ Medium high   ■ Very high

INNOVATIVE RESEARCH GROUP

Feminism - Standalone

Q Do you agree or disagree with the following statements? - I personally would describe myself as a feminist
[asked of all respondents]

Net Agreement

🇨🇦

Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
14%	24%	31%	13%	14%	4%

+11%

🇺🇸

Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
13%	18%	31%	16%	19%	4%

-5%

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

INNOVATIVE RESEARCH GROUP

Vote by Values Indices
Canada

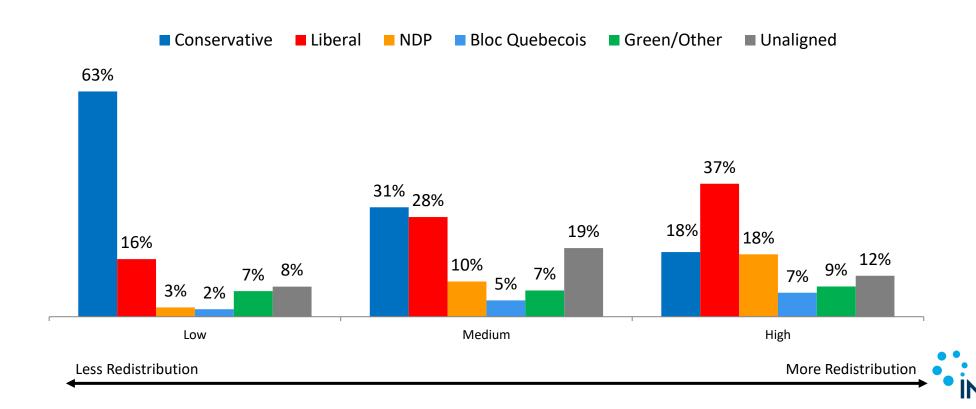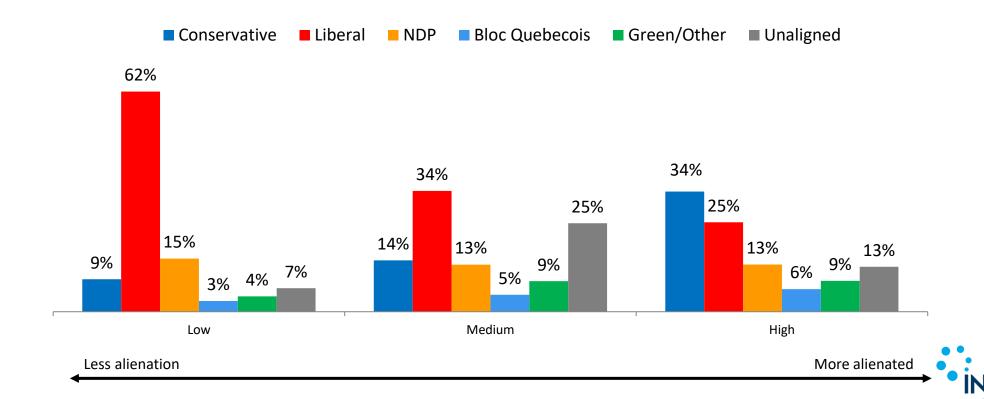# Combined Vote by Personal Initiative Index
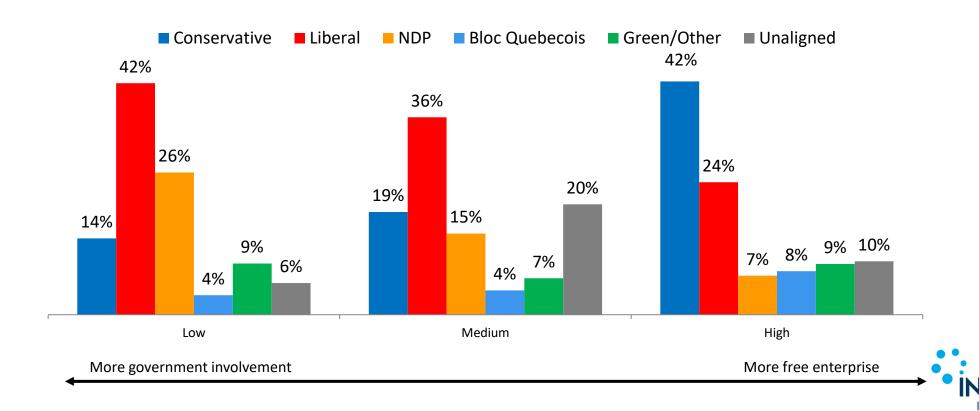
Q If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? *[VOTE + LEAN]*
BY Personal Initiative Index, Canada (3 questions):
- Generally, do you think people who don't get ahead in life should blame...? Themselves OR The System
- 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

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

Low: Conservative 13%, Liberal 39%, NDP 24%, Bloc Quebecois 4%, Green/Other 12%, Unaligned 9%

Medium: Conservative 15%, Liberal 32%, NDP 14%, Bloc Quebecois 5%, Green/Other 6%, Unaligned 28%

High: Conservative 37%, Liberal 29%, NDP 8%, Bloc Quebecois 7%, Green/Other 7%, Unaligned 13%

More system responsibility ←――――――→ More personal initiative

INNOVATIVE RESEARCH GROUP

Combined Vote by Free Enterprise Index

Q 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.

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

Low
- Conservative: 14%
- Liberal: 42%
- NDP: 26%
- Bloc Quebecois: 4%
- Green/Other: 9%
- Unaligned: 6%

Medium
- Conservative: 19%
- Liberal: 36%
- NDP: 15%
- Bloc Quebecois: 4%
- Green/Other: 7%
- Unaligned: 20%

High
- Conservative: 42%
- Liberal: 24%
- NDP: 7%
- Bloc Quebecois: 8%
- Green/Other: 9%
- Unaligned: 10%

More government involvement ← → More free enterprise

INNOVATIVE RESEARCH GROUP

Combined Vote by Intervention Index
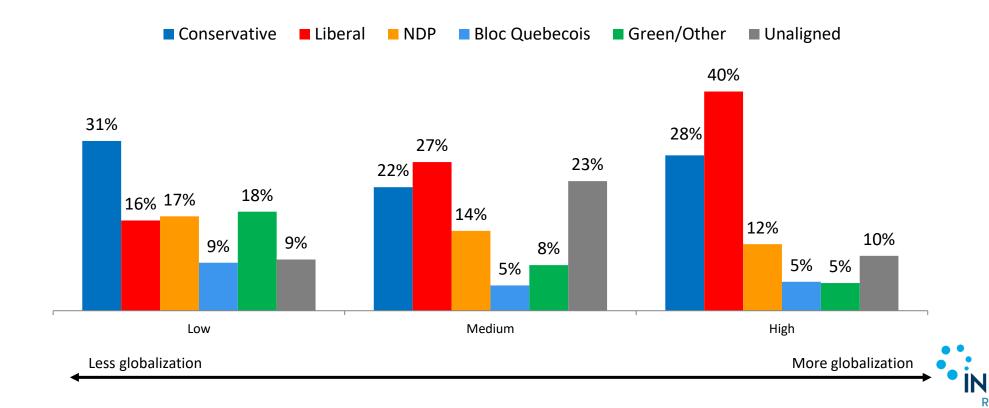
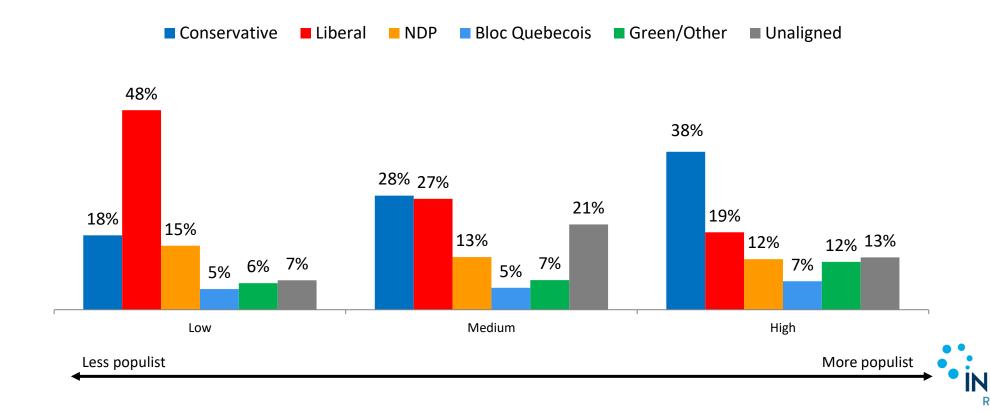**Q** If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? *[VOTE + LEAN]*
BY Intervention Index, Canada (2 questions):
- Which of the following statements is closest to your point of view? Government regulation of business… is 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

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

Low
- Conservative: 46%
- Liberal: 21%
- NDP: 7%
- Bloc Quebecois: 5%
- Green/Other: 7%
- Unaligned: 13%

Medium
- Conservative: 21%
- Liberal: 32%
- NDP: 15%
- Bloc Quebecois: 6%
- Green/Other: 8%
- Unaligned: 17%

High
- Conservative: 14%
- Liberal: 44%
- NDP: 19%
- Bloc Quebecois: 5%
- Green/Other: 8%
- Unaligned: 9%

