

Canada This Month Economic Transition

Public Opinion Research
Release Date: February 25th
Field Dates: January 18th to January 29th

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Key Findings

1

Appetite for radical economic transformation has decreased since the pandemic.

The share of those who say that we need to radically transform our economy has decreased from 53% in 2021 to 45% now. Conservatives are the least likely to express this viewpoint.

2

Less people agree that our free enterprise economic system works well.

Net agreement on the statement “On the whole, our free enterprise economic system works pretty well” is down 21 points since 2020.

3

Lowering taxes is a top policy priority for supporters of all parties except NDP.

Overall, the top policy priorities are lowering taxes, increasing taxes on the wealthy, and raising the minimum wage. The desire to lower taxes is consistent across partisan lines.

Methodology

Survey Methodology



These are the results of an online survey conducted between January 18th and January 29th, 2024.

Method: This online survey was conducted using INNOVATIVE’s Canada 20/20 national research panel with additional respondents from Lucid, 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=1,992 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: January 18th and January 29th, 2024.

Weighting: Results for Canada are weighted by age, gender, region, education, and self-reported federal past vote 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	181	9.1%	204	13.7%
Men 35-54	253	12.8%	239	16.0%
Men 55+	473	23.9%	285	19.1%
Women 18-34	289	14.6%	197	13.2%
Women 35-54	309	15.6%	248	16.6%
Women 55+	478	24.1%	318	21.3%
Region				
BC	367	18.4%	209	13.9%
AB	269	13.5%	168	11.2%
Prairies	142	7.1%	96	6.4%
ON	665	33.4%	585	39.0%
QC	396	19.9%	341	22.8%
Atlantic	153	7.7%	100	6.7%

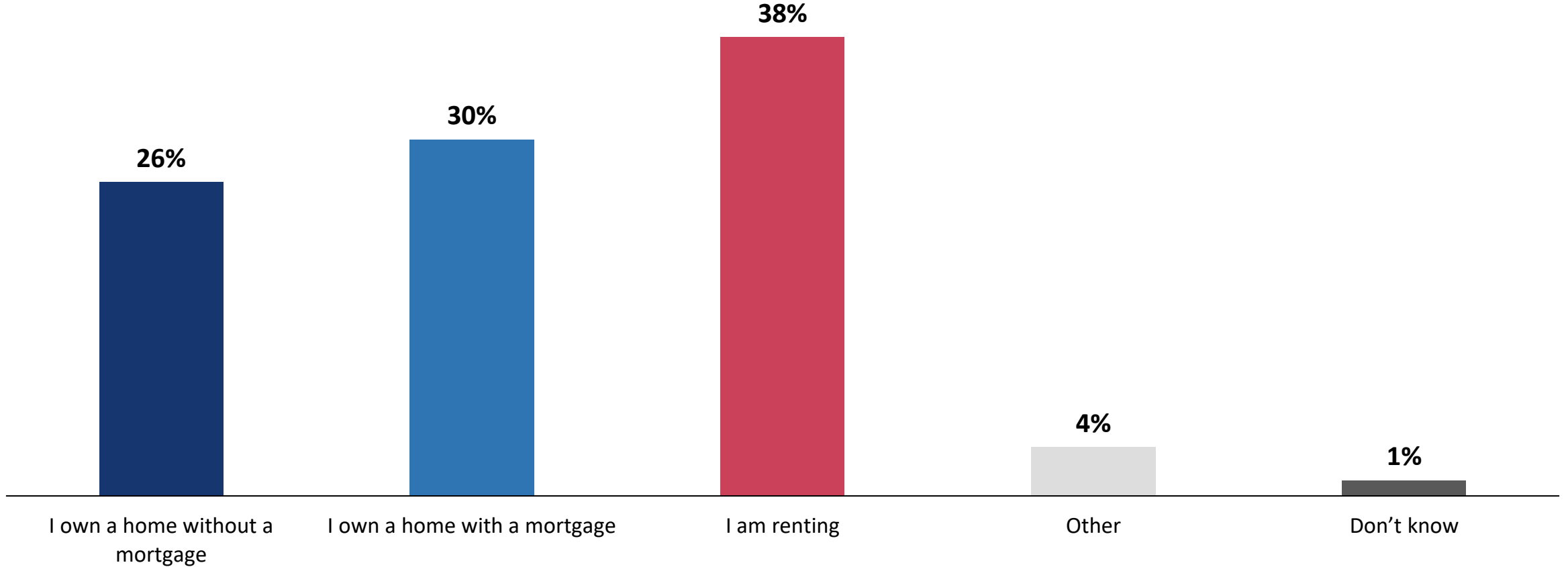
Home Ownership:

Over half own a home with or without mortgage; 38% are renting



Which of the following best applies to your current situation?

[asked of all respondents, n=1,500]



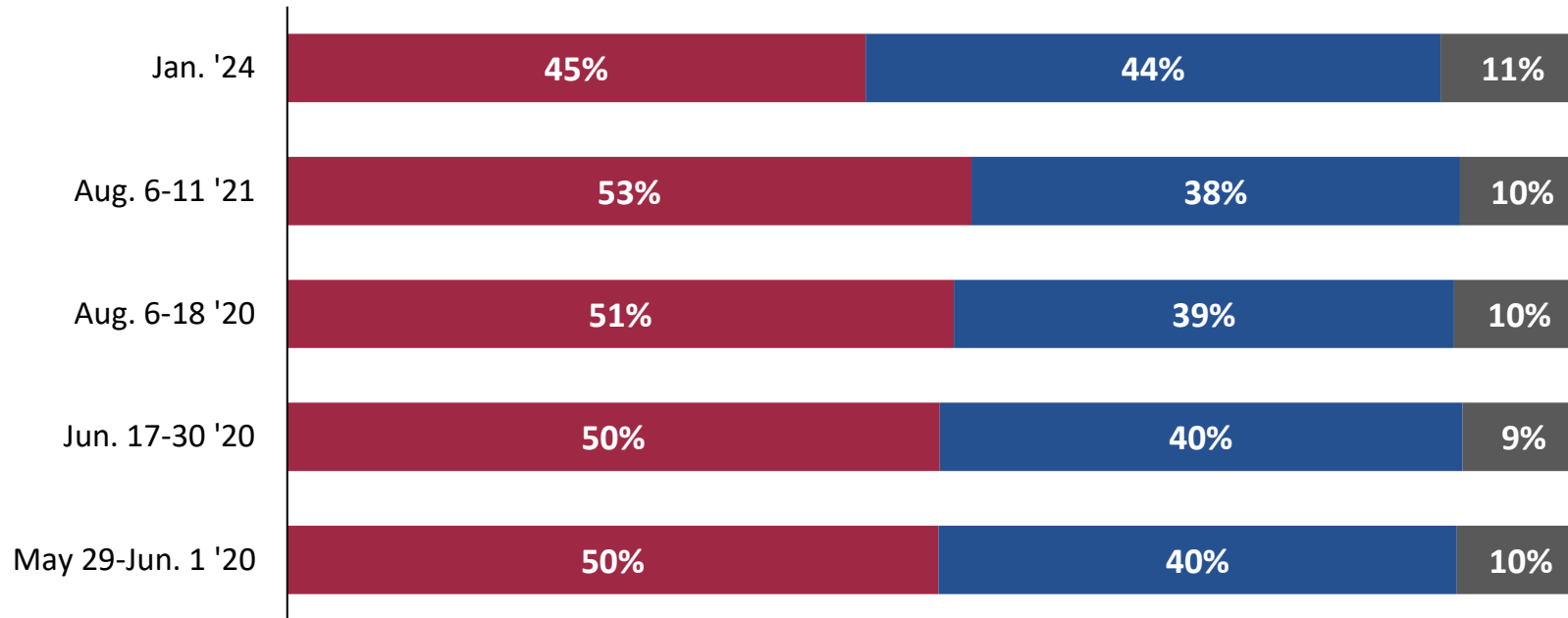
Economic Transition

Transforming the Economy:

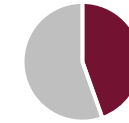
The share of those saying 'radically transform' down by 8 points since 2021, highest among Alienated



During the COVID-19 pandemic, there emerged a discussion about the government's general approach to the economy. Which of the following comes closest to your point of view?
[asked of all respondents, n=1,500]



