



Canada This Month Values Tracking

Public Opinion Research
Release Date: February 12, 2021
Field Dates: January 07 to February 01, 2021

Values Tracking

Today, INNOVATIVE is releasing results from our January 2021 *Canada This Month* survey. This online survey was in field from January 7th to February 1st, 2021 with a weighted sample size of 2,000. Detailed methodology is provided in the appendix.

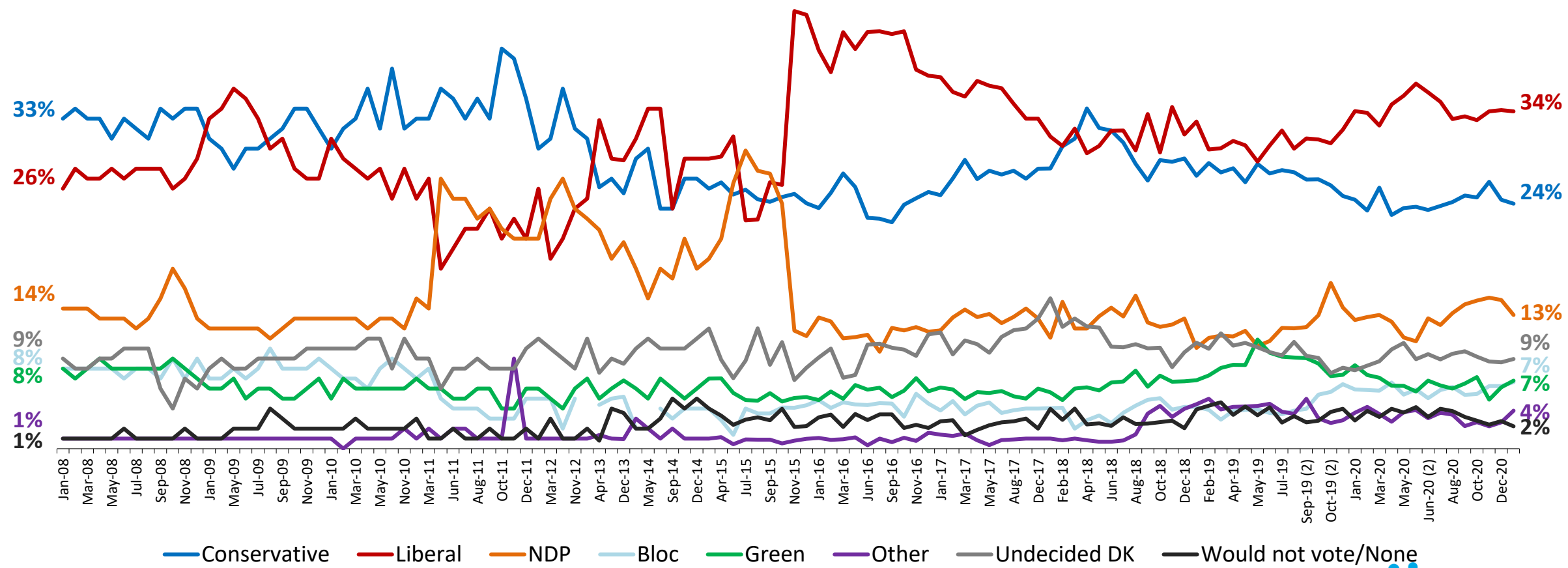
This report covers how Canadians' values have changed since the start of 2020 and how different value groups have changed over time. We find that while most values have remained largely stable over time, there has been a decline in populism and a rise in willingness to spend since the COVID-19 pandemic began.

Vote

Federal Vote Tracking



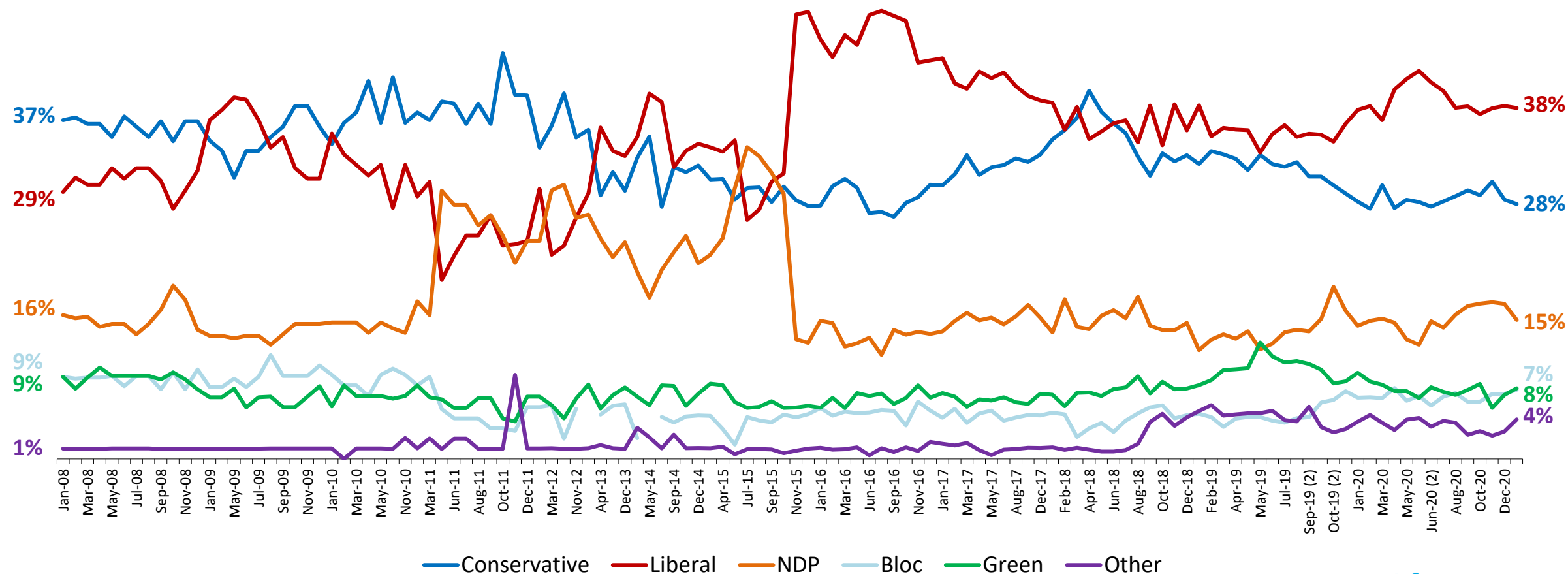
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
[asked of all respondents; n=2000]



Federal Decided Vote Tracking



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED]
[only decided voters; n=1,776]



Decided Vote by Region:

Decided vote by Region

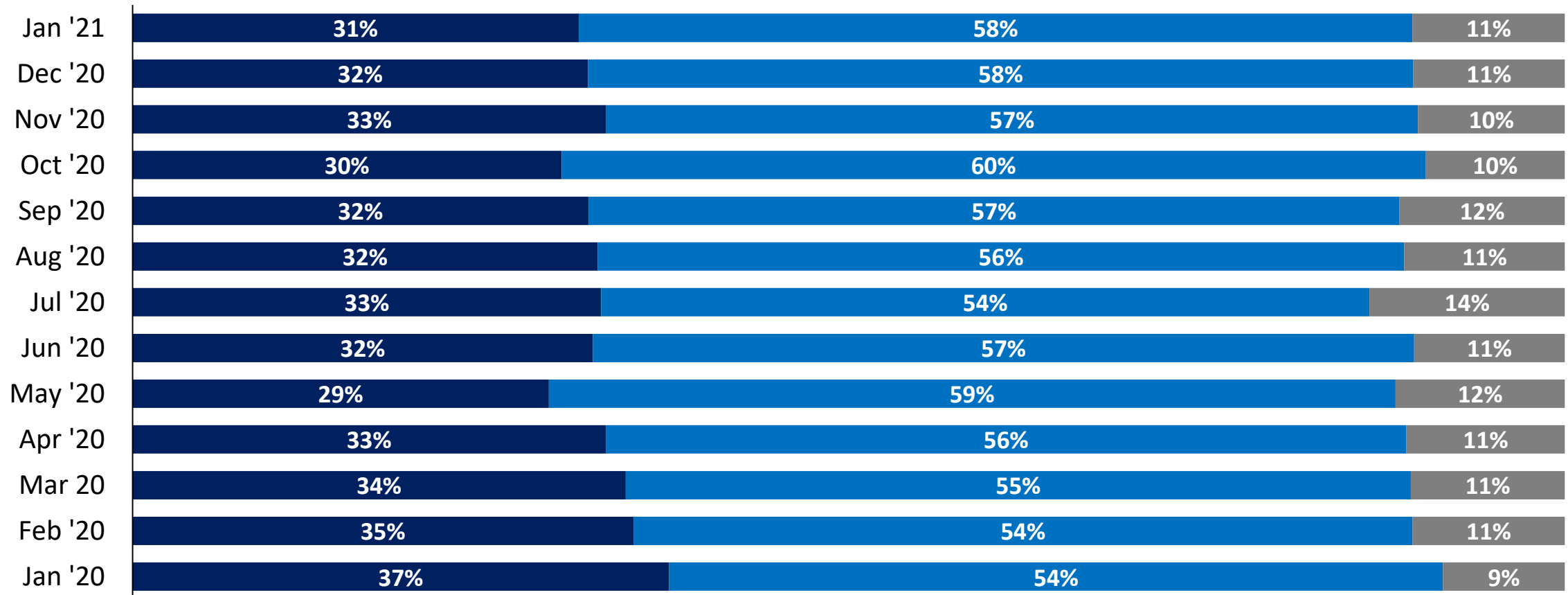
		Region					
		BC	AB	Prairies	ON	QC	Atlantic
		(N=250)	(N=203)	(N=115)	(N=689)	(N=401)	(N=118)
Decided Vote	Conservative	24%	42%	41%	29%	16%	26%
	Liberal	37%	29%	26%	44%	33%	47%
	NDP	23%	18%	22%	14%	8%	15%
	Bloc					33%	
	Green	12%	4%	5%	7%	8%	8%
	Other	5%	6%	5%	5%	3%	3%