Less government intervention ←————————————————→ More government intervention

INNOVATIVE RESEARCH GROUP
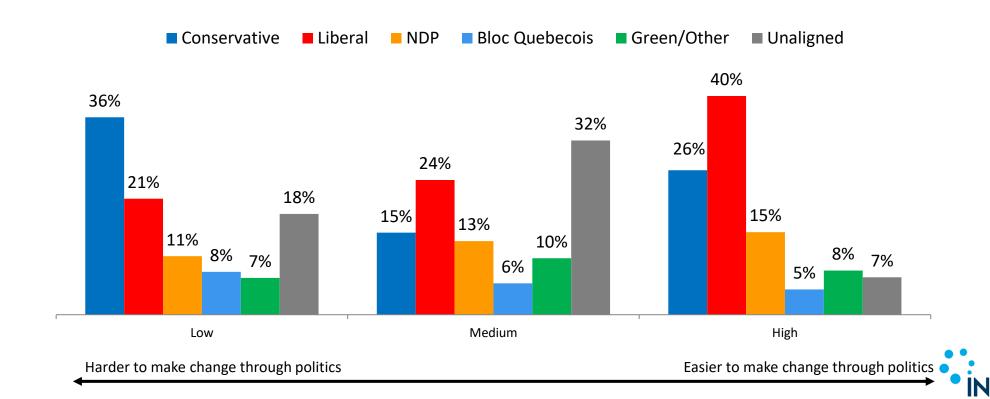
Combined Vote by Free Trade/Globalization Index

Q 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?

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

Low
- Conservative: 31%
- Liberal: 16%
- NDP: 17%
- Bloc Quebecois: 9%
- Green/Other: 18%
- Unaligned: 9%

Medium
- Conservative: 22%
- Liberal: 27%
- NDP: 14%
- Bloc Quebecois: 5%
- Green/Other: 8%
- Unaligned: 23%

High
- Conservative: 28%
- Liberal: 40%
- NDP: 12%
- Bloc Quebecois: 5%
- Green/Other: 5%
- Unaligned: 10%

Less globalization ←——————————→ More globalization

INNOVATIVE RESEARCH GROUP

Combined Vote by Fiscal Conservatism

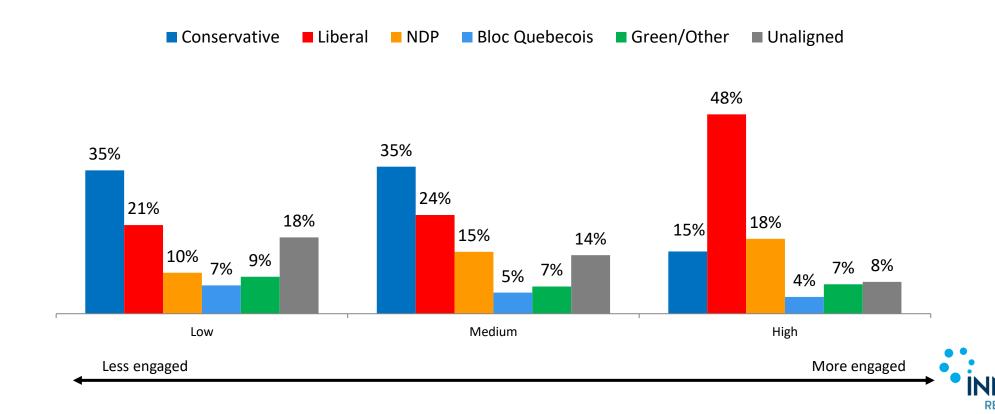**Q** If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? *[VOTE + LEAN]*
BY When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...? Their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

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

Public's need
- Conservative: 15%
- Liberal: 43%
- NDP: 19%
- Bloc Quebecois: 4%
- Green/Other: 8%
- Unaligned: 10%

Don't know
- Conservative: 16%
- Liberal: 19%
- NDP: 11%
- Bloc Quebecois: 3%
- Green/Other: 7%
- Unaligned: 44%

Ability to afford
- Conservative: 47%
- Liberal: 21%
- NDP: 7%
- Bloc Quebecois: 8%
- Green/Other: 7%
- Unaligned: 10%

More fiscally liberal ← → More fiscally conservative

INNOVATIVE RESEARCH GROUP
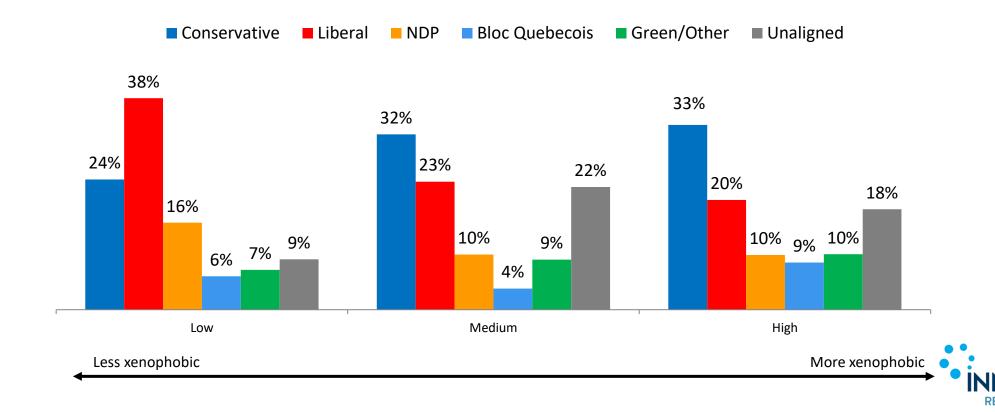
Combined Vote by Social Conservatism Index

Q 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 decided for themselves

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

	Conservative	Liberal	NDP	Bloc Quebecois	Green/Other	Unaligned
Low	22%	37%	18%	5%	7%	12%
Medium	30%	25%	9%	6%	8%	22%
High	37%	30%	7%	7%	10%	9%

Less Socially Conservative ←——————————————————→ More Socially Conservative

INNOVATIVE RESEARCH GROUP

Combined Vote by Hunting

Q 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

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

Not part of the future
- Conservative: 21%
- Liberal: 39%
- NDP: 14%
- Bloc Quebecois: 7%
- Green/Other: 8%
- Unaligned: 11%

Don't know
- Conservative: 13%
- Liberal: 27%
- NDP: 13%
- Bloc Quebecois: 4%
- Green/Other: 7%
- Unaligned: 36%

Allowed to continue
- Conservative: 38%
- Liberal: 26%
- NDP: 13%
- Bloc Quebecois: 5%
- Green/Other: 9%
- Unaligned: 10%

Less supportive of hunting ← → More supportive of hunting
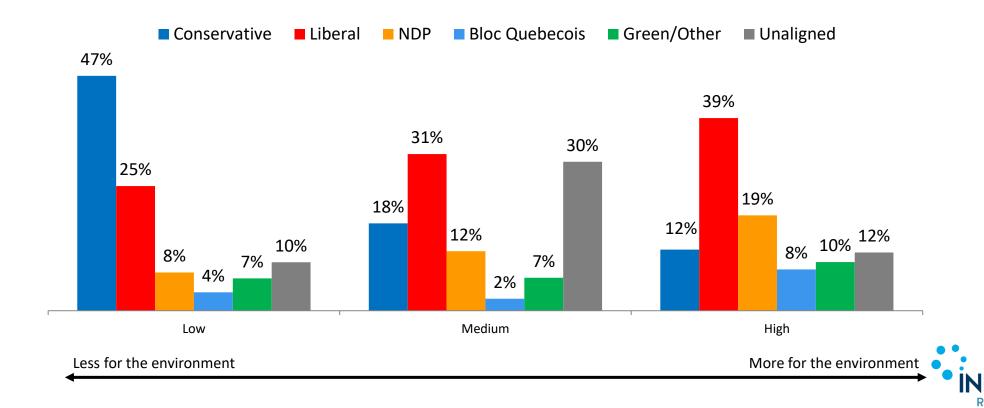
Combined Vote by Anti-Immigration Index

Q 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.
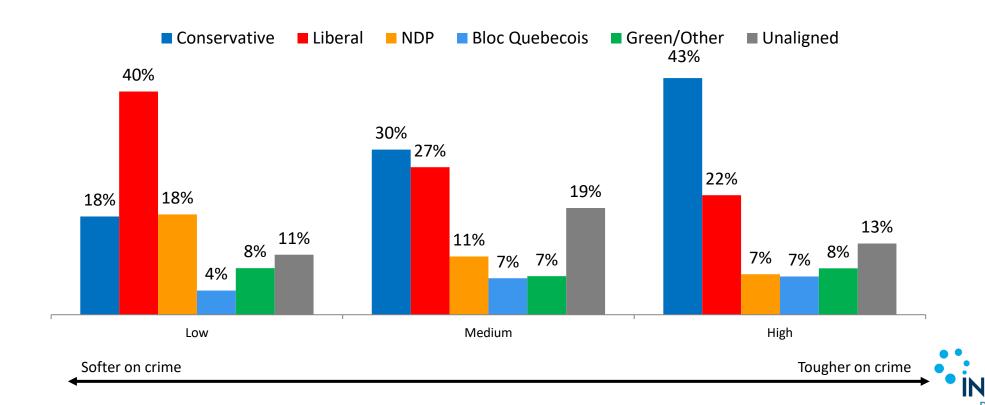
Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

