



Canada This Month Personal Situation

Public Opinion Research
Release Date: April 26th
Field Dates: March 14th to March 25th

Table of Contents

| | |
|--|-----------|
| Key Findings | 3 |
| Methodology | 4 |
| Personal Situation | 6 |
| Federal Government Performance | 9 |
| Provincial Government Performance | 12 |
| Appendix | 18 |

Key Findings

- 1** 2-in-5 are worse off now than they were in 2015, while only 1-in-4 say that they are better off.
- 2** People who feel they are better off tend to credit personal development. People who feel worse off cite general issues, such as higher cost of living and affordability.
- 3** The federal government is held more responsible than provincial governments.
- 4** Albertans are more satisfied with their provincial government's performance than residents of other provinces.
- 5** Higher cost of living and affordability are top concerns among those dissatisfied with both federal and provincial government performance.

Methodology

Survey Methodology



These are the results of an online survey conducted between March 14th and March 25th, 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=2,248 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: March 14th to March 25th, 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.

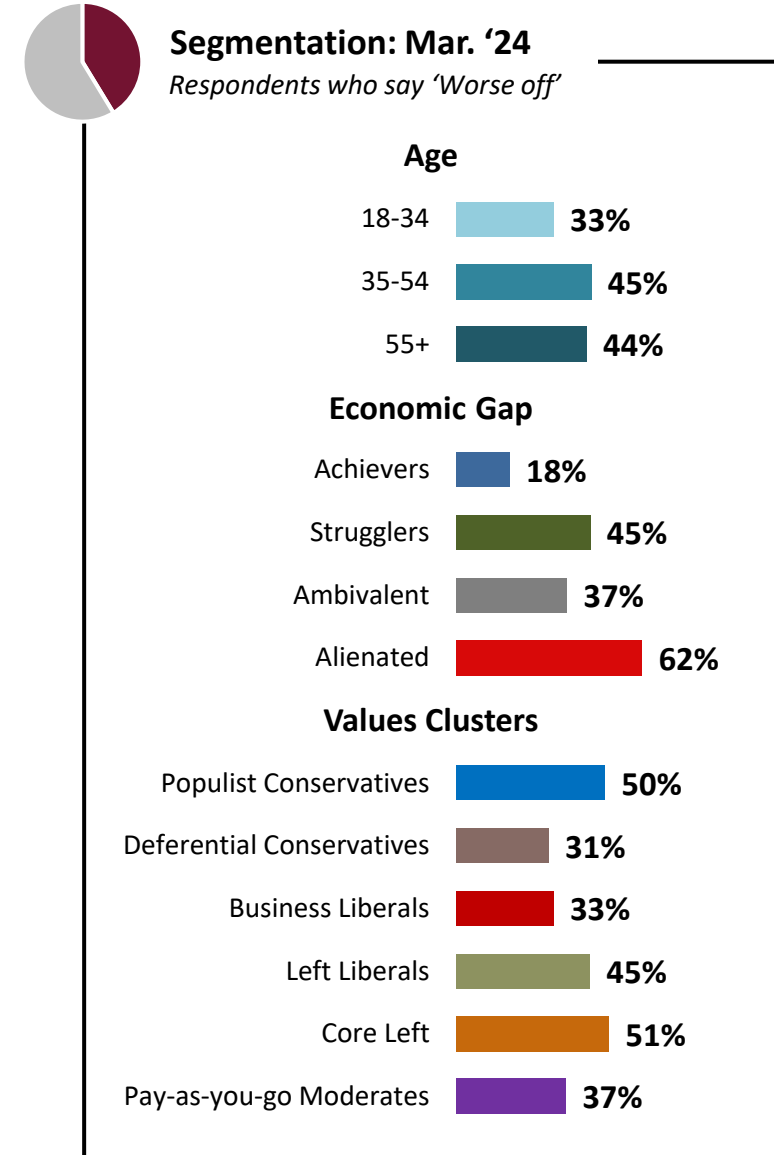
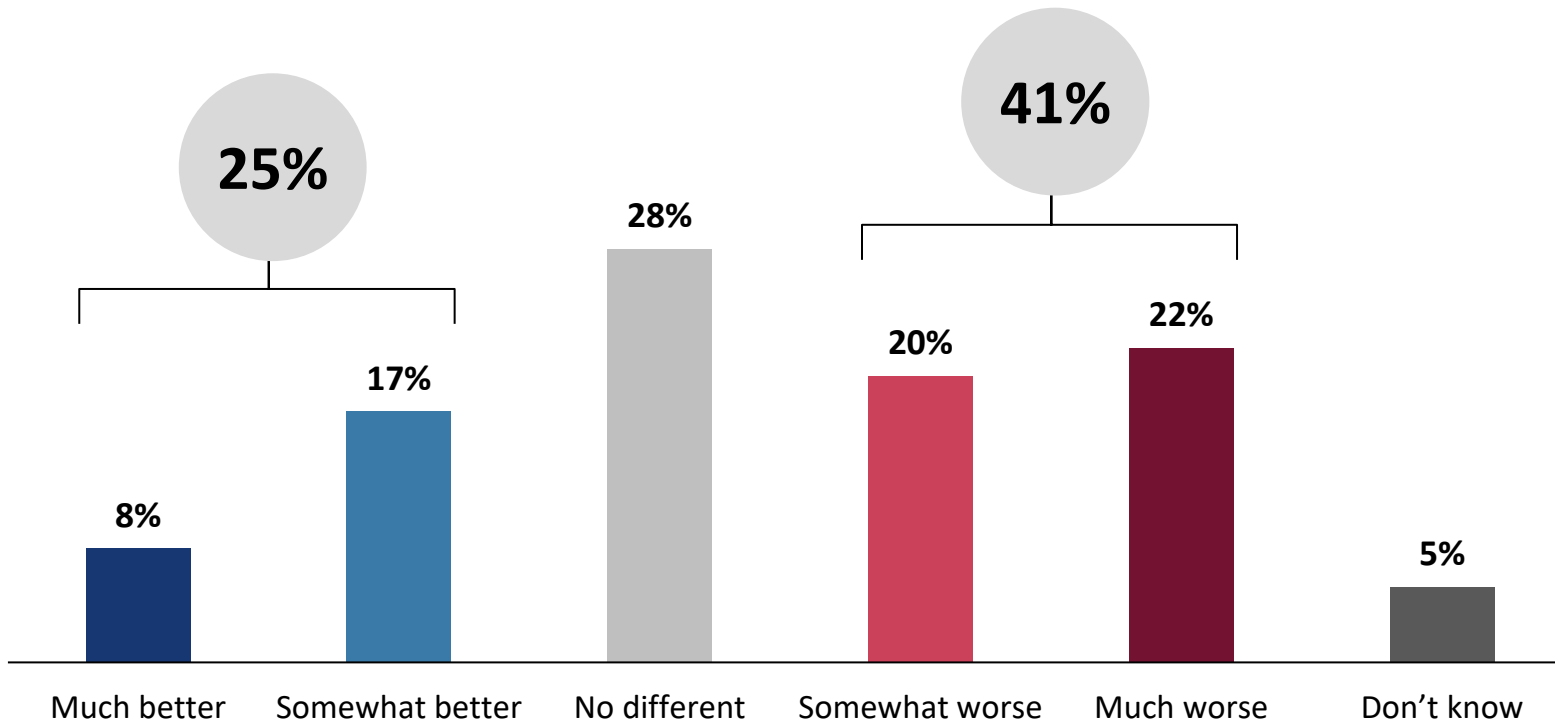
| | Unweighted (n) | Unweighted (%) | Weighted (n) | Weighted (%) |
|-------------------------|----------------|----------------|--------------|--------------|
| Men 18-34 | 194 | 8.7% | 199 | 13.4% |
| Men 35-54 | 313 | 14.0% | 239 | 16.0% |
| Men 55+ | 542 | 24.2% | 288 | 19.3% |
| Women 18-34 | 270 | 12.0% | 196 | 13.2% |
| Women 35-54 | 384 | 17.1% | 247 | 16.6% |
| Women 55+ | 538 | 24.0% | 321 | 21.5% |
| Region | | | | |
| British Columbia | 394 | 17.5% | 210 | 14.0% |
| Alberta | 268 | 11.9% | 168 | 11.2% |
| Prairies | 217 | 9.7% | 97 | 6.5% |
| Ontario | 627 | 27.9% | 579 | 38.6% |
| Québec | 487 | 21.7% | 345 | 23.0% |
| Atlantic | 255 | 11.3% | 101 | 6.7% |