Values

Spending

Q

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

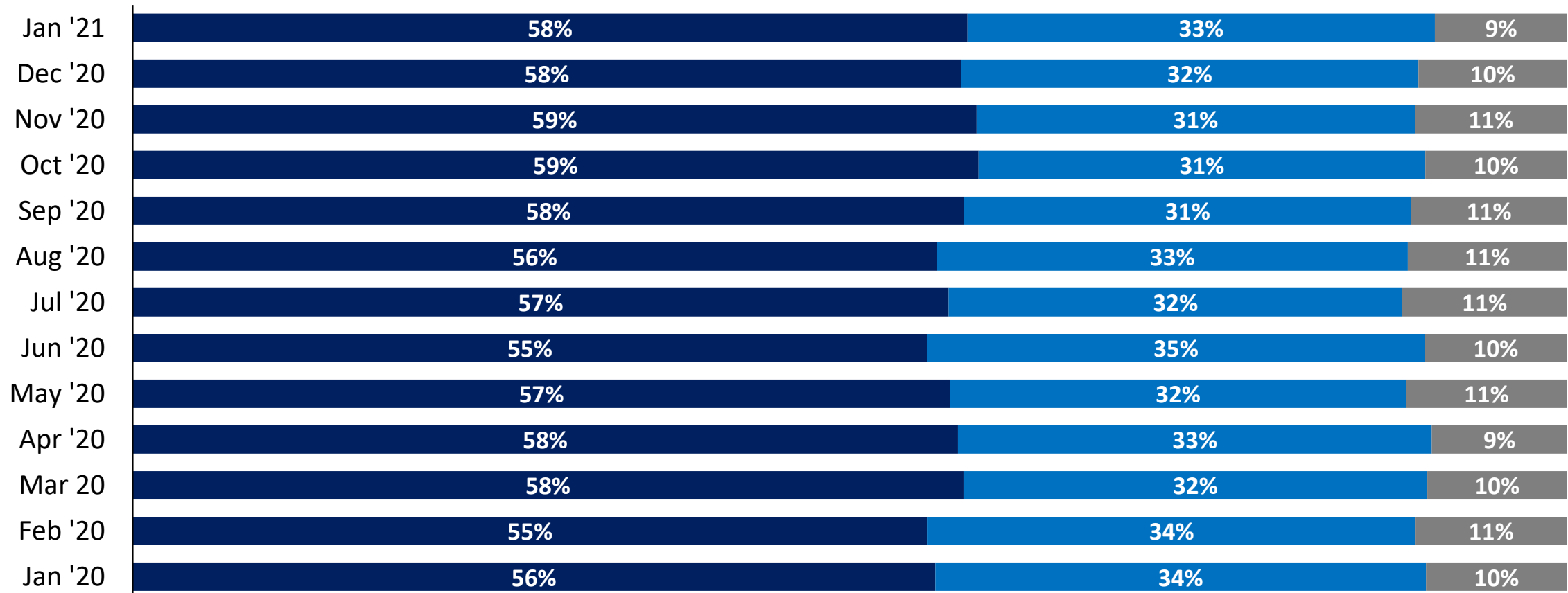
■ The public's need for the programs and services

■ Don't know

Redistributing Wealth

Q

Is the main role of government to...?

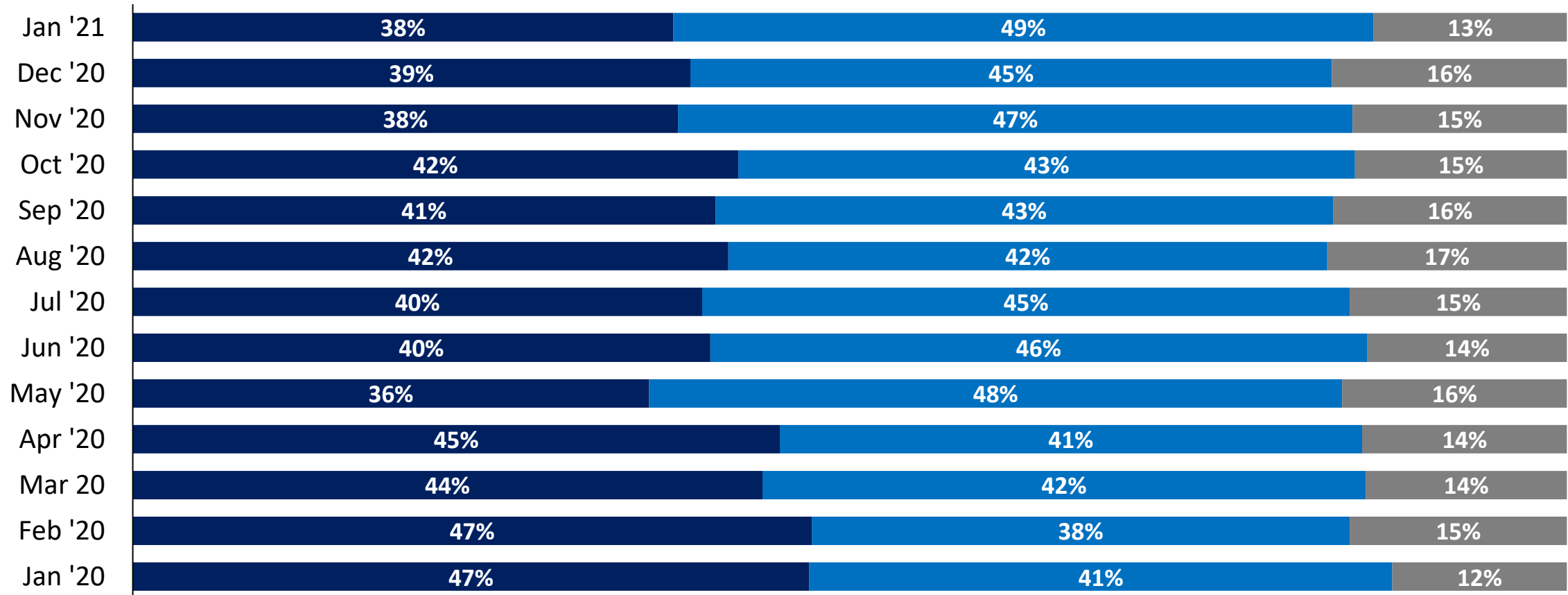


- To create equal opportunity so that everyone can compete on their own to be the best they can be
- To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own
- Don't know

Populism

Q

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.