Low
- Conservative: 15%
- Liberal: 46%
- NDP: 19%
- Bloc Quebecois: 3%
- Green/Other: 7%
- Unaligned: 10%

Medium
- Conservative: 25%
- Liberal: 31%
- NDP: 14%
- Bloc Quebecois: 5%
- Green/Other: 6%
- Unaligned: 19%

High
- Conservative: 39%
- Liberal: 20%
- NDP: 8%
- Bloc Quebecois: 8%
- Green/Other: 10%
- Unaligned: 14%

Less anti-immigration ← → More anti-immigration

INNOVATIVE RESEARCH GROUP

Combined Vote by Anti-Discrimination Index

Q 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 headscarves

- Conservative
- Liberal
- NDP
- Bloc Quebecois
- Green/Other
- Unaligned
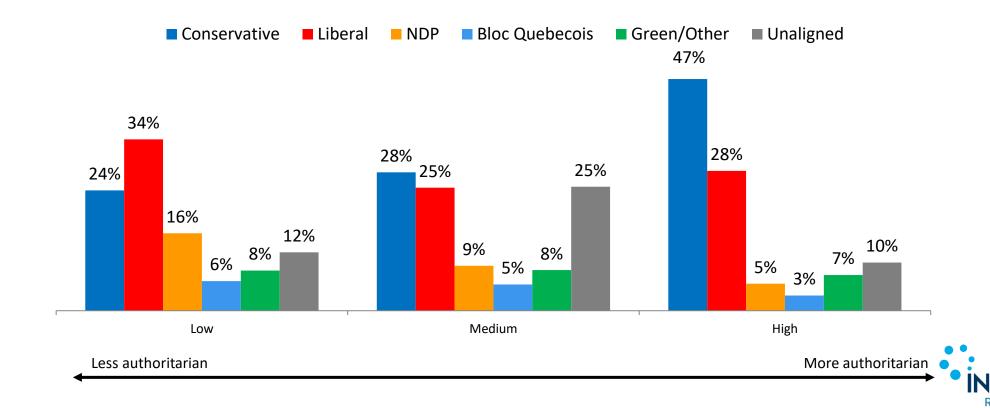
Low
- Conservative: 57%
- Liberal: 10%
- NDP: 4%
- Bloc Quebecois: 10%
- Green/Other: 10%
- Unaligned: 11%

Medium
- Conservative: 36%
- Liberal: 23%
- NDP: 9%
- Bloc Quebecois: 6%
- Green/Other: 9%
- Unaligned: 17%

High
- Conservative: 17%
- Liberal: 41%
- NDP: 18%
- Bloc Quebecois: 5%
- Green/Other: 7%
- Unaligned: 13%

Discrimination is less of a problem ←→ Discrimination is more of a problem

INNOVATIVE RESEARCH GROUP

Combined Vote by Law & Order Index
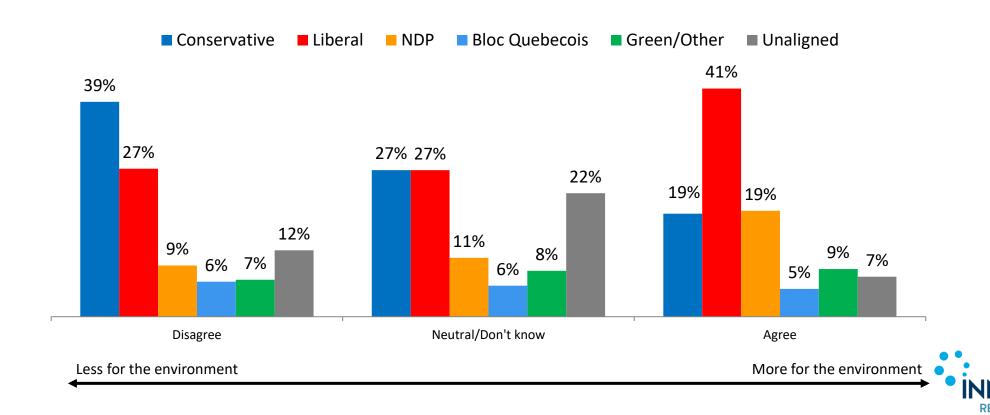
Q If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? *[VOTE + LEAN]*
BY Law & Order Index, Canada (2 questions):
- If the government introduces new policies to deal with crime, should they focus more on…? Getting tougher on crime 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

Combined Vote by Authoritarian Index
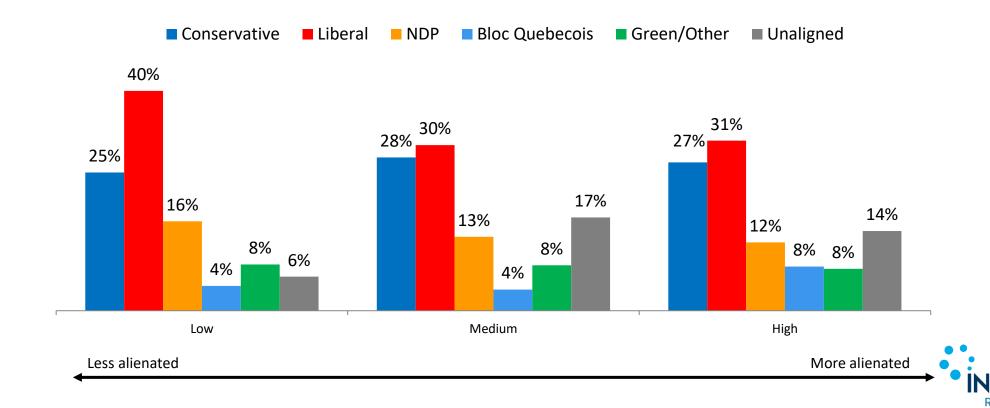
Q If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? *[VOTE + LEAN]*
BY Authoritarian Index, Canada (2 questions):
- Agree: There is no 'one right way' to live life; everybody has to create their own way.
- Agree: Our country needs free thinkers who will have the courage to defy traditional ways, even if this upsets many people.

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

Low
- Conservative: 24%
- Liberal: 34%
- NDP: 16%
- Bloc Quebecois: 6%
- Green/Other: 8%
- Unaligned: 12%

Medium
- Conservative: 28%
- Liberal: 25%
- NDP: 9%
- Bloc Quebecois: 5%
- Green/Other: 8%
- Unaligned: 25%

High
- Conservative: 47%
- Liberal: 28%
- NDP: 5%
- Bloc Quebecois: 3%
- Green/Other: 7%
- Unaligned: 10%

Less authoritarian ← → More authoritarian

Combined Vote by Cultural Alienation Index

Q 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

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

	Conservative	Liberal	NDP	Bloc Quebecois	Green/Other	Unaligned
Low	25%	40%	16%	4%	8%	6%
Medium	28%	30%	13%	4%	8%	17%
High	27%	31%	12%	8%	8%	14%

Less alienated ← → More alienated

Combined Vote by Economic Alienation Index

Q 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.

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

Low: Conservative 29%, Liberal 43%, NDP 8%, Bloc Quebecois 4%, Green/Other 8%, Unaligned 8%

Medium: Conservative 25%, Liberal 30%, NDP 14%, Bloc Quebecois 6%, Green/Other 8%, Unaligned 16%

High: Conservative 27%, Liberal 29%, NDP 16%, Bloc Quebecois 6%, Green/Other 8%, Unaligned 14%

Less alienated ← → More alienated

Combined Vote by Economic Justice Index

Q 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

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

	Conservative	Liberal	NDP	Bloc Quebecois	Green/Other	Unaligned
Low	63%	16%	3%	2%	7%	8%
Medium	31%	28%	10%	5%	7%	19%
High	18%	37%	18%	7%	9%	12%

Less Redistribution ← → More Redistribution

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Combined Vote by Political Alienation Index

Q 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?