Personal Situation

Personal Situation:

2-in-5 are worse off now than they were in 2015; 1-in-4 are better off

Q Thinking about your own personal situation, are you better or worse off now than you were in 2015?
[asked of all respondents, n=1,500]



Personal Situation – Open-Ended:

Economy the main reason for those worse off, while personal achievement the main reason for those better off

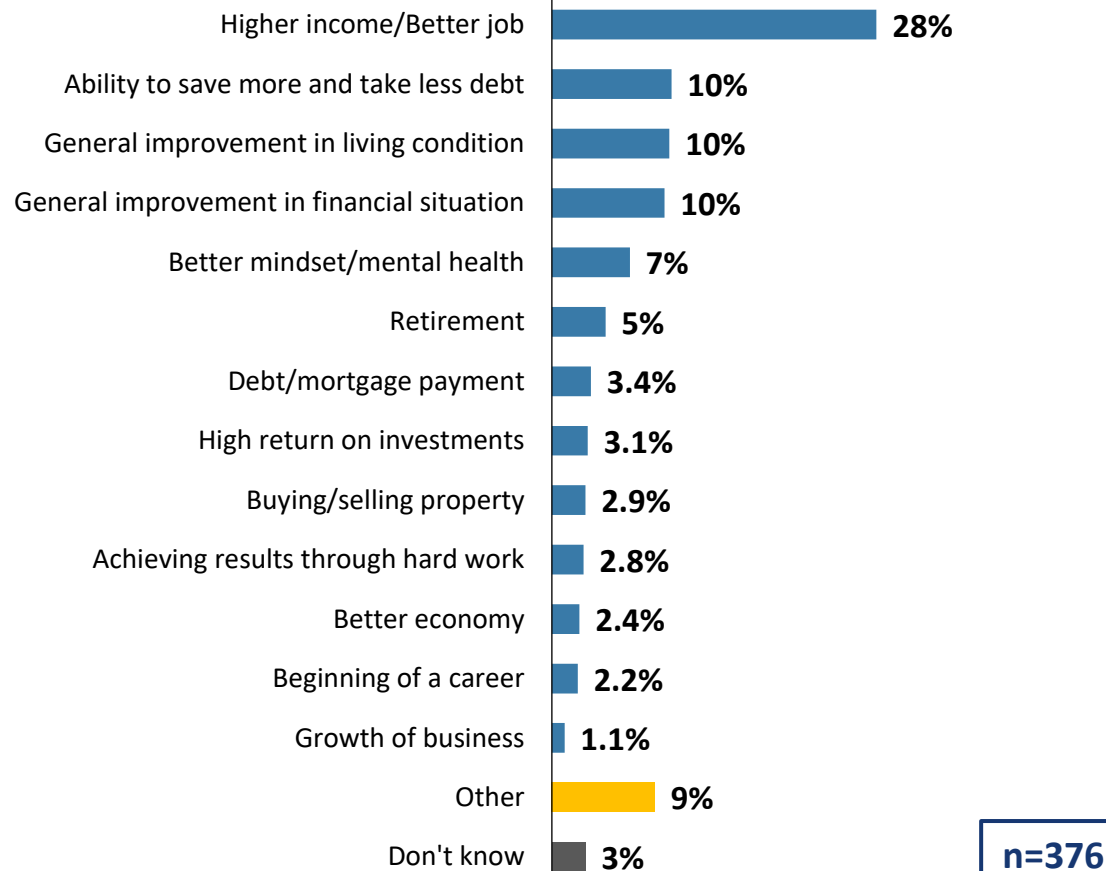


And why do you feel that way? [OPEN-ENDED]