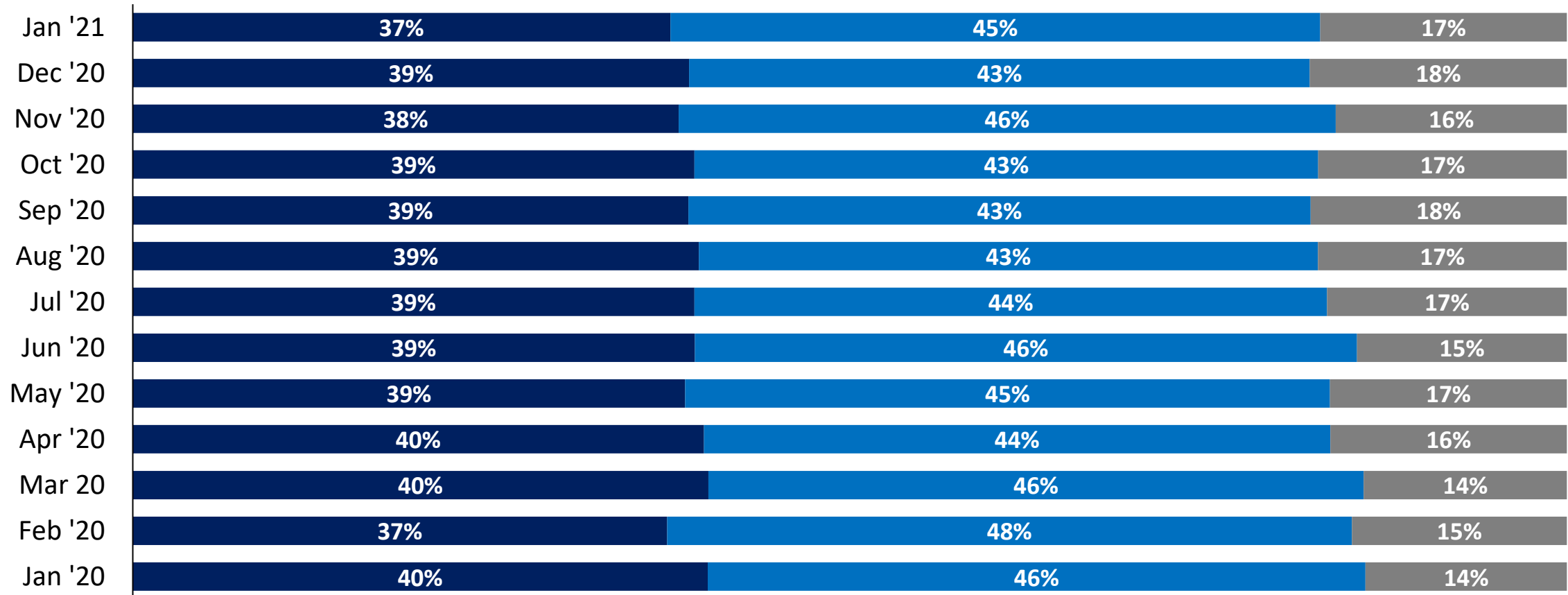
■ Provincial issues are complicated so government should listen to experts when it comes to policy.

■ Don't Know

Profit

Q

Which of the following statements comes closest to your view?



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

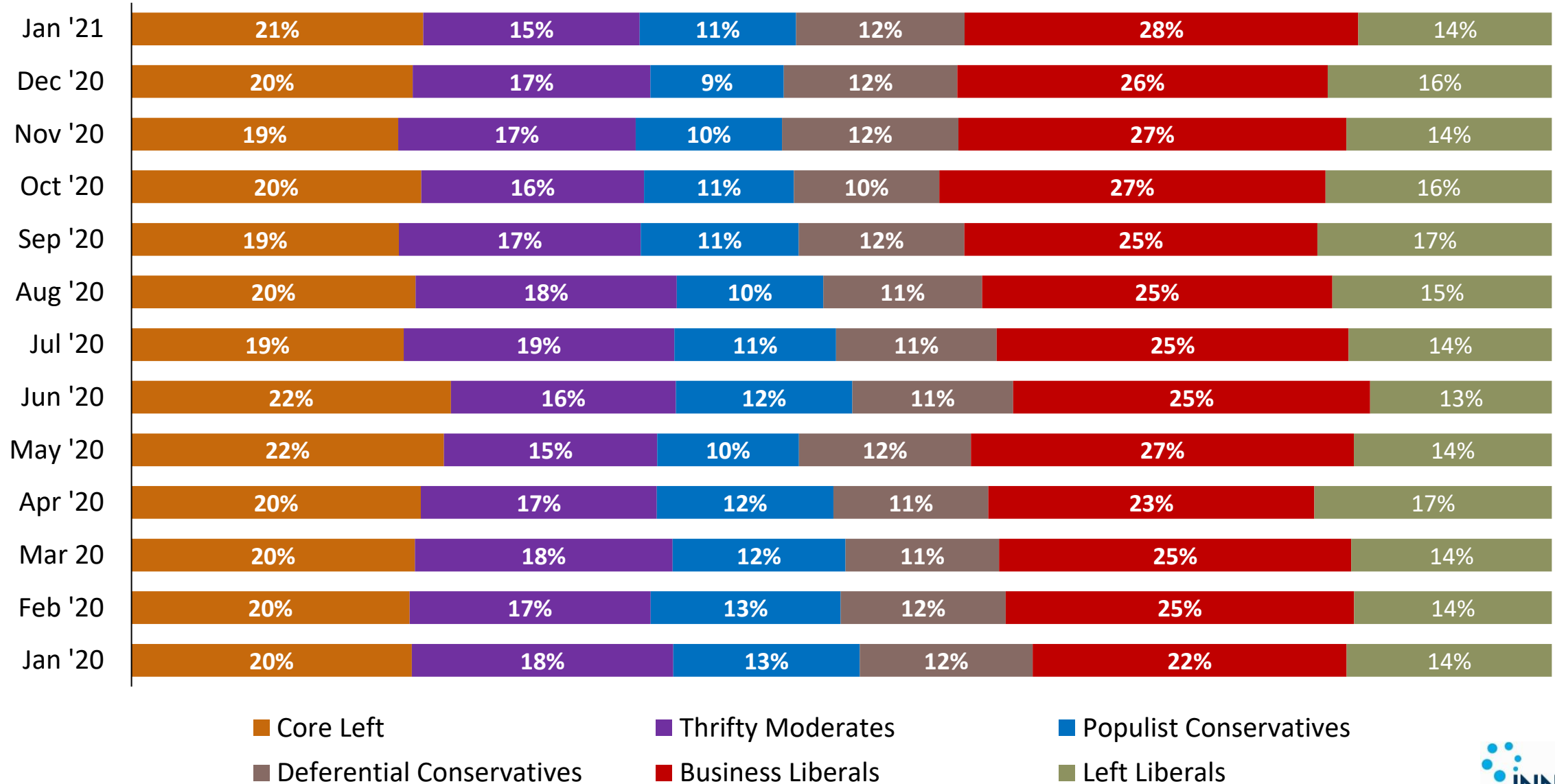
Defining Value Clusters:

Core Political Values by Value Clusters

Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on...	Ability to afford	83%	90%	0%	0%	75%	0%
	Public Need	0%	0%	95%	92%	0%	94%
Is the main role of government to ...?	Create equal Opportunity	77%	98%	70%	97%	34%	0%
	Redistribute wealth	16%	0%	21%	0%	36%	95%
When it comes to government decision making...	Rely on common sense	0%	100%	31%	47%	44%	29%
	Listen to experts	90%	0%	57%	35%	24%	61%
The profit system...	Brings out the worst in human nature	0%	0%	0%	81%	59%	87%
	Teaches value of hard work and success	85%	89%	88%	0%	10%	0%

Note: Current data: January 2021

Value Clusters

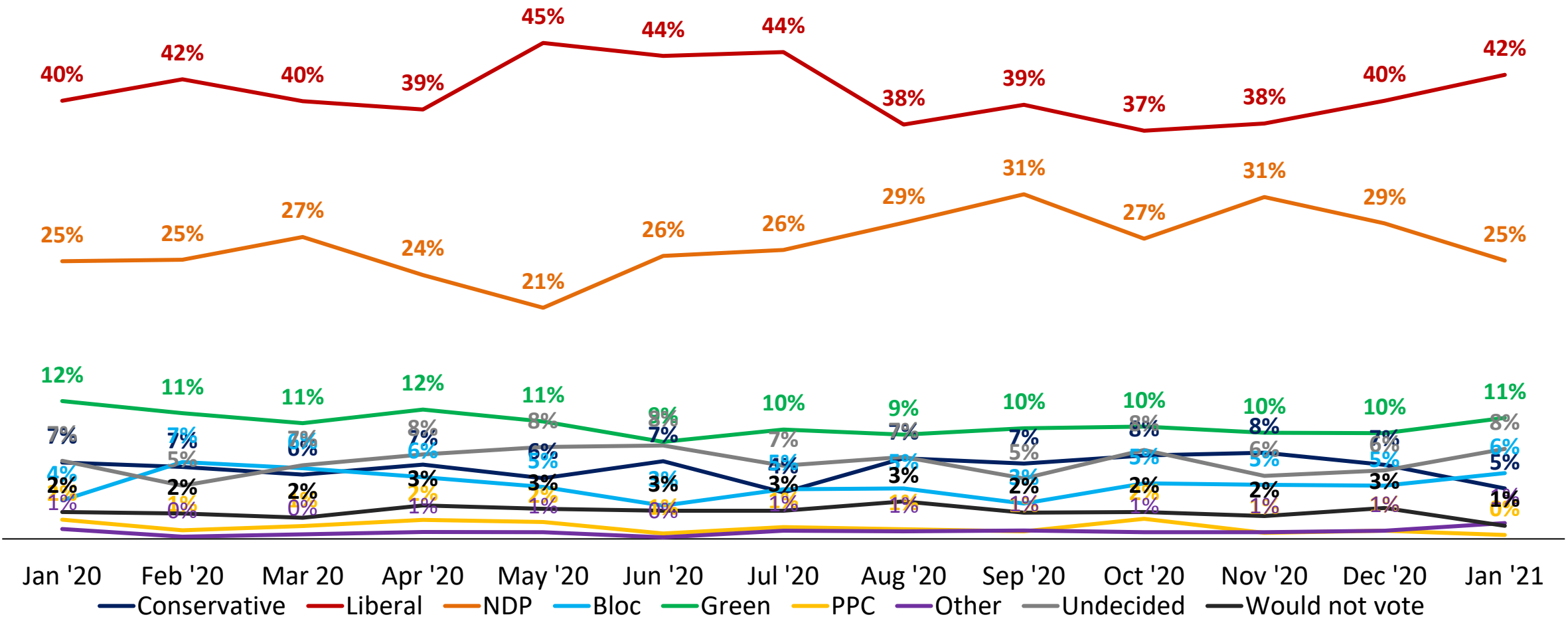


Core Left Vote



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]