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

Low
- Conservative: 9%
- Liberal: 62%
- NDP: 15%
- Bloc Quebecois: 3%
- Green/Other: 4%
- Unaligned: 7%

Medium
- Conservative: 14%
- Liberal: 34%
- NDP: 13%
- Bloc Quebecois: 5%
- Green/Other: 9%
- Unaligned: 25%

High
- Conservative: 34%
- Liberal: 25%
- NDP: 13%
- Bloc Quebecois: 6%
- Green/Other: 9%
- Unaligned: 13%

Less alienation ← → More alienated

Combined Vote by Political Populism Index

Q 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

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

	Conservative	Liberal	NDP	Bloc Quebecois	Green/Other	Unaligned
Low	18%	48%	15%	5%	6%	7%
Medium	28%	27%	13%	5%	7%	21%
High	38%	19%	12%	7%	12%	13%

Less populist ← → More populist

Combined Vote by Political Efficacy Index

Q 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 politic 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 proc

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

Low
- Conservative: 36%
- Liberal: 21%
- NDP: 11%
- Bloc Quebecois: 8%
- Green/Other: 7%
- Unaligned: 18%

Medium
- Conservative: 15%
- Liberal: 24%
- NDP: 13%
- Bloc Quebecois: 6%
- Green/Other: 10%
- Unaligned: 32%

High
- Conservative: 26%
- Liberal: 40%
- NDP: 15%
- Bloc Quebecois: 5%
- Green/Other: 8%
- Unaligned: 7%

Harder to make change through politics ←→ Easier to make change through politics

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Combined Vote by Global Engagement Index

Q 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

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

	Conservative	Liberal	NDP	Bloc Quebecois	Green/Other	Unaligned
Low	35%	21%	10%	7%	9%	18%
Medium	35%	24%	15%	5%	7%	14%
High	15%	48%	18%	4%	7%	8%

Less engaged ← → More engaged

Combined Vote by Xenophobia Index

Q 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

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

Low
- Conservative: 24%
- Liberal: 38%
- NDP: 16%
- Bloc Quebecois: 6%
- Green/Other: 7%
- Unaligned: 9%

Medium
- Conservative: 32%
- Liberal: 23%
- NDP: 10%
- Bloc Quebecois: 4%
- Green/Other: 9%
- Unaligned: 22%

High
- Conservative: 33%
- Liberal: 20%
- NDP: 10%
- Bloc Quebecois: 9%
- Green/Other: 10%
- Unaligned: 18%

Less xenophobic ← → More xenophobic

INNOVATIVE RESEARCH GROUP

Combined Vote by Environment Index

Q 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.

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

Low: Conservative 47%, Liberal 25%, NDP 8%, Bloc Quebecois 4%, Green/Other 7%, Unaligned 10%

Medium: Conservative 18%, Liberal 31%, NDP 12%, Bloc Quebecois 2%, Green/Other 7%, Unaligned 30%

High: Conservative 12%, Liberal 39%, NDP 19%, Bloc Quebecois 8%, Green/Other 10%, Unaligned 12%

Less for the environment ← → More for the environment

INNOVATIVE RESEARCH GROUP

Combined Vote by Feminism

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

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc Quebecois ■ Green/Other ■ Unaligned

Disagree
- Conservative: 39%
- Liberal: 27%
- NDP: 9%
- Bloc Quebecois: 6%
- Green/Other: 7%
- Unaligned: 12%

Neutral/Don't know
- Conservative: 27%
- Liberal: 27%
- NDP: 11%
- Bloc Quebecois: 6%
- Green/Other: 8%
- Unaligned: 22%

Agree
- Conservative: 19%
- Liberal: 41%
- NDP: 19%
- Bloc Quebecois: 5%
- Green/Other: 9%
- Unaligned: 7%

Less for the environment ← → More for the environment

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Vote by Values Indices
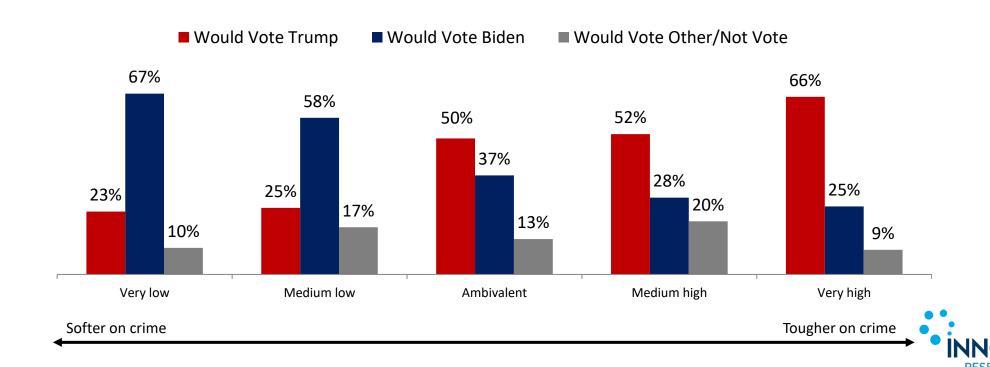*United States*

Combined Vote by Personal Initiative Index
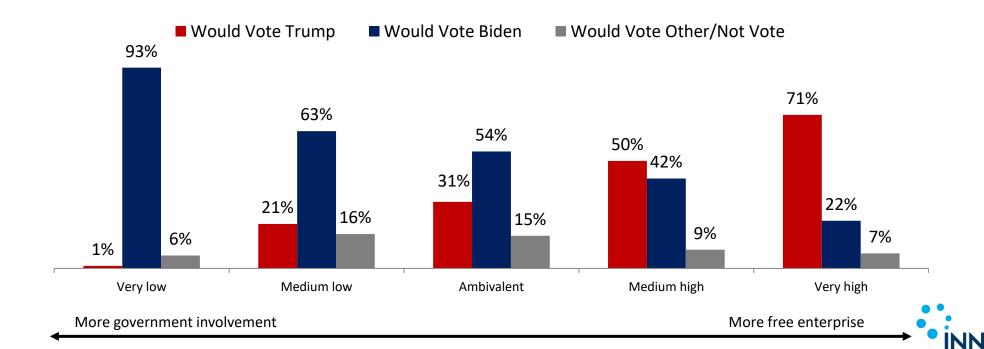
Q If the 2020 presidential election was being held today, which presidential candidate would you vote for? *[VOTE + LEAN]*
BY Personal Initiative Index, US (3 questions):
- Generally, do you think people who don't get ahead in life should blame...? Themselves OR The System
- Which of the following statements 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

More systemic responsibility ← → More personal initiative

Combined Vote by Free Enterprise Index

Q 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.

Legend: ■ Would Vote Trump ■ Would Vote Biden ■ Would Vote Other/Not Vote

	Very low	Medium low	Ambivalent	Medium high	Very high
Would Vote Trump	1%	21%	31%	50%	71%
Would Vote Biden	93%	63%	54%	42%	22%
Would Vote Other/Not Vote	6%	16%	15%	9%	7%

More government involvement ← → More free enterprise

INNOVATIVE RESEARCH GROUP

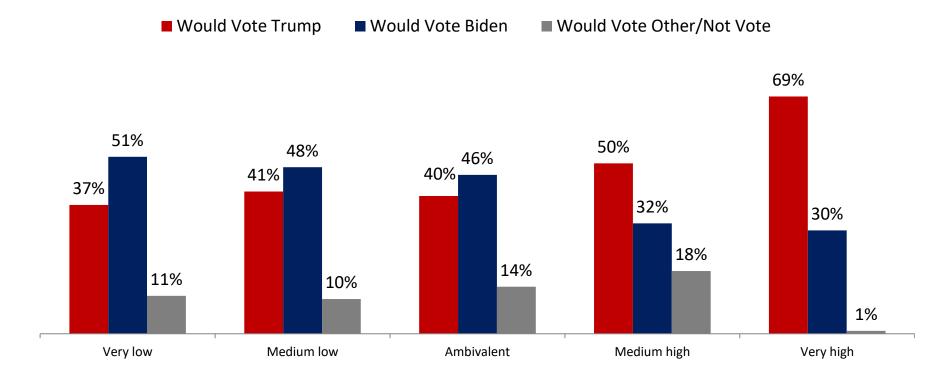# Combined Vote by Intervention Index

Q 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

Legend: ■ Would Vote Trump ■ Would Vote Biden ■ Would Vote Other/Not Vote

	Very low	Medium low	Ambivalent	Medium high	Very high
Would Vote Trump	63%	37%	36%	26%	30%
Would Vote Biden	26%	45%	52%	60%	67%
Would Vote Other/Not Vote	12%	18%	13%	14%	4%

Less government intervention ← → More government intervention

Combined Vote by Free Trade/Globalization Index

Q 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?

Less globalization → More globalization
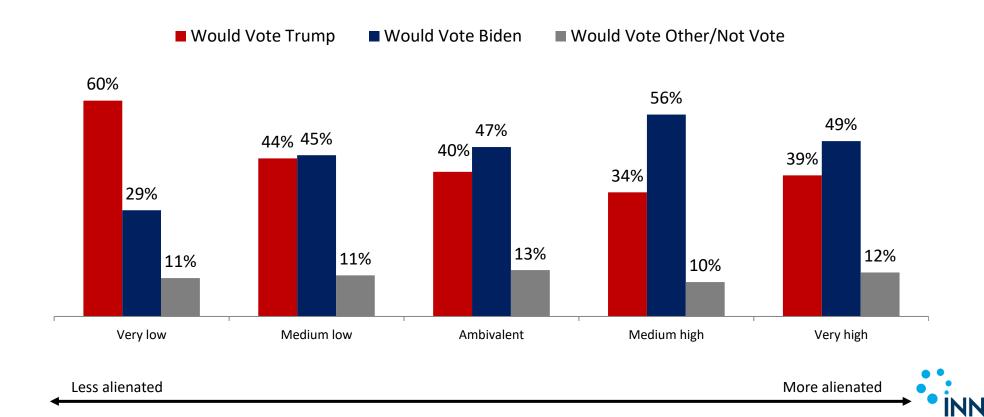
Combined Vote by Fiscal Conservatism

