



Canada This Month Fall Economic Update

Public Opinion Research
Release Date: December 18, 2020
Field Dates: December 03 to December 15, 2020

Fall Economic Update

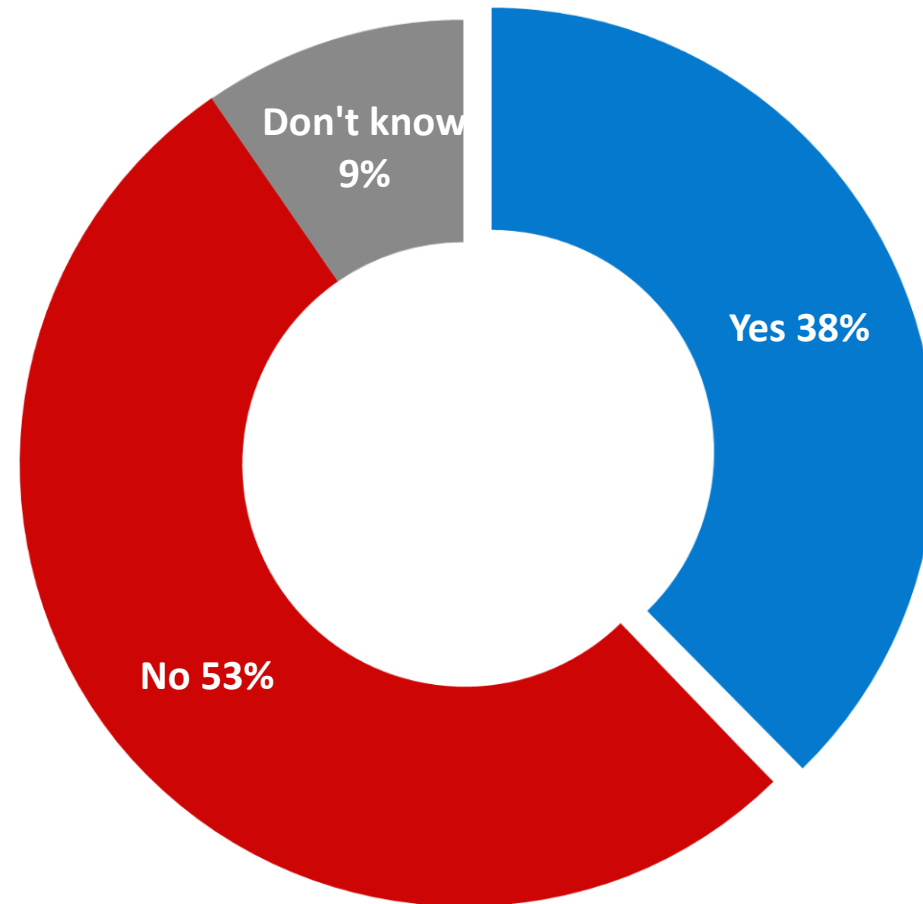
Today, INNOVATIVE is releasing results from the December Canada This Month study. This online survey was in field from December 3rd to December 15th with a weighted sample size of 2,000 Canadian residents. Detailed methodology is provided in the appendix.

This report covers Canadians reaction to the recent economic update presented by the federal government. We find Canadians did not pay strong attention to the update, but those who did had a negative reaction more often than a positive one.

Attention: Only 38% of Canadians say they have read, seen or heard anything about the economic update



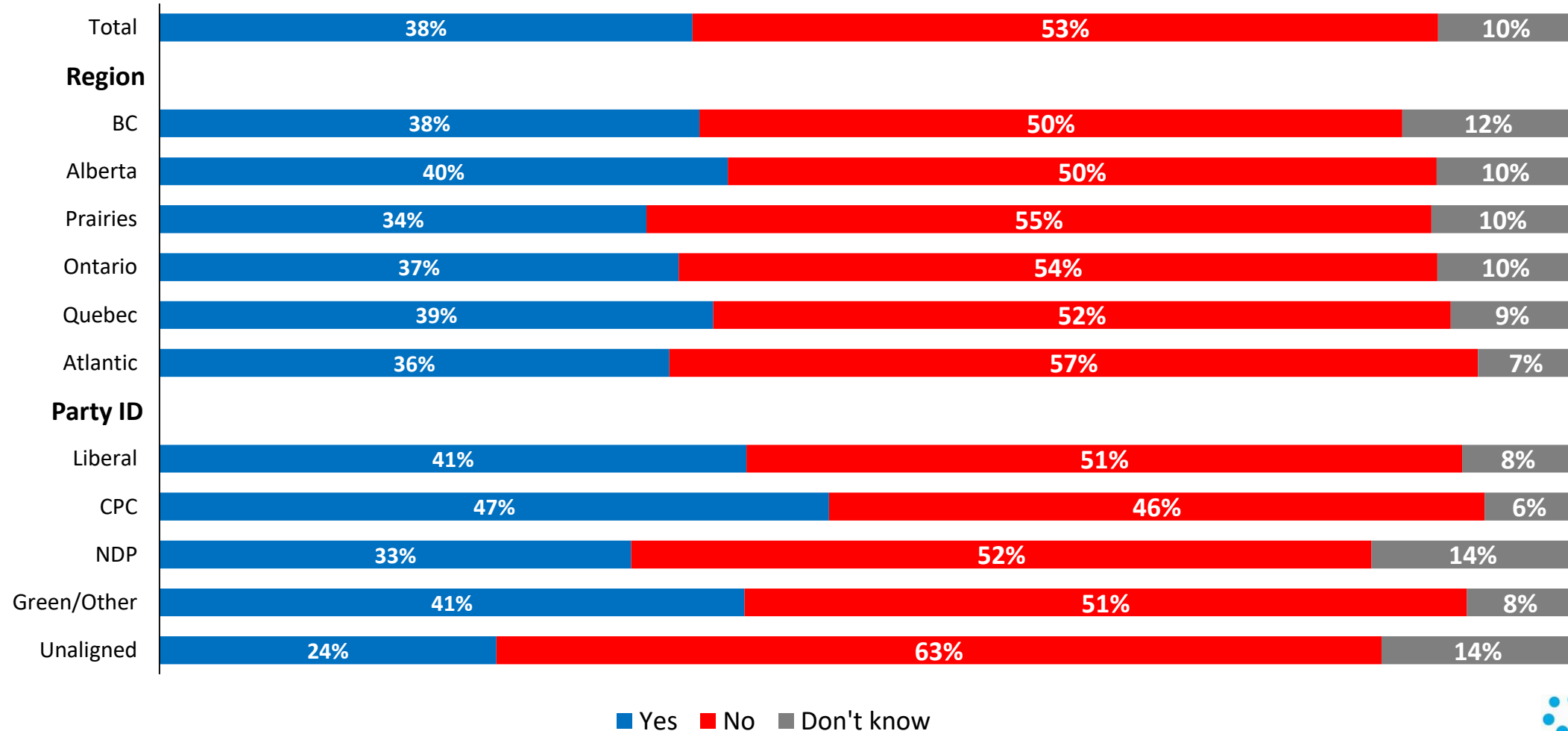
Have you read, seen or heard anything about the recent economic update that was presented in Parliament on Monday, November 30, 2020?
[asked of all respondents, n=2,000]