[showing Core Left]

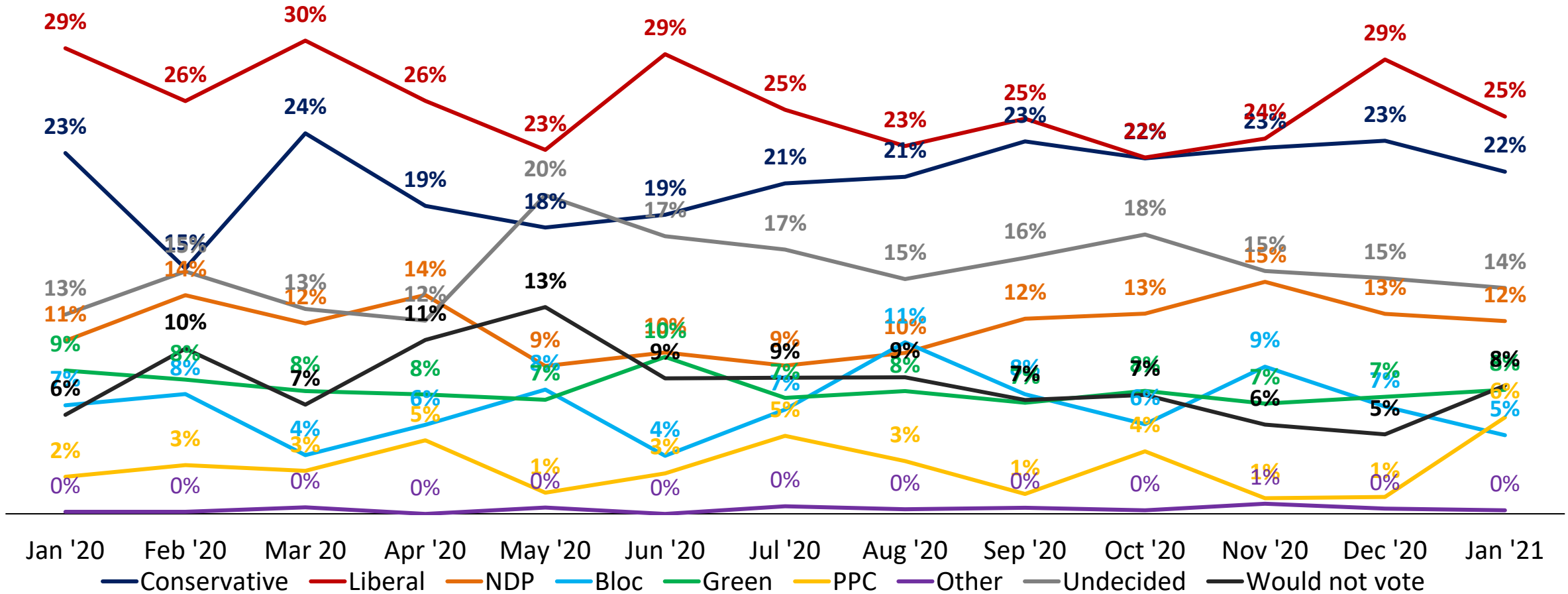


Thrifty Moderates Vote



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]

[showing Thrifty Moderates]

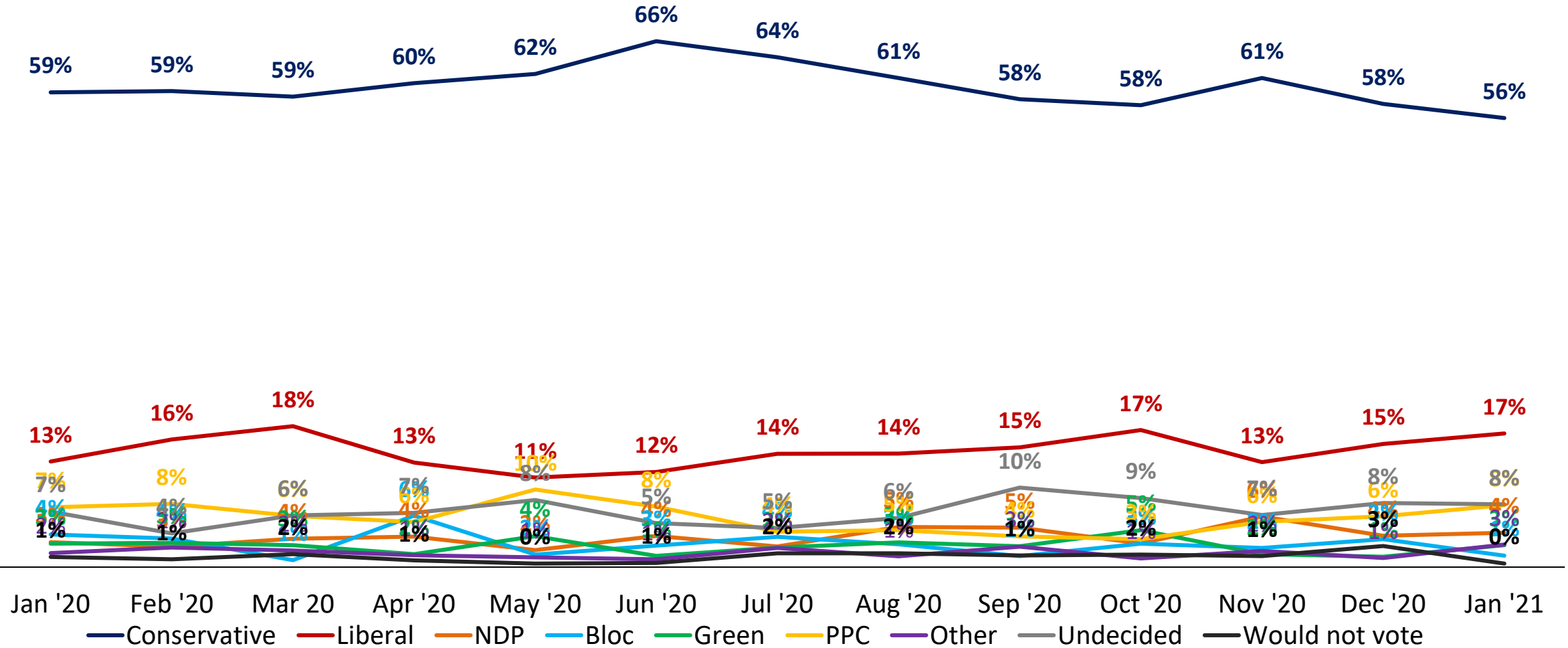


Populist Conservatives Vote



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]

[showing Populist Conservatives]

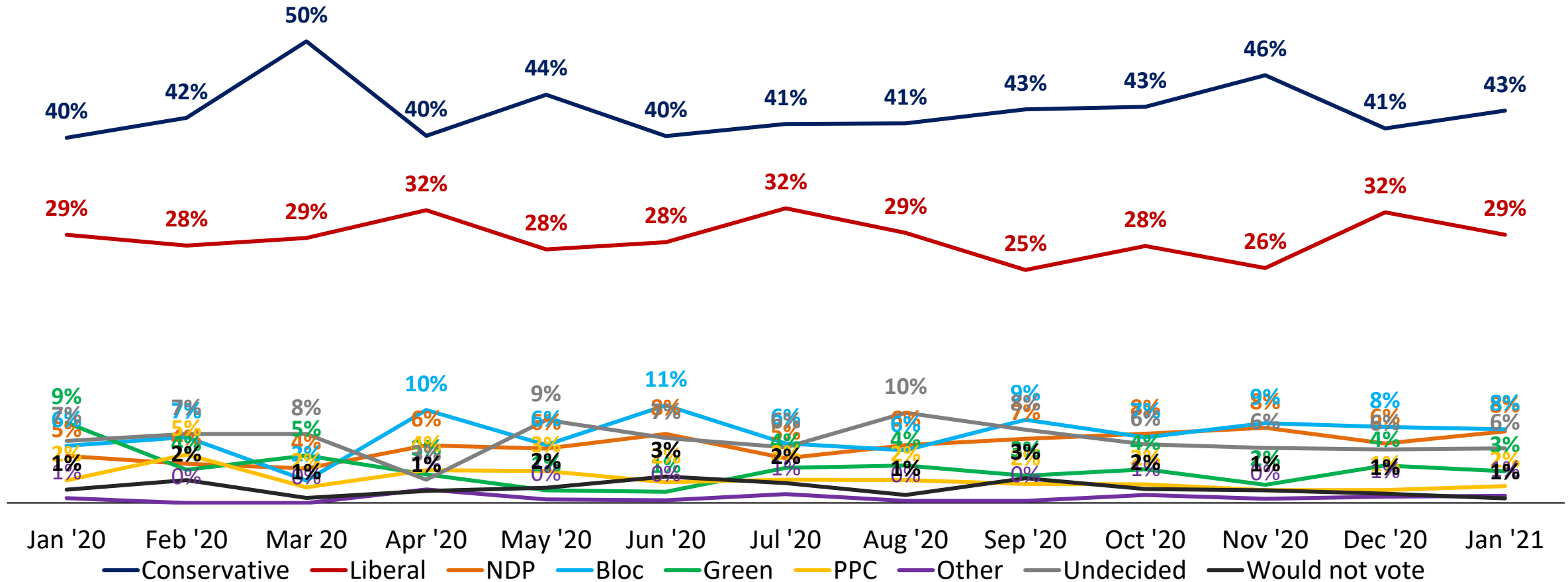


Deferential Conservatives Vote



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]