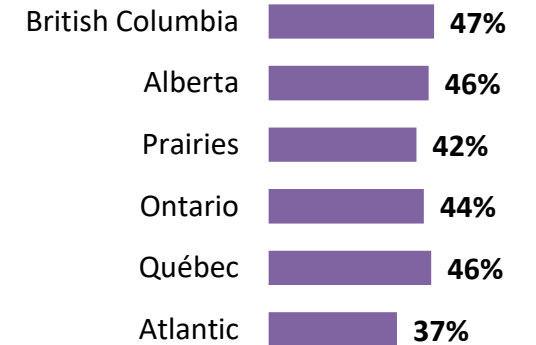
- The COVID-19 pandemic showed that we need to radically transform our economy to work differently in the future
- There is always room for improvement, but the economy was working pretty well before the COVID-19 pandemic
- Don't know



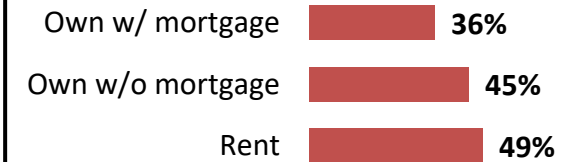
Segmentation: Jan. '24

Respondents who say 'Radically transform'

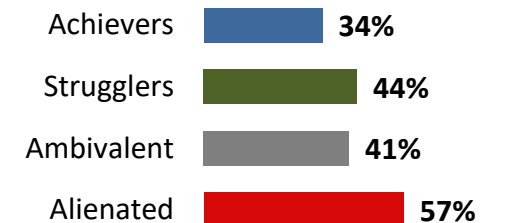
Region



Home Ownership



Economic Gap

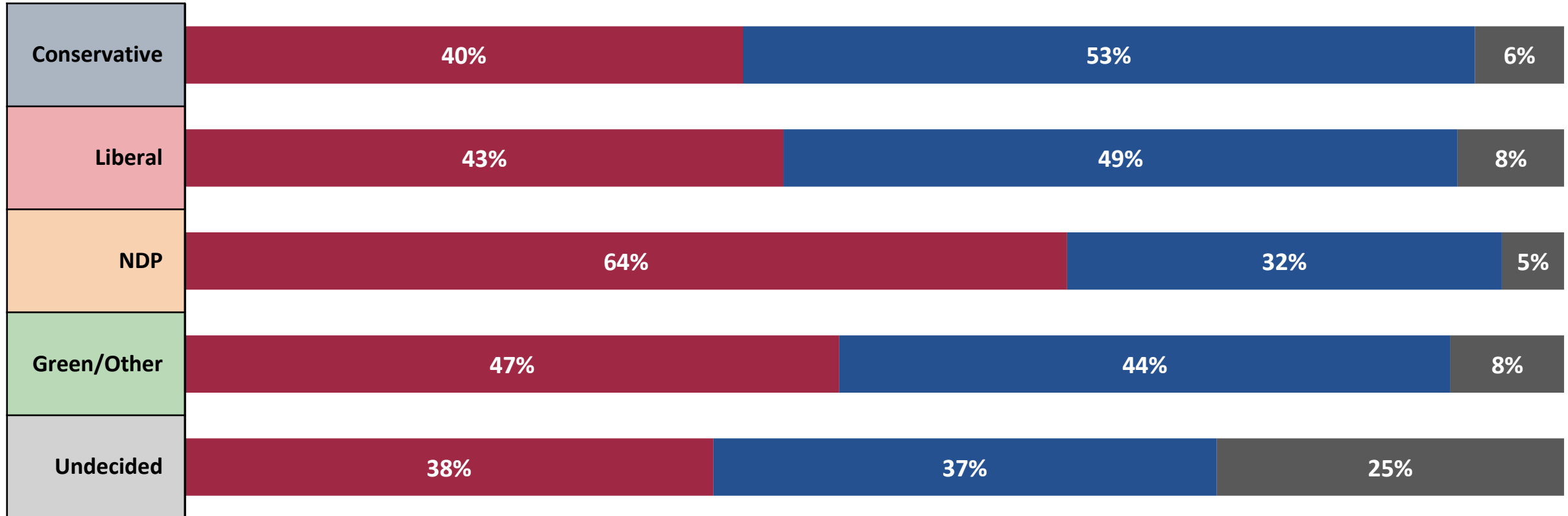


Transforming the Economy by Party ID:

NDP supporters most likely to say that we need to radically transform our economy



During the COVID-19 pandemic, there emerged a discussion about the government's general approach to the economy. Which of the following comes closest to your point of view?
[asked of all respondents, n=1,500]



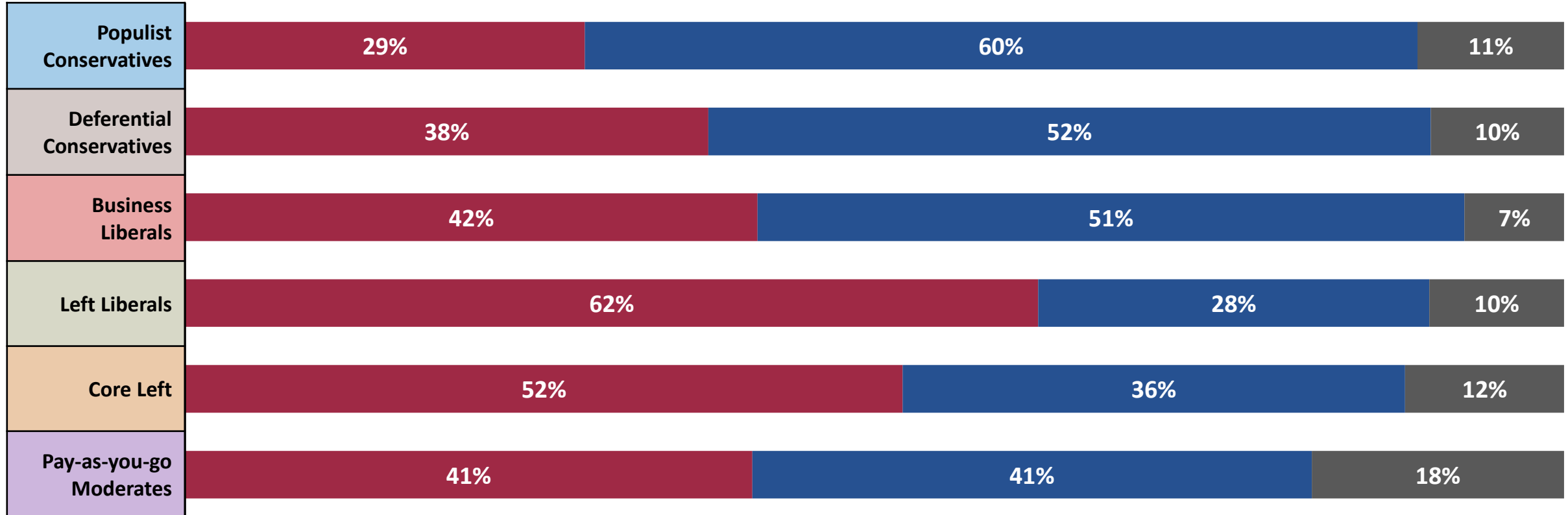
- The COVID-19 pandemic showed that we need to radically transform our economy to work differently in the future
- There is always room for improvement, but the economy was working pretty well before the COVID-19 pandemic
- Don't know

Transforming the Economy by Value Clusters:

Left Liberals and Core Left more likely than others to say that we need to radically transform our economy



During the COVID-19 pandemic, there emerged a discussion about the government's general approach to the economy. Which of the following comes closest to your point of view?
[asked of all respondents, n=1,500]



- The COVID-19 pandemic showed that we need to radically transform our economy to work differently in the future
- There is always room for improvement, but the economy was working pretty well before the COVID-19 pandemic
- Don't know