Attention: Awareness is highest among CPC partisans at 47% and lowest among unaligned voters at 24%



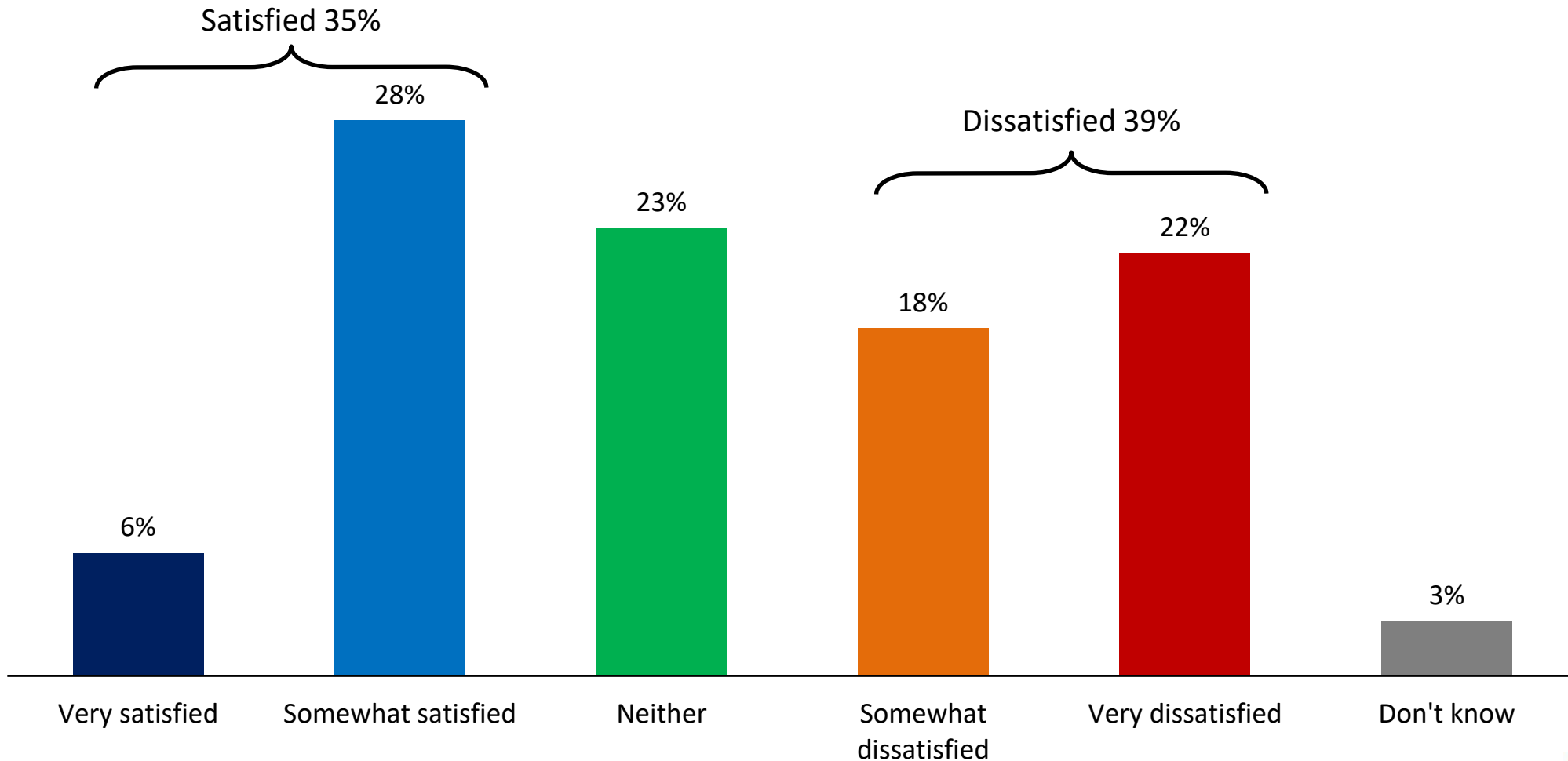
Have you read, seen or heard anything about the recent economic update that was presented in Parliament on Monday, November 30, 2020?
[asked of all respondents, n=2,000]



Satisfaction: Respondents are split on whether they are satisfied (35%)⁵ or dissatisfied (39%); intensity of dissatisfaction is stronger



In general, how satisfied are you with the fall economic update?
[asked of those aware of budget: n=753]

