

Canada This Month Economic Transformation

Public Opinion Research
Release Date: August 13, 2021
Field Dates: August 6 to 11, 2021

Economic Transformation

Today, INNOVATIVE is releasing results from our monthly national survey, in field from August 6 to August 11 with a weighted sample size of 1,200 Canadian residents. Detailed methodology is provided in the appendix.

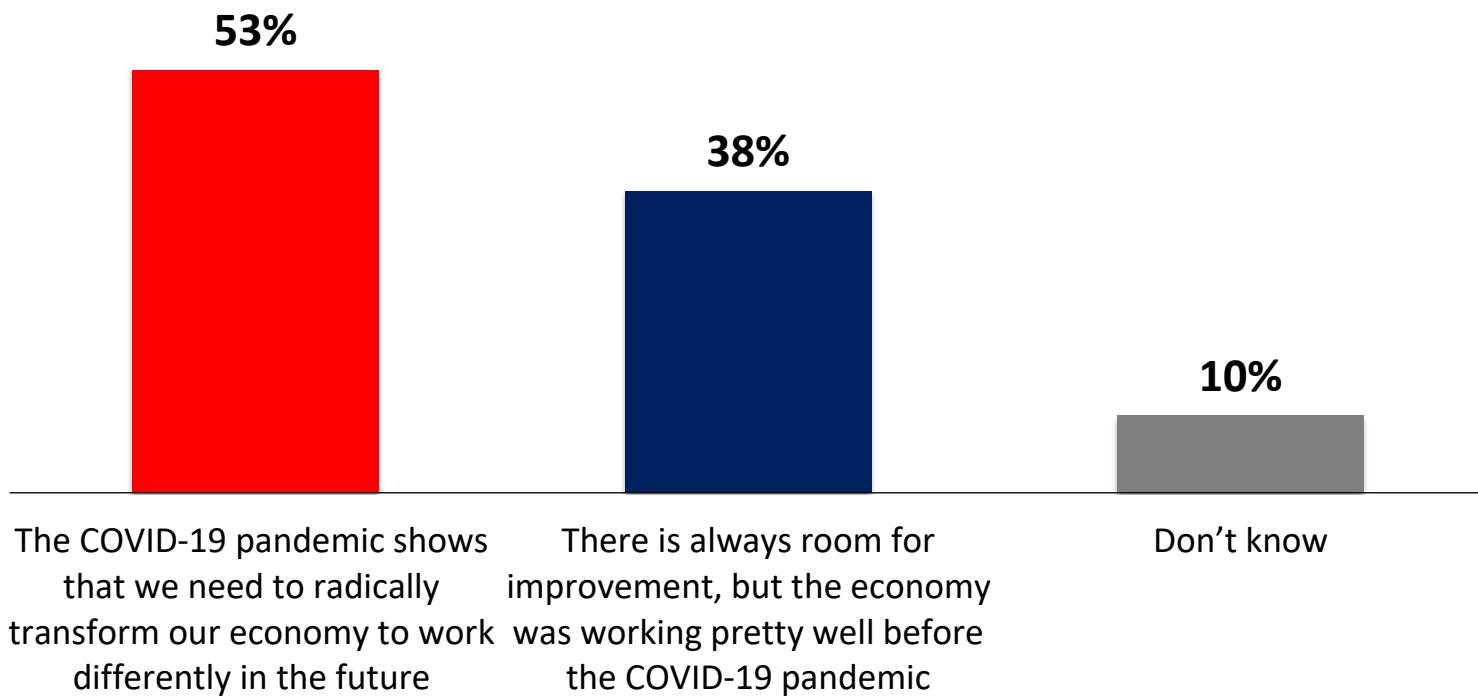
Half of Canadians continue to believe that we need to radically transform our economy, on par with tracking since the end of May. Canadians believe that access to universal basic income is the top transformative change.

Point of View | Transformation: Half (53%) say the economy needs to be radically transformed; highest amongst NDP partisans



One of the priorities for government has been dealing with the economic impacts of COVID-19. Which of the following comes closest to your point of view?

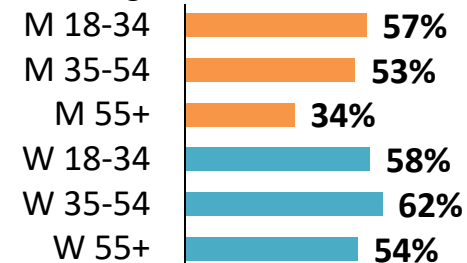
[asked of all respondents; n=1,200]



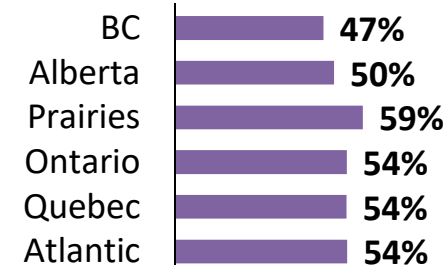
Segmentation

Respondents who say "Radically transform"

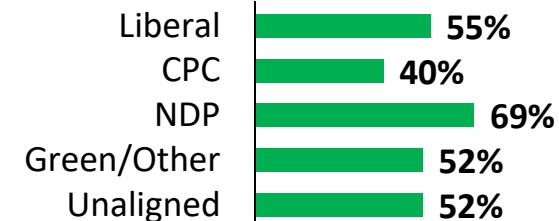
Age-Gender



Region



Party ID

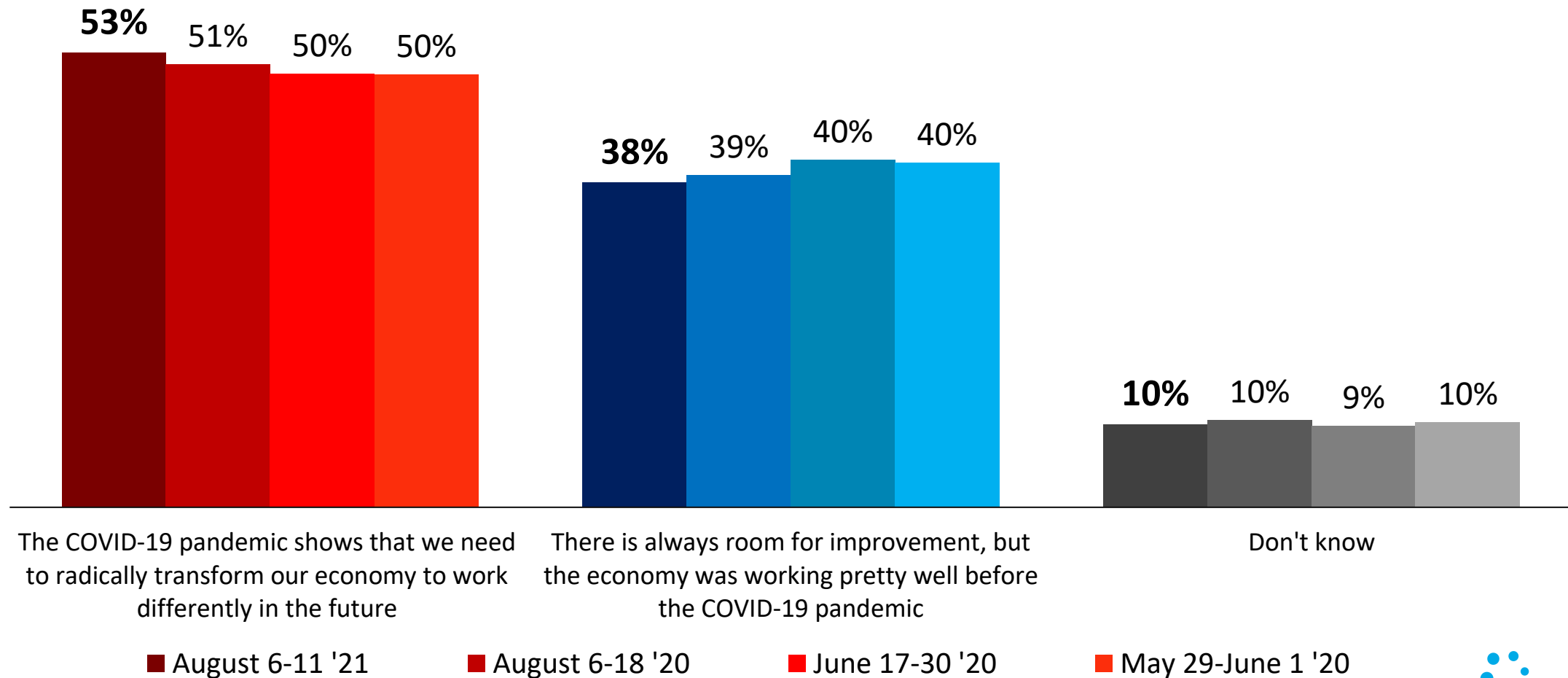


Point of View | Tracking: The need to radically transform our economy tracks on par with August of last year



One of the priorities for government has been dealing with the economic impacts of COVID-19. Which of the following comes closest to your point of view?

[asked of all respondents; n=1,200]

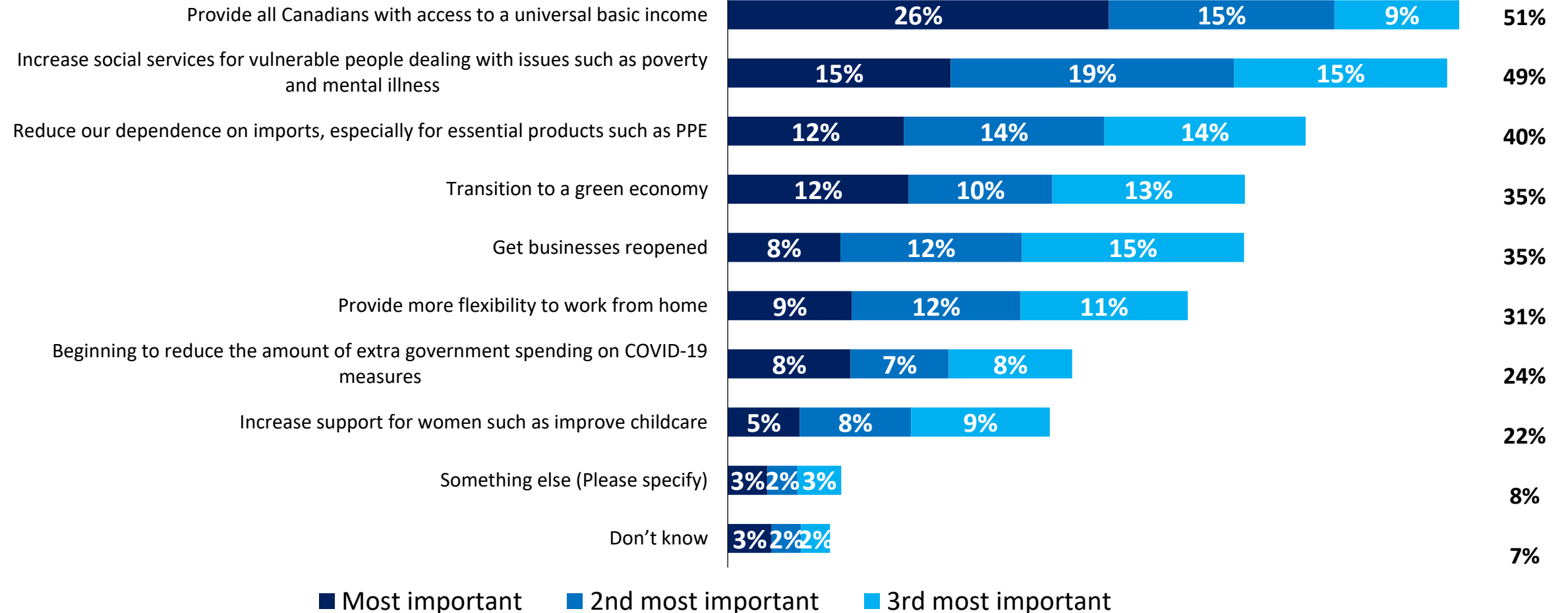


Important Changes: Respondents find that providing access to a universal basic income is the most important change



When we talk about transformation, which of the following is the most important change to you? And which is the second most important to you? And which is the third most important to you?

[asked of all respondents who think the economy needs to radically transform; n=633]

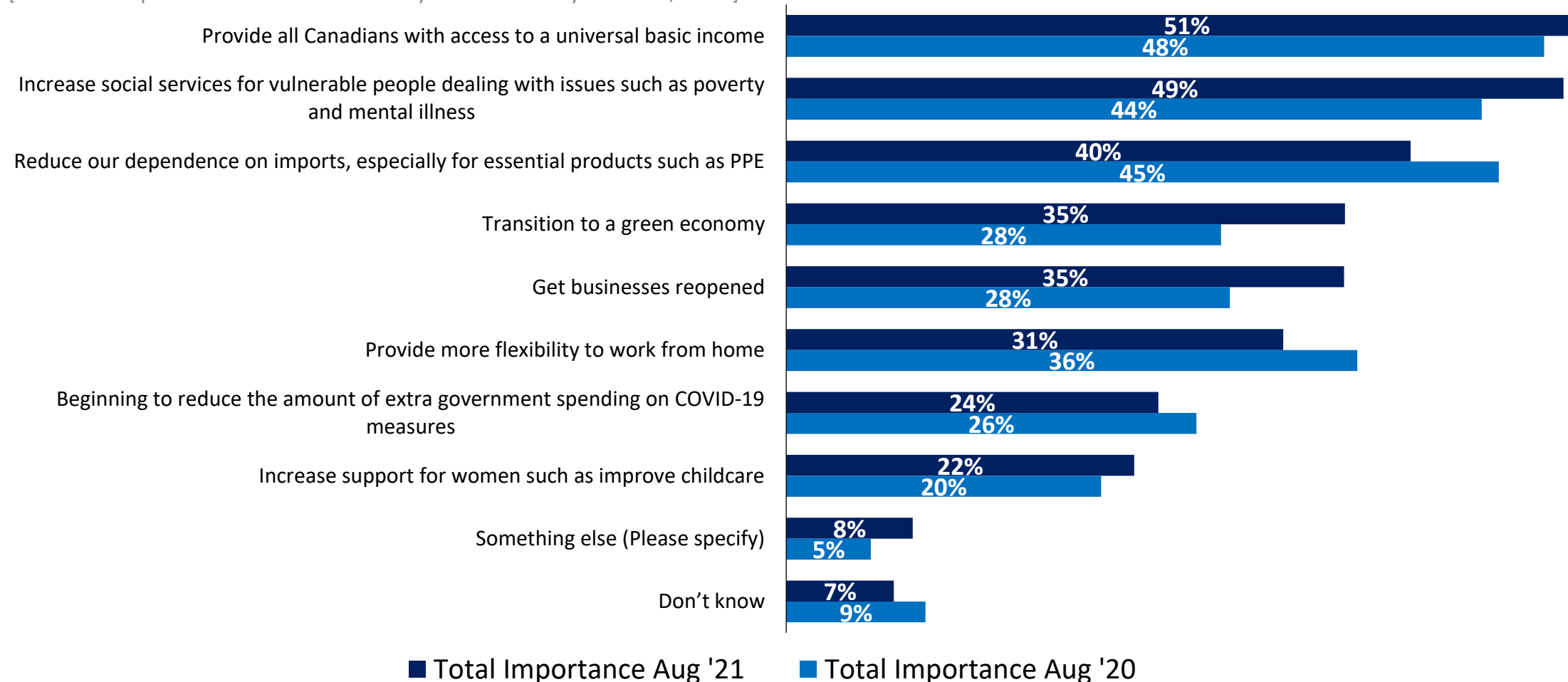


Important Changes: Providing access to a universal basic income has increased by 3 points since August 2020



When we talk about transformation, which of the following is the most important change to you? And which is the second most important to you? And which is the third most important to you?