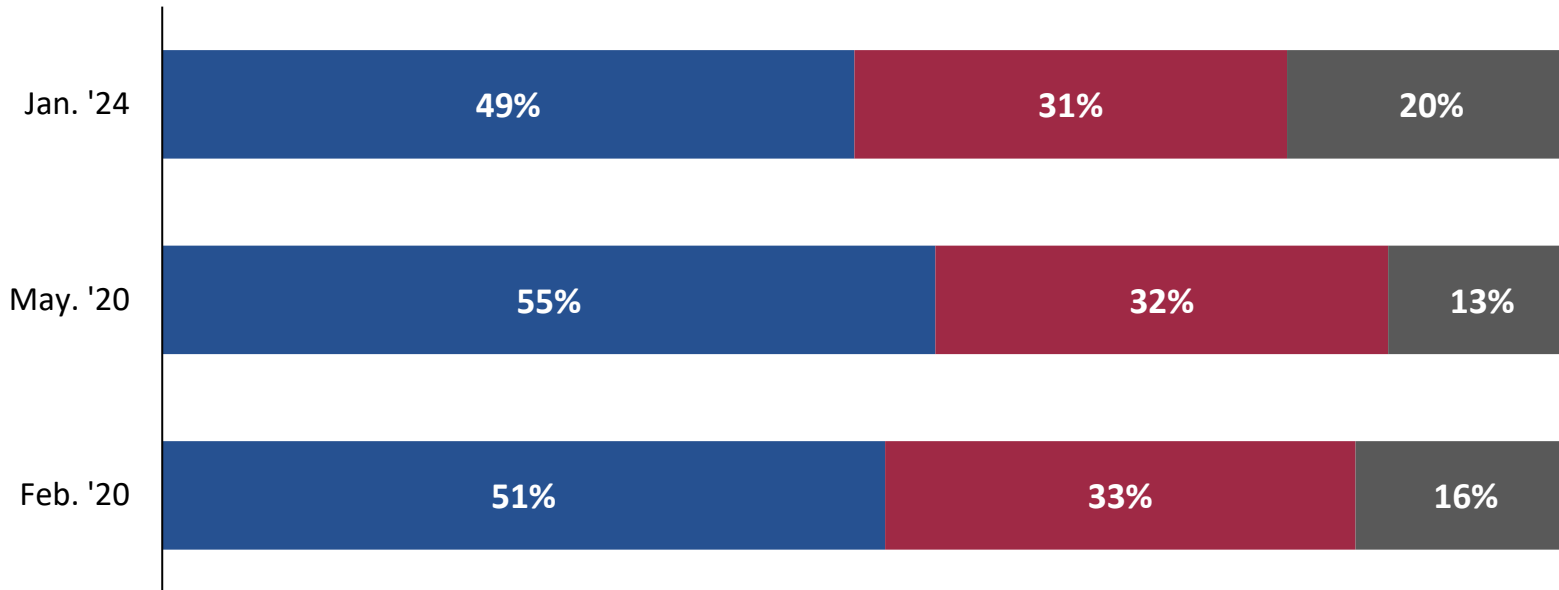
Role of Government:

The share of those who say government needs to be an active partner down by 6 points since May '20



Thinking about the role of the provincial government when it comes to the economy, which statement is closest to your point of view?

[asked of all respondents, n=1,500]

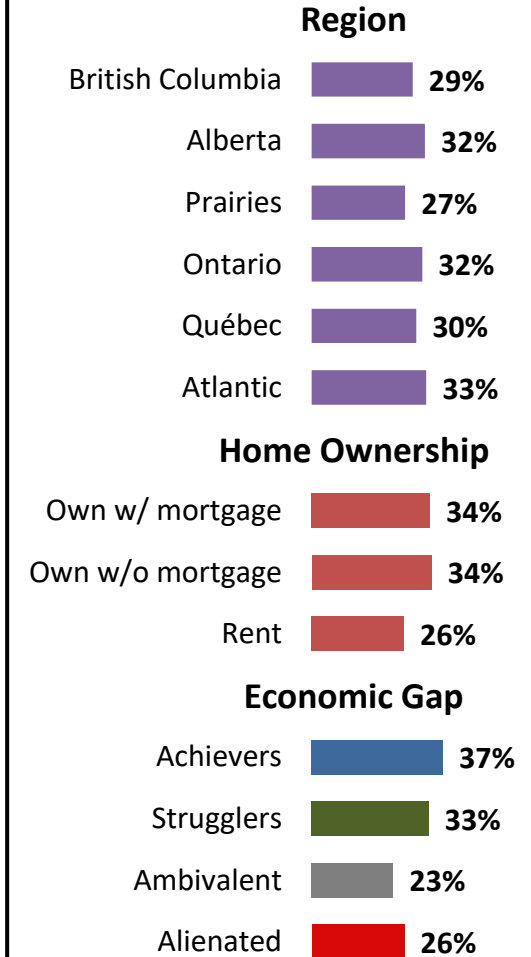


- Government needs to be an active partner to help [PROVINCE] businesses compete in the world with incentives to encourage research and development, training programs, and other initiatives to support high-potential industries
- Government helps business the best by reducing taxes and red tape and staying out of the way, not by trying to pick winners with taxpayers' money
- Don't know



Segmentation: Jan. '24

Respondents who say 'Staying out of the way'



Economic Attitudes (Part 1):

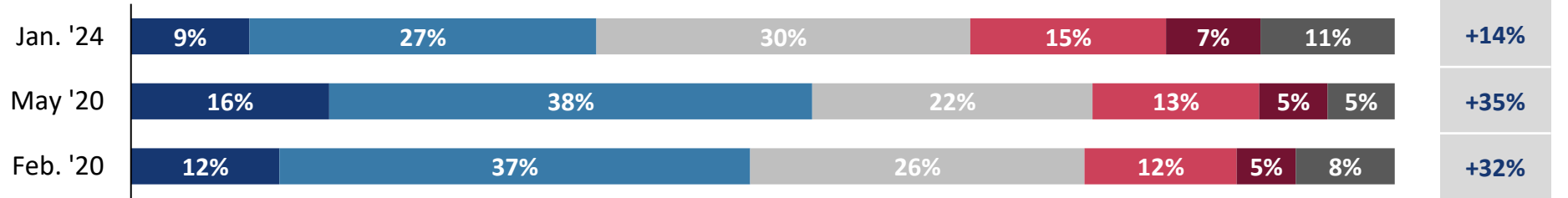
More people now believe that most government economic programs do more harm than good



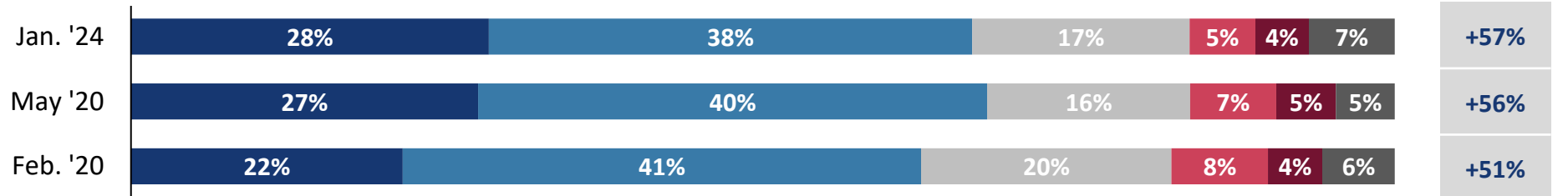
Do you agree or disagree with the following statements?

[asked of all respondents, n=1,500]

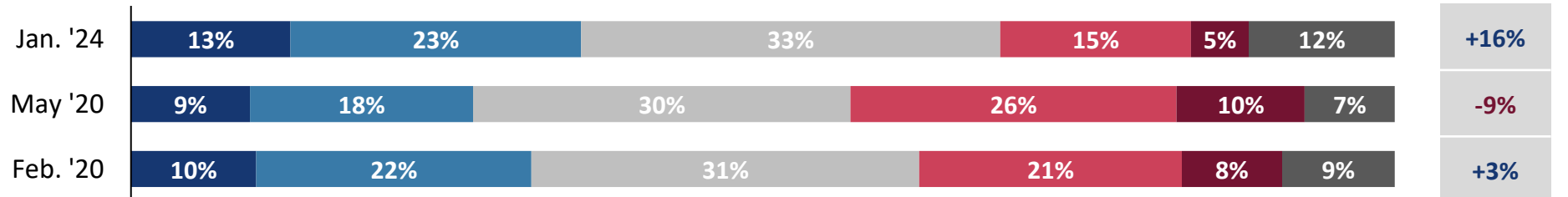
On the whole, our free enterprise economic system works pretty well.



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



Most government economic programs do more harm than good.