[showing Deferential Conservatives]

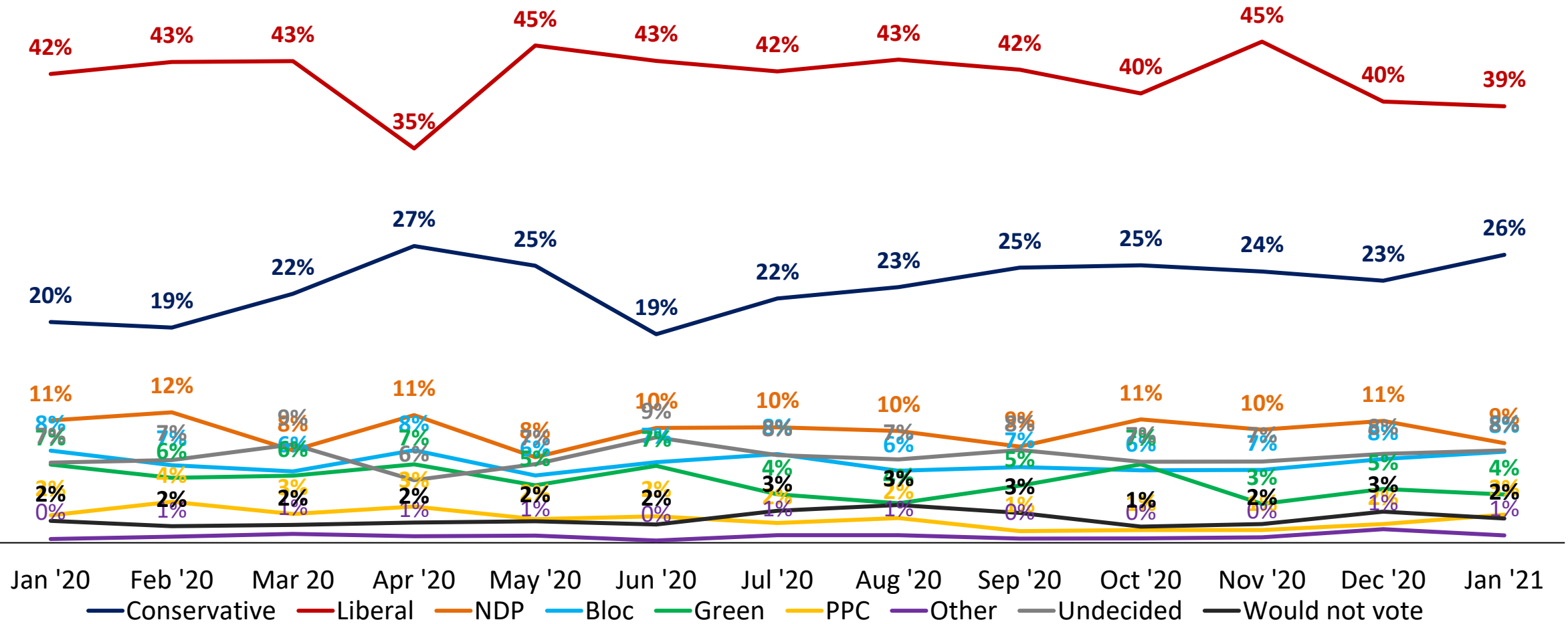


Business Liberals Vote



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]

[showing Business Liberals]

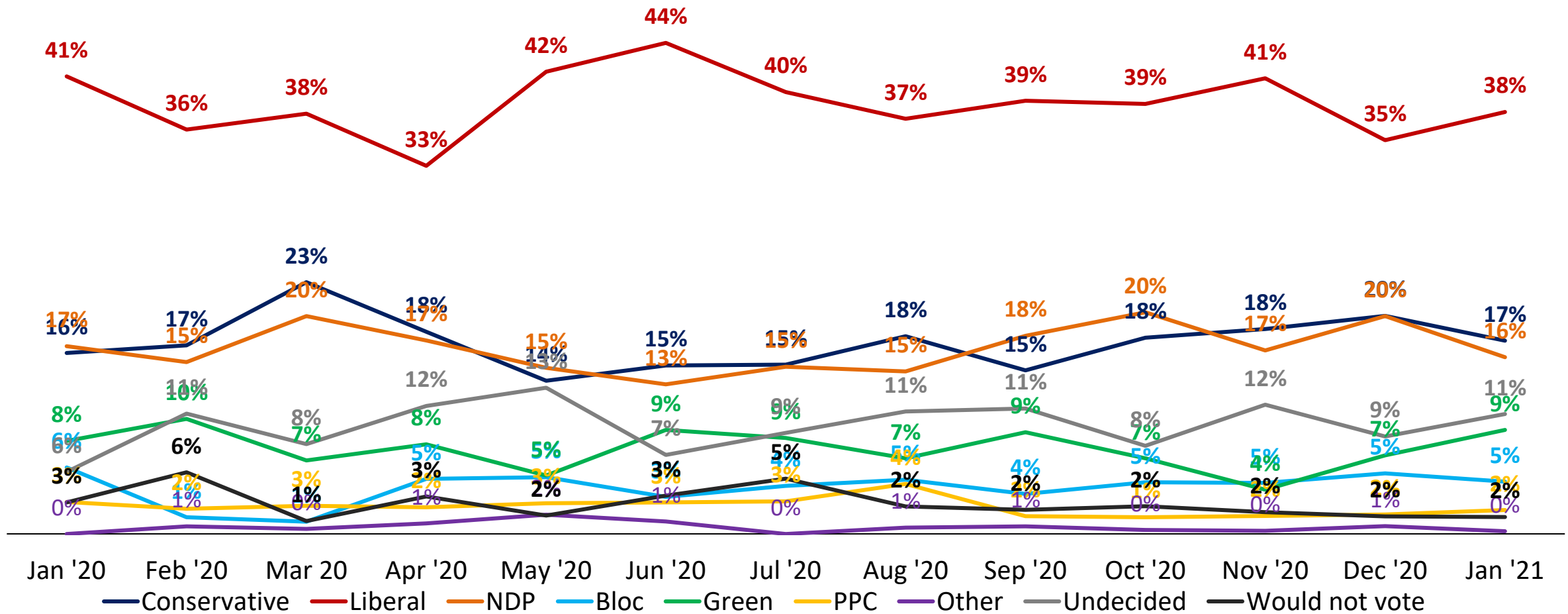


Left Liberals Vote



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]

[showing Left Liberals]