[asked of all respondents who think the economy needs to radically transform; n=633]



Government Actions

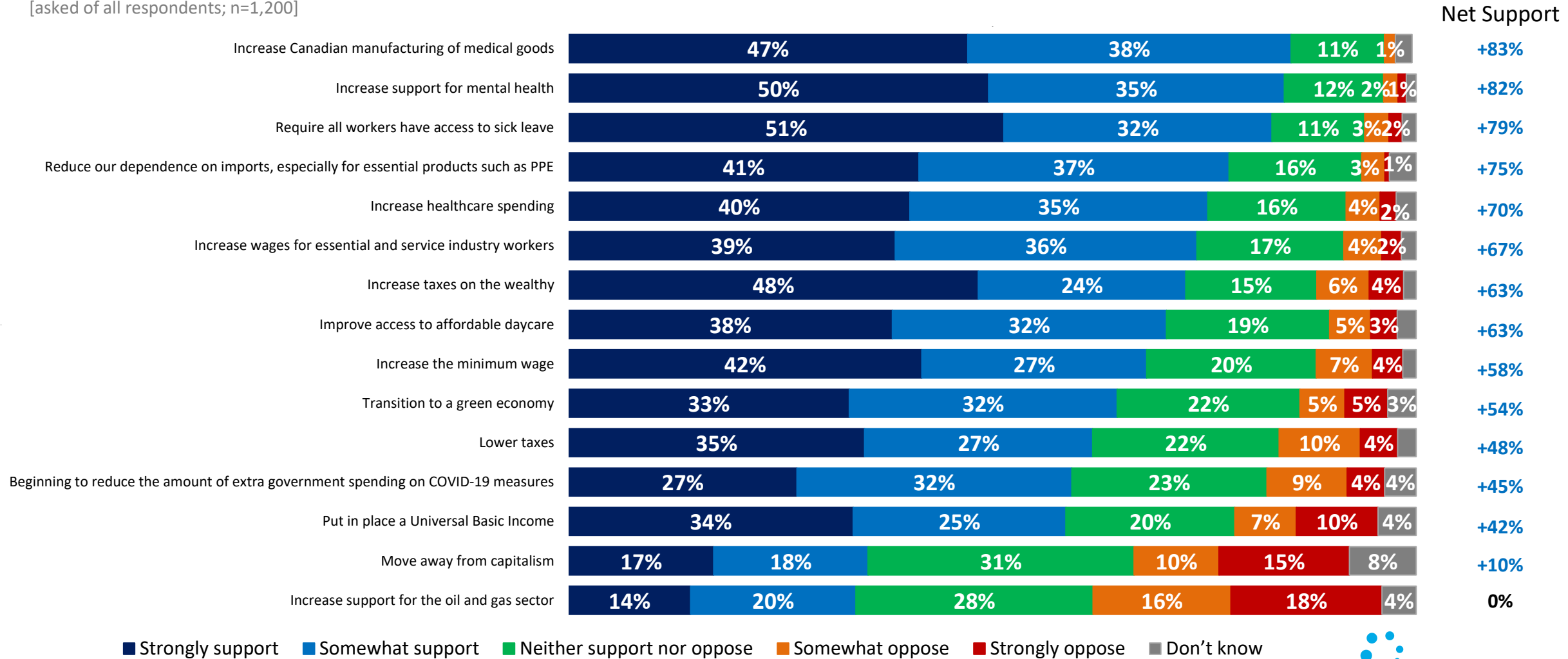
Support is highest for actions that strengthen the Canadian healthcare system including increasing manufacturing of medical goods and increasing support for mental health

Gov't Action: Increasing Canadian manufacturing of medical goods and increase support for mental health are top supported actions



The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?

[asked of all respondents; n=1,200]



■ Strongly support
 ■ Somewhat support
 ■ Neither support nor oppose
 ■ Somewhat oppose
 ■ Strongly oppose
 ■ Don't know



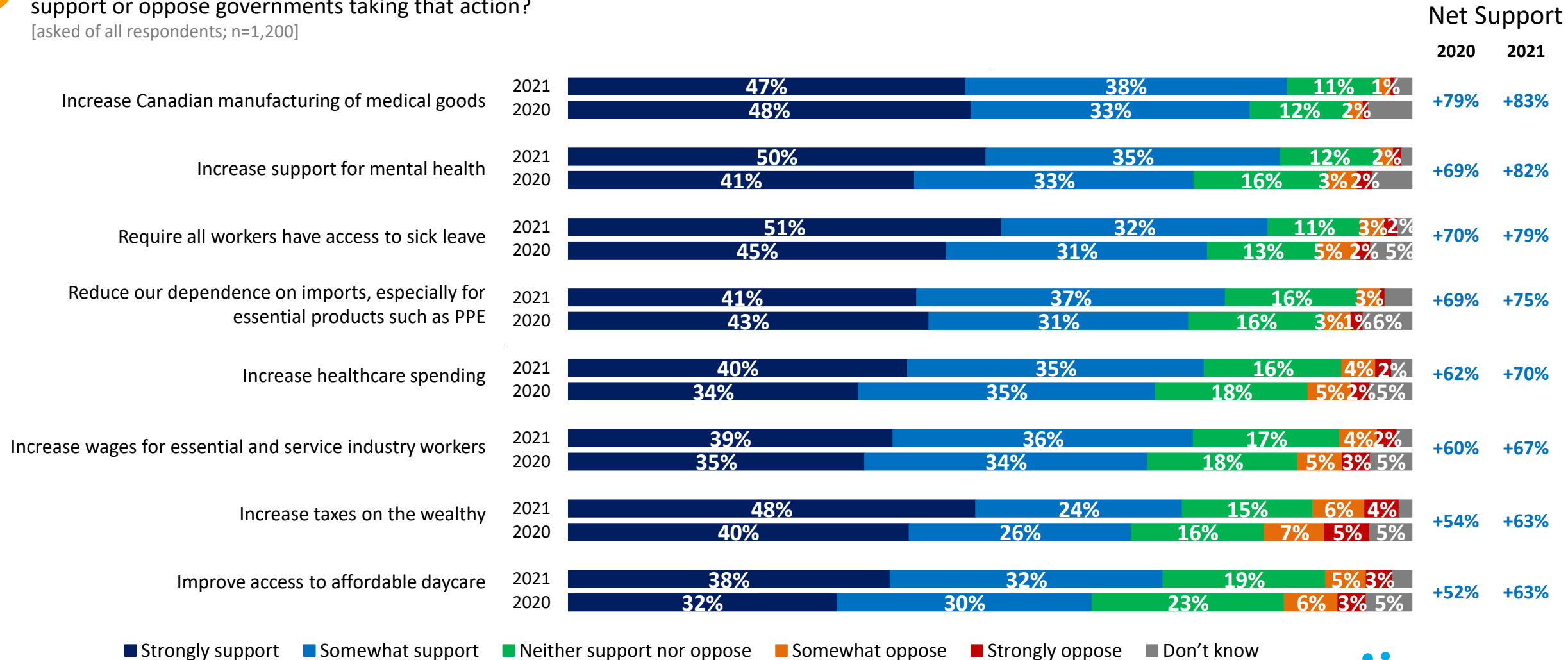
Note: A positive net score means support outweighed opposition on this question.

Gov't Action: Increase Canadian manufacturing of medical goods is up 4 points since August 2020



The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?

[asked of all respondents; n=1,200]



■ Strongly support
 ■ Somewhat support
 ■ Neither support nor oppose
 ■ Somewhat oppose
 ■ Strongly oppose
 ■ Don't know



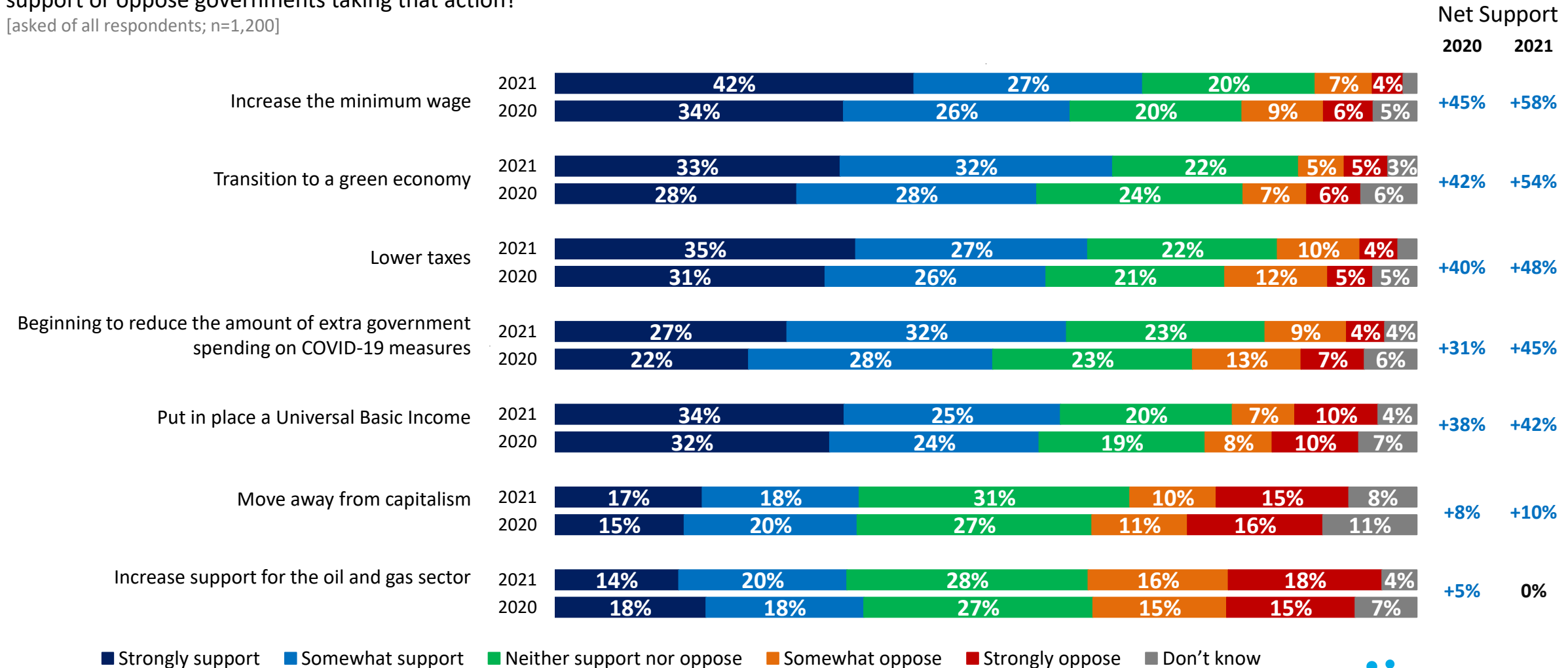
Note: A positive net score means support outweighed opposition on this question.

Gov't Action: Overall, net support for these actions has trended upwards since August 2020 except support for oil & gas sector



The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?