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

Economic Attitudes (Part 2):

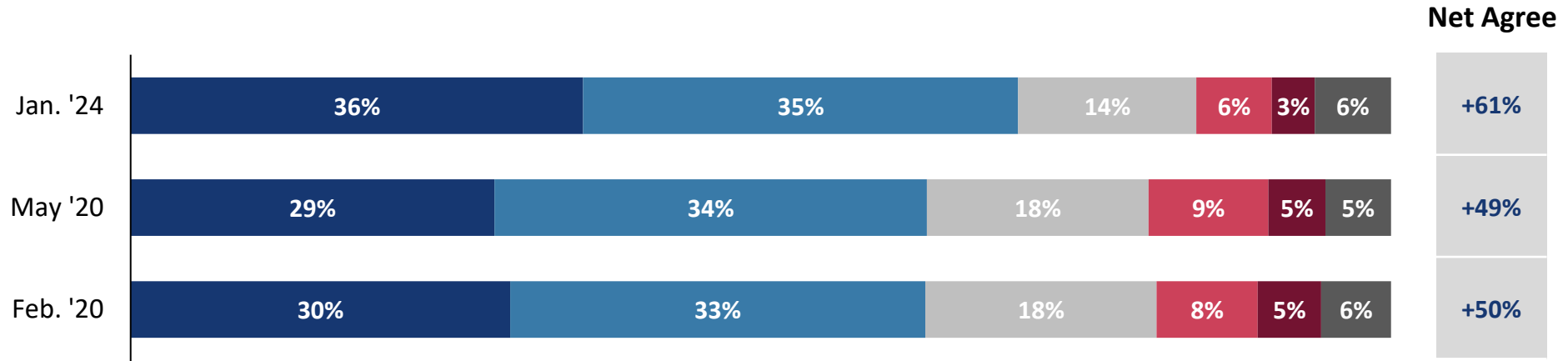
Net agreement on both statements up by 12 points



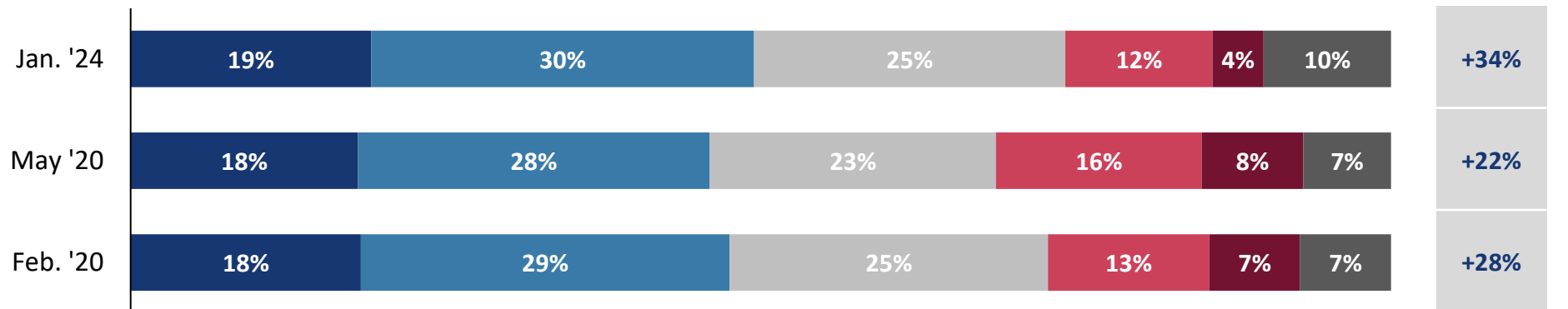
Do you agree or disagree with the following statements?

[asked of all respondents, n=1,500]

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



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



Strongly agree
Somewhat disagree

Somewhat agree
Strongly disagree

Neither agree nor disagree
Don't know

Government Action

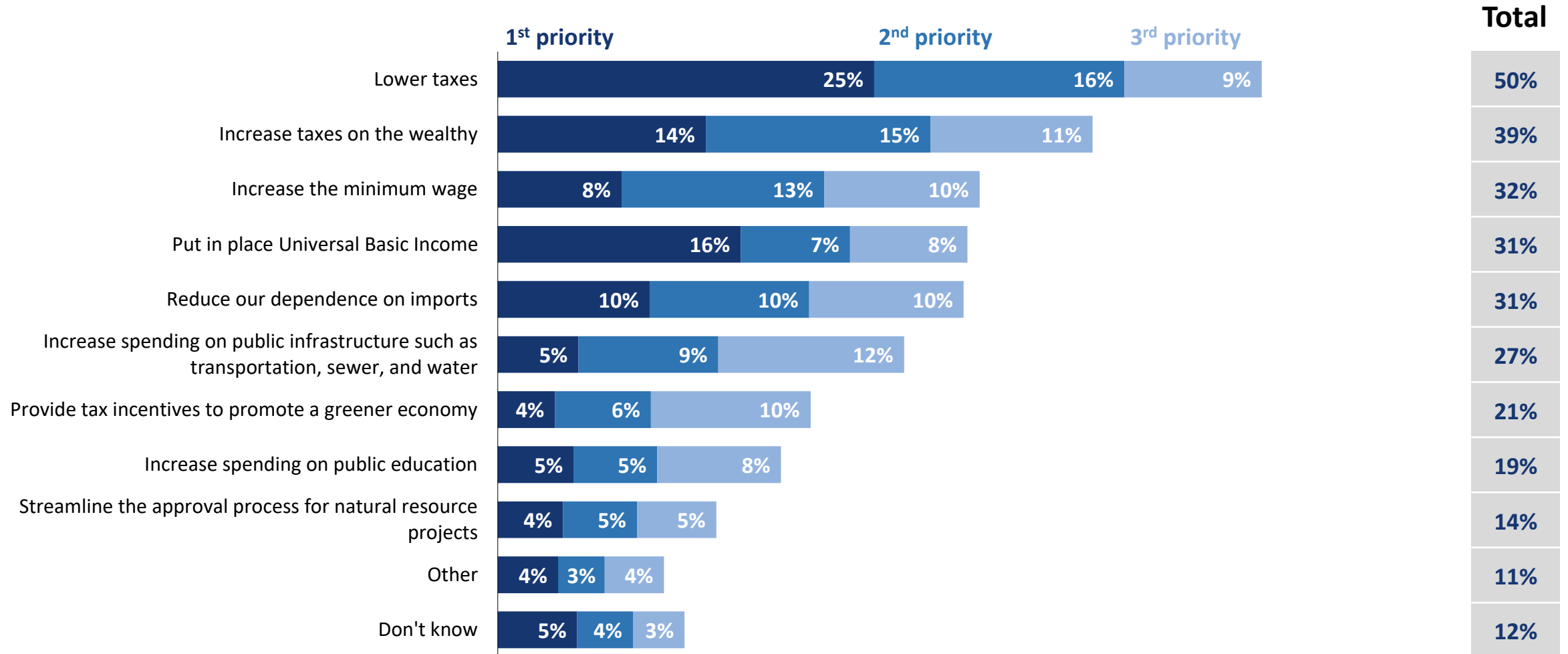
Top Policy Initiatives:

Lowering taxes is a top policy priority, followed by increasing taxes on the wealthy



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, n=1,500]