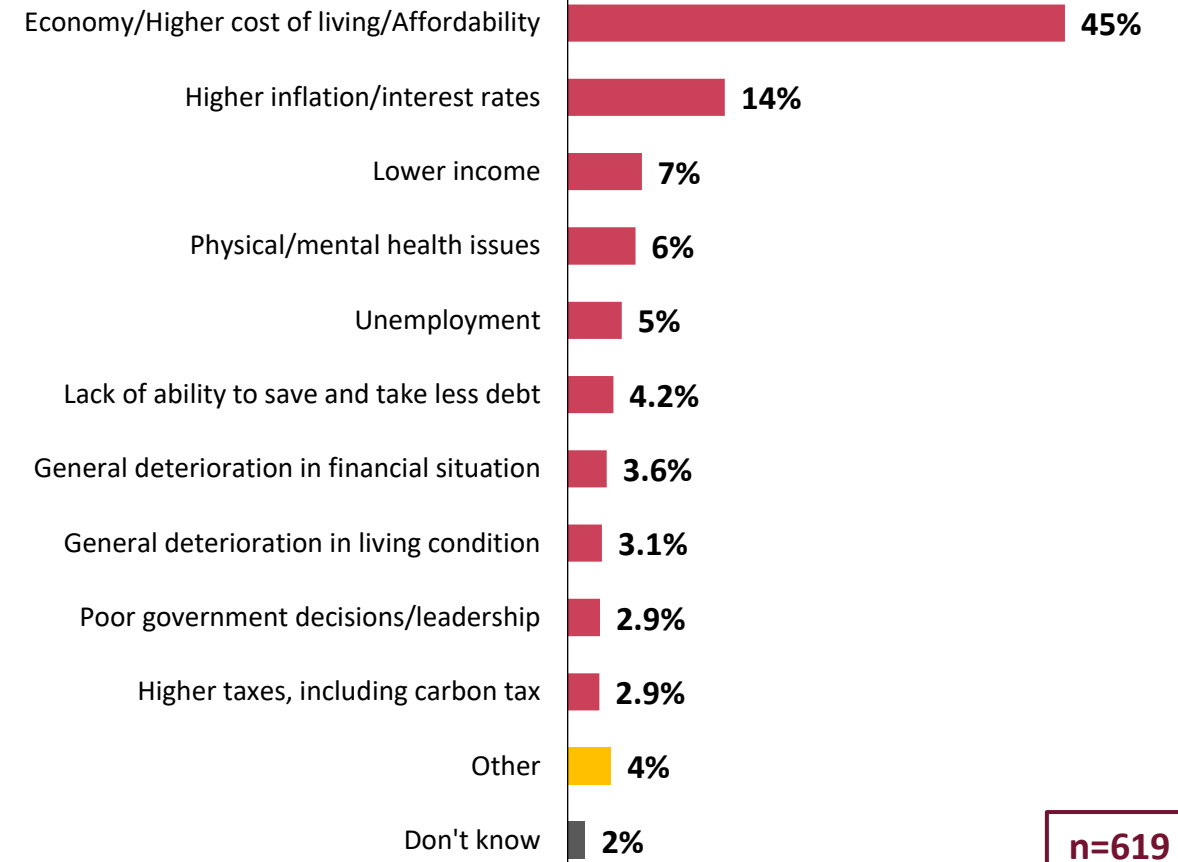
[asked of those who said better or worse off, n=996]



Those who say 'Better off'



Those who say 'Worse off'