[asked of all respondents; n=1,200]



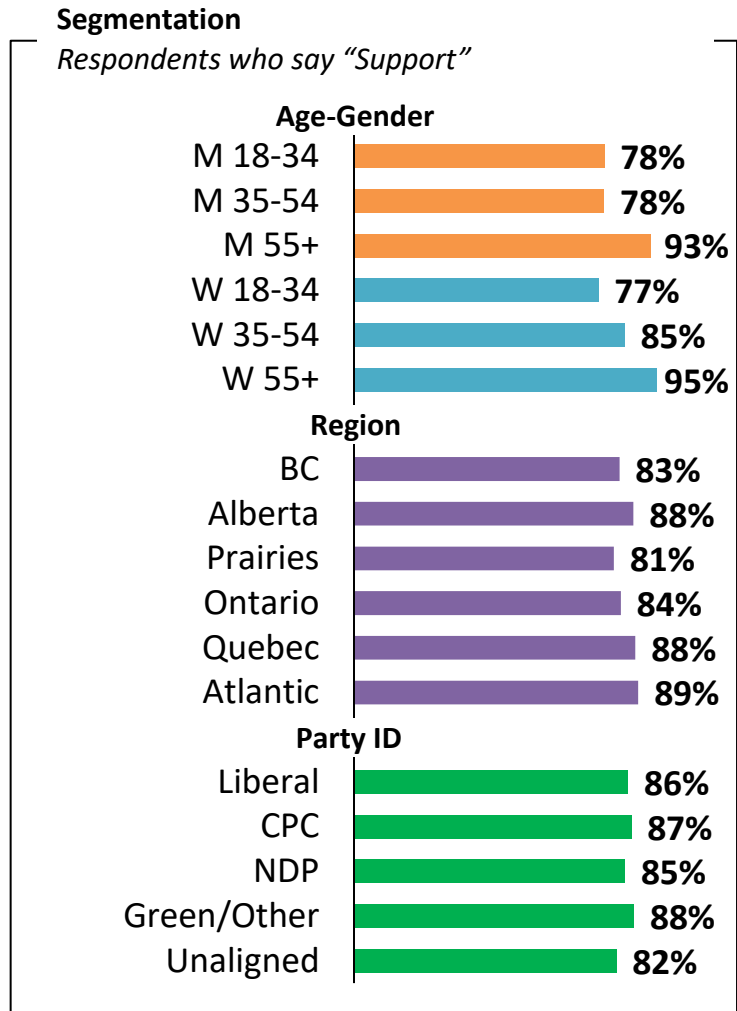
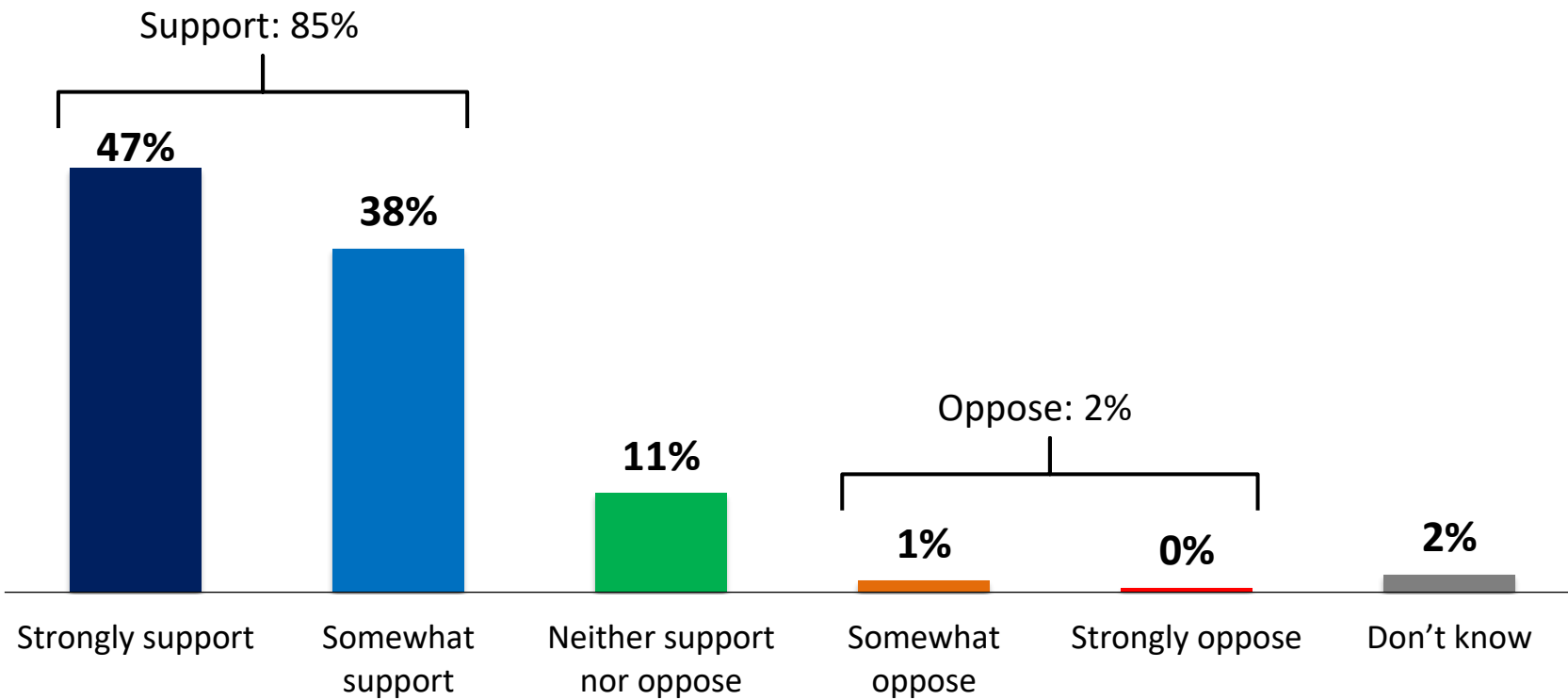
■ Strongly support
 ■ Somewhat support
 ■ Neither support nor oppose
 ■ Somewhat oppose
 ■ Strongly oppose
 ■ Don't know



Note: A positive net score means support outweighed opposition on this question.

Gov't Action: 4-in-5 (85%) support an increase in Canadian manufacturing of medical goods; strong support across party ID

Q The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?
Increase Canadian manufacturing of medical goods
 [asked of all respondents; n=1,200]



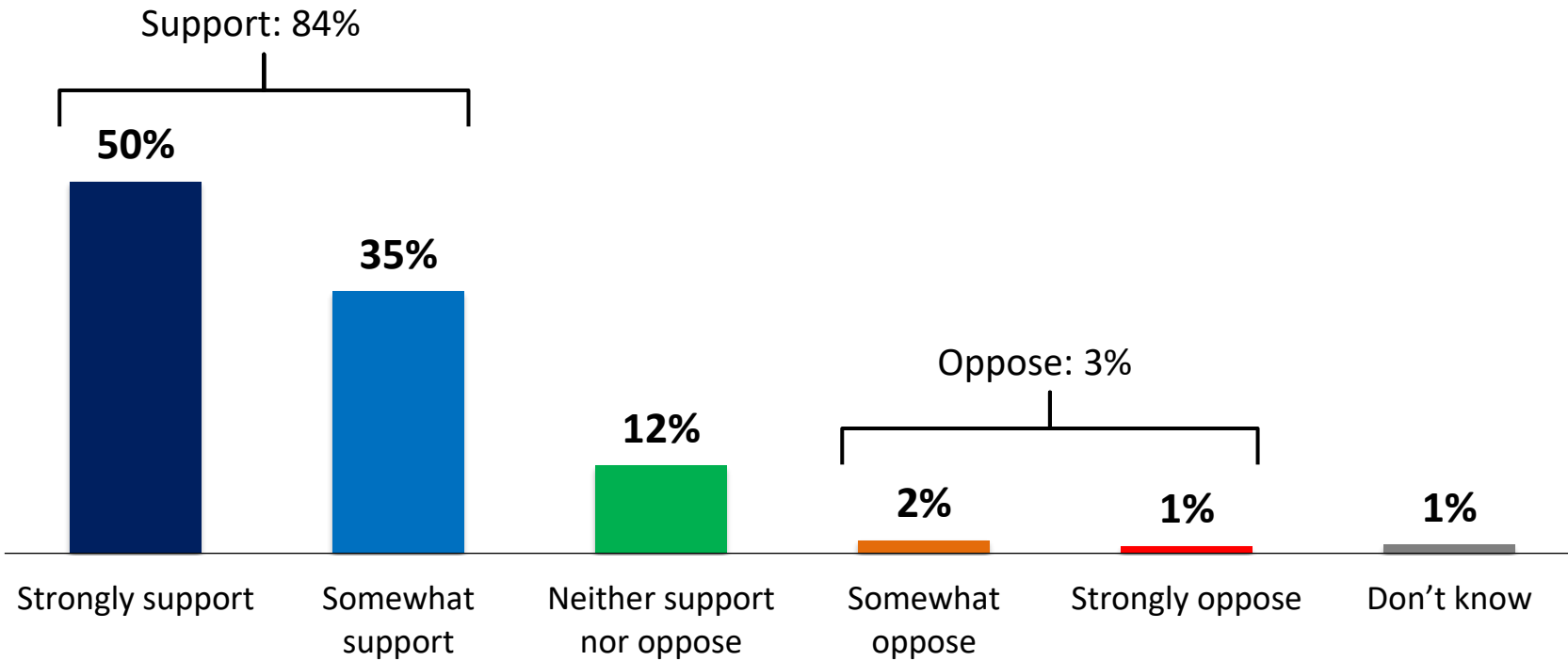
Gov't Action: 4-in-5 (84%) support the increase of support for mental health; highest amongst women and NDP partisans



The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?

Increase support for mental health

[asked of all respondents; n=1,200]



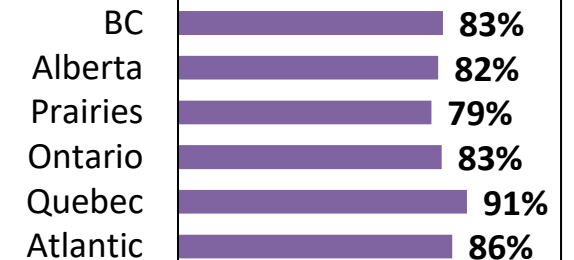
Segmentation

Respondents who say "Support"

Age-Gender



Region

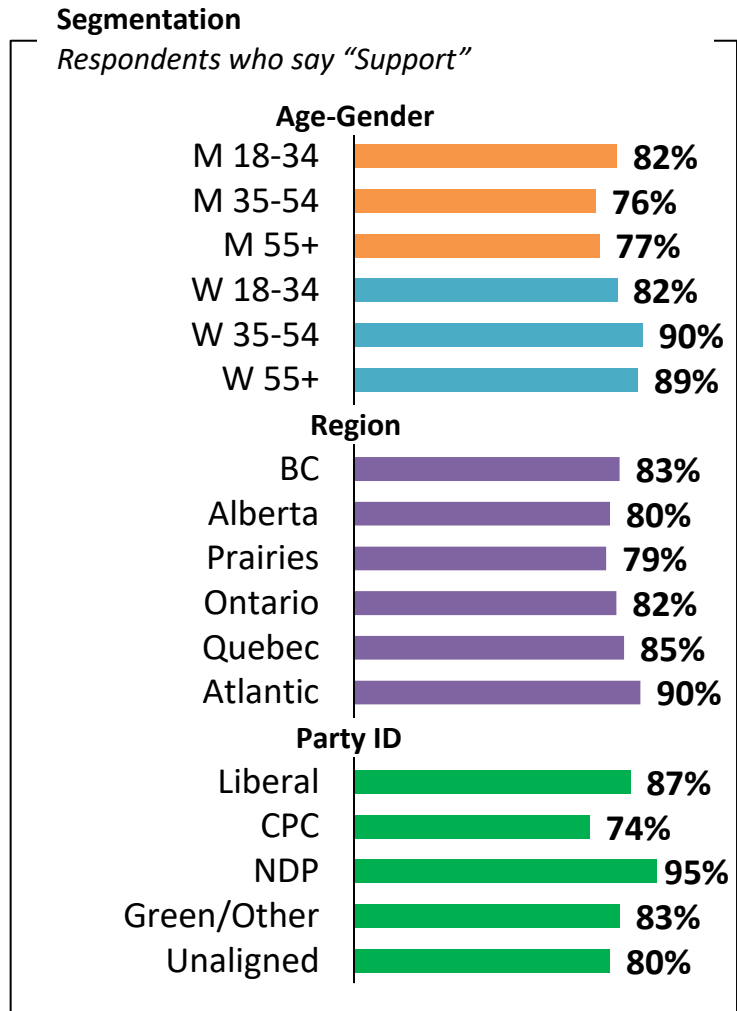
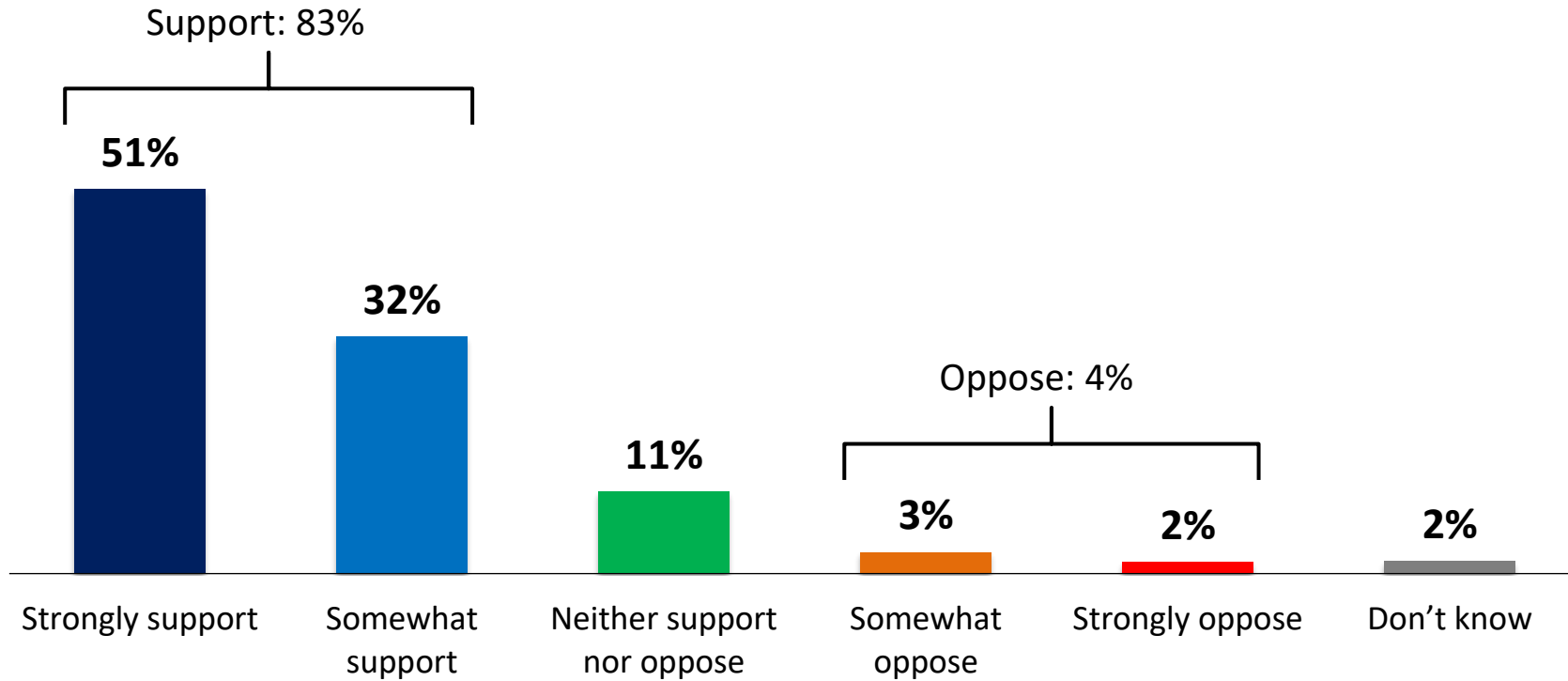