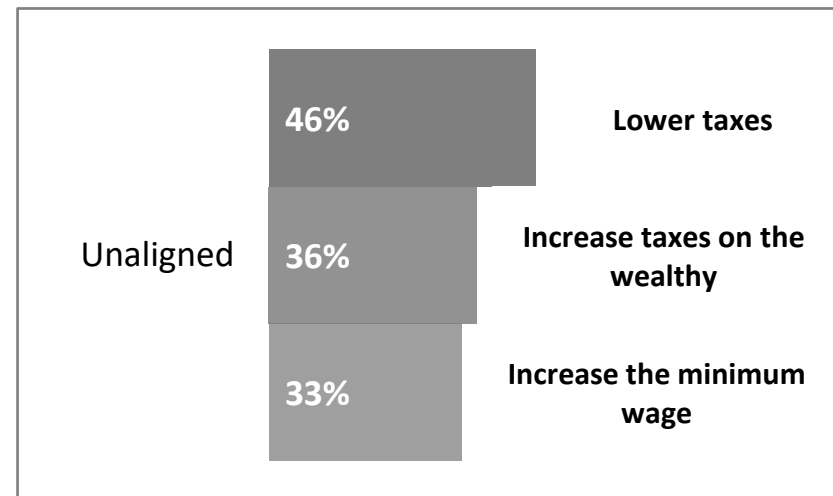
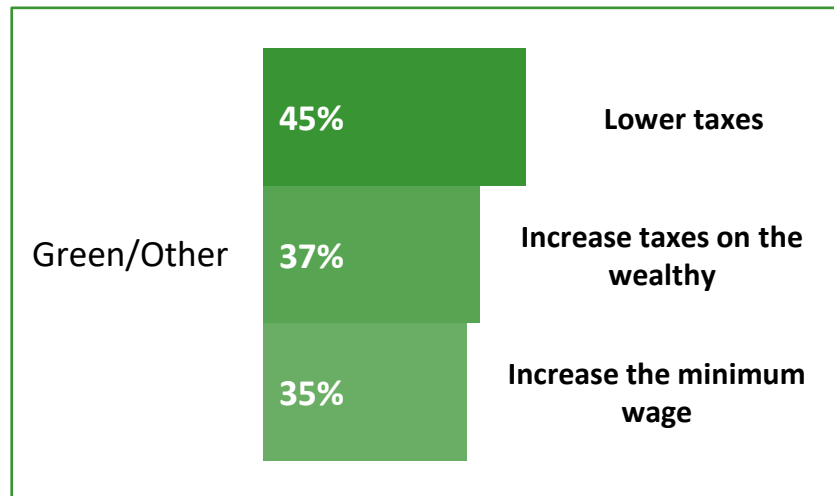
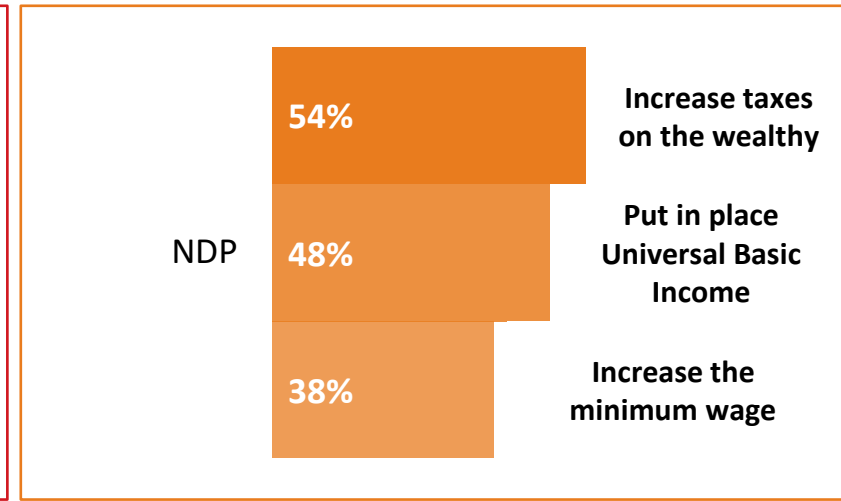
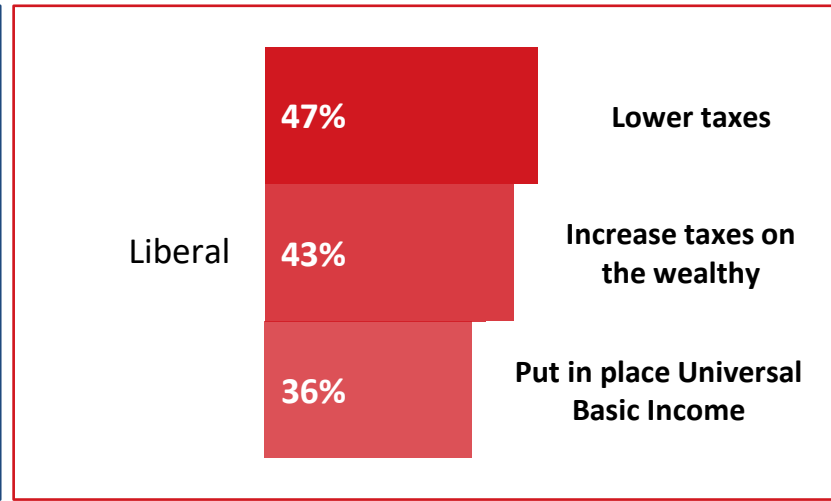
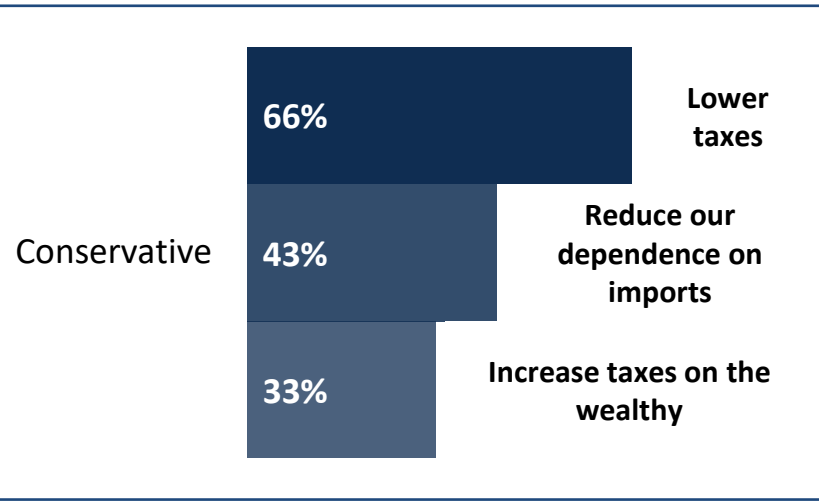
Note: No response not shown. Respondents who say *Don't know* are not asked to name further priorities.

Top Policy Initiatives by Party ID:

Lowering taxes is a top priority for all party IDs except NDP

Q When we talk about transformation, which of the following is the most important change to you?
[asked of all respondents, n=1,500]

Top 3 (total) priorities by party ID:

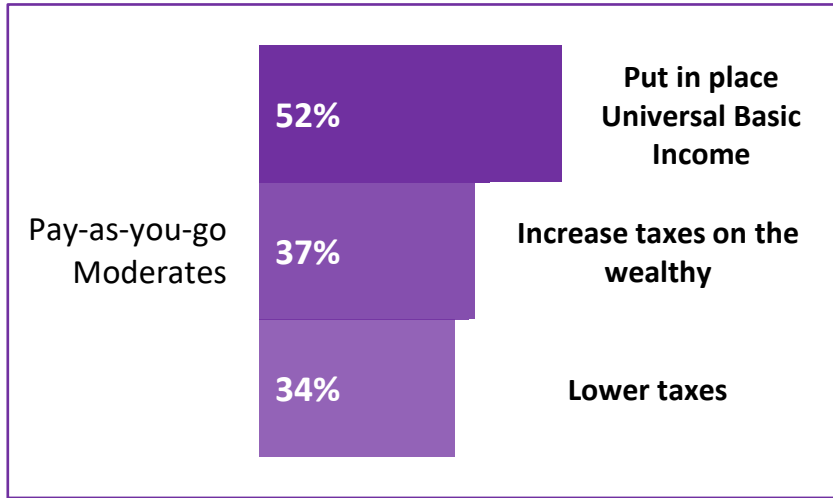
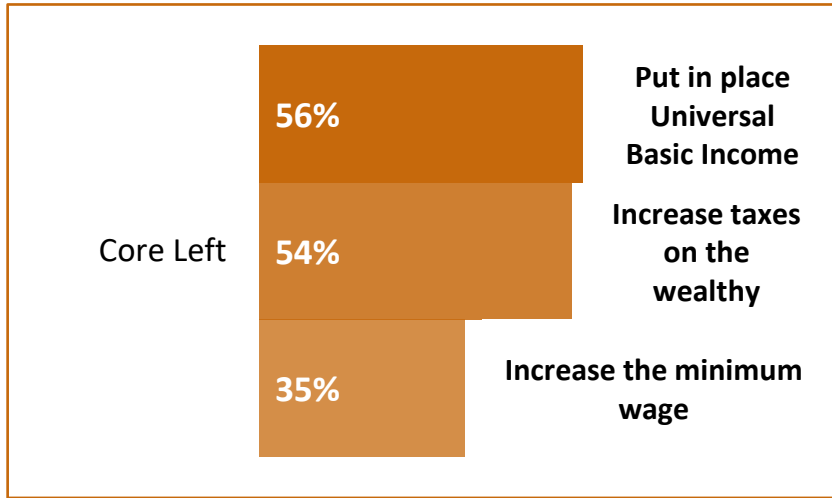
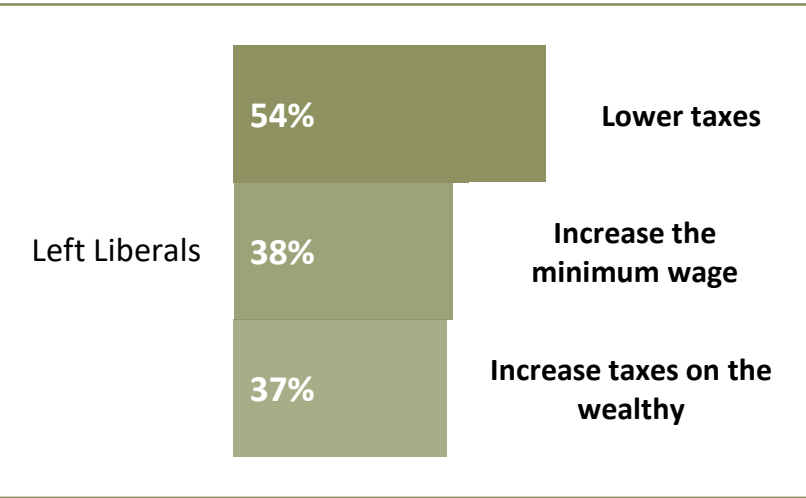
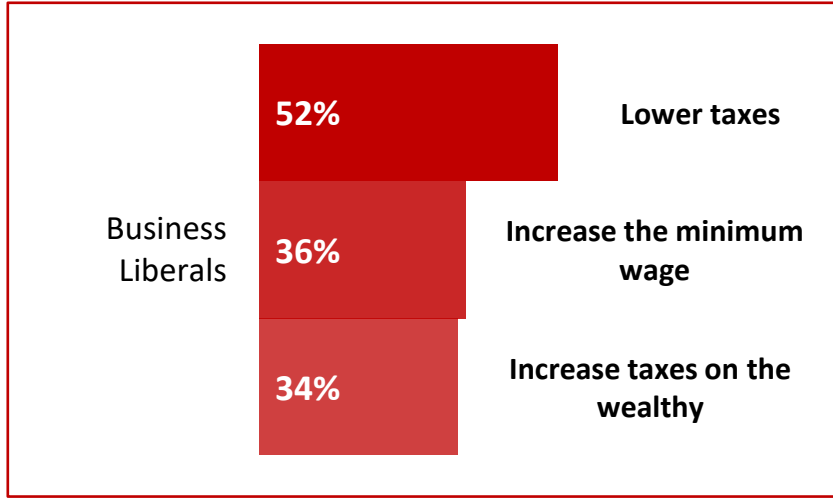
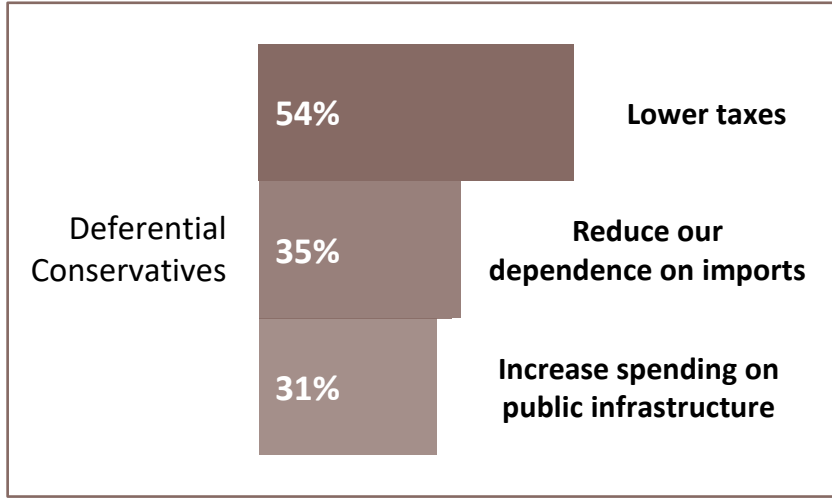
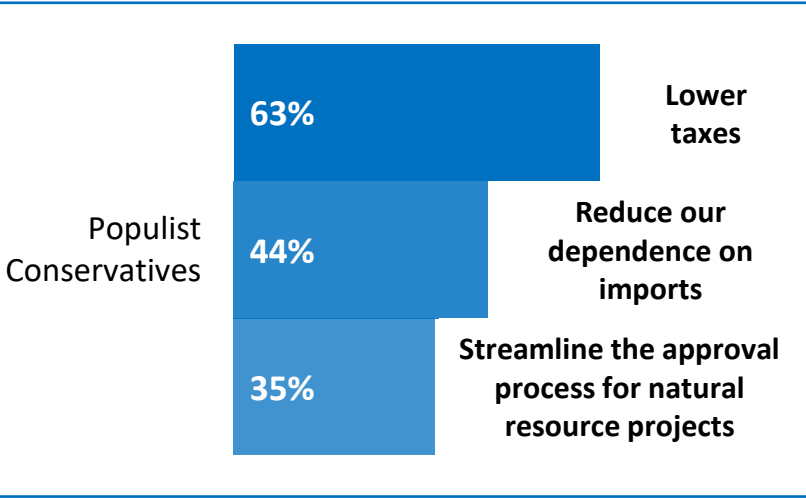