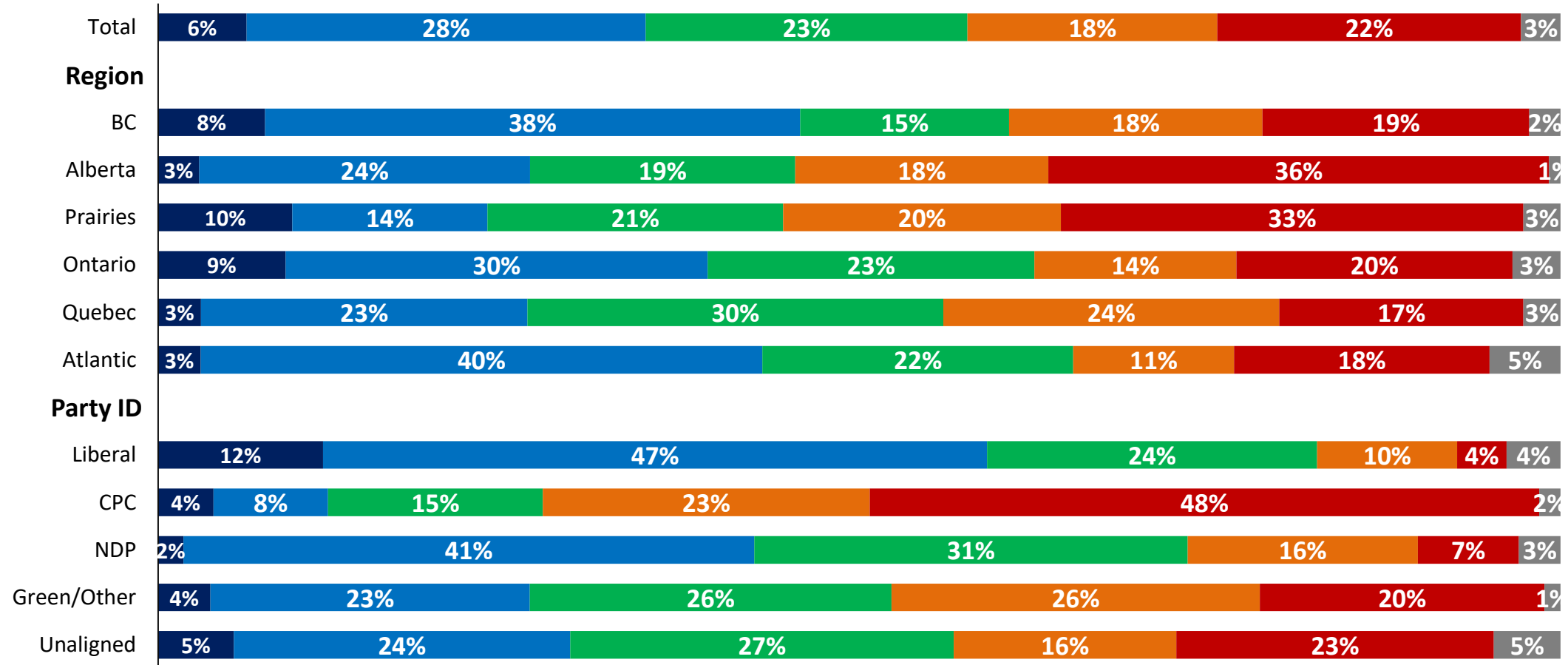


Satisfaction: Satisfaction with the update is highest in BC, Ontario, and Atlantic Canada ⁶



In general, how satisfied are you with the fall economic update?

[asked of those aware of budget: n=753]



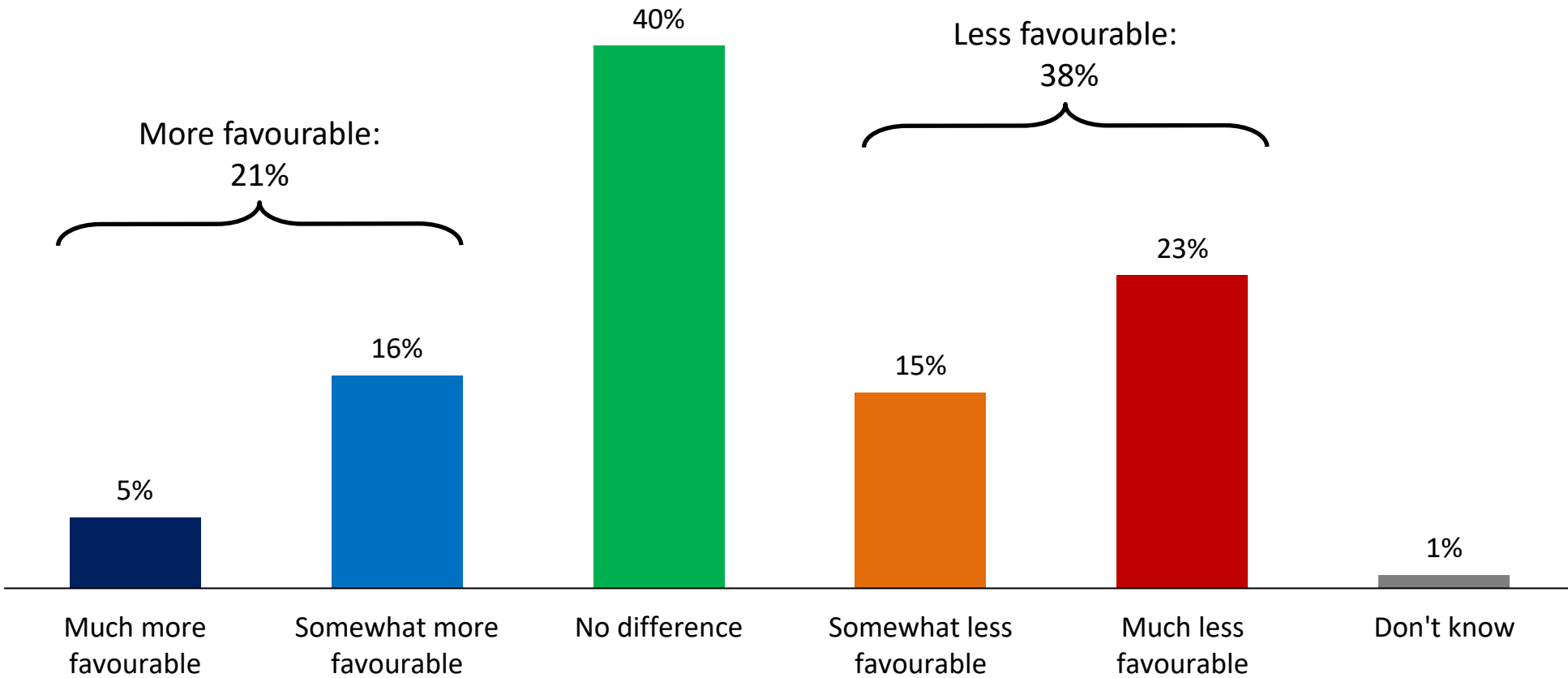
■ Very satisfied
 ■ Somewhat satisfied
 ■ Neither
 ■ Somewhat dissatisfied
 ■ Very dissatisfied
 ■ Don't know

Impact: The plurality say the update made no difference (40%) while another 38% say it left them feeling less favourable towards the gov't



Did it leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable, a lot less favourable towards the federal government?

[asked of those aware of budget: n=753]