Party ID



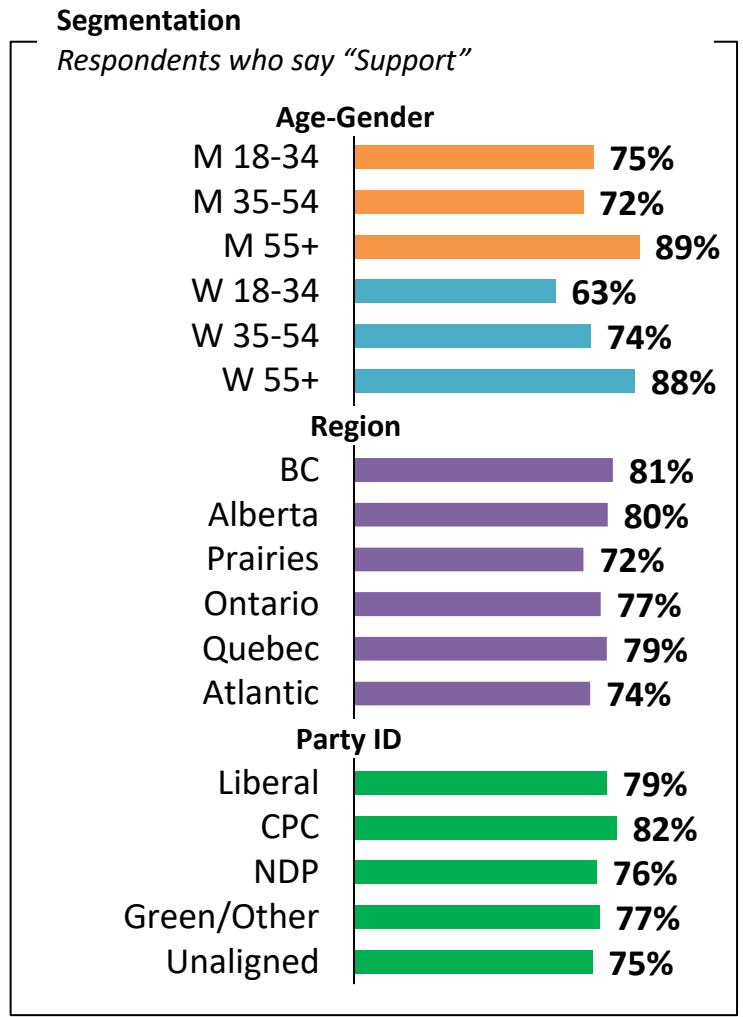
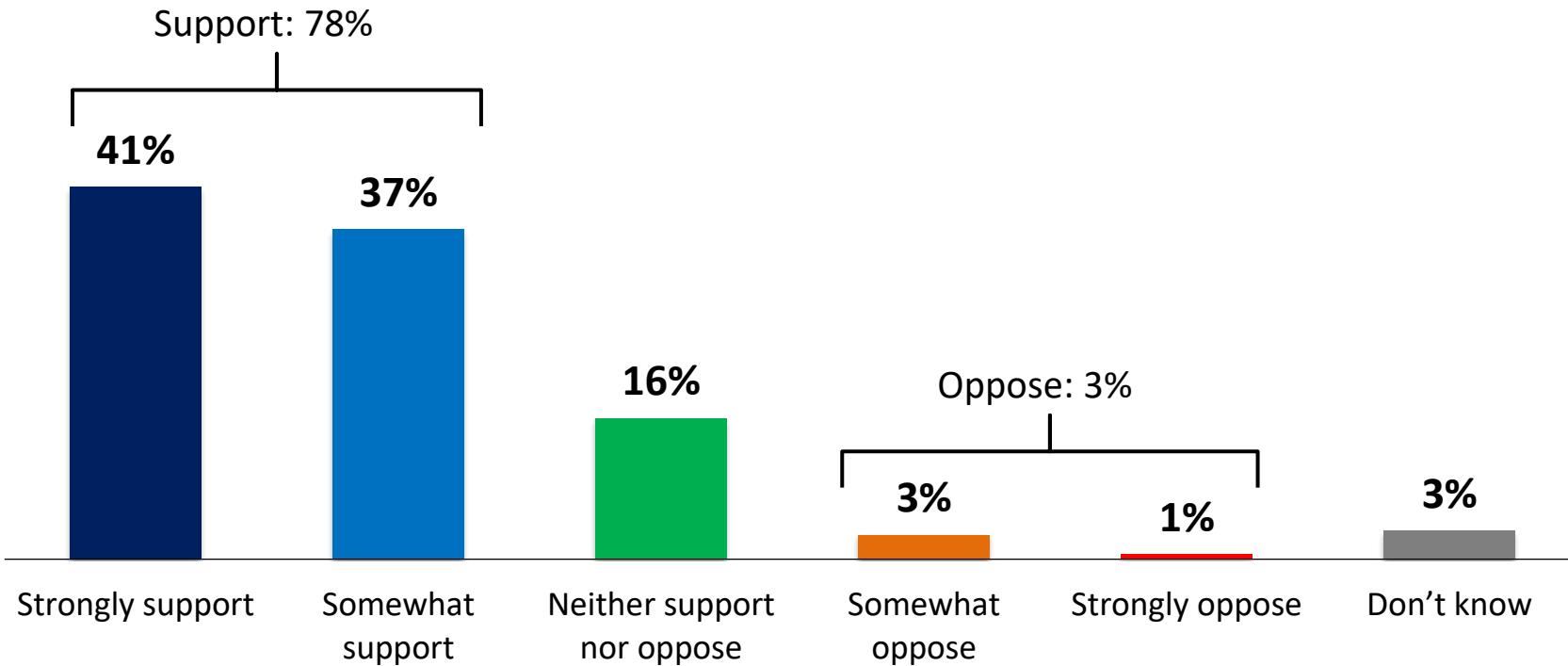
Gov't Action: 4-in-5 (83%) respondents support requiring access to sick leave; highest amongst older women and NDP partisans

Q The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?
Require all workers have access to sick leave
 [asked of all respondents; n=1,200]



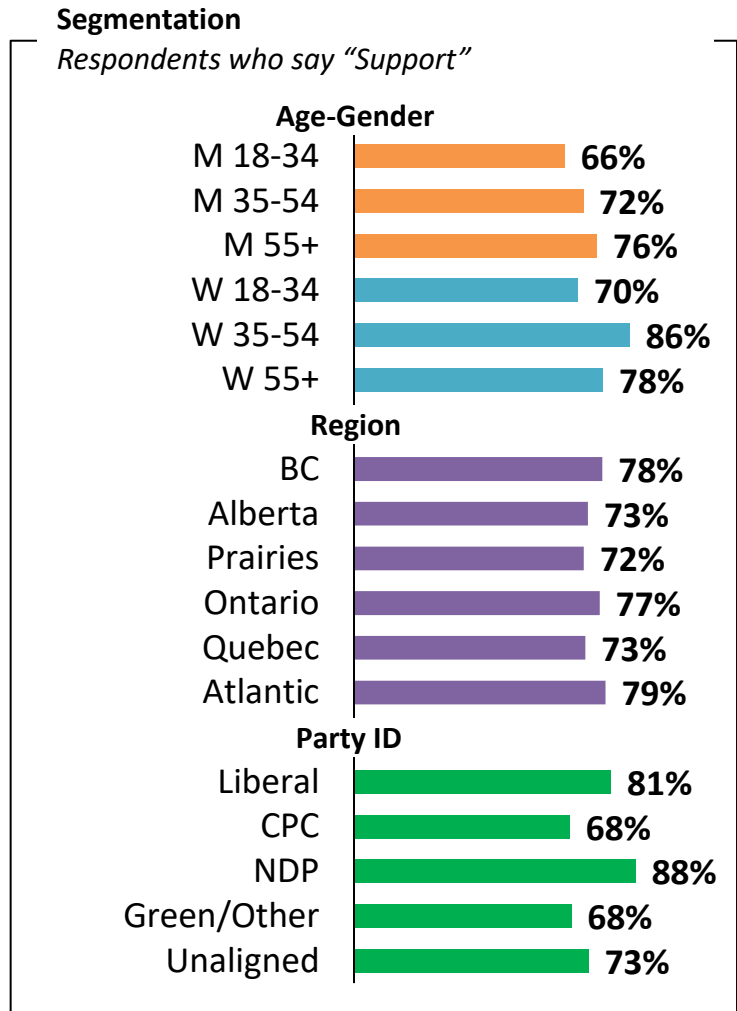
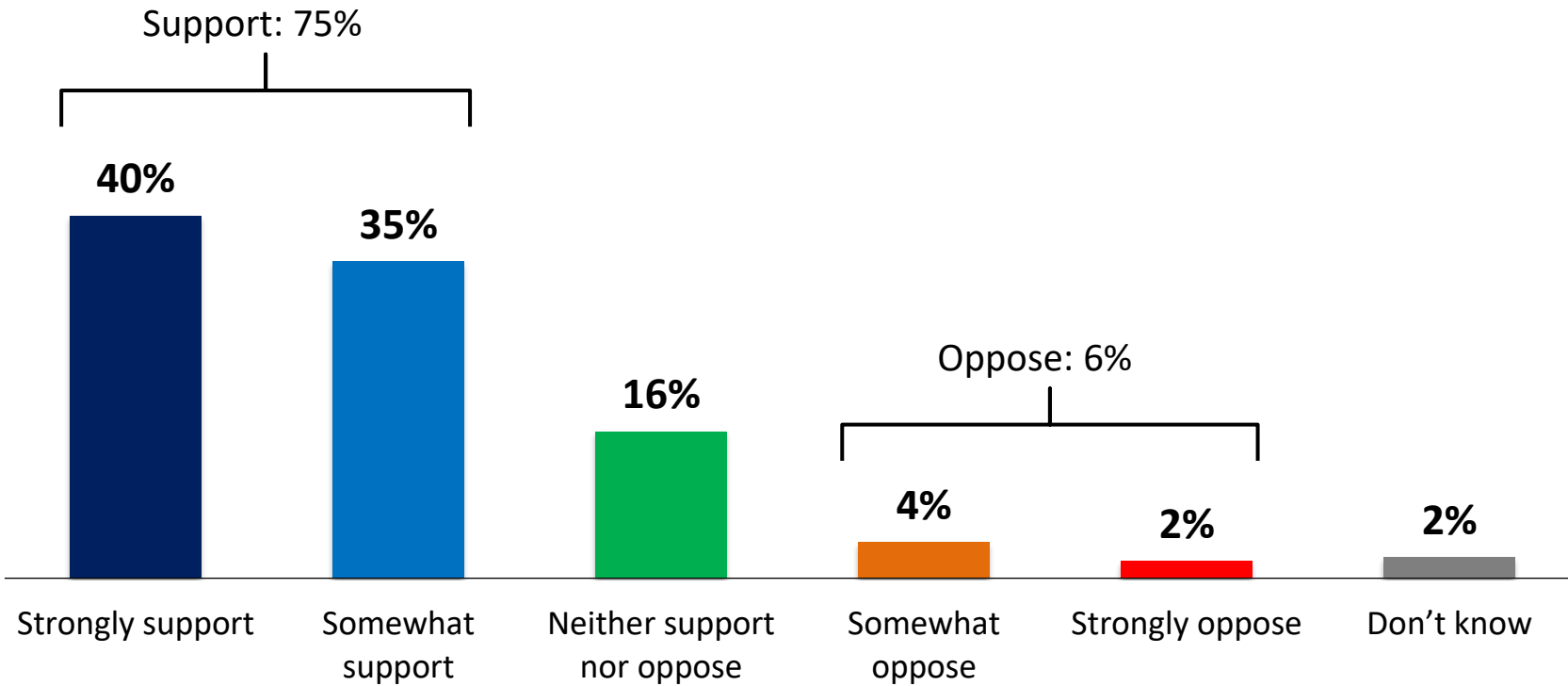
Gov't Action: 4-in-5 (78%) support reducing dependence on imports such as PPE; likelihood of support increases as age increases

Q The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?
Reduce our dependence on imports, especially for essential products such as PPE
 [asked of all respondents; n=1,200]