Top Policy Initiatives by Value Clusters:

Lowering taxes is within top three priorities for all value clusters except Core Left

Q When we talk about transformation, which of the following is the most important change to you?
[asked of all respondents, n=1,500]

Top 3 (total) priorities by value clusters:



Appendix

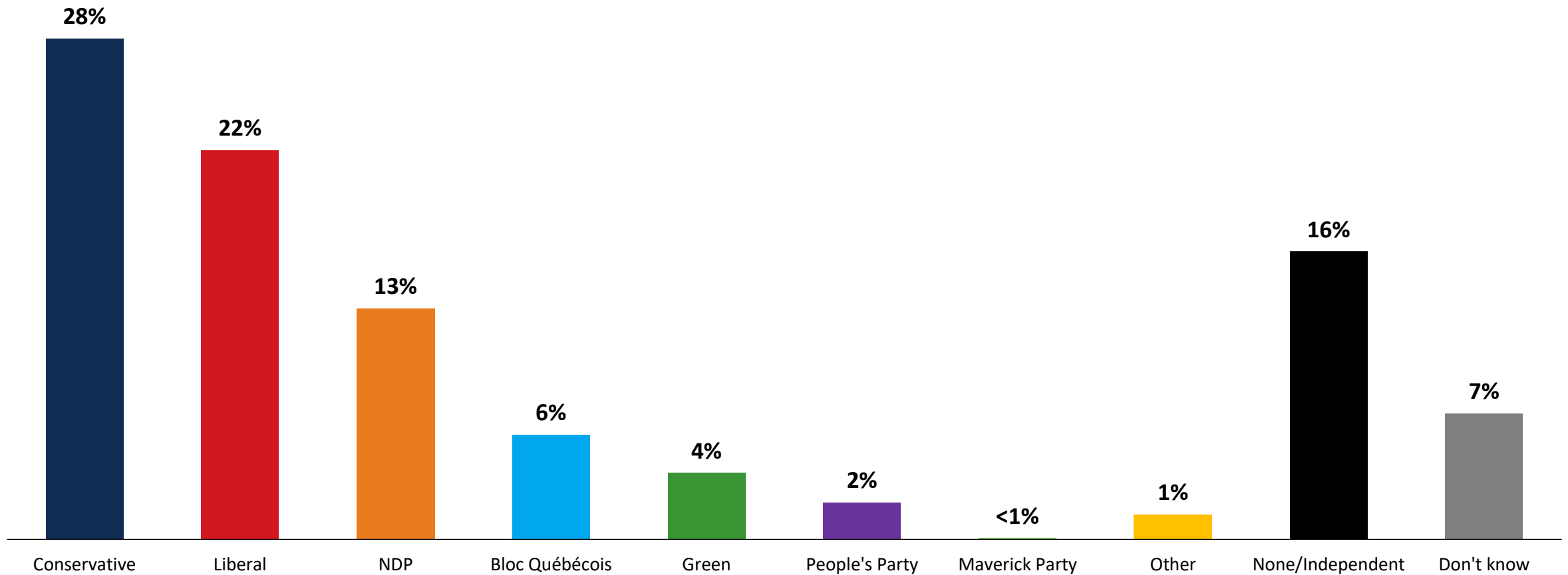


Party ID

Federal Party ID:

28% identify as Conservatives, 22% as Liberals

Q Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...
[asked of all respondents, n=1,500]

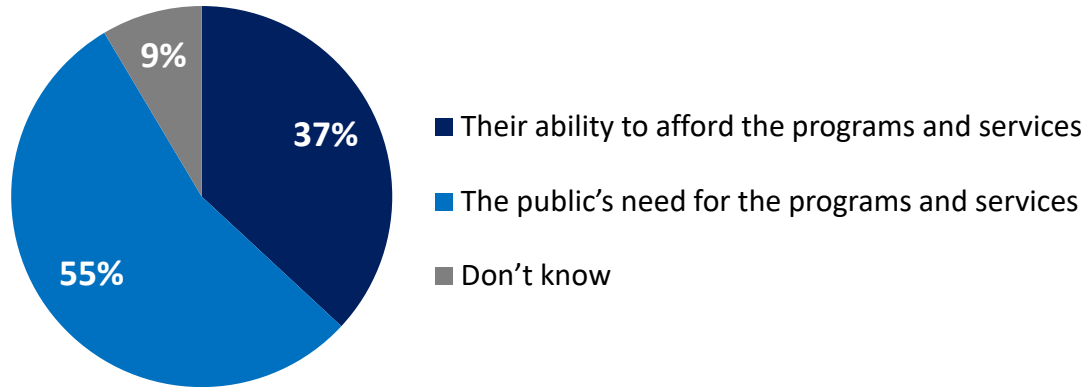


Value Clusters

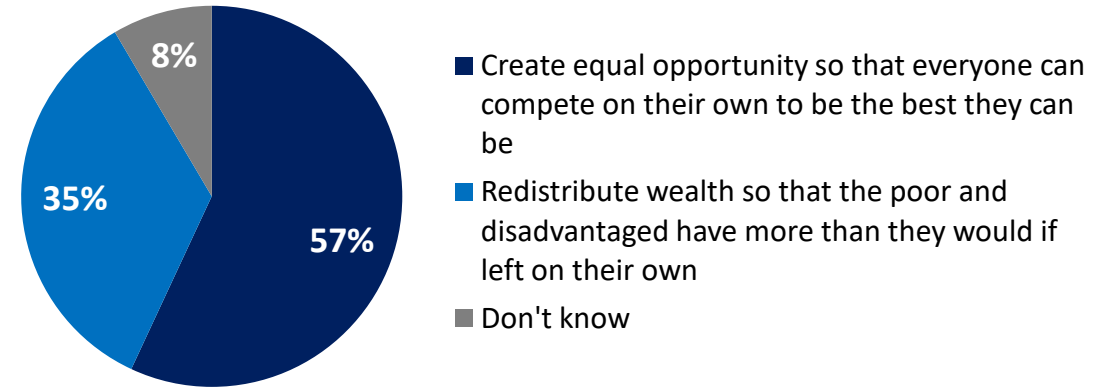
Core Political Values:

55% believe that when gov't makes major decisions, they should be basing their opinions on public's needs

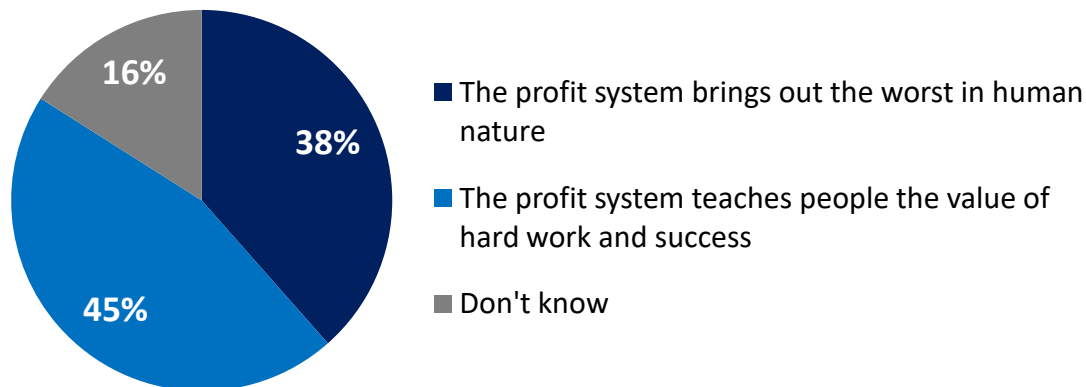
Q When governments make major decisions concerning spending on programs and services, do you think they should be based on...
[asked of all respondents, n=1,500]



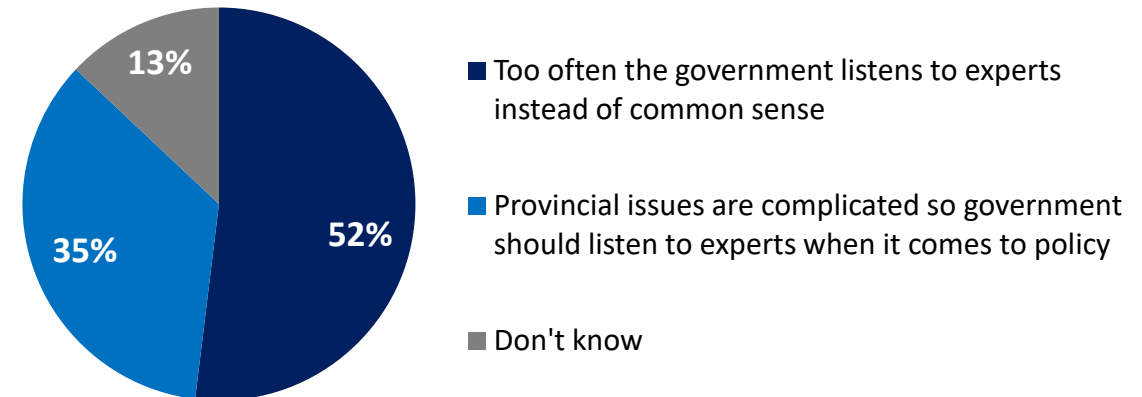
Q Is the main role of government to...?
[asked of all respondents, n=1,500]



Q Which of the following statements comes closest to your view?
[asked of all respondents, n=1,500]



Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents, n=1,500]



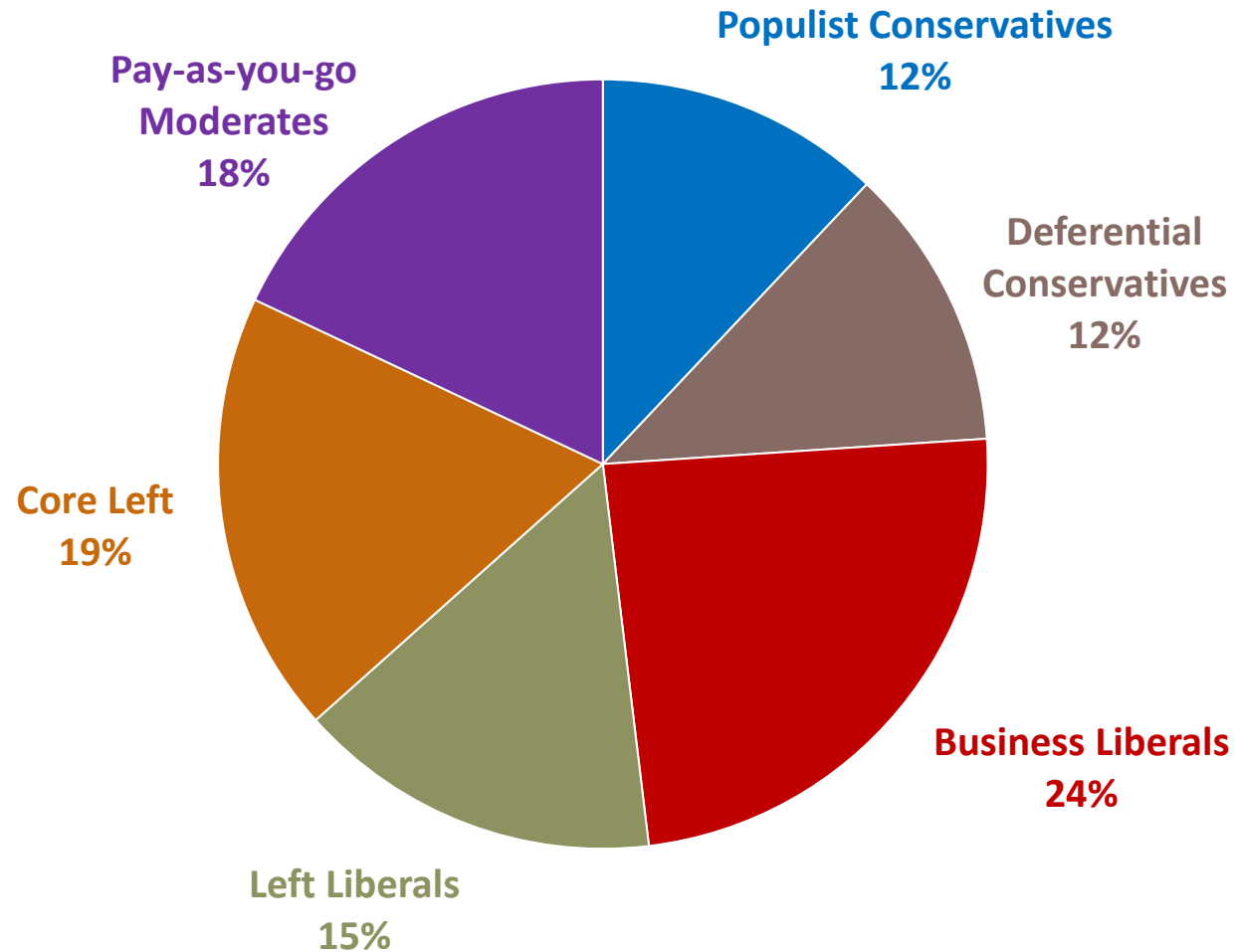
Value Clusters:

20% qualify as Business Liberals, while 21% falls in Pay-as-you-go Moderates



Value Clusters: Clusters are based on 4 basic values: *equal opportunity versus redistribution*, *trust in the profit system*, *whether spending should be based on ability to afford or public need*, and *whether government should listen to experts or common sense*.