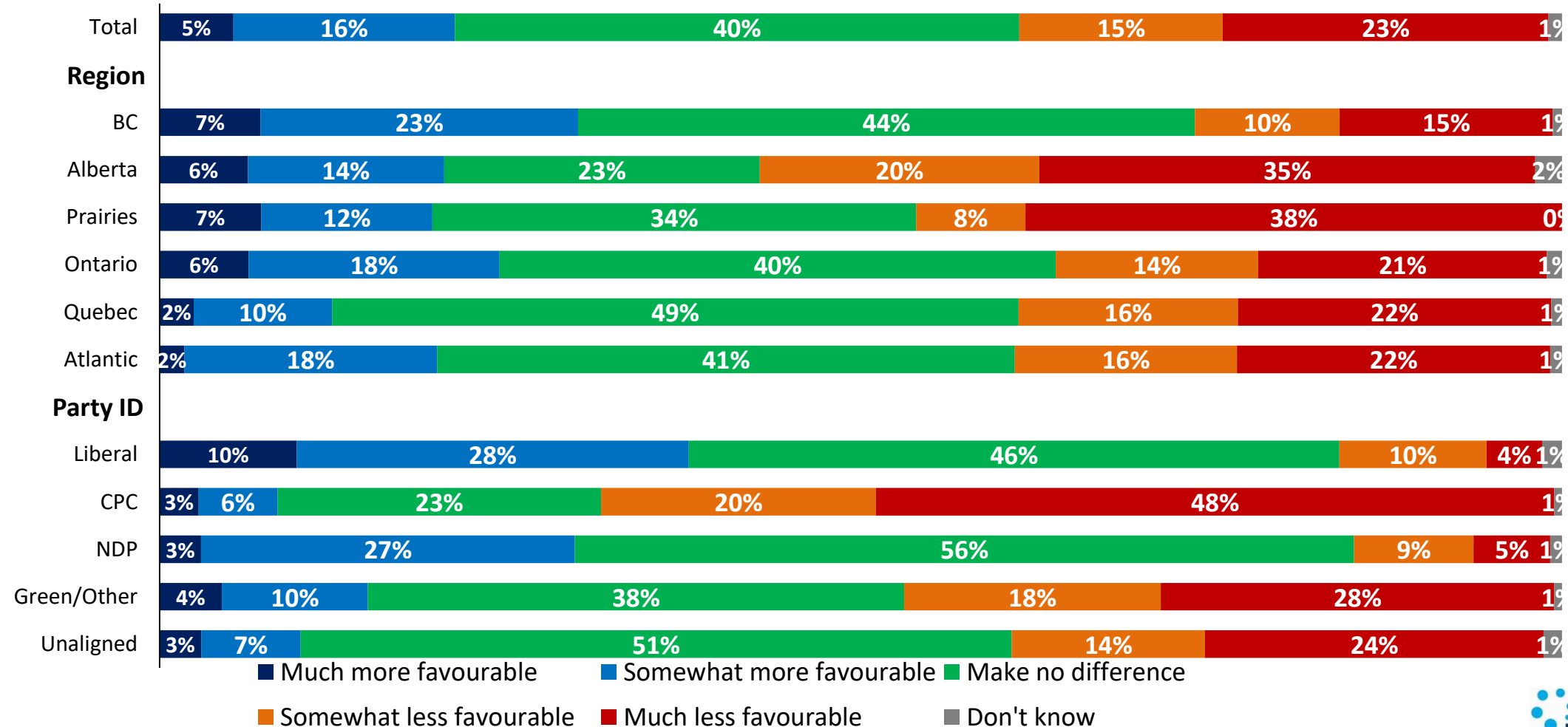


Impact: The impact is most negative in Alberta and the Prairies, and most positive in BC and Ontario



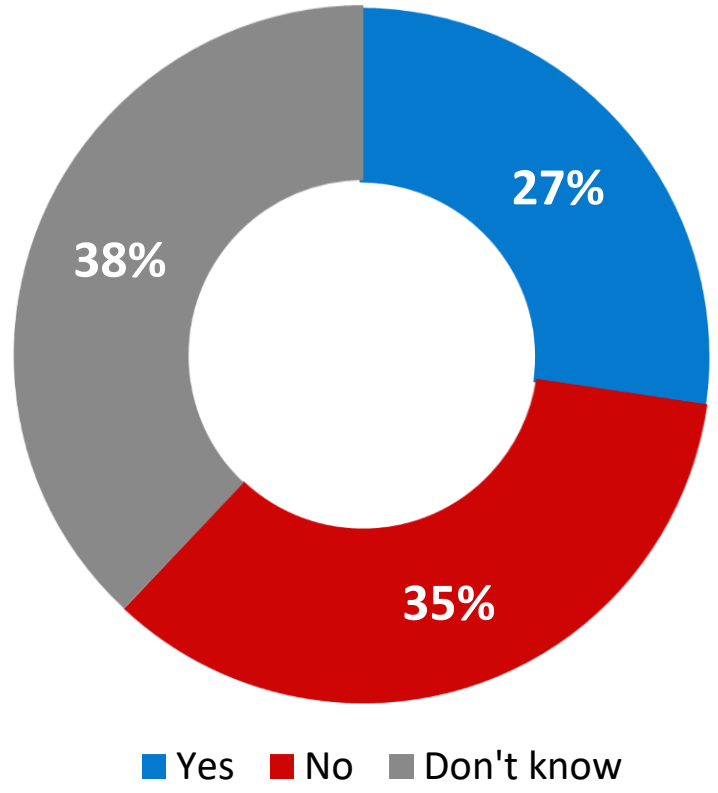
Did it leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable, a lot less favourable towards the federal government?

[asked of those aware of budget: n=753]

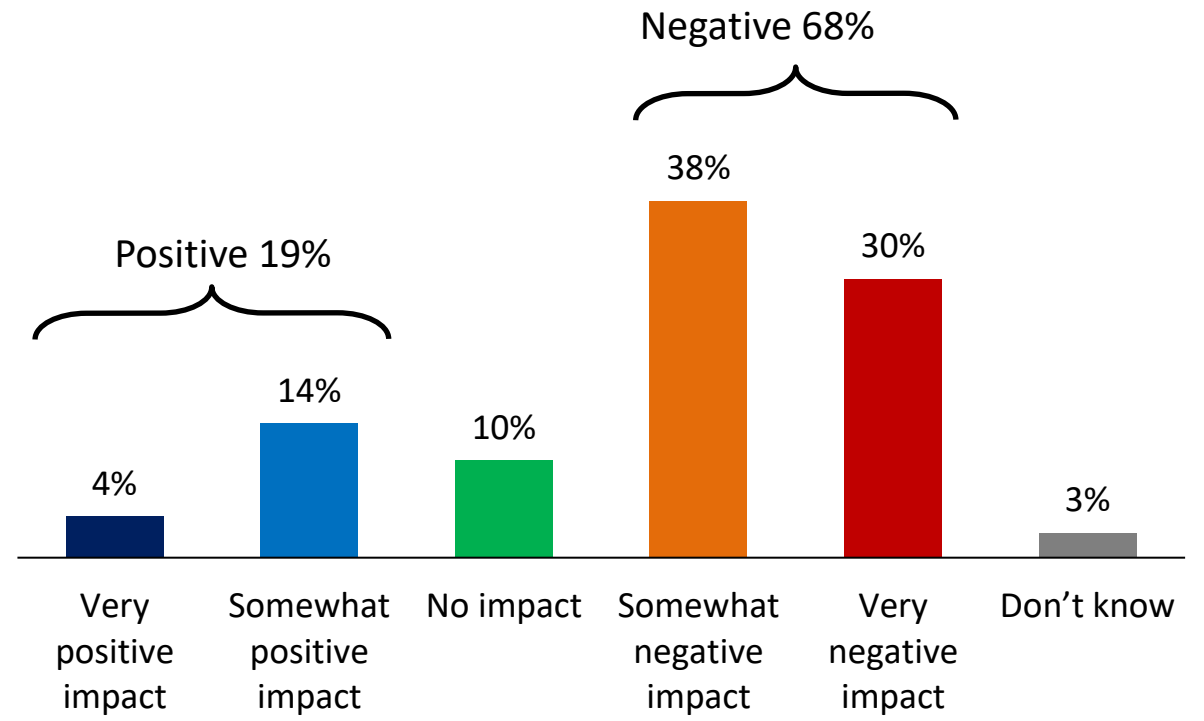


Personal Impact: Only 27% say the update will have a personal impact on them; among those who do, 68% say the impact will be negative