Q 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

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

Public's need
- 30%
- 59%
- 11%

Don't know
- 36%
- 40%
- 24%

Ability to afford
- 60%
- 32%
- 8%

More fiscally liberal ←———————————————→ More fiscally conservative

INNOVATIVE RESEARCH GROUP
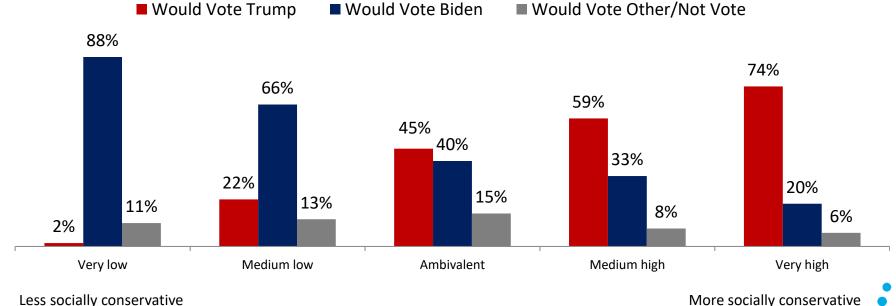
Combined Vote by Social Conservatism Index

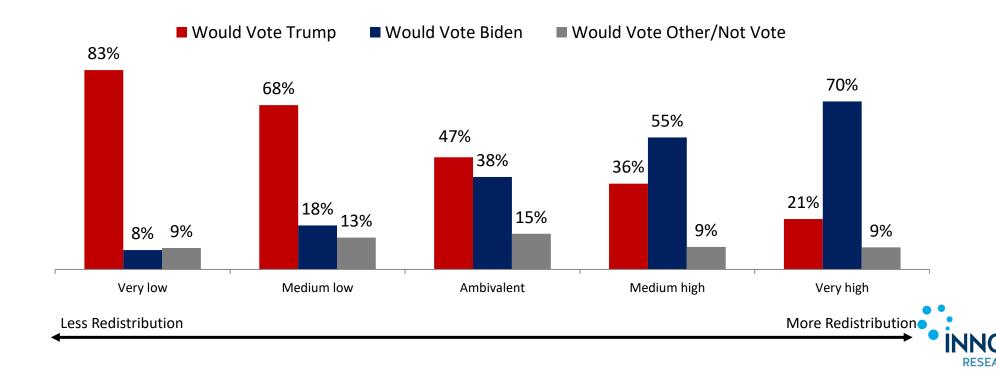**Q** If the 2020 presidential election was being held today, which presidential candidate would you vote for? *[VOTE + LEAN]*
BY Social Conservatism Index, US (6 questions):

- 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 …? Legislate moral standards OR Leave people to decided for themselves

Legend: ■ Would Vote Trump ■ Would Vote Biden ■ Would Vote Other/Not Vote

	Would Vote Trump	Would Vote Biden	Would Vote Other/Not Vote
Very low	2%	88%	11%
Medium low	22%	66%	13%
Ambivalent	45%	40%	15%
Medium high	59%	33%	8%
Very high	74%	20%	6%

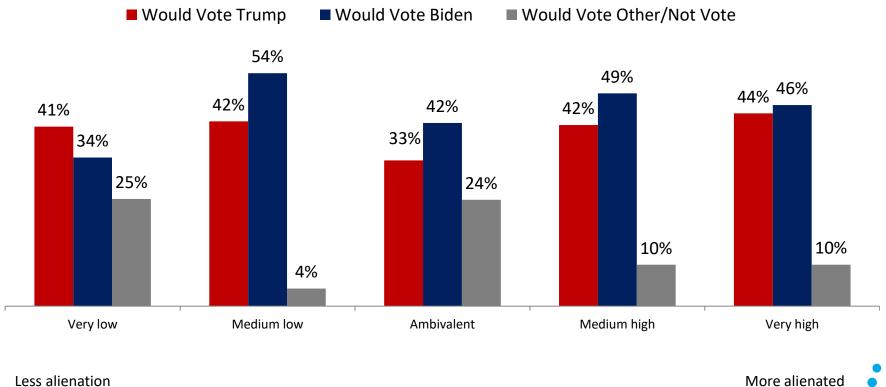Less socially conservative ← → More socially conservative

Combined Vote by Hunting

Q 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

	Not part of the future	Don't know	Allowed to continue
Would Vote Trump	22%	31%	58%
Would Vote Biden	67%	48%	32%
Would Vote Other/Not Vote	10%	20%	10%
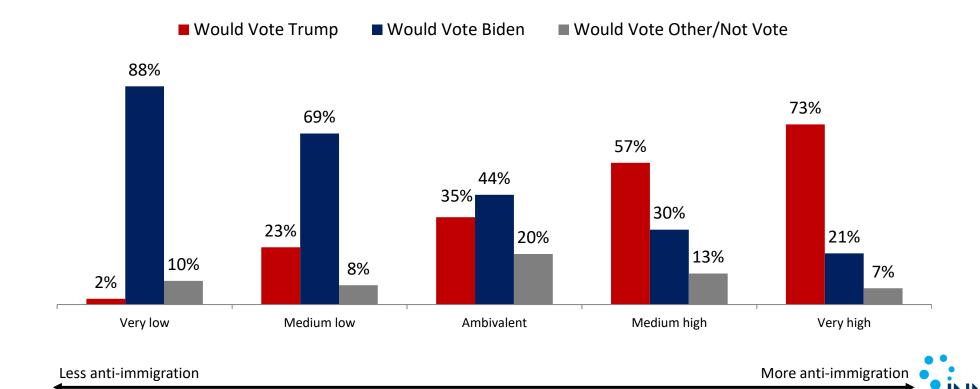
Less supportive of hunting ←————————————————————————→ More supportive of hunting

INNOVATIVE RESEARCH GROUP
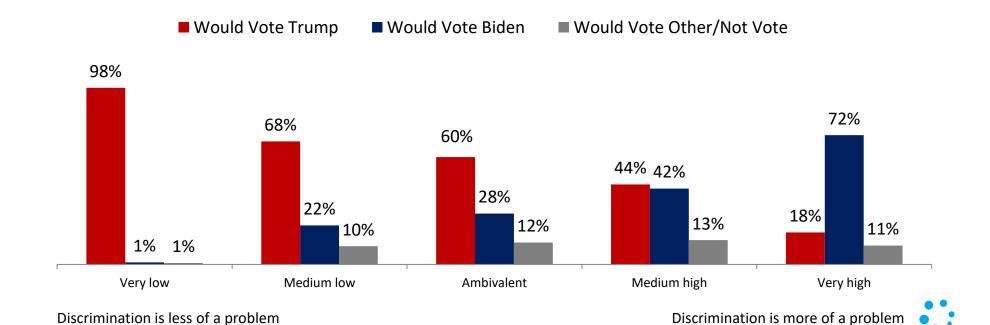
Combined Vote by Anti-Immigration Index

Q 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.

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

	Very low	Medium low	Ambivalent	Medium high	Very high
Would Vote Trump	2%	23%	35%	57%	73%
Would Vote Biden	88%	69%	44%	30%	21%
Would Vote Other/Not Vote	10%	8%	20%	13%	7%

Less anti-immigration ←————————————→ More anti-immigration

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Combined Vote by Anti-Discrimination Index

Q 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

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

	Very low	Medium low	Ambivalent	Medium high	Very high
Would Vote Trump	98%	68%	60%	44%	18%
Would Vote Biden	1%	22%	28%	42%	72%
Would Vote Other/Not Vote	1%	10%	12%	13%	11%

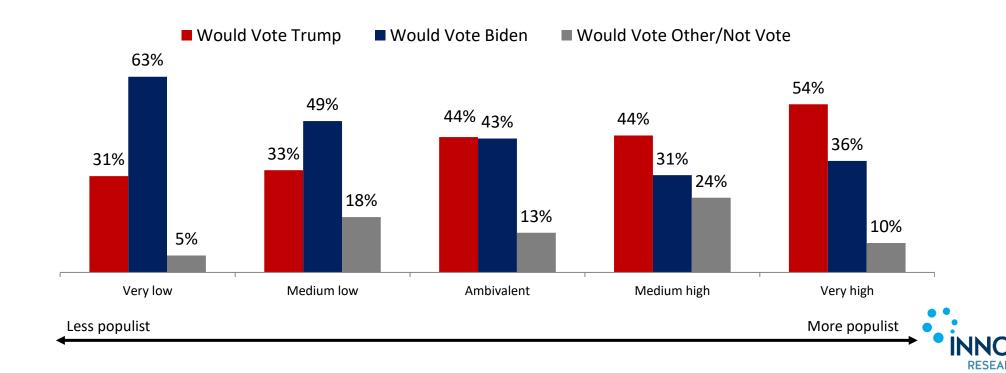Discrimination is less of a problem ←——————————————→ Discrimination is more of a problem

INNOVATIVE RESEARCH GROUP

Combined Vote by Law & Order Index

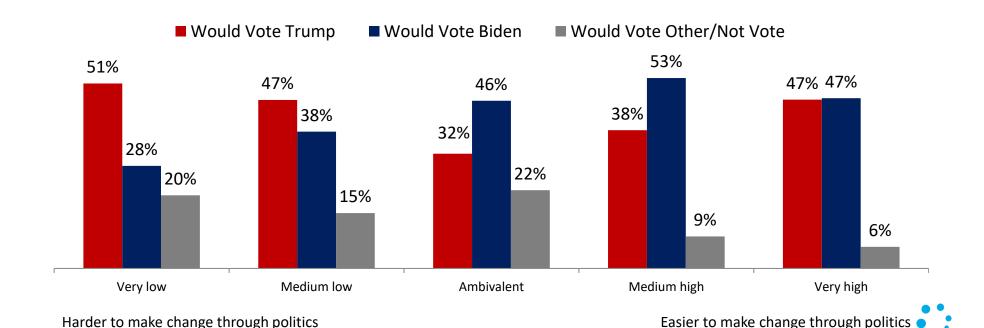**Q** If the 2020 presidential election was being held today, which presidential candidate would you vote for? *[VOTE + LEAN]*
BY Law & Order Index, US (2 questions):

- 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

Legend: ■ Would Vote Trump ■ Would Vote Biden ■ Would Vote Other/Not Vote

	Very low	Medium low	Ambivalent	Medium high	Very high
Would Vote Trump	23%	25%	50%	52%	66%
Would Vote Biden	67%	58%	37%	28%	25%
Would Vote Other/Not Vote	10%	17%	13%	20%	9%

Softer on crime ← → Tougher on crime

Combined Vote by Authoritarian Index

Q 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.