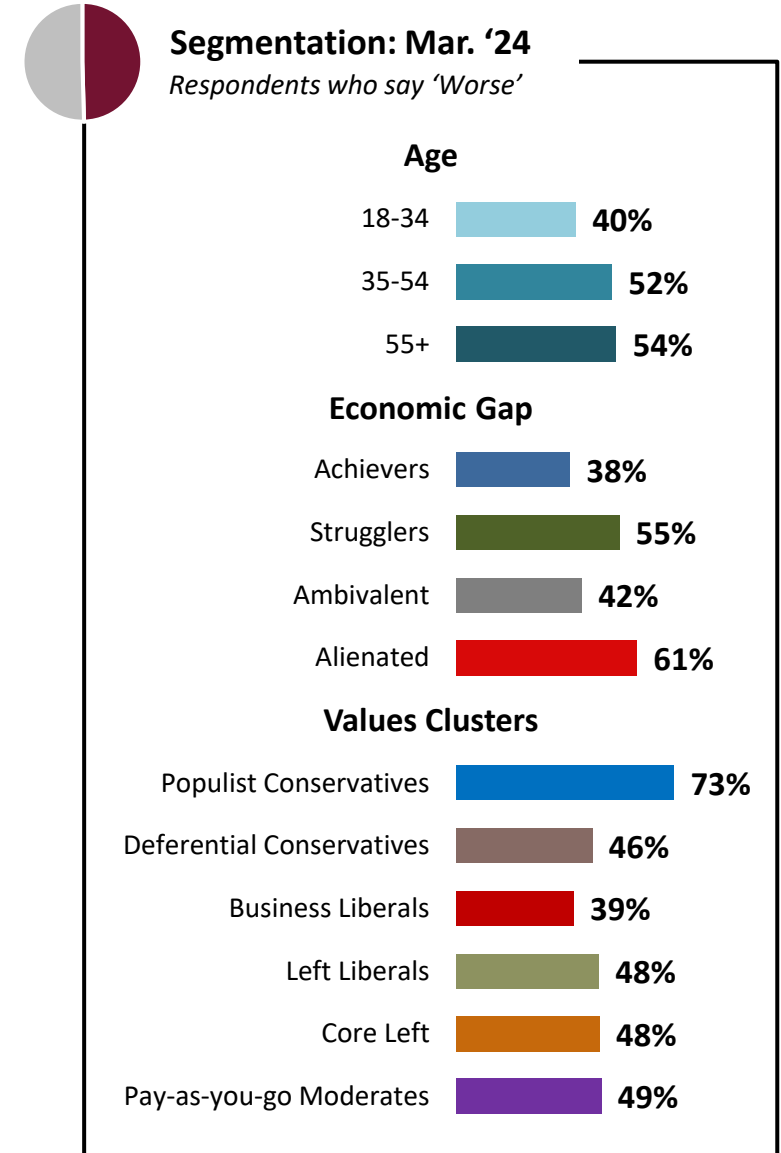
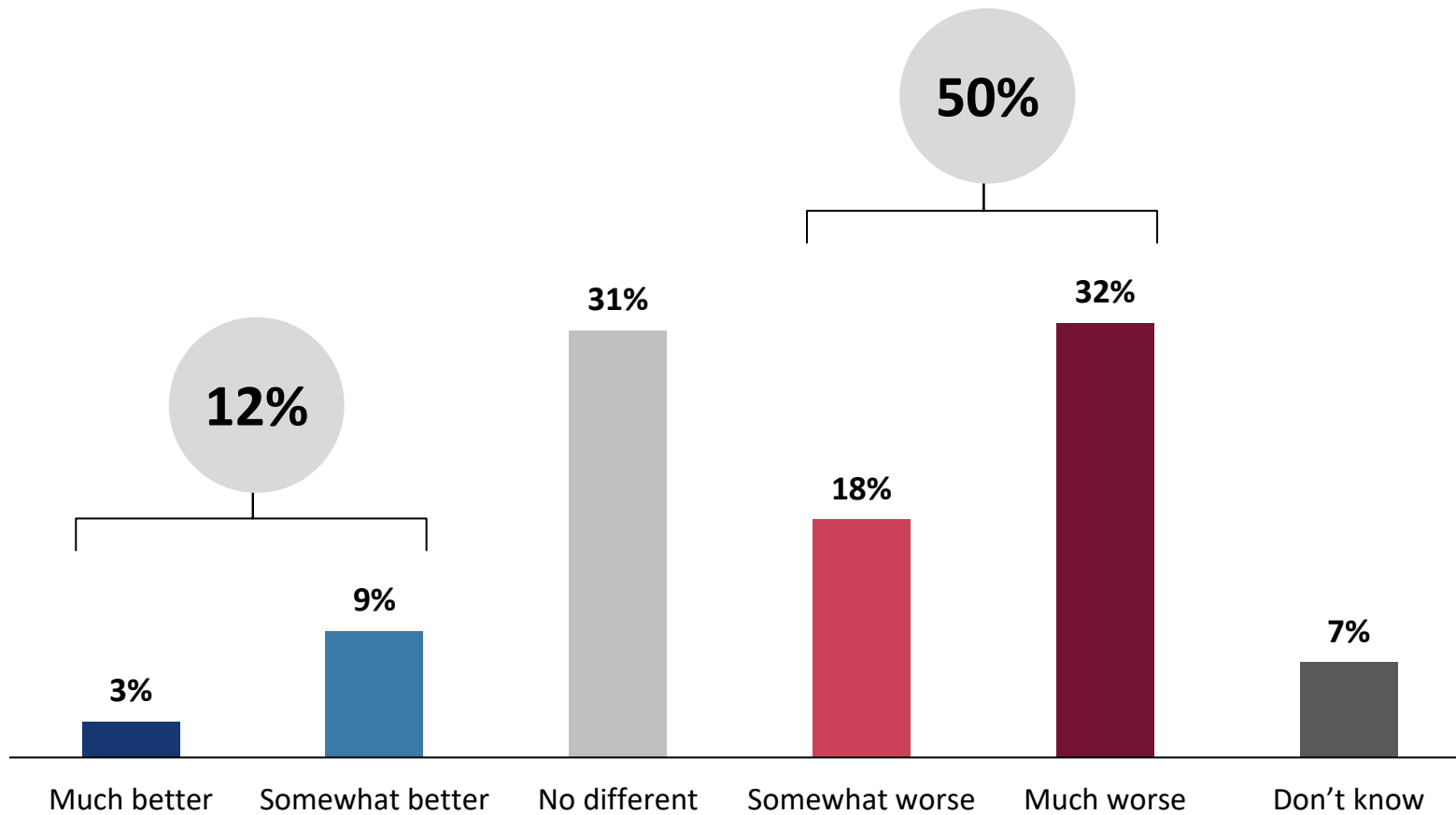
Note: Only responses >1% are shown.