Q Do you think your own personal situation will be directly impacted by the new Liberal fall economic update?
[asked of all respondents, n=2,000]



Q [IF YES] Would that be a positive or a negative impact?
[asked of those who feel they would be impacted: n=547]

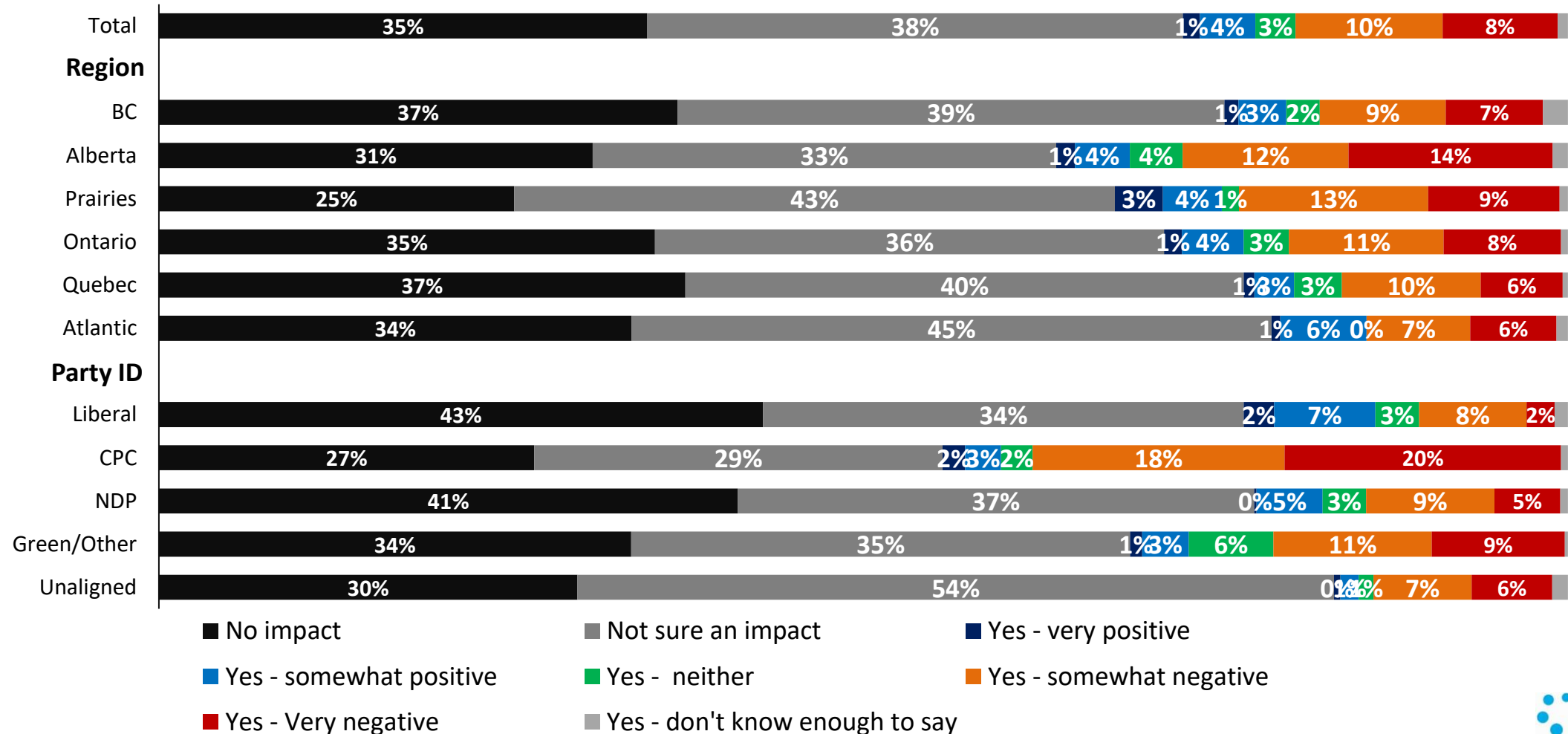


Personal Impact: Nearly 4-in-10 Conservative partisans say the update will have a negative impact on their personal situation ¹⁰



Do you think your own personal situation will be directly impacted by the new Liberal fall economic update? [IF YES] Would that be a positive or a negative impact?

[asked of all respondents, n=2,000]