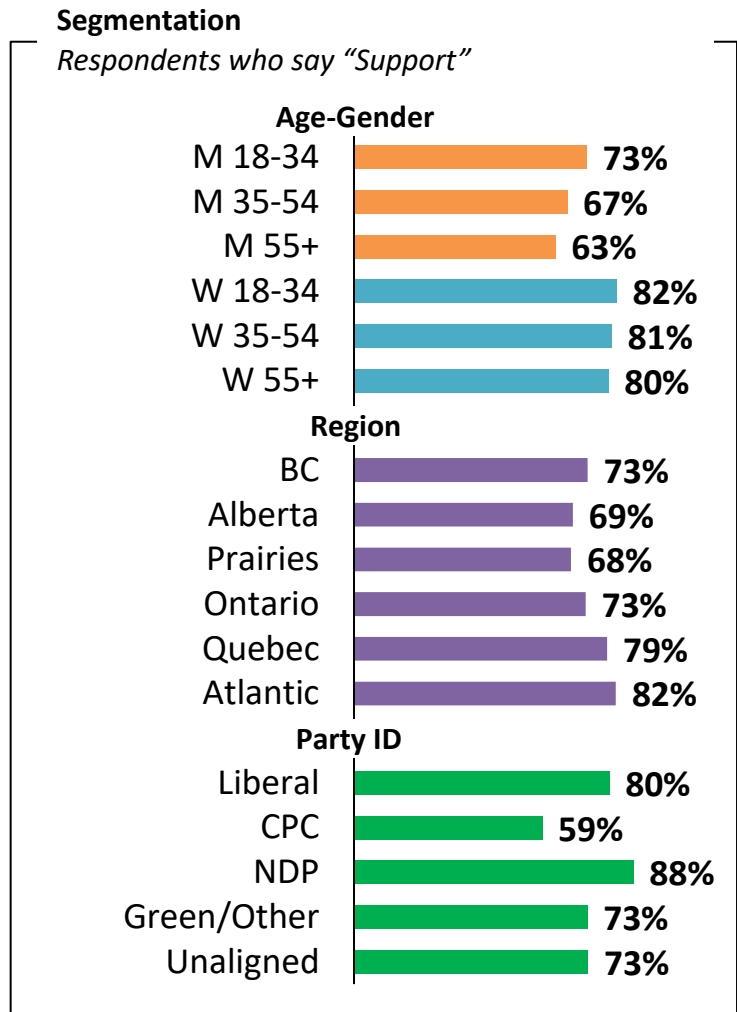
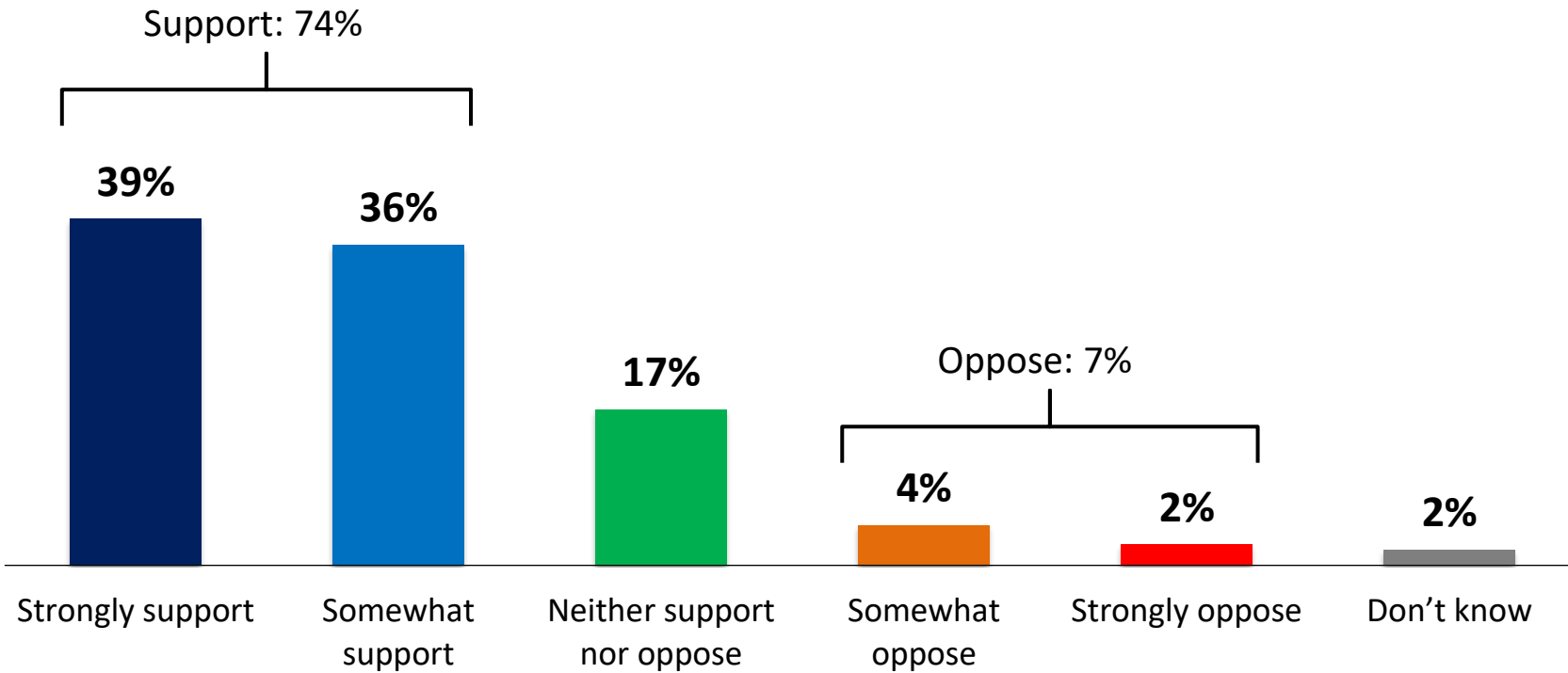
Gov't Action: 75% support increasing healthcare spending; highest among women 35-54 and those living in the Atlantic region and BC

Q The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?
Increase healthcare spending
 [asked of all respondents; n=1,200]



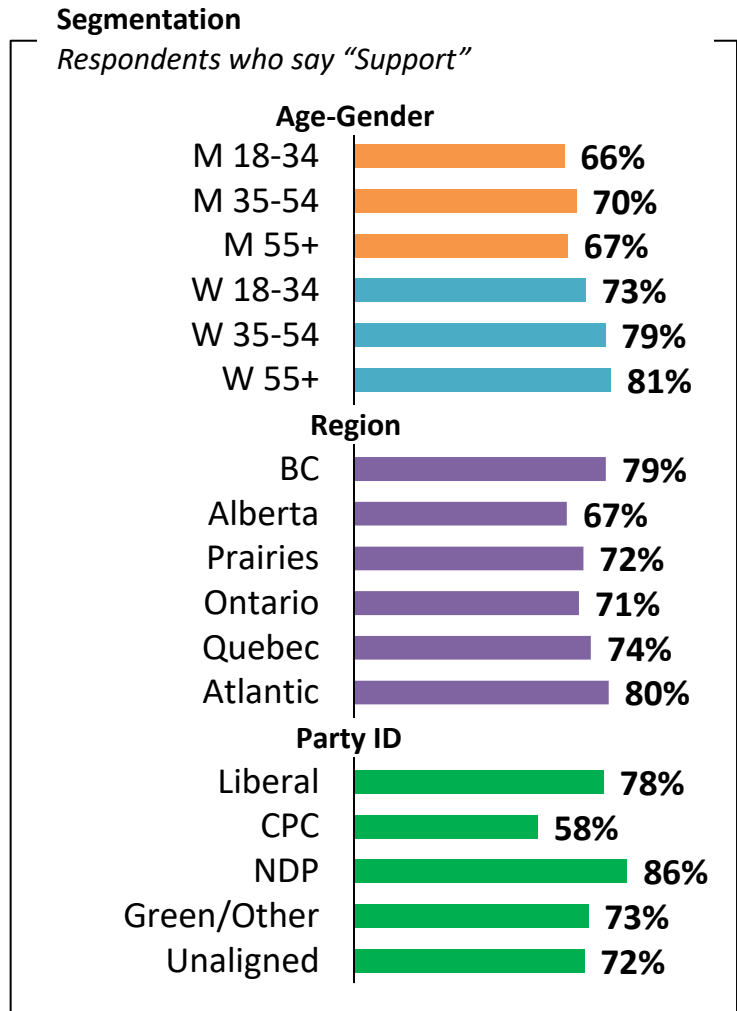
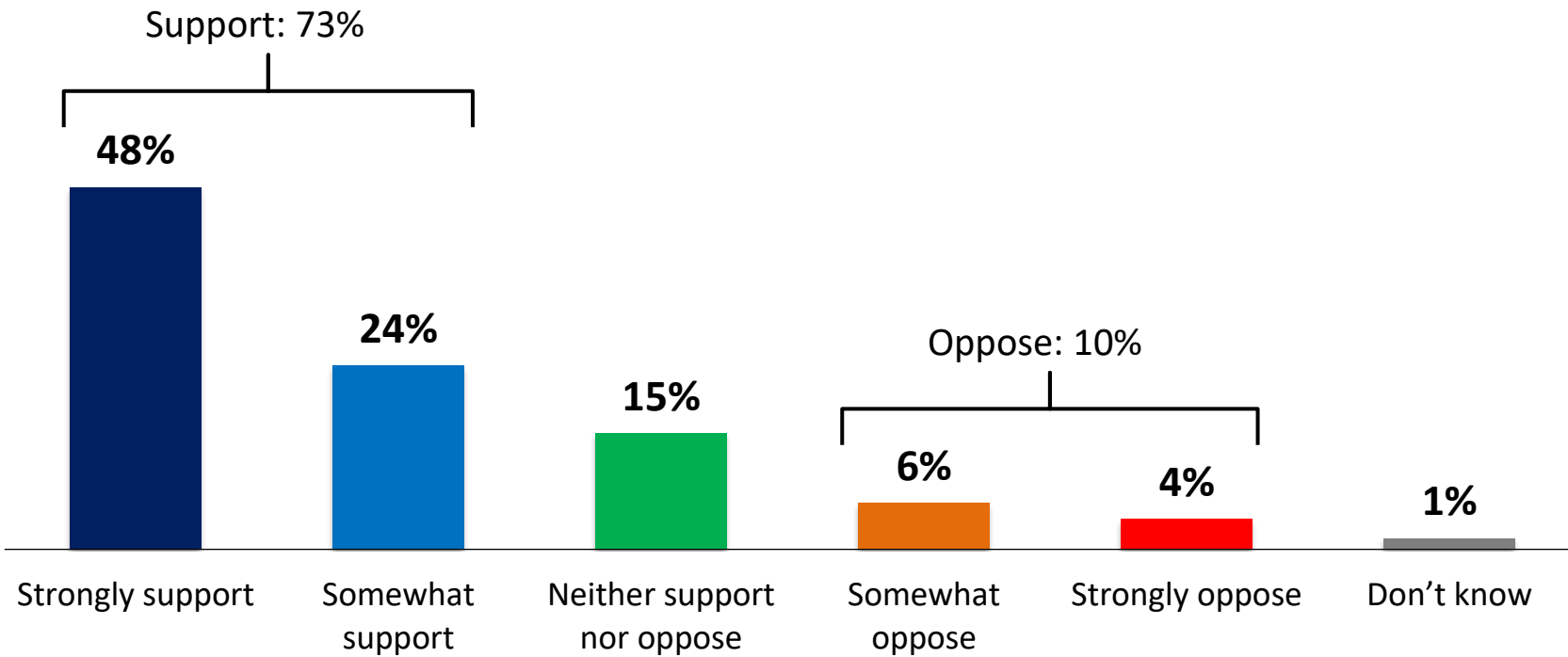
Gov't Action: 3-in-4 (74%) support increasing wages for essential and service industry workers; highest amongst women and NDP

Q The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?
Increase wages for essential and service industry workers
 [asked of all respondents; n=1,200]



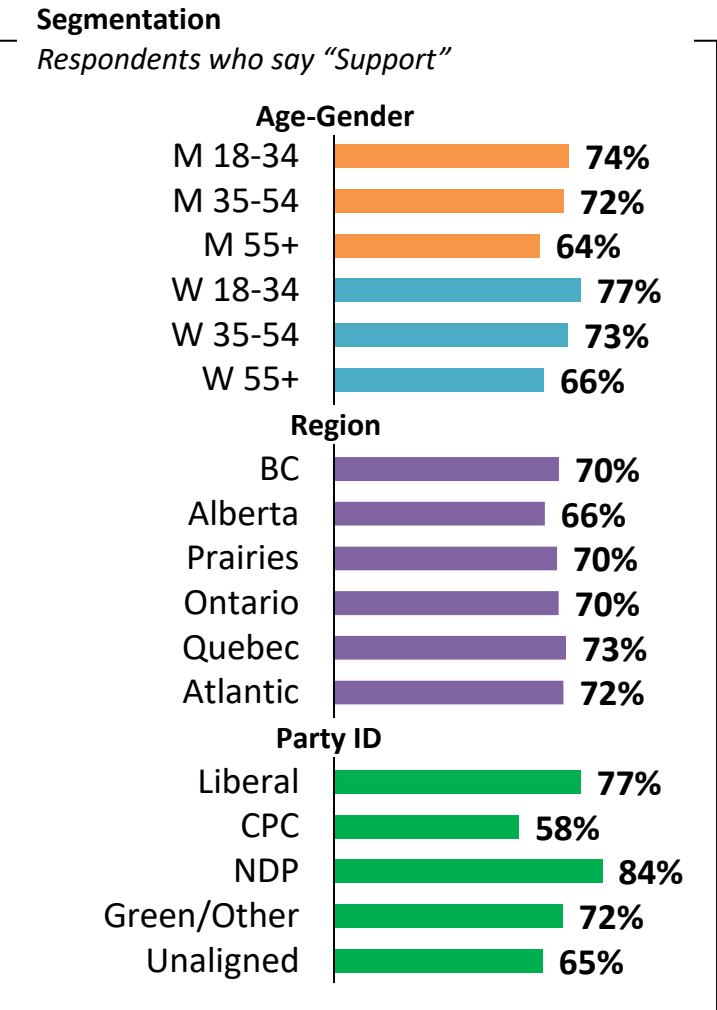
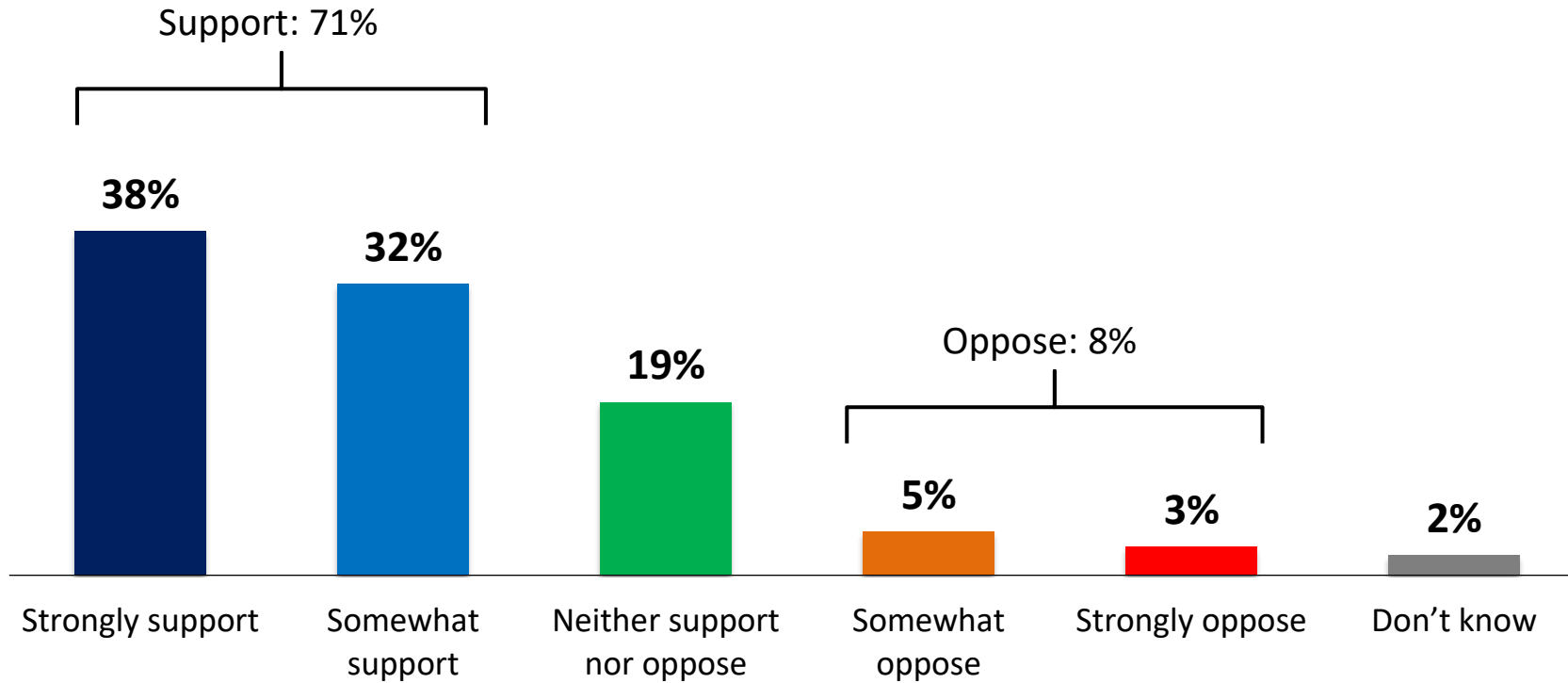
Gov't Action: 3-in-4 (75%) support increasing taxes on the wealthy; highest among older women and those in the Atlantic region and BC