Federal Government Performance

Federal Government Performance:

Half say that federal government is making things worse for them; only 12% say it is making things better

Q Overall, do you think this federal government is making things better or worse for people like you?
[asked of all respondents, n=1,500]



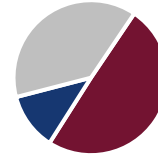
Federal Government Performance – Open-Ended:

One third of those who say 'Worse' cite higher cost of living and affordability as the main reason

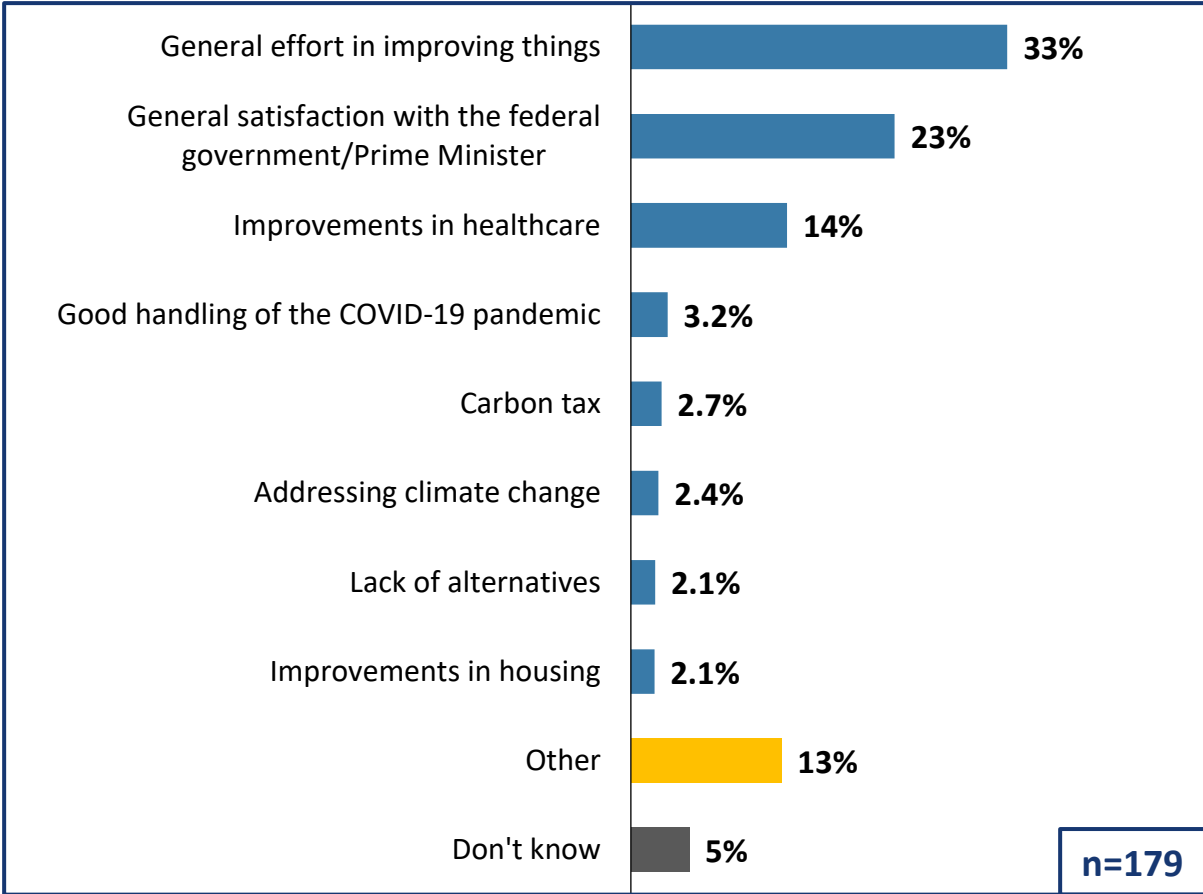


And why do you feel that way? [OPEN-ENDED]

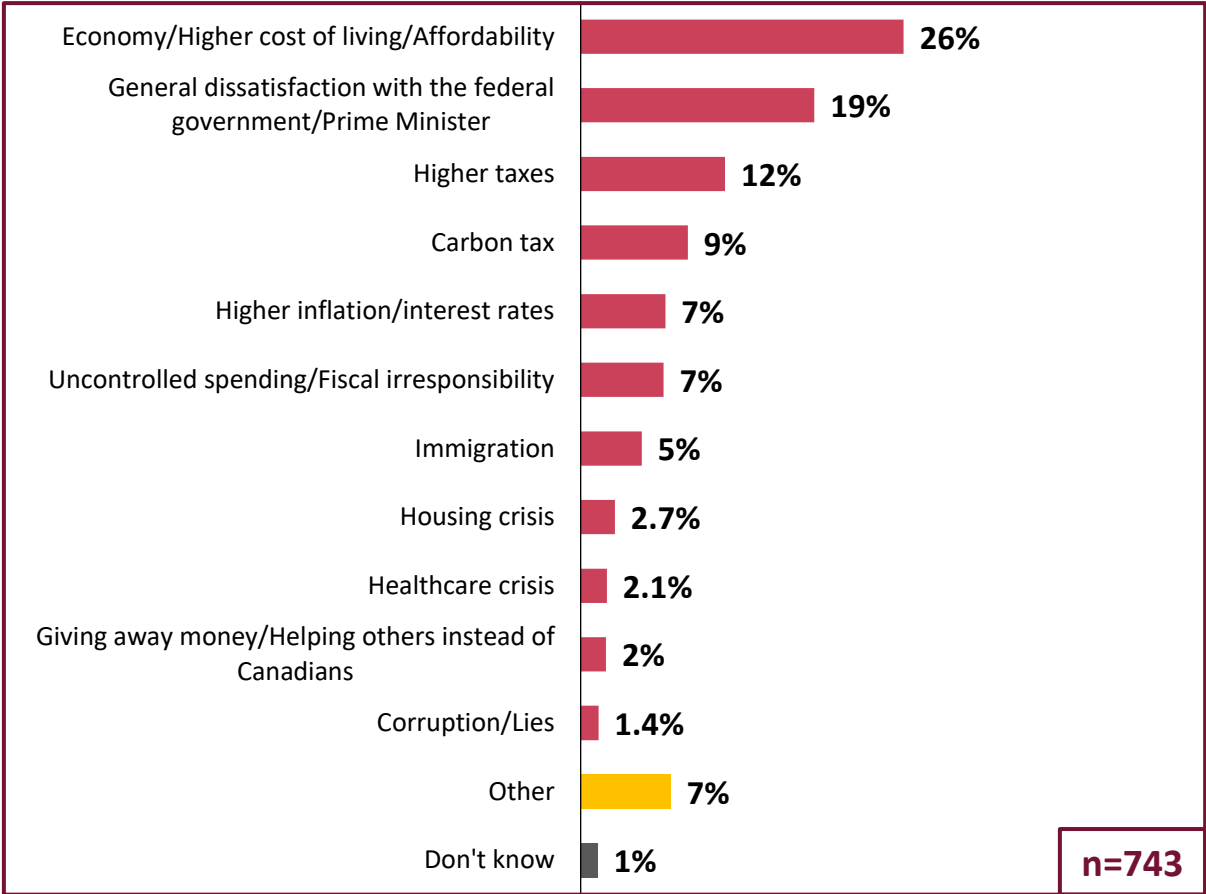
[asked of those who said better or worse, n=923]