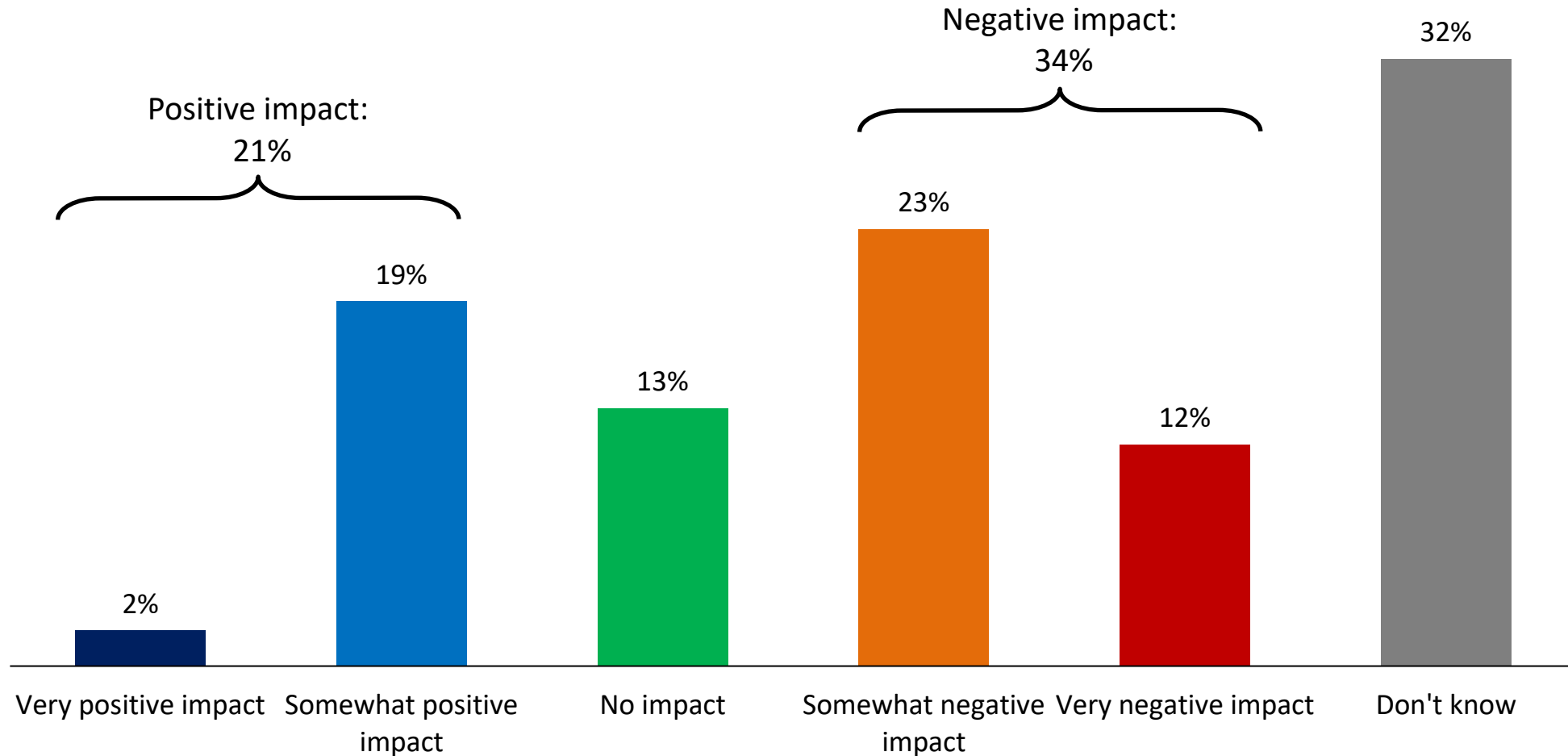


Economic: One-in-three (34%) say the update will have a negative impact on the economy



Do you think the fall economic update will have a positive or a negative impact on the economy?

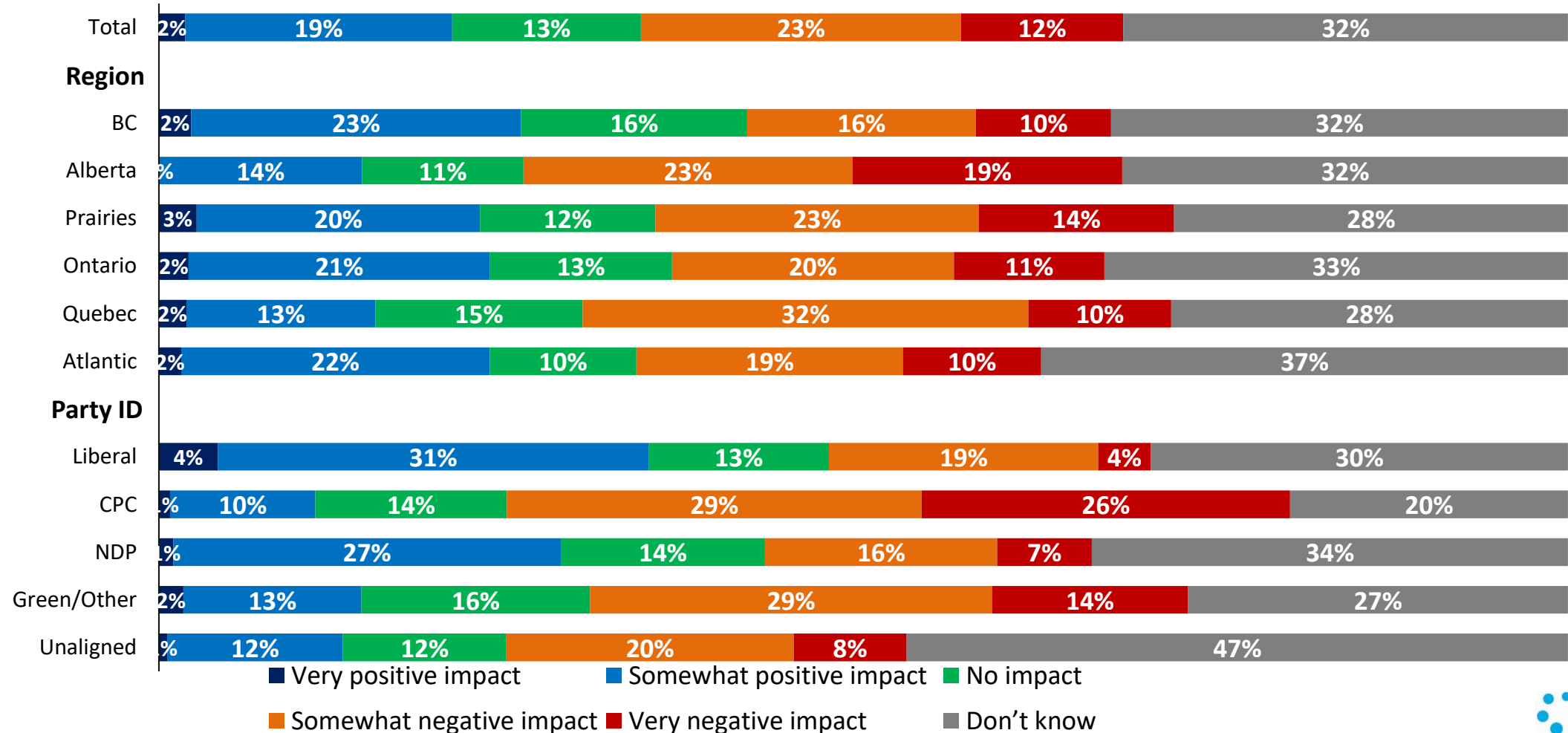
[asked of all respondents, n=2,000]



Economic: More than 1-in-3 Liberal partisans say the economic update will have a positive impact on the economy ¹²