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

Less authoritarian → More authoritarian

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Combined Vote by Cultural Alienation Index

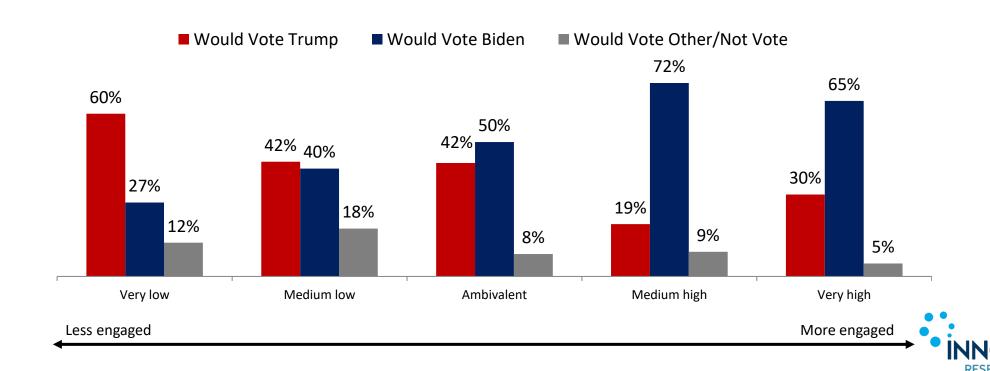**Q** If the 2020 presidential election was being held today, which presidential candidate would you vote for? *[VOTE + LEAN]*
BY Cultural Alienation Index, US (3 questions):
- Agree: Sometimes politics seems so complicated that a person like me can't really understand what's going on.
- Agree: Everything 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

Legend: ■ Would Vote Trump ■ Would Vote Biden ■ Would Vote Other/Not Vote

	Very low	Medium low	Ambivalent	Medium high	Very high
Would Vote Trump	5%	29%	42%	47%	46%
Would Vote Biden	82%	59%	45%	43%	43%
Would Vote Other/Not Vote	13%	12%	13%	10%	10%

Less alienated ←——————————————→ More alienated

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Combined Vote by Economic Alienation Index

Q 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.

	Would Vote Trump	Would Vote Biden	Would Vote Other/Not Vote
Very low	60%	29%	11%
Medium low	44%	45%	11%
Ambivalent	40%	47%	13%
Medium high	34%	56%	10%
Very high	39%	49%	12%

Less alienated ← → More alienated
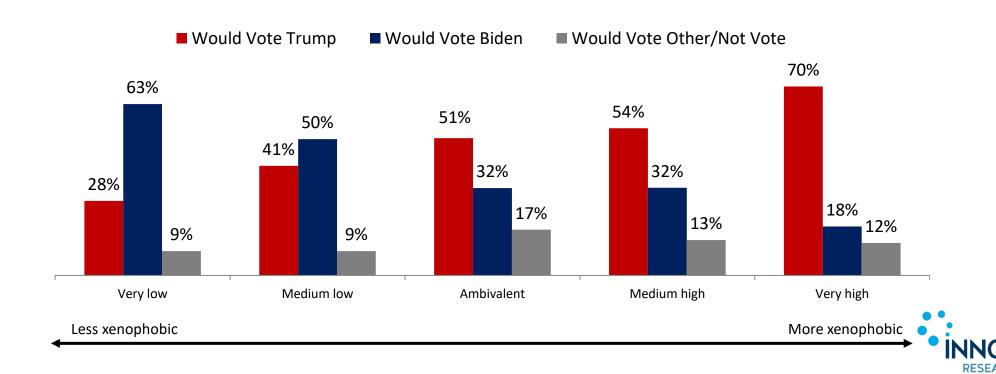
INNOVATIVE RESEARCH GROUP

Combined Vote by Economic Justice Index

Q 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

	Very low	Medium low	Ambivalent	Medium high	Very high
Would Vote Trump	83%	68%	47%	36%	21%
Would Vote Biden	8%	18%	38%	55%	70%
Would Vote Other/Not Vote	9%	13%	15%	9%	9%

Less Redistribution ← → More Redistribution

Combined Vote by Political Alienation Index
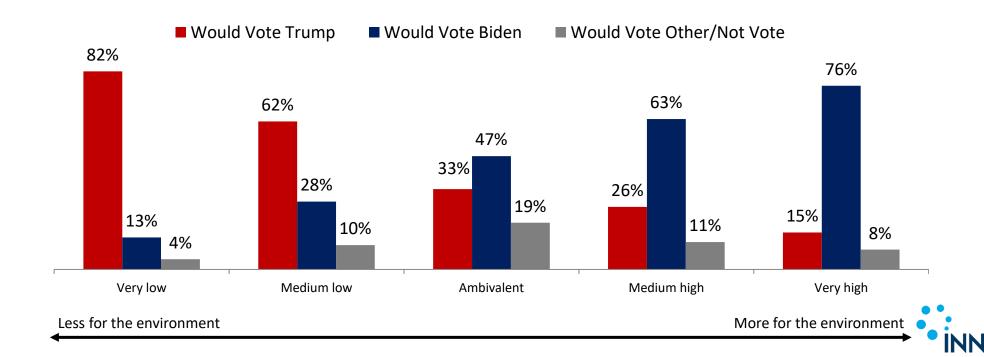
Q If the 2020 presidential election was being held today, which presidential candidate would you vote for? *[VOTE + LEAN]*
BY Political Alienation Index, US (2 questions):
- Agree: Governments care more about special interests than they do about the average person.
- Do you think the people in government waste a lot of the money we pay in taxes, waste some of it, or don't waste very much of it?

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

	Very low	Medium low	Ambivalent	Medium high	Very high
Would Vote Trump	41%	42%	33%	42%	44%
Would Vote Biden	34%	54%	42%	49%	46%
Would Vote Other/Not Vote	25%	4%	24%	10%	10%

Less alienation ←————————————→ More alienated

Combined Vote by Political Populism Index

Q 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

Legend: ■ Would Vote Trump ■ Would Vote Biden ■ Would Vote Other/Not Vote

	Very low	Medium low	Ambivalent	Medium high	Very high
Would Vote Trump	31%	33%	44%	44%	54%
Would Vote Biden	63%	49%	43%	31%	36%
Would Vote Other/Not Vote	5%	18%	13%	24%	10%

Less populist ← → More populist

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Combined Vote by Political Efficacy Index
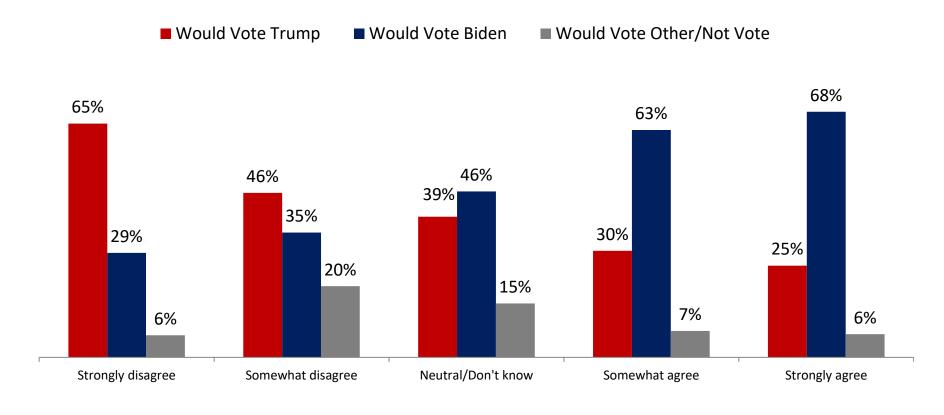
Q If the 2020 presidential election was being held today, which presidential candidate would you vote for? *[VOTE + LEAN]*
BY Political Efficacy Index, US (2 questions):
- Which statement best represents your view of the political process in the United States? The best way to make a difference is to 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 politic 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 proc

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

	Very low	Medium low	Ambivalent	Medium high	Very high
Would Vote Trump	51%	47%	32%	38%	47%
Would Vote Biden	28%	38%	46%	53%	47%
Would Vote Other/Not Vote	20%	15%	22%	9%	6%

Harder to make change through politics ←————————————→ Easier to make change through politics

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Combined Vote by Global Engagement Index

Q 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

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

Less engaged ← → More engaged

Combined Vote by Xenophobia Index

Q 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	Medium low	Ambivalent	Medium high	Very high
Would Vote Trump	28%	41%	51%	54%	70%
Would Vote Biden	63%	50%	32%	32%	18%
Would Vote Other/Not Vote	9%	9%	17%	13%	12%

Less xenophobic ← → More xenophobic

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Combined Vote by Environment Index

Q 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.