Q The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?
Increase taxes on the wealthy
 [asked of all respondents; n=1,200]



Gov't Action: 7-in-10 (71%) support improved access to affordable daycare; highest among young women, Liberals, and NDP partisans

Q The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?
Improve access to affordable daycare
 [asked of all respondents; n=1,200]



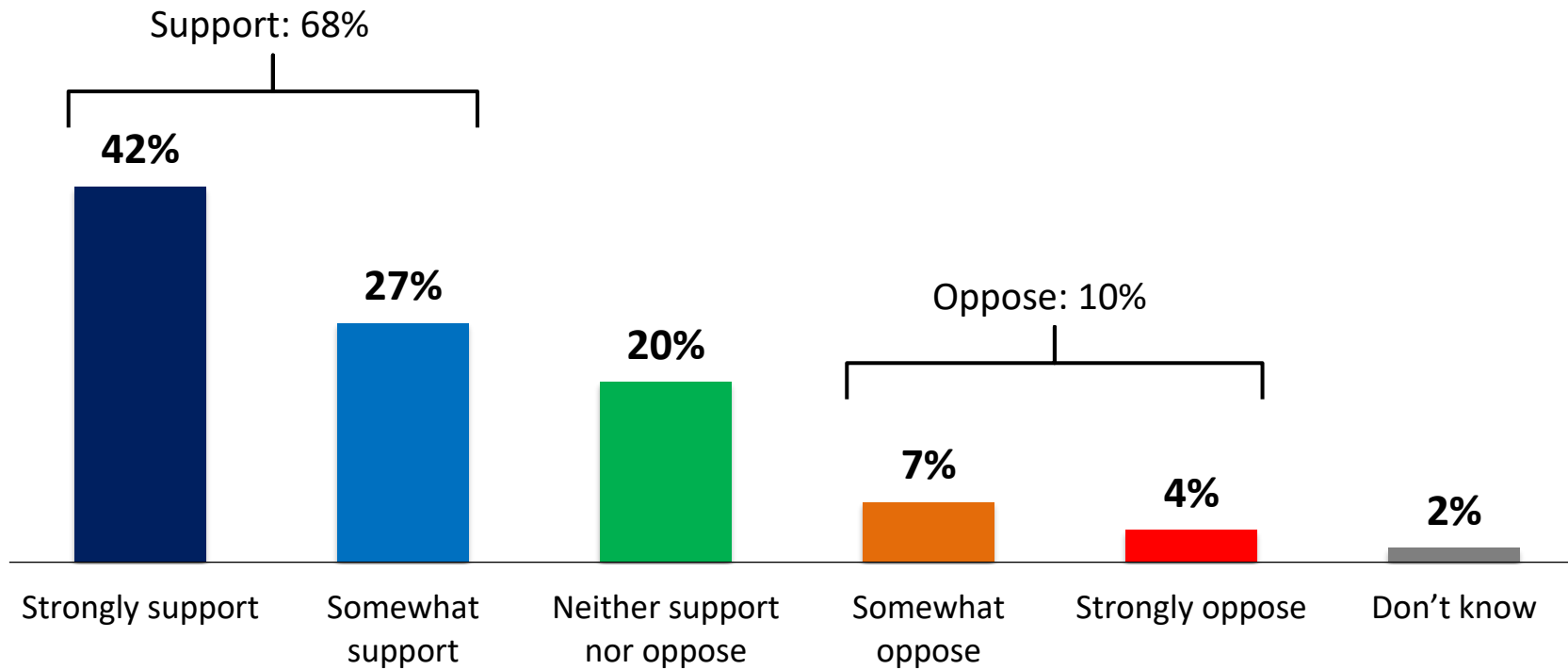
Gov't Action: 68% support an increase in minimum wage; highest amongst NDP partisans and those in the Atlantic region



The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?

Increase the minimum wage

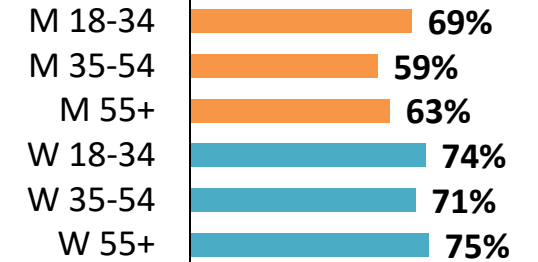
[asked of all respondents; n=1,200]



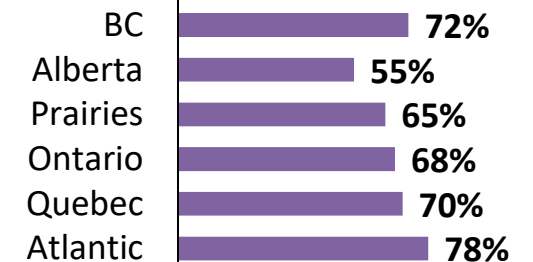
Segmentation

Respondents who say "Support"

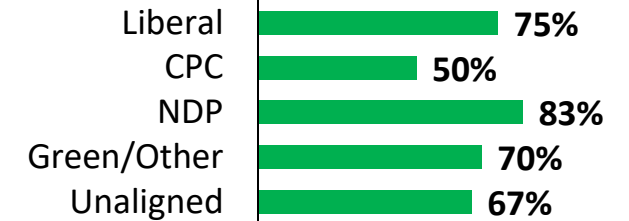
Age-Gender



Region



Party ID



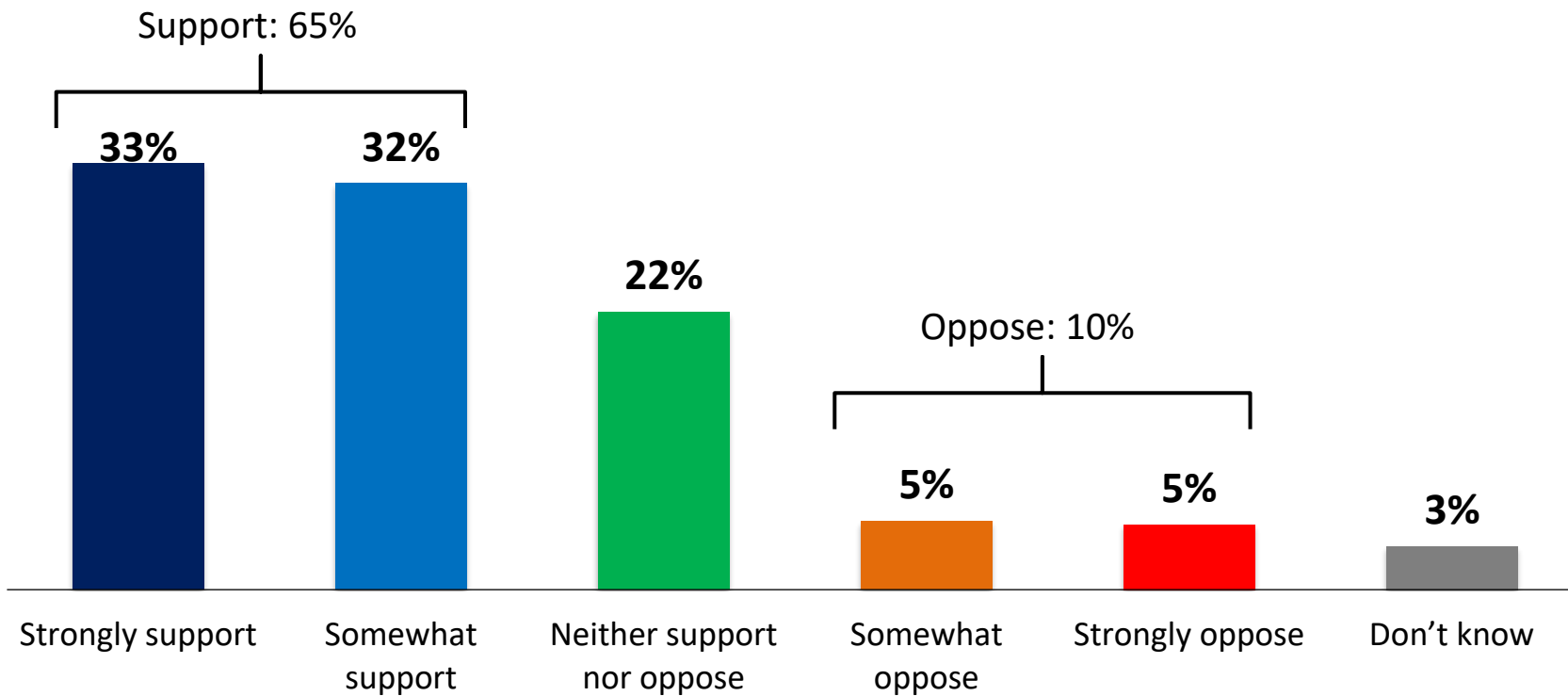
Gov't Action: 65% support transitioning to a green economy; highest among the Liberals and NDP



The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?

Transition to a green economy

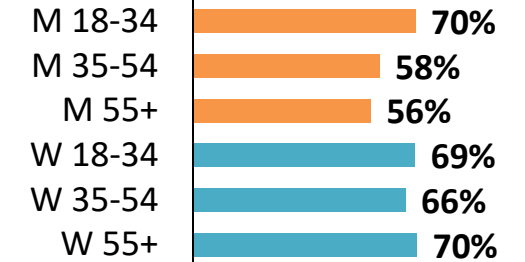
[asked of all respondents; n=1,200]



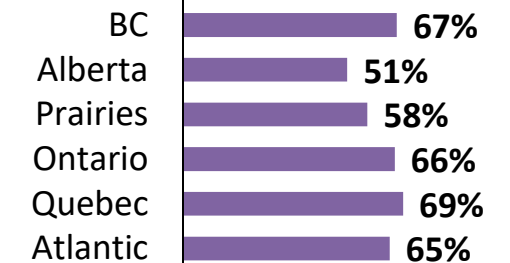
Segmentation

Respondents who say "Support"