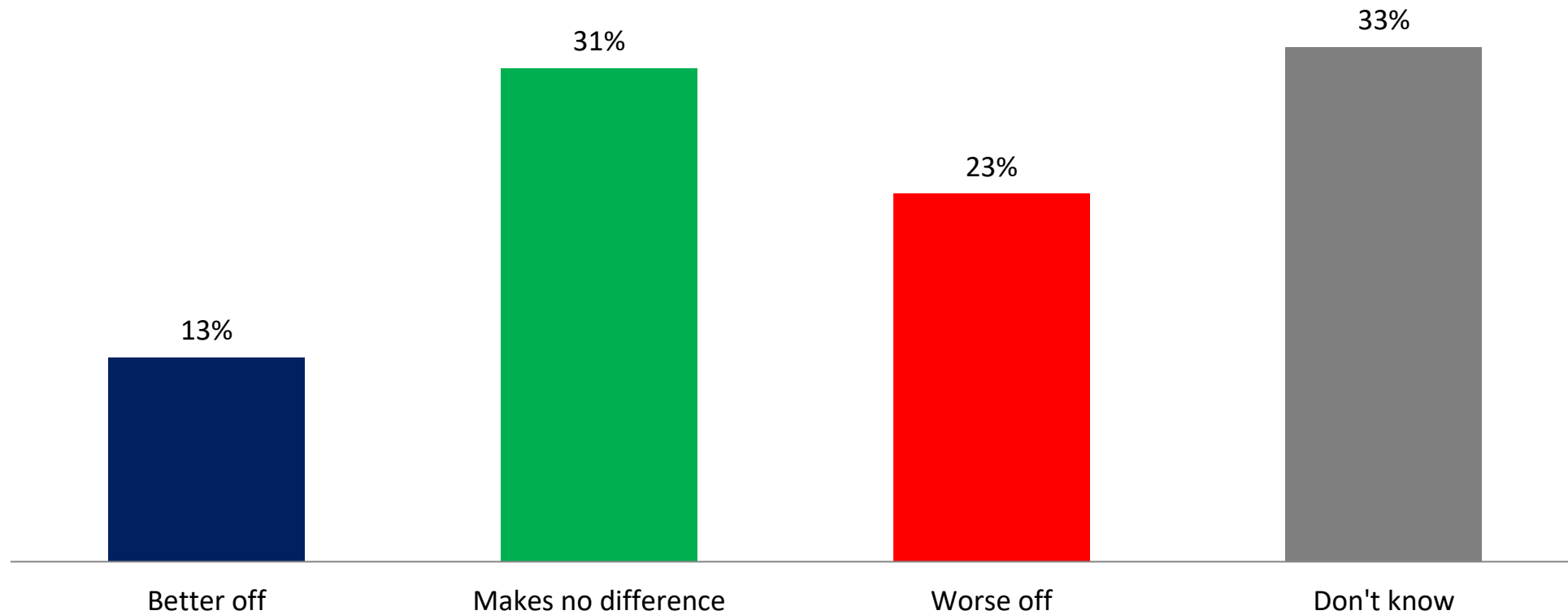
Do you think the fall economic update will have a positive or a negative impact on the economy?
[asked of all respondents, n=2,000]



Health Care: More Canadians think the economic update will leave the Canadian health care system worse off (23%) than better off (13%)¹³



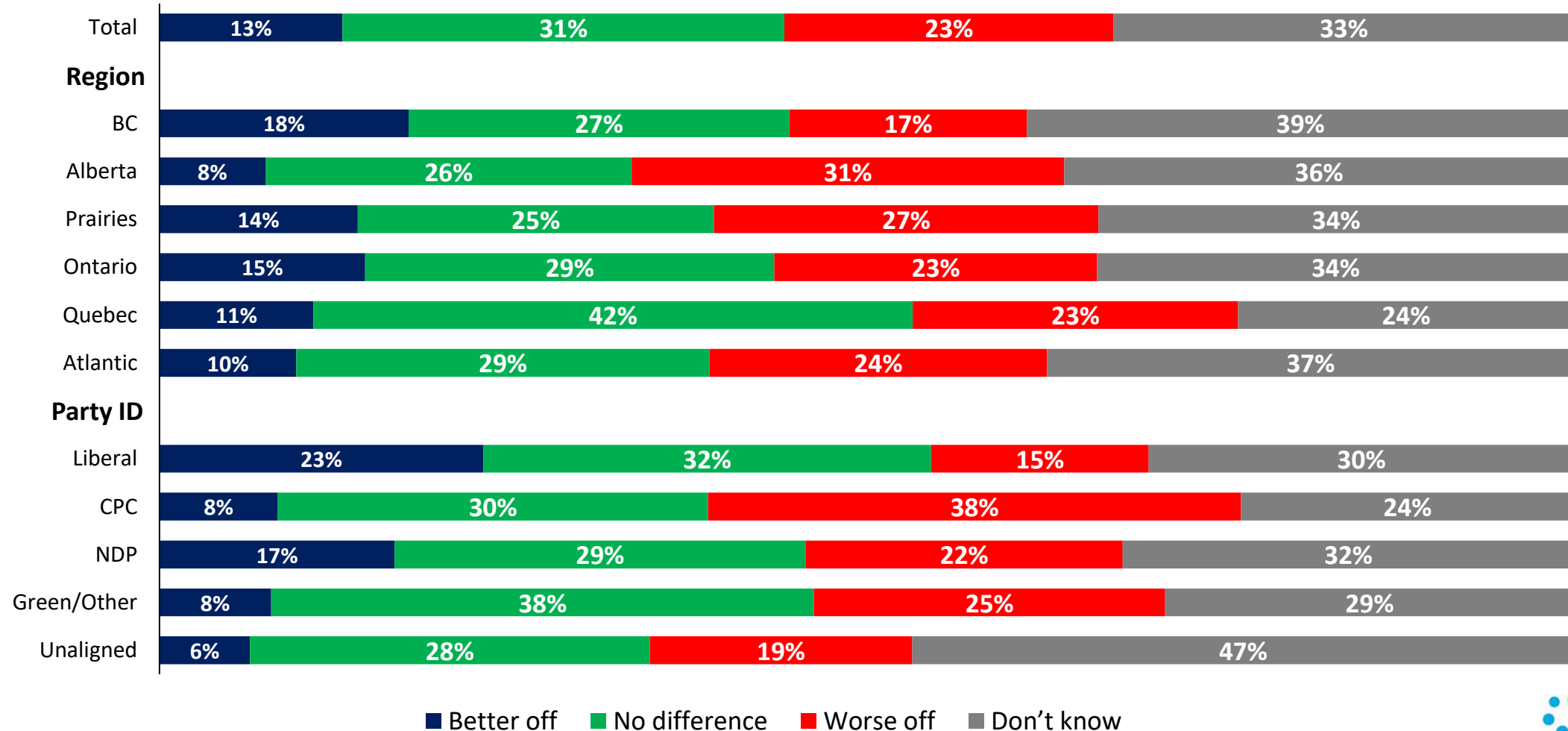
Do you think the fall economic update will leave the Canadian health care system better off, worse off or will it make no difference?
[asked of all respondents, n=2,000]



Health Care: Nearly 4-in-10 CPC Partisans say the update will leave the health care system worse off (38%) ¹⁴



Do you think the fall economic update will leave the Canadian health care system better off, worse off or will it make no difference?
[asked of all respondents, n=2,000]