Legend: ■ Would Vote Trump ■ Would Vote Biden ■ Would Vote Other/Not Vote

	Very low	Medium low	Ambivalent	Medium high	Very high
Would Vote Trump	82%	62%	33%	26%	15%
Would Vote Biden	13%	28%	47%	63%	76%
Would Vote Other/Not Vote	4%	10%	19%	11%	8%

Less for the environment ←———————————————→ More for the environment

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Combined Vote by Feminism

Q 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

	Strongly disagree	Somewhat disagree	Neutral/Don't know	Somewhat agree	Strongly agree
Would Vote Trump	65%	46%	39%	30%	25%
Would Vote Biden	29%	35%	46%	63%	68%
Would Vote Other/Not Vote	6%	20%	15%	7%	6%

Less feminist ←————————————→ More feminist

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Using Regression Analysis

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.

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Block Regression Explained

- 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

Key Dependent Variable

Adjusted R^2 = 0.XX

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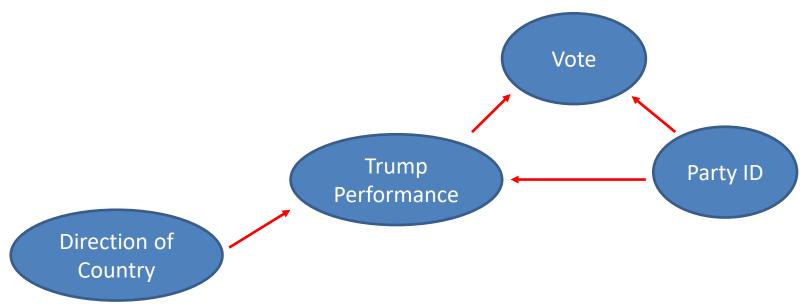
How the Regressions Relate to Each Other

The first regression focusses 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.
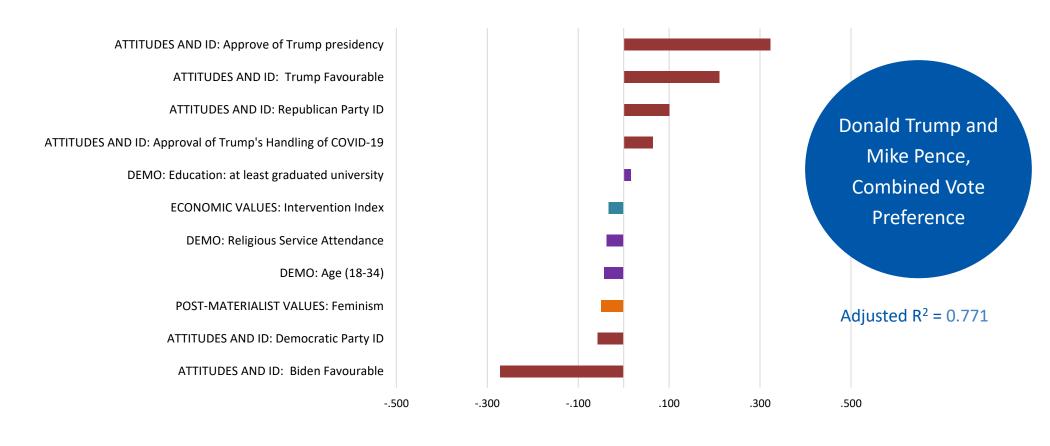
The Trump's job performance regression finds assessments of whether the US is headed in the right direction or is on the wrong track was a key driver. So we conducted a fourth regression to understand the drivers of those perceptions.

Block Regression | Trump Combined Vote Preference

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.

Donald Trump and Mike Pence, Combined Vote Preference

Adjusted R² = 0.771

Category	
Demographics 3.3%	Key Attitudes and Identification 76.8%	Values 77.1%
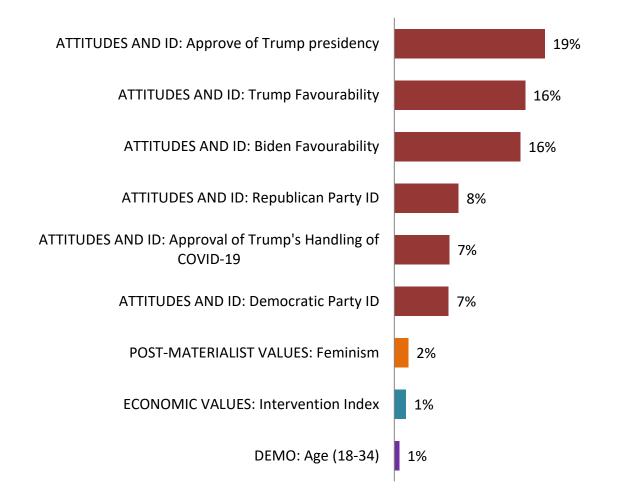
Chart categories (left axis, top to bottom):
- ATTITUDES AND ID: Approve of Trump presidency
- ATTITUDES AND ID: Trump Favourable
- ATTITUDES AND ID: Republican Party ID
- ATTITUDES AND ID: Approval of Trump's Handling of COVID-19
- DEMO: Education: at least graduated university
- ECONOMIC VALUES: Intervention Index
- DEMO: Religious Service Attendance
- DEMO: Age (18-34)
- POST-MATERIALIST VALUES: Feminism
- ATTITUDES AND ID: Democratic Party ID
- ATTITUDES AND ID: Biden Favourable

X-axis: -.500   -.300   -.100   .100   .300   .500

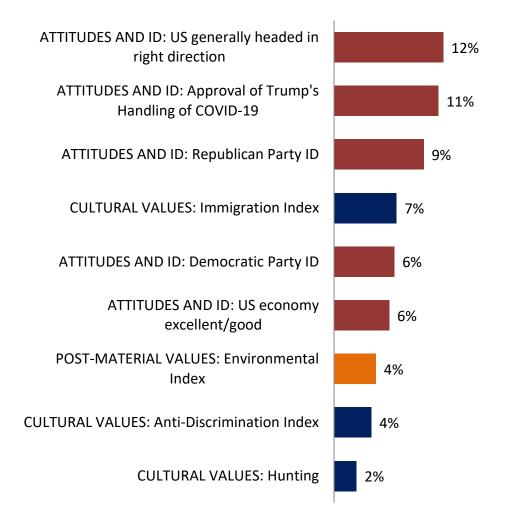**Note**: Chart shows standardized beta scores. All drivers significant at a 95% confidence interval unless indicated otherwise.

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Shapley Regression
How much does each driver explain Trump vote preference?
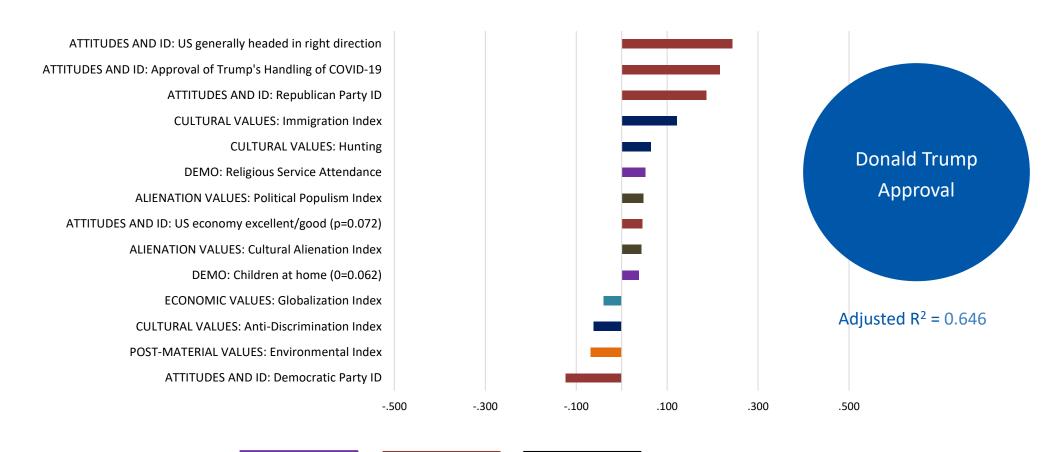
In a follow-up regression, looking at the key drivers in our model, we can determine how much each variable is responsible for the *total variance* in the dependent variable.

Variable	Value
ATTITUDES AND ID: Approve of Trump presidency	19%
ATTITUDES AND ID: Trump Favourability	16%
ATTITUDES AND ID: Biden Favourability	16%
ATTITUDES AND ID: Republican Party ID	8%
ATTITUDES AND ID: Approval of Trump's Handling of COVID-19	7%
ATTITUDES AND ID: Democratic Party ID	7%
POST-MATERIALIST VALUES: Feminism	2%
ECONOMIC VALUES: Intervention Index	1%
DEMO: Age (18-34)	1%

- **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%.