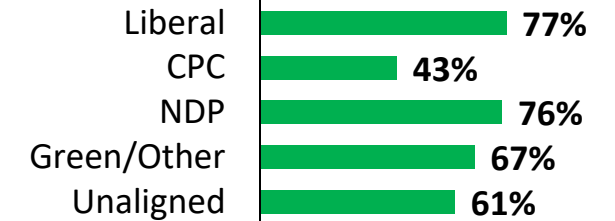
Age-Gender



Region



Party ID

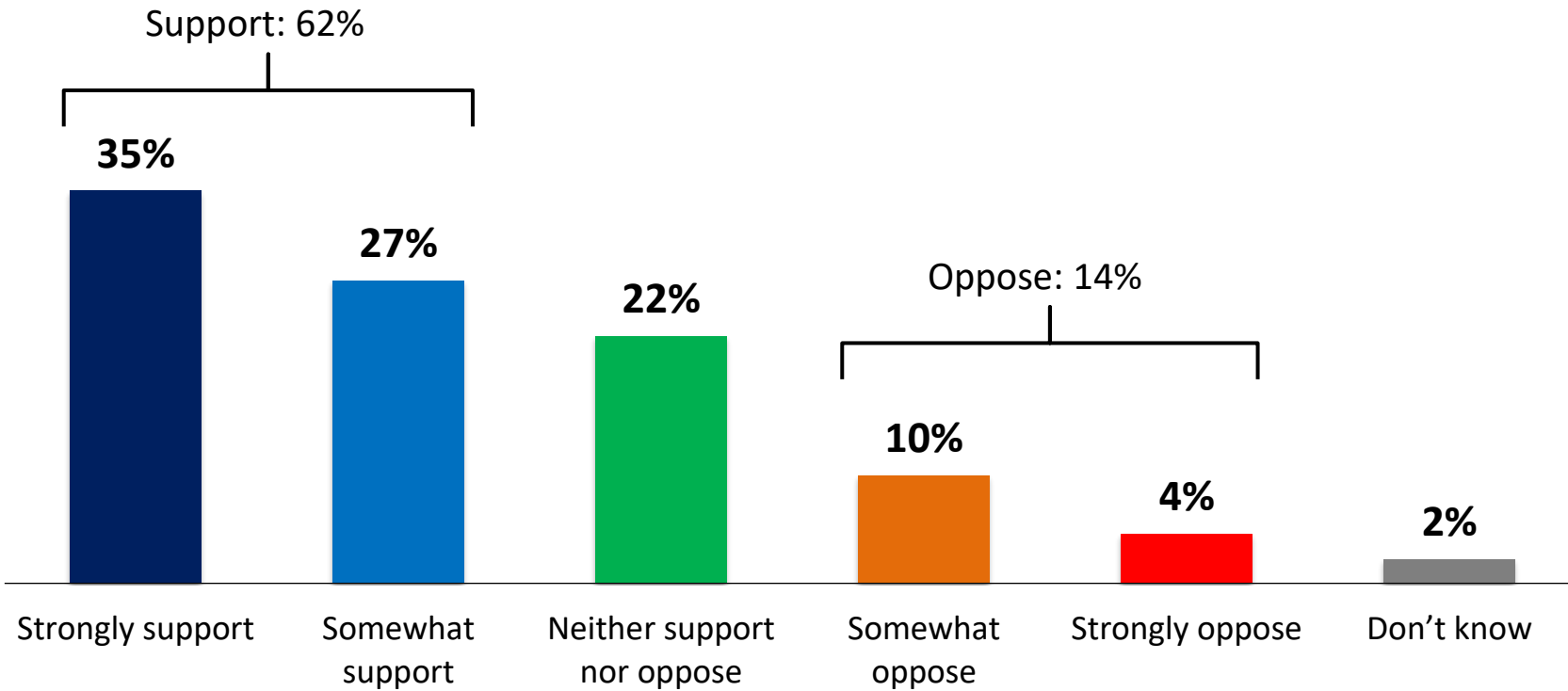


Gov't Action: 62% support lowering taxes; highest among women 35-54, those living in the Atlantic region and CPC partisans

Q The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?

Lower taxes

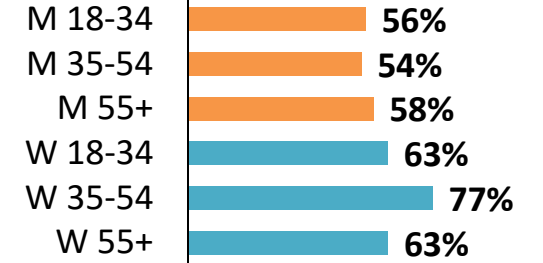
[asked of all respondents; n=1,200]



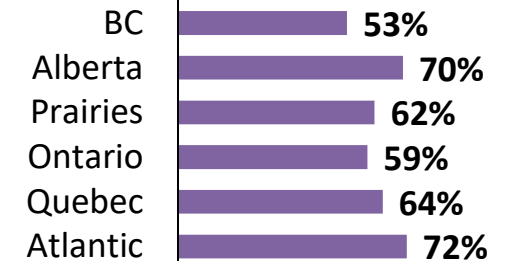
Segmentation

Respondents who say "Support"

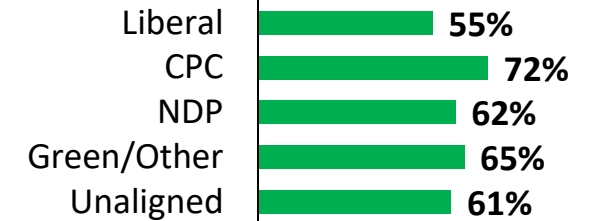
Age-Gender



Region

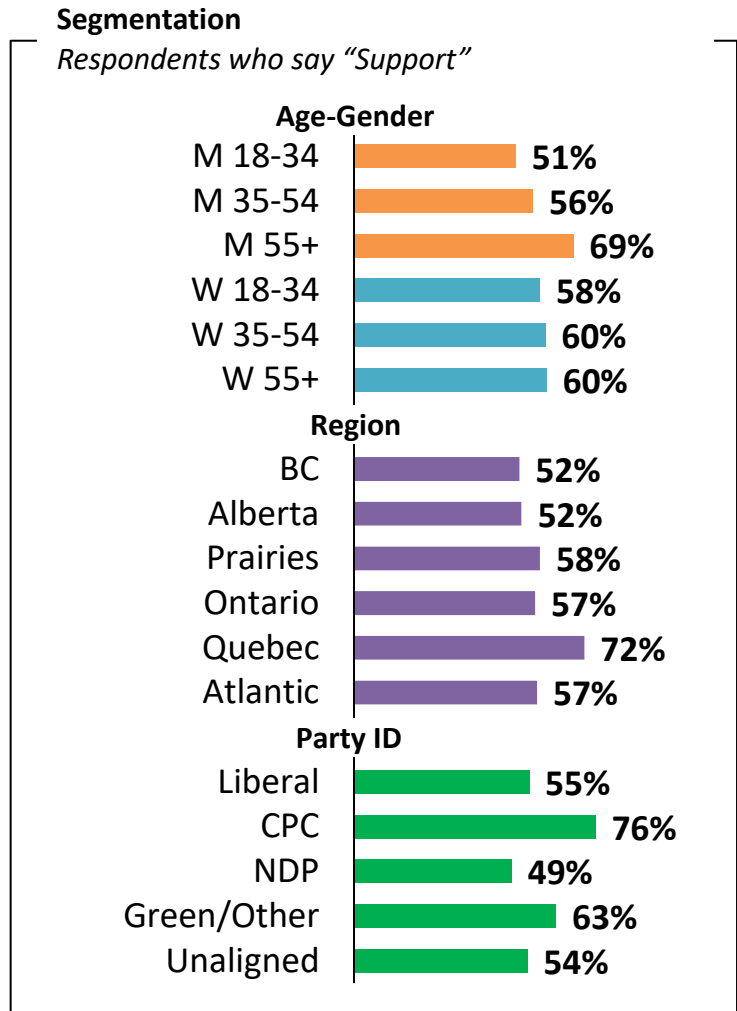
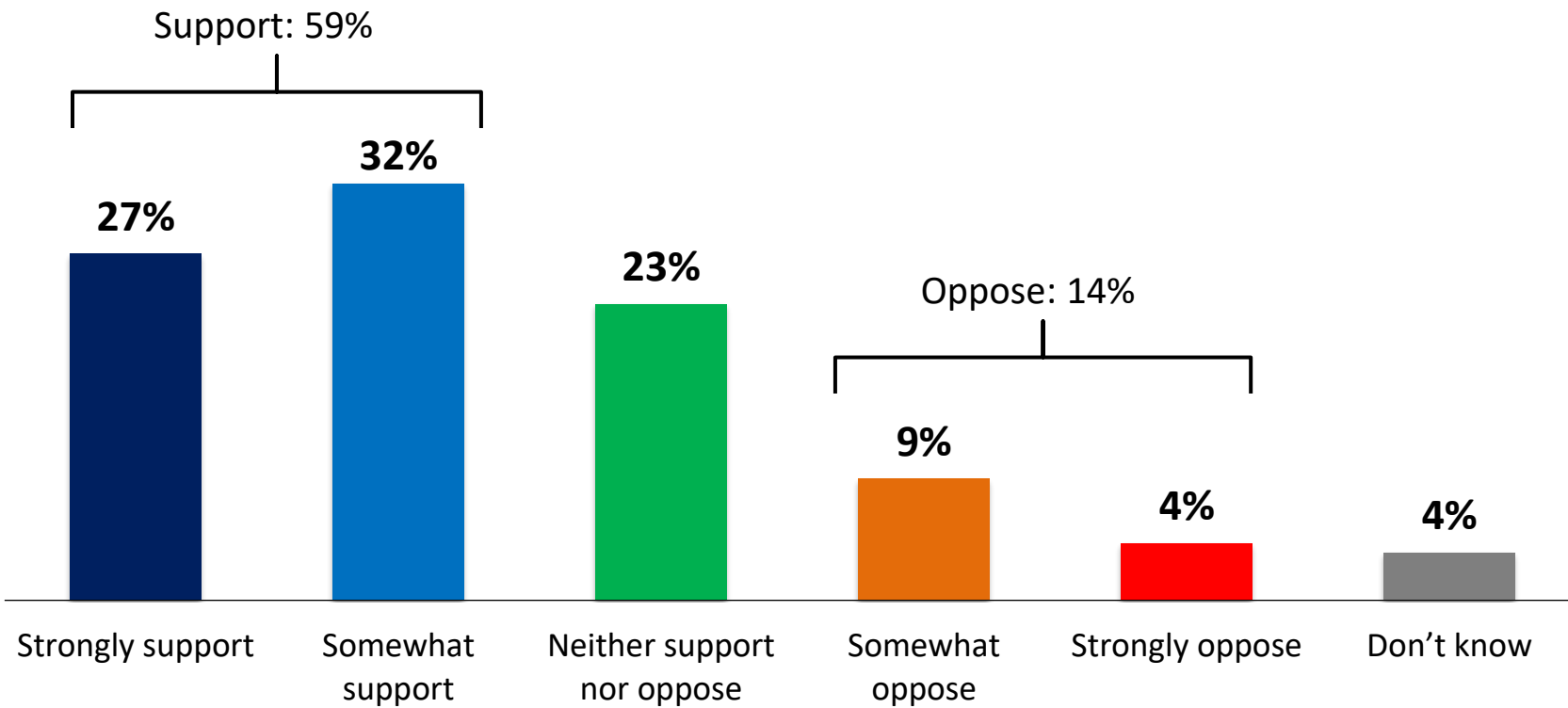


Party ID



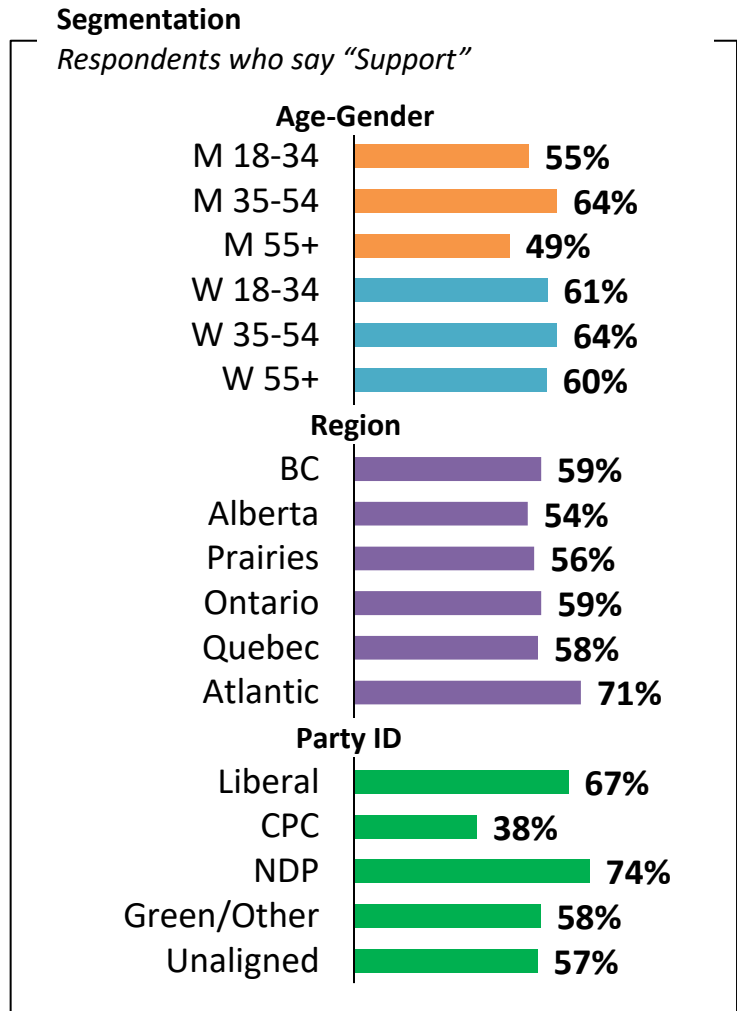
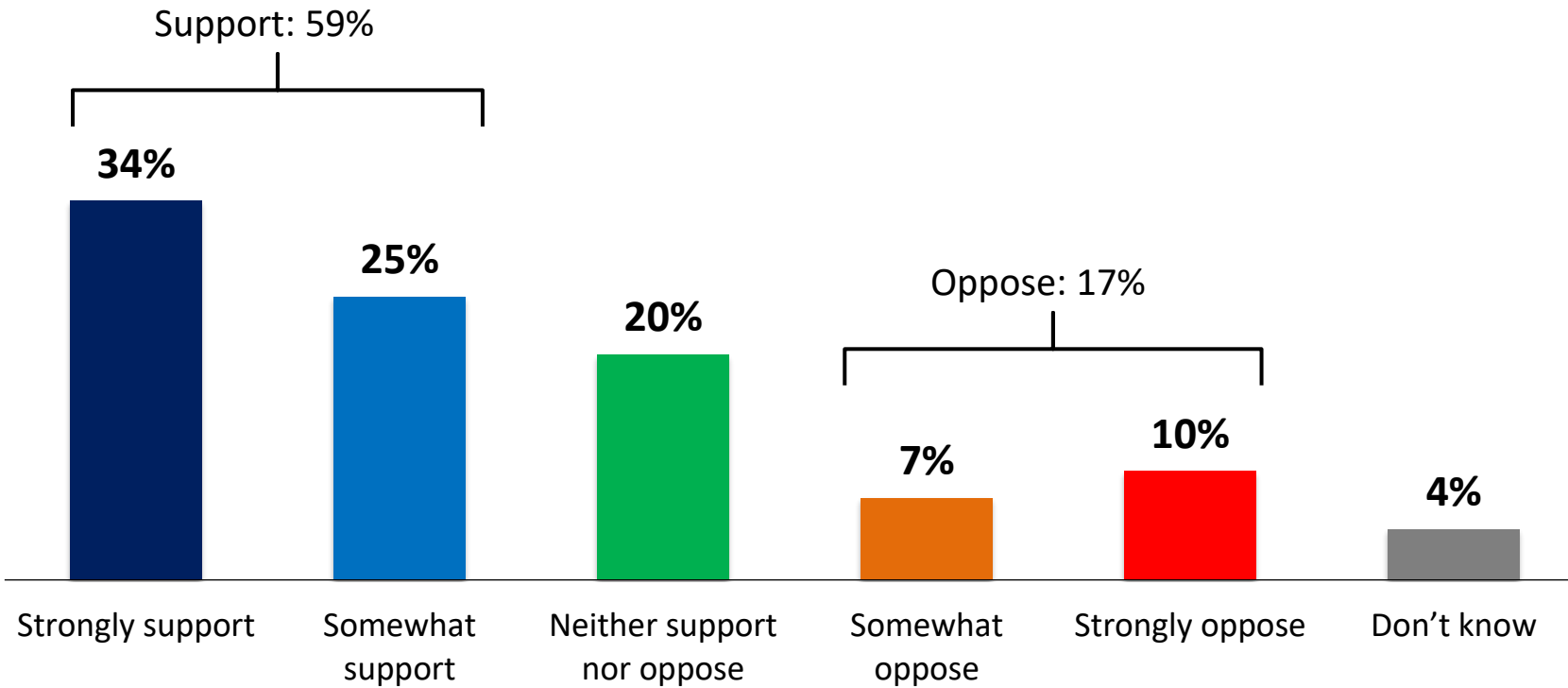
Gov't Action: 3-in-5 (59%) support reducing the amount of extra gov't spending on COVID-19 measures; highest amongst CPC partisans