[asked of all respondents, n=1,500]



Defining Value Clusters:

		Value Clusters					
		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
Governments should base decisions on...	Ability to afford	92%	92%	0%	0%	0%	83%
	Public need	0%	0%	95%	91%	94%	0%
Is the main role of government to...?	Create equal opportunity	99%	71%	67%	94%	0%	33%
	Redistribute wealth	0%	22%	26%	0%	98%	42%
When it comes to government decision making...	Rely on common sense	100%	0%	48%	62%	44%	59%
	Listen to experts	0%	85%	42%	24%	43%	18%
The profit system...	Brings out the worst in human nature	0%	0%	0%	78%	84%	60%
	Teaches value of hard work and success	91%	90%	90%	0%	0%	12%

Note: 'Don't know'-s not shown but included in the calculation.

Federal Combined Vote by Value Clusters:

Conservatives lead every cluster but Core Left

Value Clusters

		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
		n=180	n=179	n=362	n=230	n=279	n=270
Combined Vote	Conservative	62%	40%	39%	24%	17%	31%
	Liberal	10%	21%	28%	18%	26%	18%
	NDP	4%	7%	13%	26%	29%	15%
	Bloc	7%	9%	5%	6%	7%	7%
	Green	1%	8%	5%	6%	5%	5%
	Other	6%	3%	2%	6%	2%	3%
	Undecided/DK	7%	10%	6%	11%	9%	17%
	Would not vote/None	3%	2%	2%	4%	6%	5%

Federal Decided Vote by Value Clusters:

Conservatives lead every cluster but Core Left

Value Clusters

	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	n=161	n=157	n=332	n=195	n=239	n=211
Conservative	69%	45%	42%	28%	20%	39%
Liberal	11%	24%	30%	22%	31%	23%
NDP	4%	8%	14%	30%	33%	20%
Bloc	8%	10%	5%	7%	8%	8%
Green	1%	10%	5%	7%	6%	6%
Other	7%	3%	2%	7%	3%	4%

Decided Vote

Economic Gap

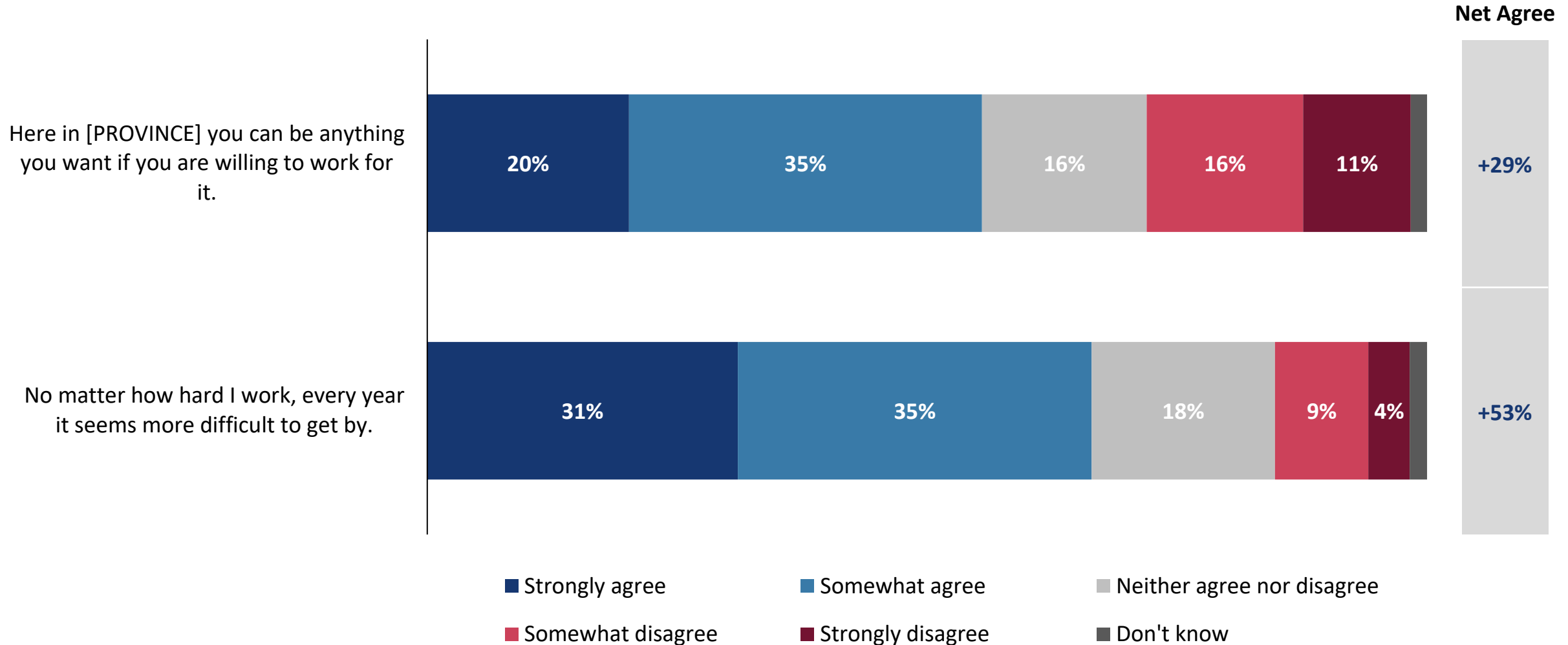
Segmentation Attitudes:

Net agreement positive on both statements



Do you agree or disagree with the following statements?

[asked of all respondents, n=1,500]

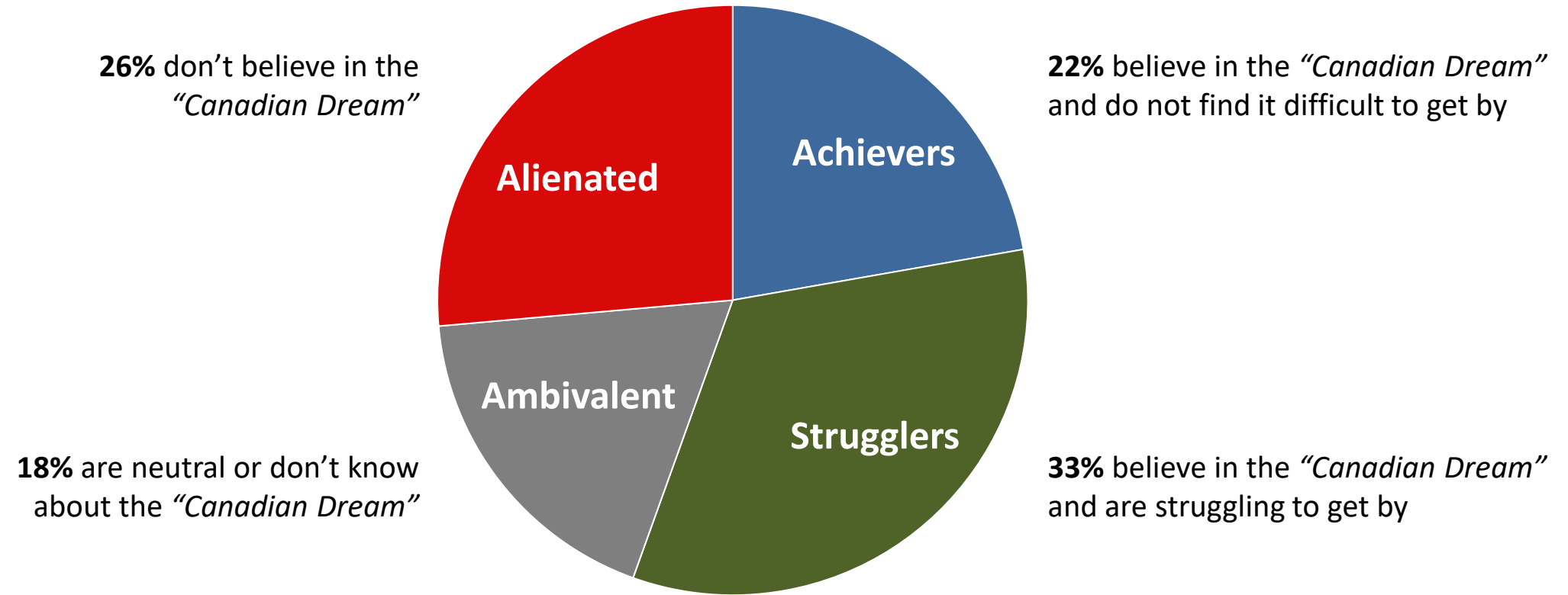


Economic Gap Segmentation:

1-in-3 qualify as Strugglers; 1-in-4 are alienated



Economic Gap Segmentation: Agreement with 'Here in [PROVINCE] you can be anything you want if you are willing to work for it' BY Agreement with 'No matter how hard I work, every year it seems more difficult to get by'.
[asked of all respondents, n=1,500]





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Building Understanding.