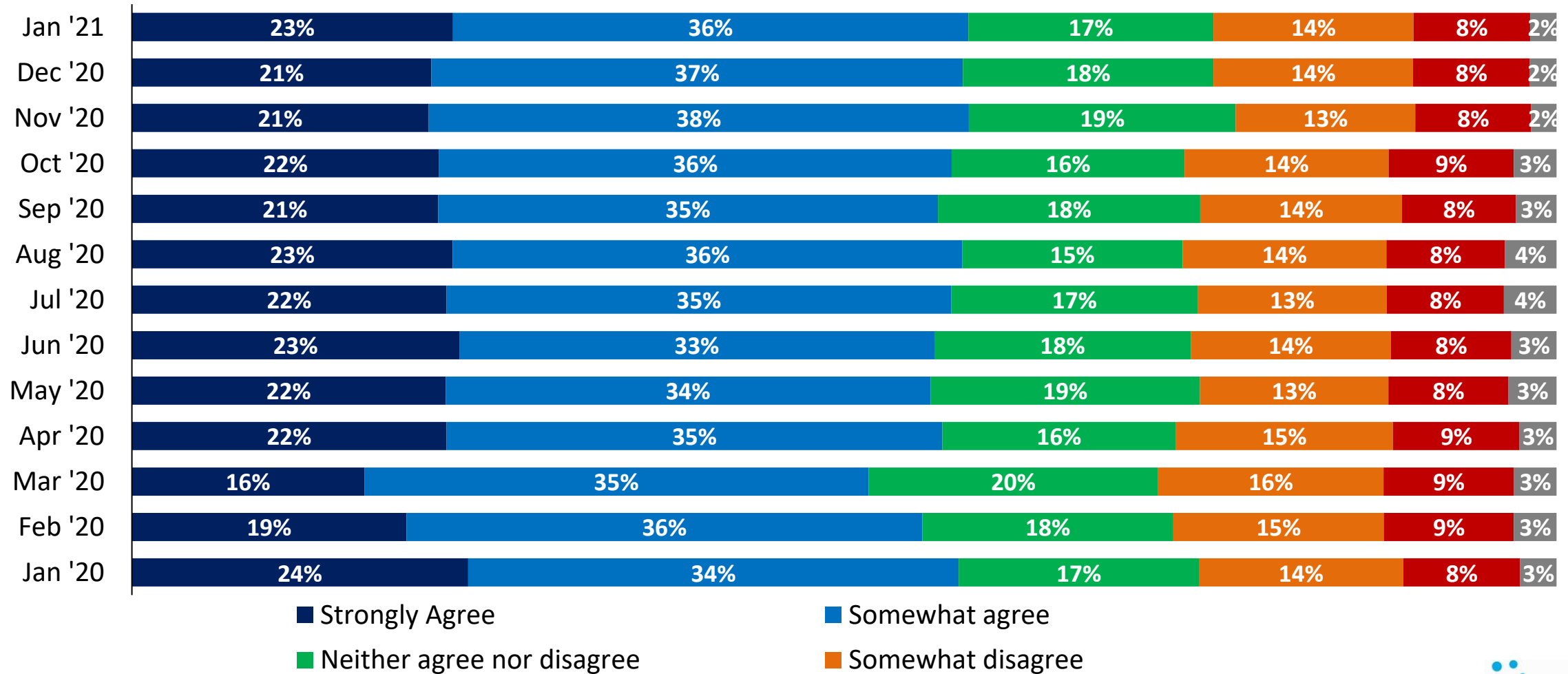


Economic Gap

Canadian Dream

Q

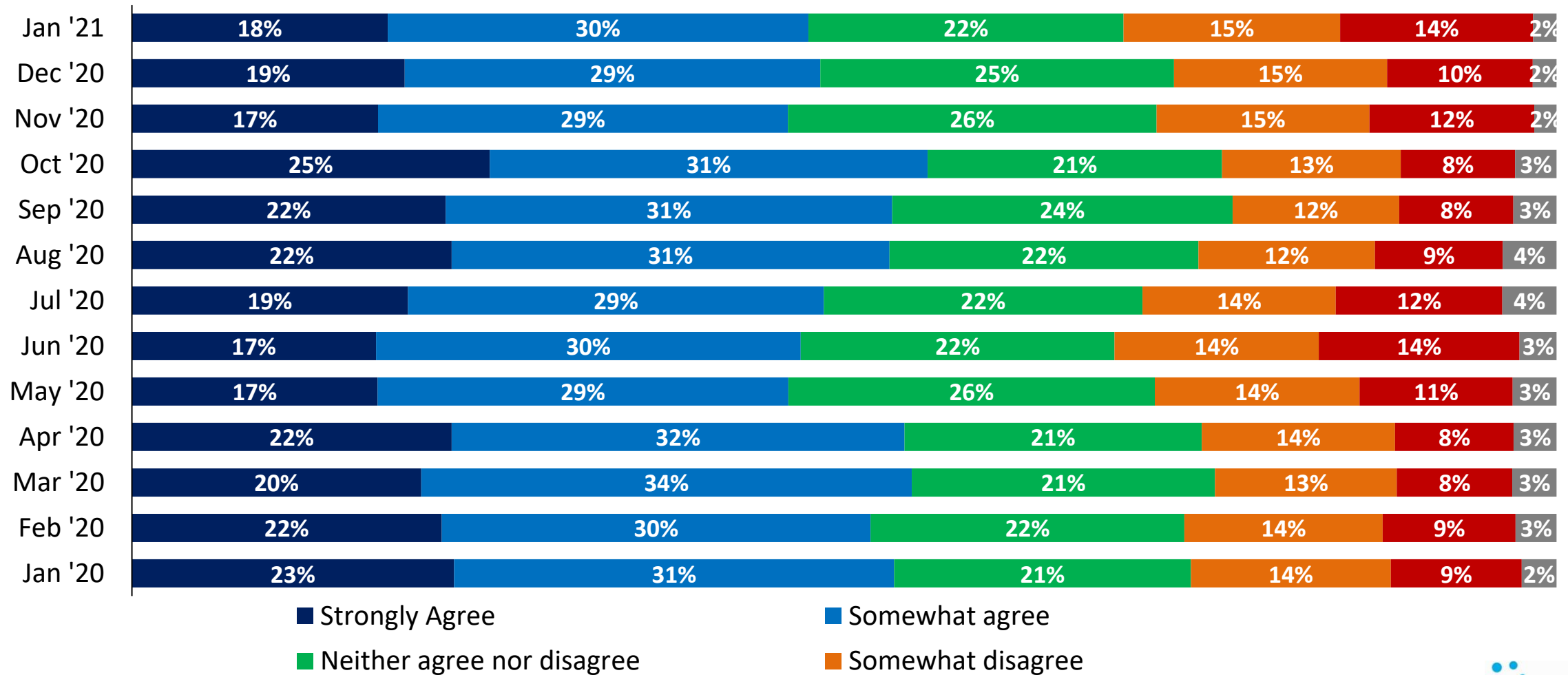
Do you agree or disagree with the following statements? - Here in [PROV] you can be anything you want if you are willing to work for it



Struggling

Q

Do you agree or disagree with the following statements? - No matter how hard I work, every year it seems more difficult to get by