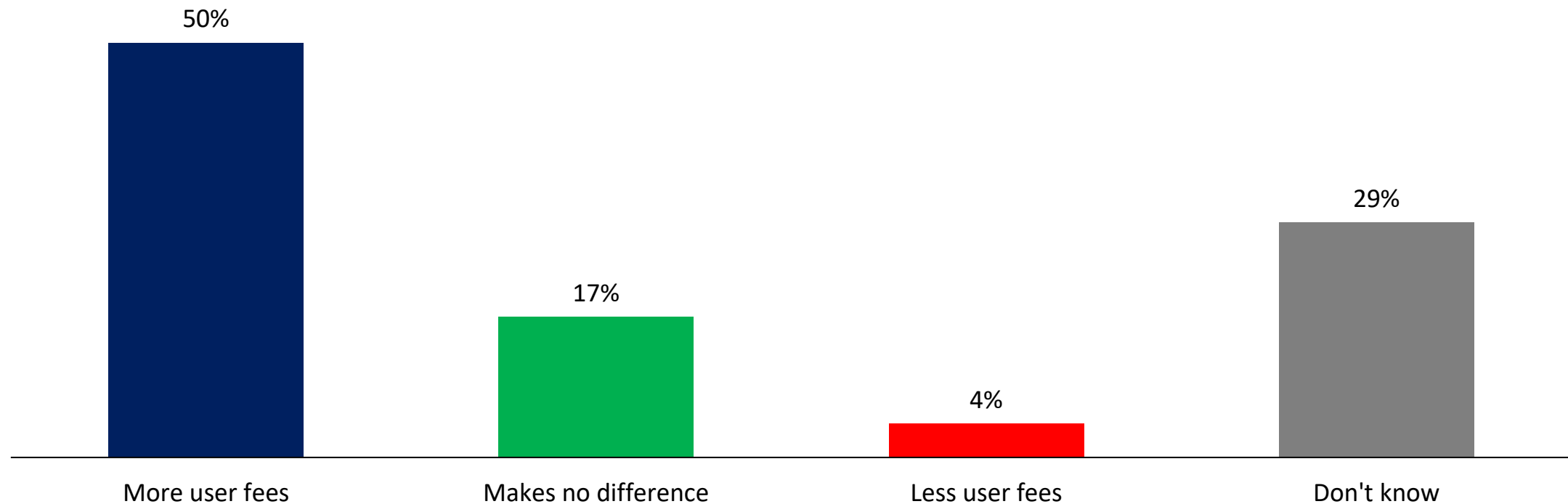


User Fees: Half of Canadians say the economic update will result in more user fees for government services



Do you think the fall economic update will result in you paying [ROTATE MORE OR LESS] more user fees for government services, less user fees for government services, or will it make no difference?

[asked of all respondents, n=2,000]

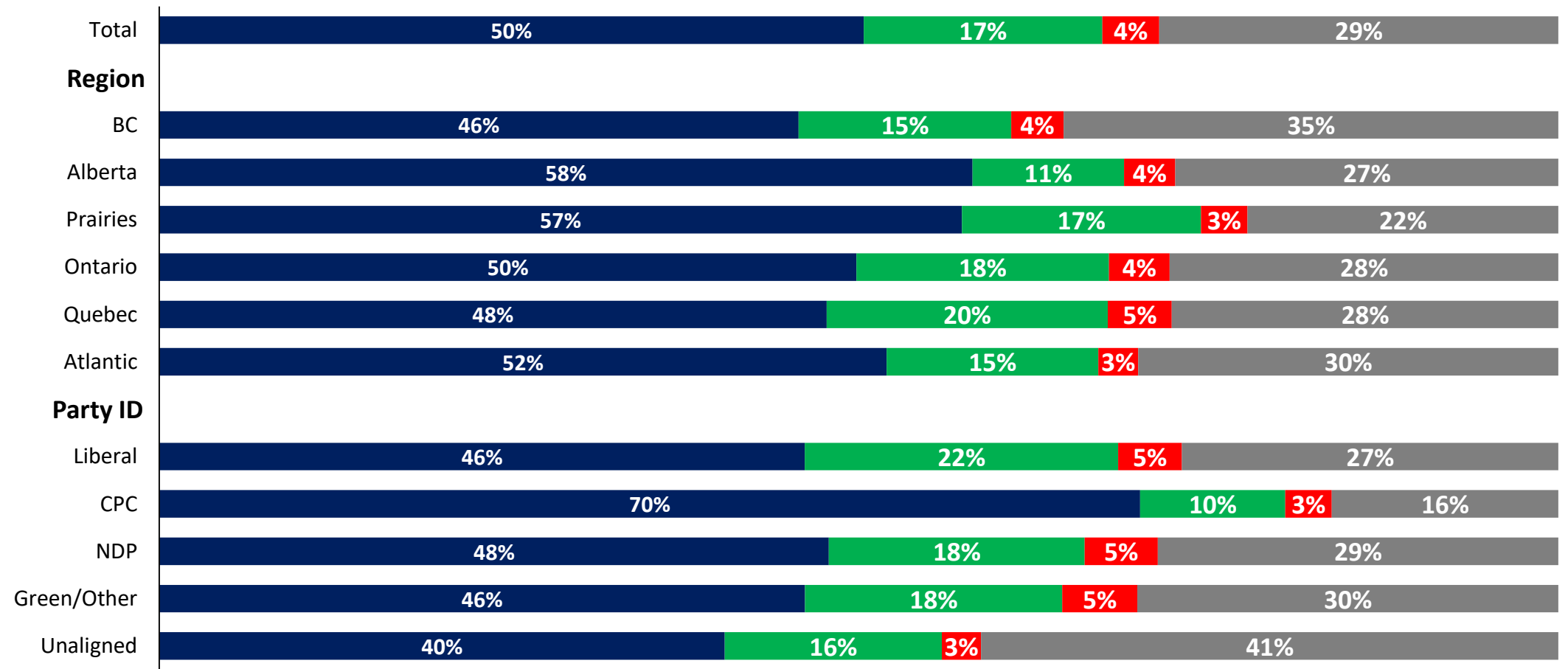


User Fees: A majority of Canadians in Alberta, the Prairies, Ontario, and Atlantic Canada say the update will result in them paying more user fees



Do you think the fall economic update will result in you paying [ROTATE MORE OR LESS] more user fees for government services, less user fees for government services, or will it make no difference?

[asked of all respondents, n=2,000]



■ More user fees for government services ■ Make no difference ■ Less user fees for government services ■ Don't know



Methodology

The background of the slide is a solid dark blue color. It features several faint, light blue circles of varying sizes scattered across the surface. The circles are semi-transparent and do not overlap each other.

Survey Methodology

These are the results of an online survey conducted between December 3rd and December 15th, 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=2,640 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

Field Dates: December 3rd to December 15th, 2020.

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

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online 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	287	10.9%	276	13.8%
Men 35-54	466	17.7%	335	16.7%
Men 55+	531	20.1%	361	18.0%
Women 18-34	397	15.0%	272	13.6%
Women 35-54	476	18.0%	348	17.4%
Women 55+	483	18.3%	408	20.4%
Region				
BC	307	11.6%	272	13.6%
AB	278	10.5%	226	11.3%
Prairies	154	5.8%	130	6.5%
ON	1191	45.1%	767	38.3%
QC	483	18.3%	469	23.4%
Atlantic	227	8.6%	136	6.8%



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Building Understanding.