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Block Regression | Trump Approval

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.

Donald Trump Approval

Adjusted R² = 0.646

Chart categories (top to bottom):
- ATTITUDES AND ID: US generally headed in right direction
- ATTITUDES AND ID: Approval of Trump's Handling of COVID-19
- ATTITUDES AND ID: Republican Party ID
- CULTURAL VALUES: Immigration Index
- CULTURAL VALUES: Hunting
- DEMO: Religious Service Attendance
- ALIENATION VALUES: Political Populism Index
- ATTITUDES AND ID: US economy excellent/good (p=0.072)
- ALIENATION VALUES: Cultural Alienation Index
- DEMO: Children at home (0=0.062)
- ECONOMIC VALUES: Globalization Index
- CULTURAL VALUES: Anti-Discrimination Index
- POST-MATERIAL VALUES: Environmental Index
- ATTITUDES AND ID: Democratic Party ID

X-axis: -.500, -.300, -.100, .100, .300, .500

Demographics 6.0% → Key Attitudes and Identification 59.9% → Values 64.6%

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

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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.
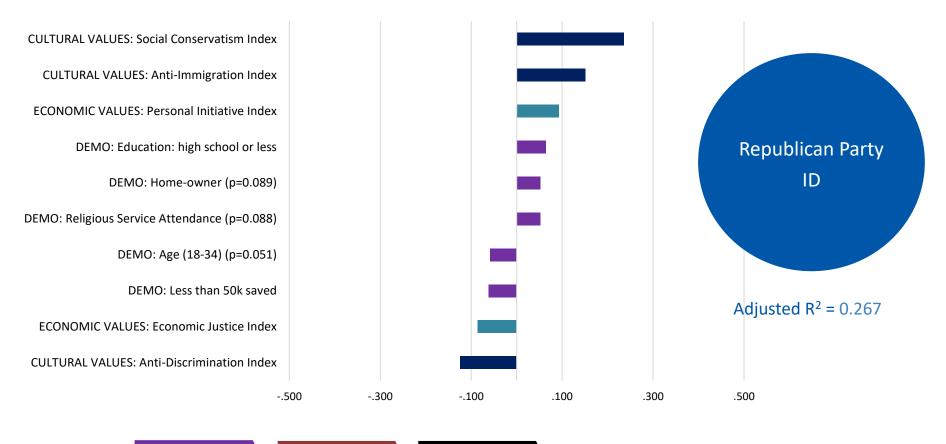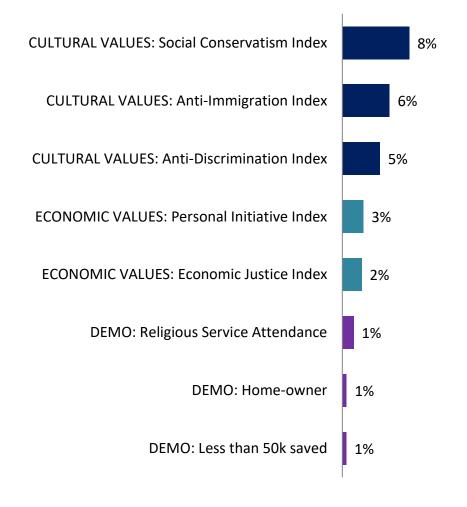
ATTITUDES AND ID: US generally headed in right direction — 12%

ATTITUDES AND ID: Approval of Trump's Handling of COVID-19 — 11%

ATTITUDES AND ID: Republican Party ID — 9%

CULTURAL VALUES: Immigration Index — 7%

ATTITUDES AND ID: Democratic Party ID — 6%

ATTITUDES AND ID: US economy excellent/good — 6%

POST-MATERIAL VALUES: Environmental Index — 4%

CULTURAL VALUES: Anti-Discrimination Index — 4%

CULTURAL VALUES: Hunting — 2%

- **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%.

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Block Regression | Republican Party ID

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.

Republican Party ID

Adjusted R^2 = 0.267

CULTURAL VALUES: Social Conservatism Index
CULTURAL VALUES: Anti-Immigration Index
ECONOMIC VALUES: Personal Initiative Index
DEMO: Education: high school or less
DEMO: Home-owner (p=0.089)
DEMO: Religious Service Attendance (p=0.088)
DEMO: Age (18-34) (p=0.051)
DEMO: Less than 50k saved
ECONOMIC VALUES: Economic Justice Index
CULTURAL VALUES: Anti-Discrimination Index

-.500   -.300   -.100   .100   .300   .500

Demographics 5.6%

Key Attitudes and Identification -%

Values 26.7%

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

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Shapley Regression
How much does each driver explain Republican ID?

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.
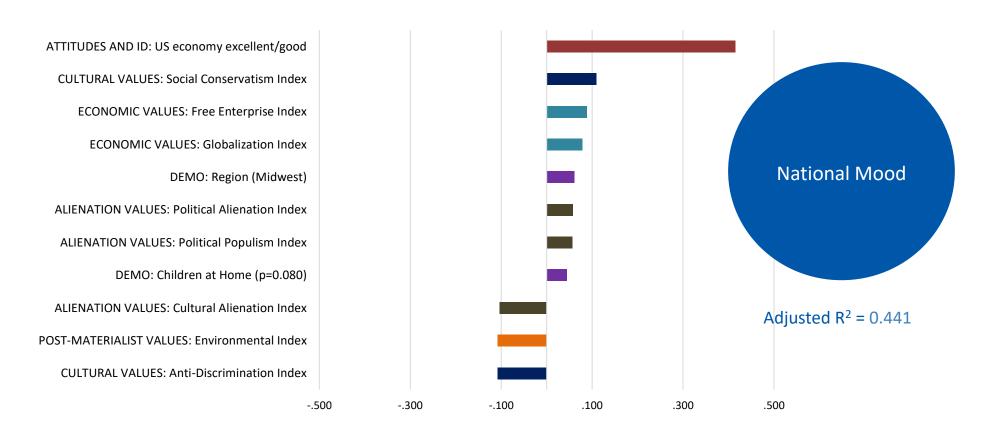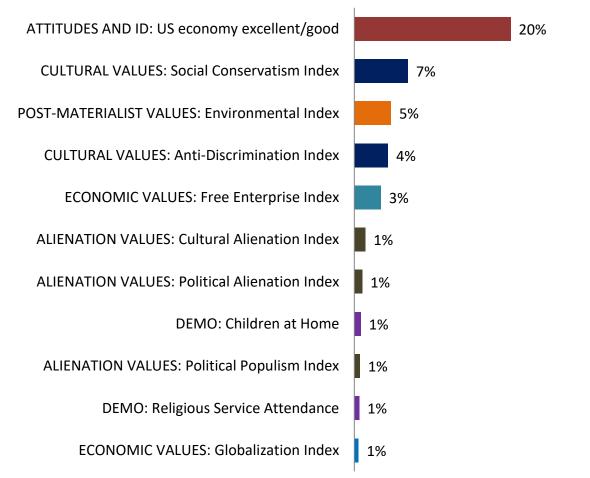
Driver	Value
CULTURAL VALUES: Social Conservatism Index	8%
CULTURAL VALUES: Anti-Immigration Index	6%
CULTURAL VALUES: Anti-Discrimination Index	5%
ECONOMIC VALUES: Personal Initiative Index	3%
ECONOMIC VALUES: Economic Justice Index	2%
DEMO: Religious Service Attendance	1%
DEMO: Home-owner	1%
DEMO: Less than 50k saved	1%

- **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%.

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Block Regression | National Mood

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.

National Mood

Adjusted R² = 0.441

Chart categories (top to bottom):
- ATTITUDES AND ID: US economy excellent/good
- CULTURAL VALUES: Social Conservatism Index
- ECONOMIC VALUES: Free Enterprise Index
- ECONOMIC VALUES: Globalization Index
- DEMO: Region (Midwest)
- ALIENATION VALUES: Political Alienation Index
- ALIENATION VALUES: Political Populism Index
- DEMO: Children at Home (p=0.080)
- ALIENATION VALUES: Cultural Alienation Index
- POST-MATERIALIST VALUES: Environmental Index
- CULTURAL VALUES: Anti-Discrimination Index

Axis: -.500   -.300   -.100   .100   .300   .500

Process flow:
- Demographics 6.3%
- Key Attitudes and Identification 36.2%
- Values 44.1%

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

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Shapley Regression
How much does each driver explain national mood?

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.

Driver	%
ATTITUDES AND ID: US economy excellent/good	20%
CULTURAL VALUES: Social Conservatism Index	7%
POST-MATERIALIST VALUES: Environmental Index	5%
CULTURAL VALUES: Anti-Discrimination Index	4%
ECONOMIC VALUES: Free Enterprise Index	3%
ALIENATION VALUES: Cultural Alienation Index	1%
ALIENATION VALUES: Political Alienation Index	1%
DEMO: Children at Home	1%
ALIENATION VALUES: Political Populism Index	1%
DEMO: Religious Service Attendance	1%
ECONOMIC VALUES: Globalization Index	1%

- **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%.

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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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For more information, please contact:

Greg Lyle
President
(t) 416-642-6429
(e) glyle@innovativeresearch.ca

Building Understanding.

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