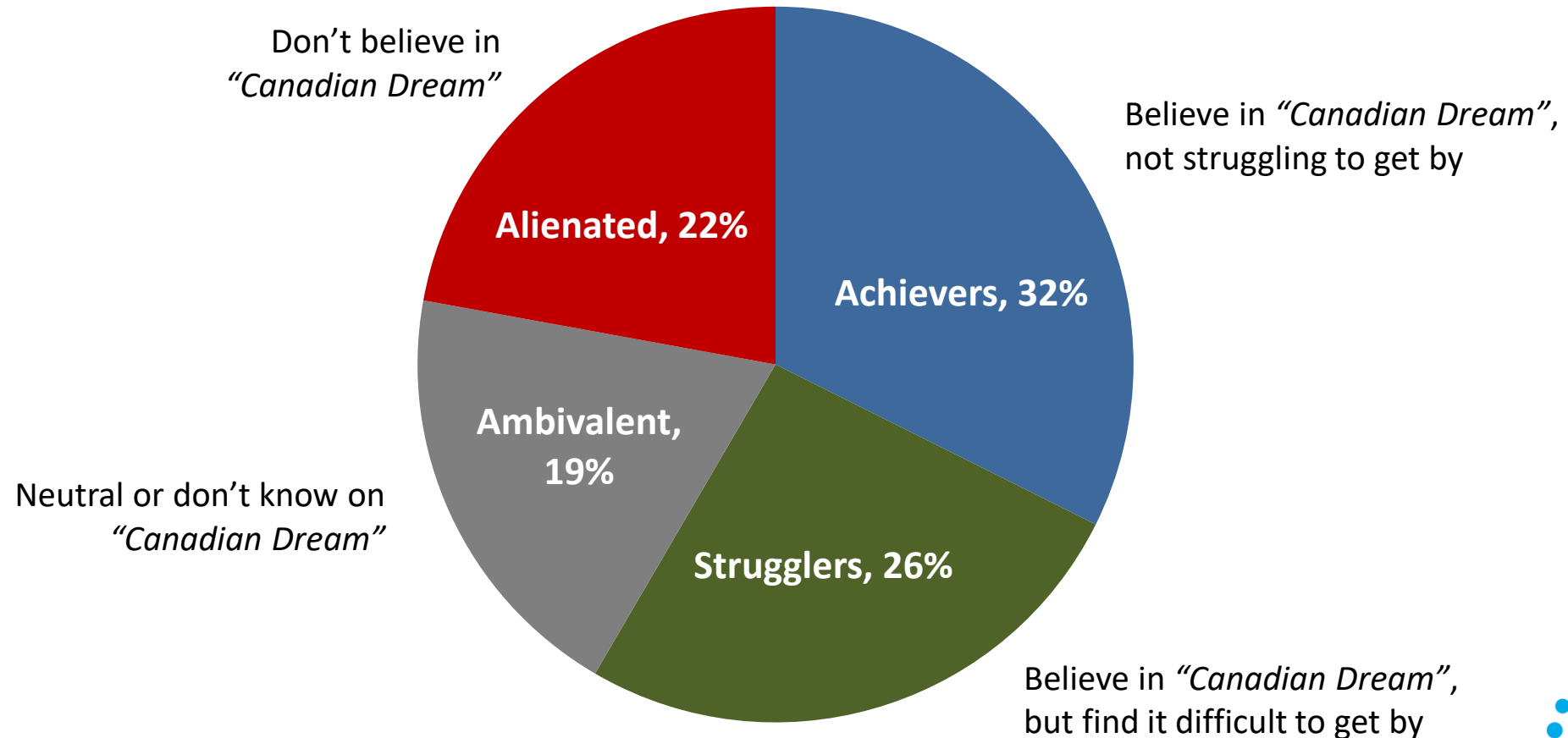


Economic Gap Segmentation

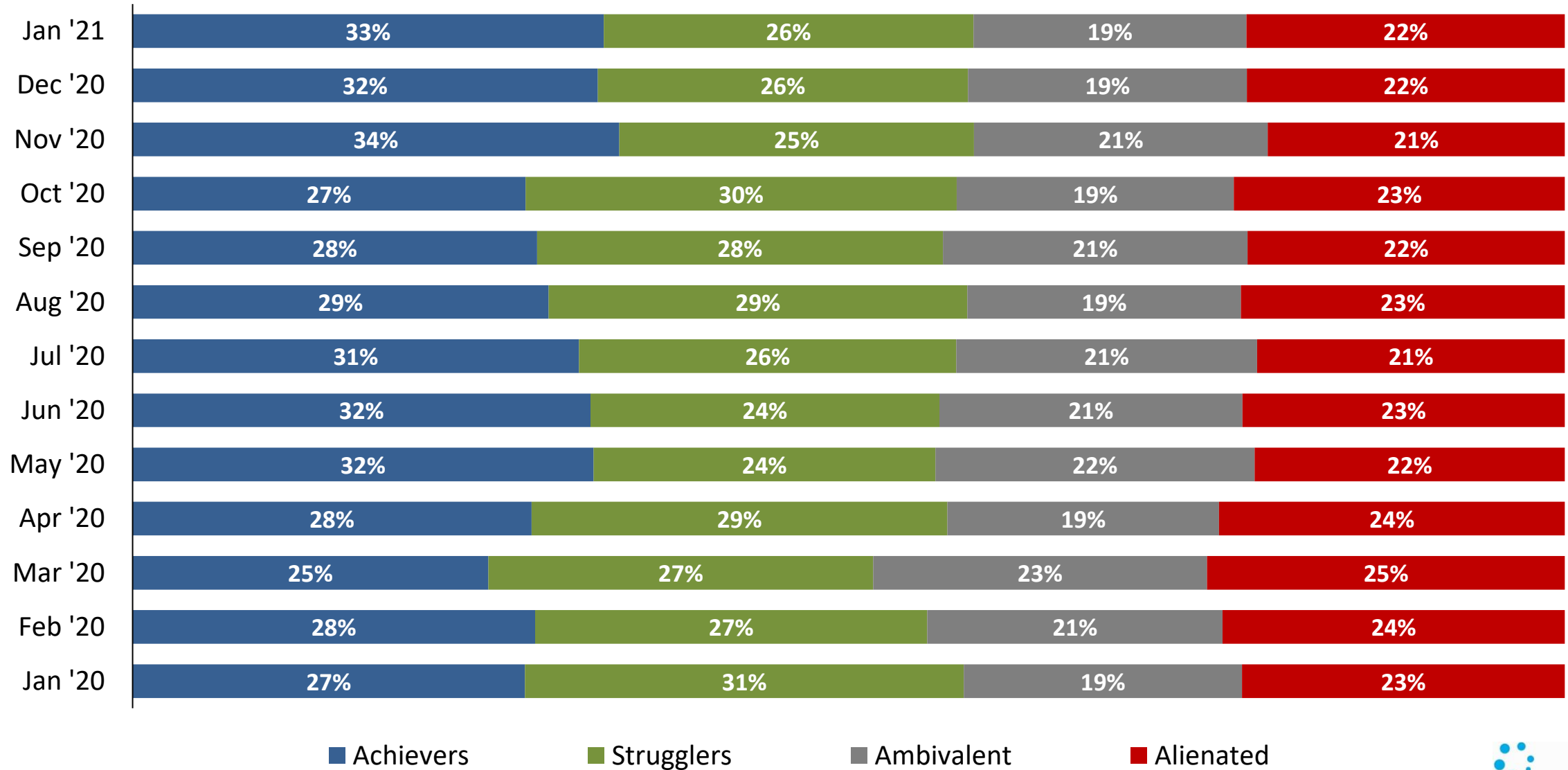


Gap segmentation: Agree with 'Here in [PROVINCE] you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=2000]



Economic Gap

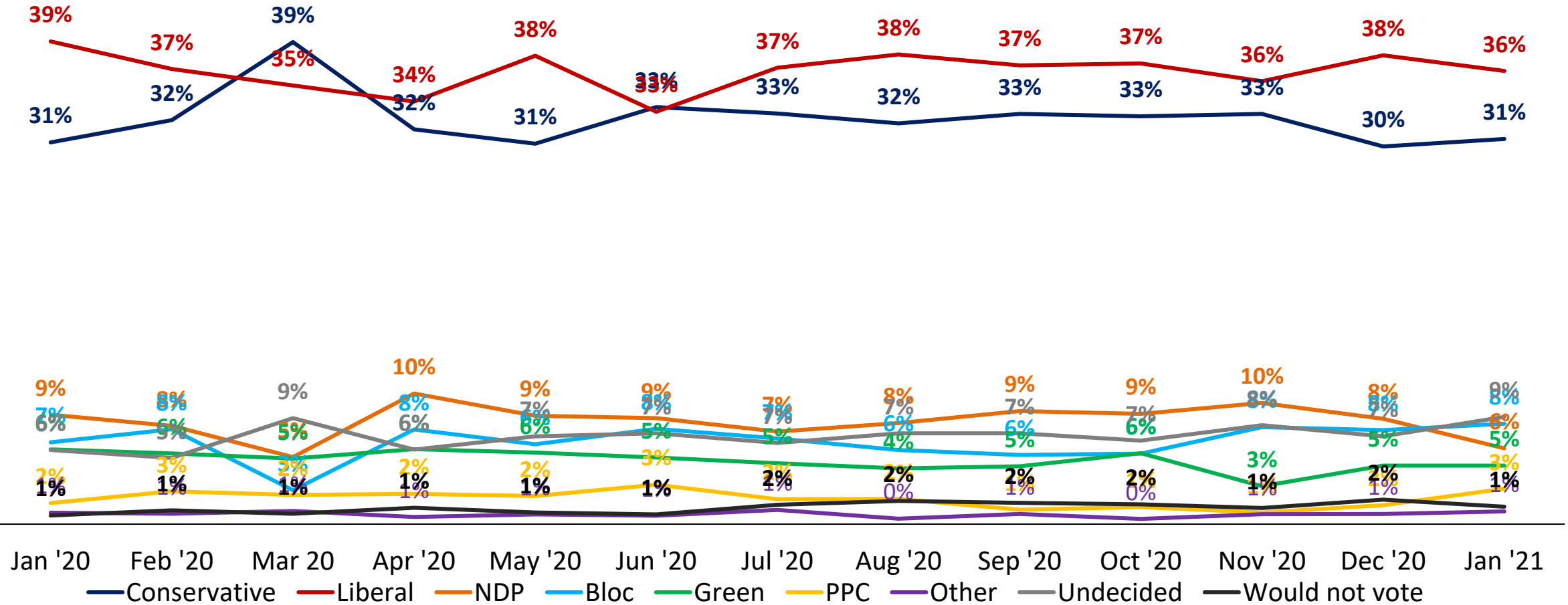


Achievers Vote



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]**

[showing Achievers]