Q The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?
Beginning to reduce the amount of extra government spending on COVID-19 measures
 [asked of all respondents; n=1,200]



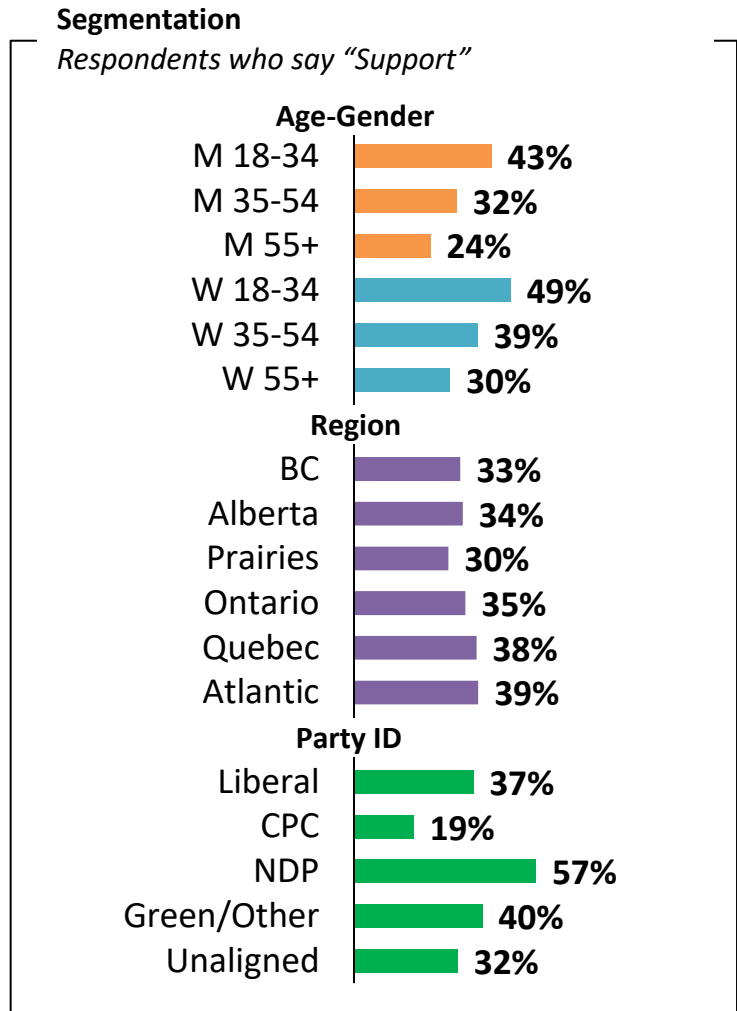
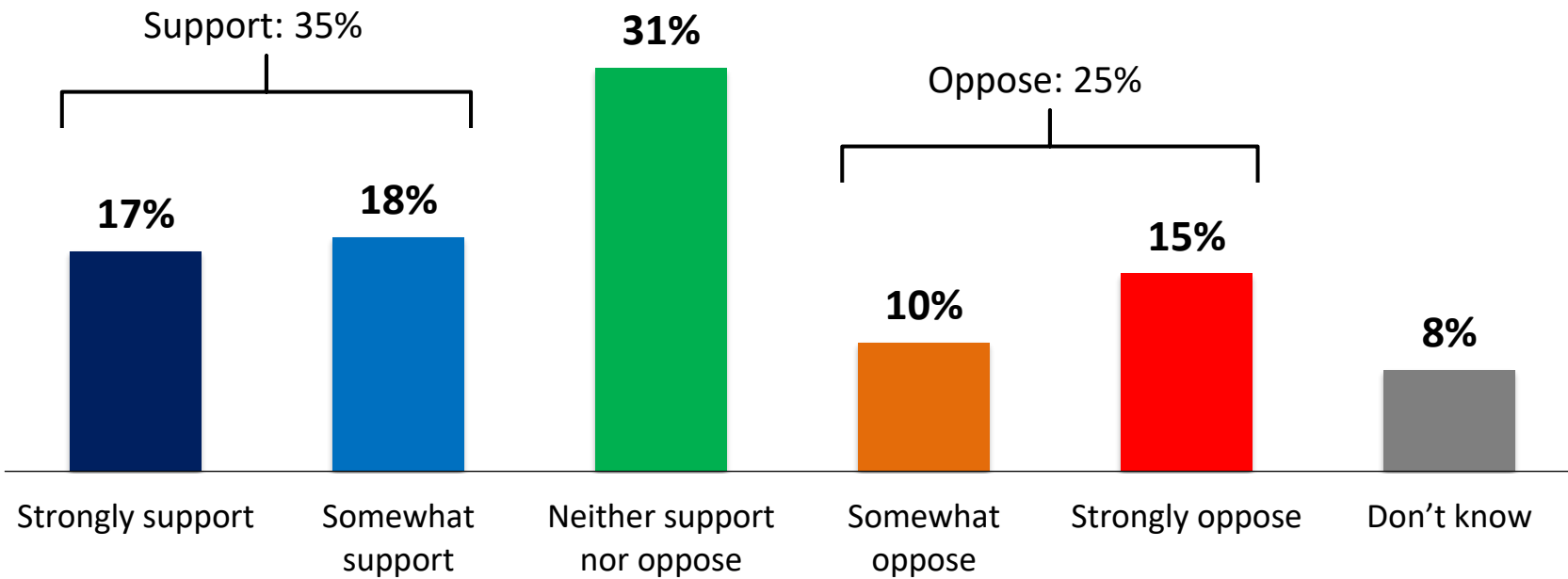
Gov't Action: 59% support implementing a universal basic income; highest amongst NDP partisans, and those in the Atlantic region

Q The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?
Put in place a Universal Basic Income
 [asked of all respondents; n=1,200]



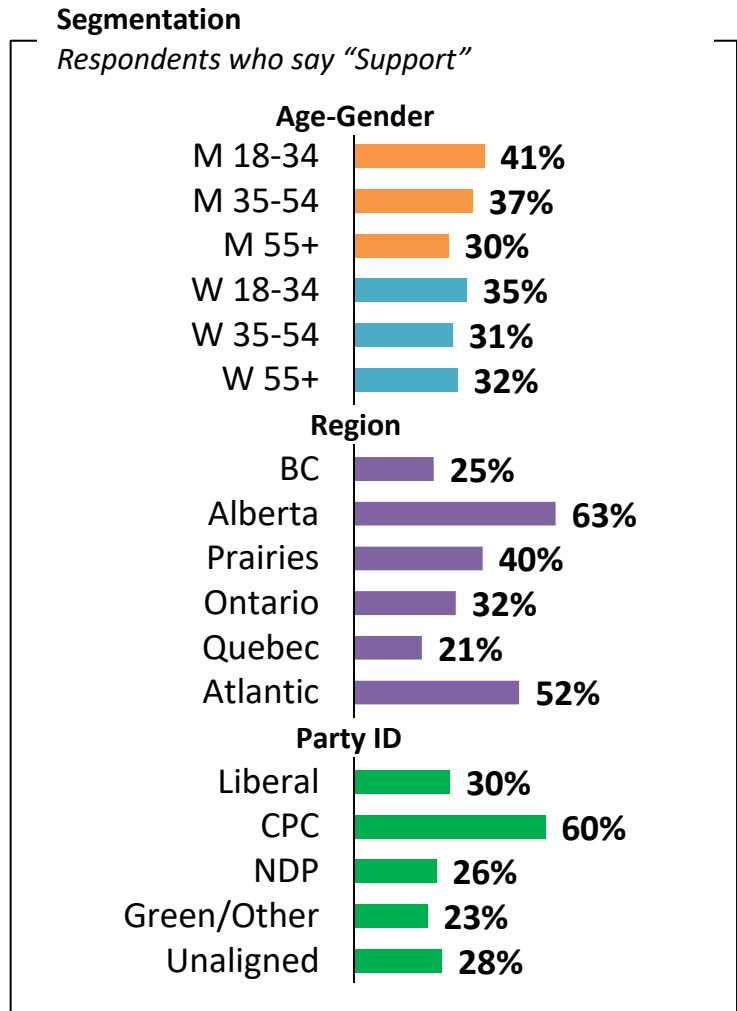
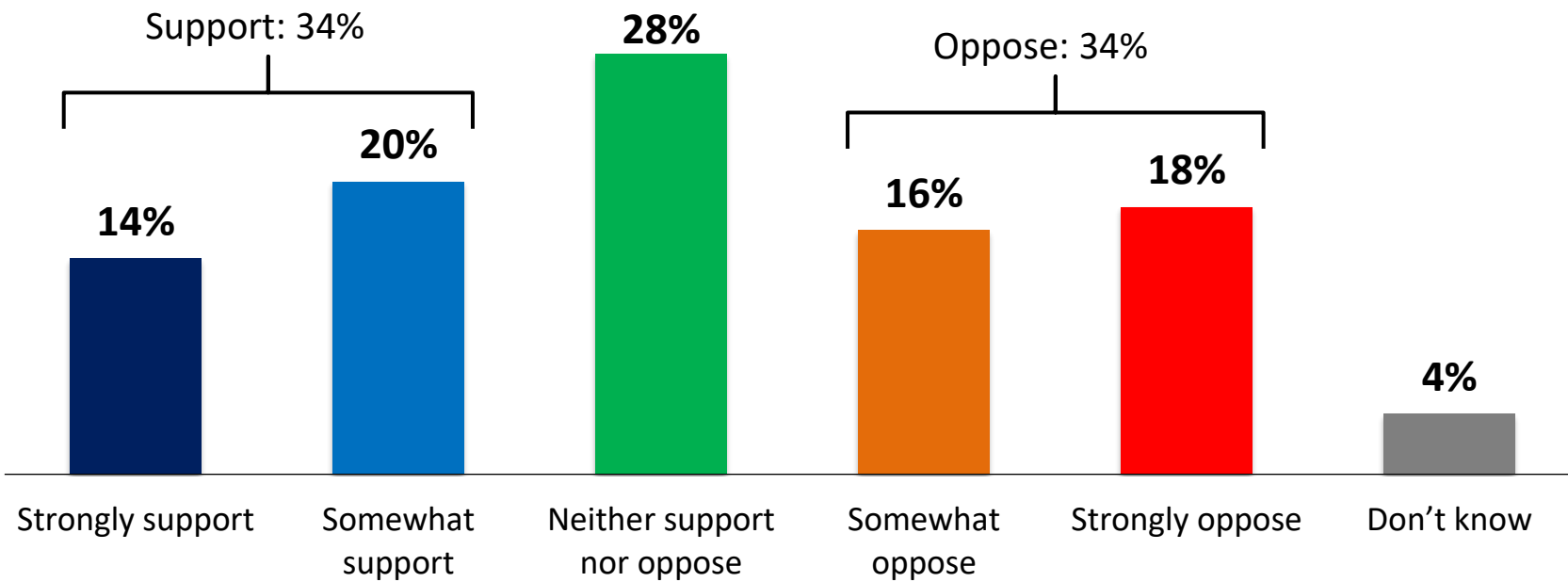
Gov't Action: 35% support moving away from capitalism; highest amongst women 18-34 and NDP partisans

Q The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?
Move away from capitalism
 [asked of all respondents; n=1,200]



Gov't Action: Canadians are split in their decision towards increasing support for oil and gas, highest support for increase among those in AB

Q The following are a list of actions governments could take in response to COVID-19 that others have identified. Thinking about each item, would you support or oppose governments taking that action?
Increase support for the oil and gas sector
 [asked of all respondents; n=1,200]



Methodology



Survey Methodology

These are the results of an online survey conducted between August 6, 2021 and August 11, 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 samples. 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=1,282 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,200 based on Census data from Statistics Canada.

Field Dates: August 6th, 2021 to August 11th, 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	143	11.2%	165	13.8%
Men 35-54	180	14.1%	200	16.7%
Men 55+	273	21.4%	216	18.1%
Women 18-34	180	14.1%	163	13.6%
Women 35-54	206	16.1%	208	17.4%
Women 55+	296	23.2%	244	20.4%
Region				
BC	182	14.2%	163	13.6%
AB	153	11.9%	135	11.2%
Prairies	90	7.0%	78	6.5%
ON	468	36.5%	461	38.4%
QC	290	22.6%	282	23.5%
Atlantic	99	7.7%	82	6.8%



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Building Understanding.