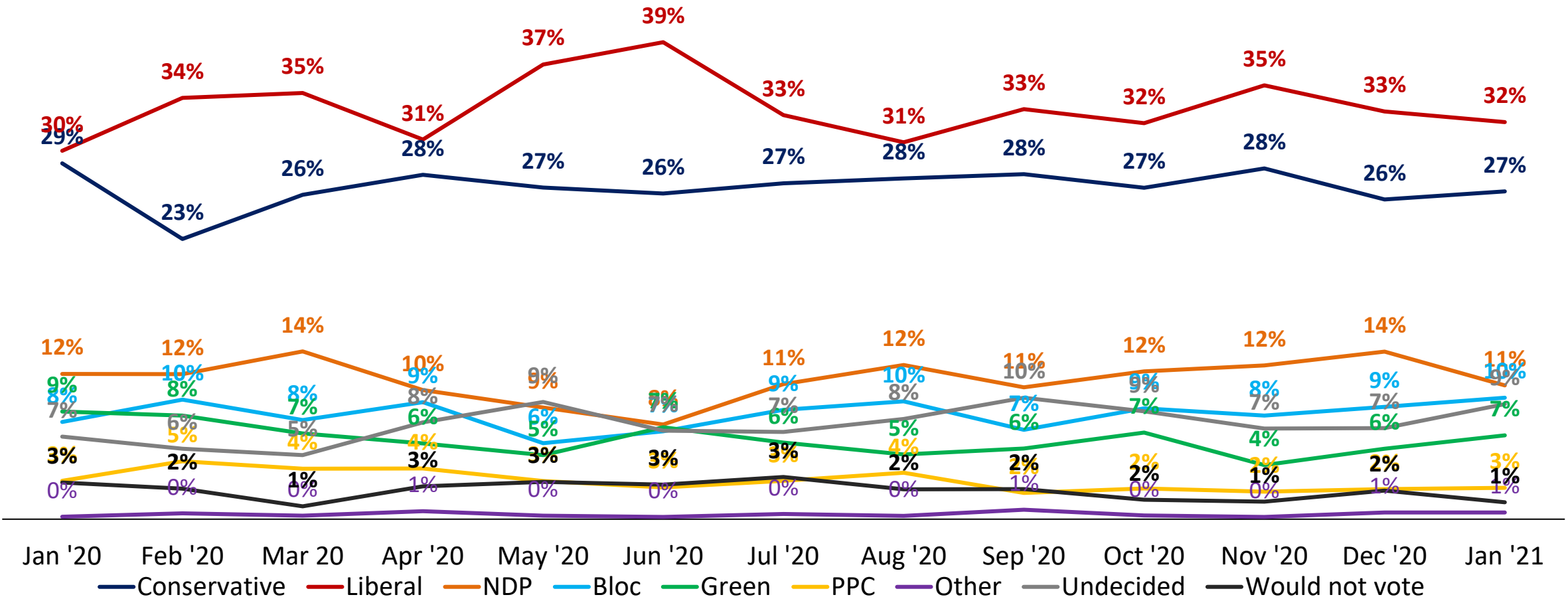


Strugglers Vote



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]

[showing Strugglers]

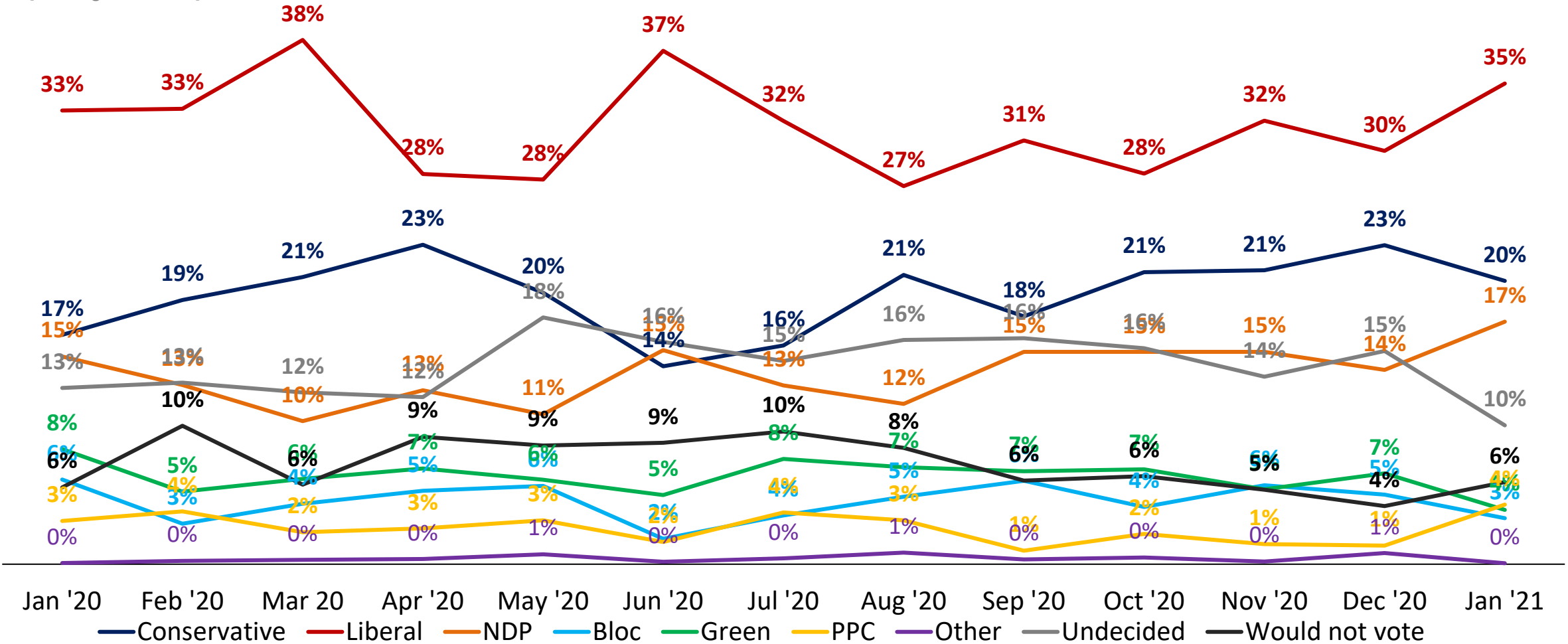


Ambivalent Vote



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]

[showing Ambivalent]

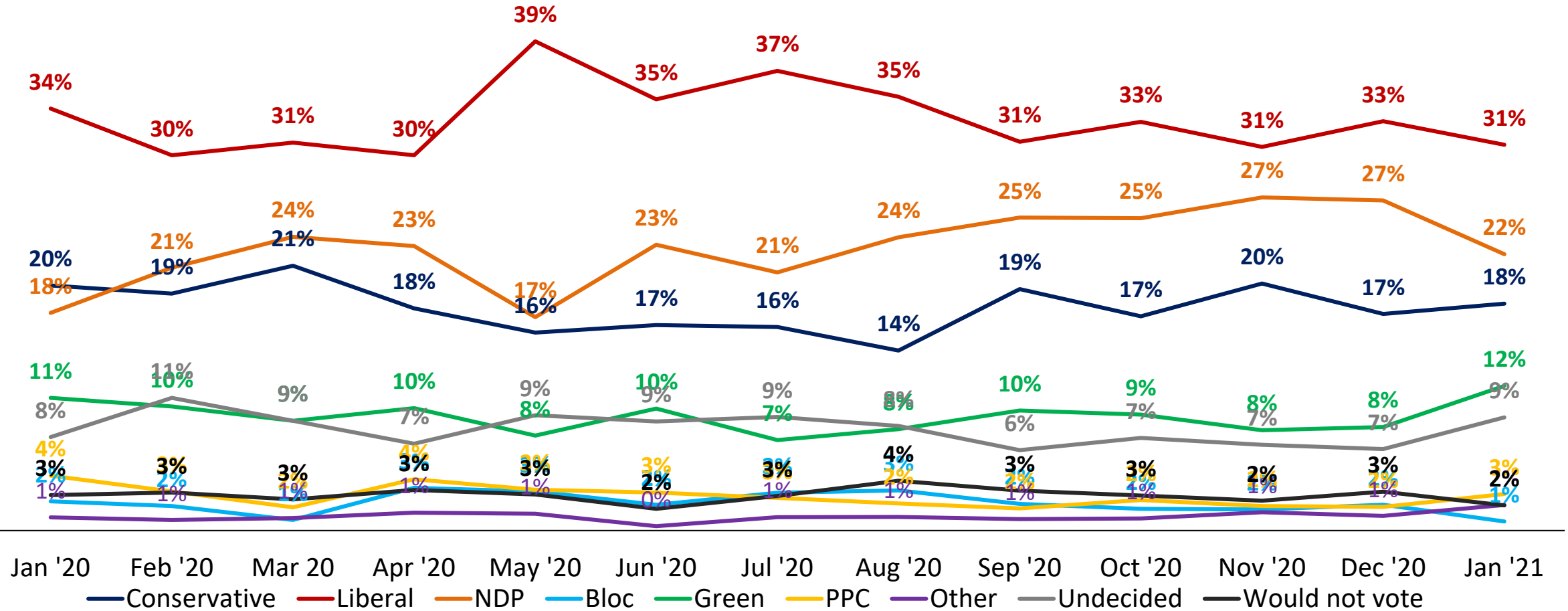


Alienated Vote



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]

[showing Alienated]



Methodology



Survey Methodology

These are the results of an online survey conducted between January 7th and February 1st, 2021.

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=4,449 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

Field Dates: January 7th to February 1st, 2021

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	577	13.0%	277	13.9%
Men 35-54	660	14.8%	333	16.7%
Men 55+	921	20.7%	363	18.2%
Women 18-34	724	16.3%	271	13.5%
Women 35-54	734	16.5%	345	17.3%
Women 55+	833	18.7%	411	20.5%
BC	424	9.5%	270	13.5%
AB	578	13.0%	226	11.3%
Prairies	509	11.4%	131	6.5%
ON	1401	31.5%	771	38.6%
QC	689	15.5%	465	23.2%
Atlantic	848	19.1%	137	6.9%

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Building Understanding.