Those who say 'Better'



Those who say 'Worse'



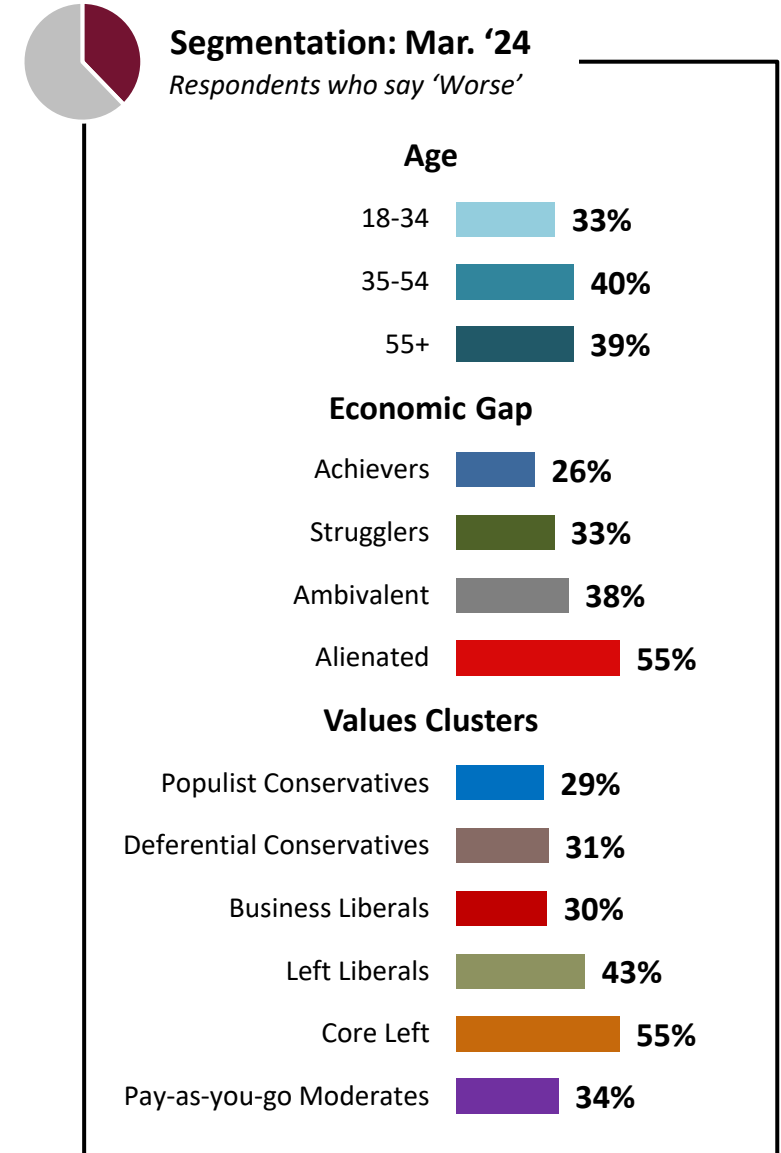
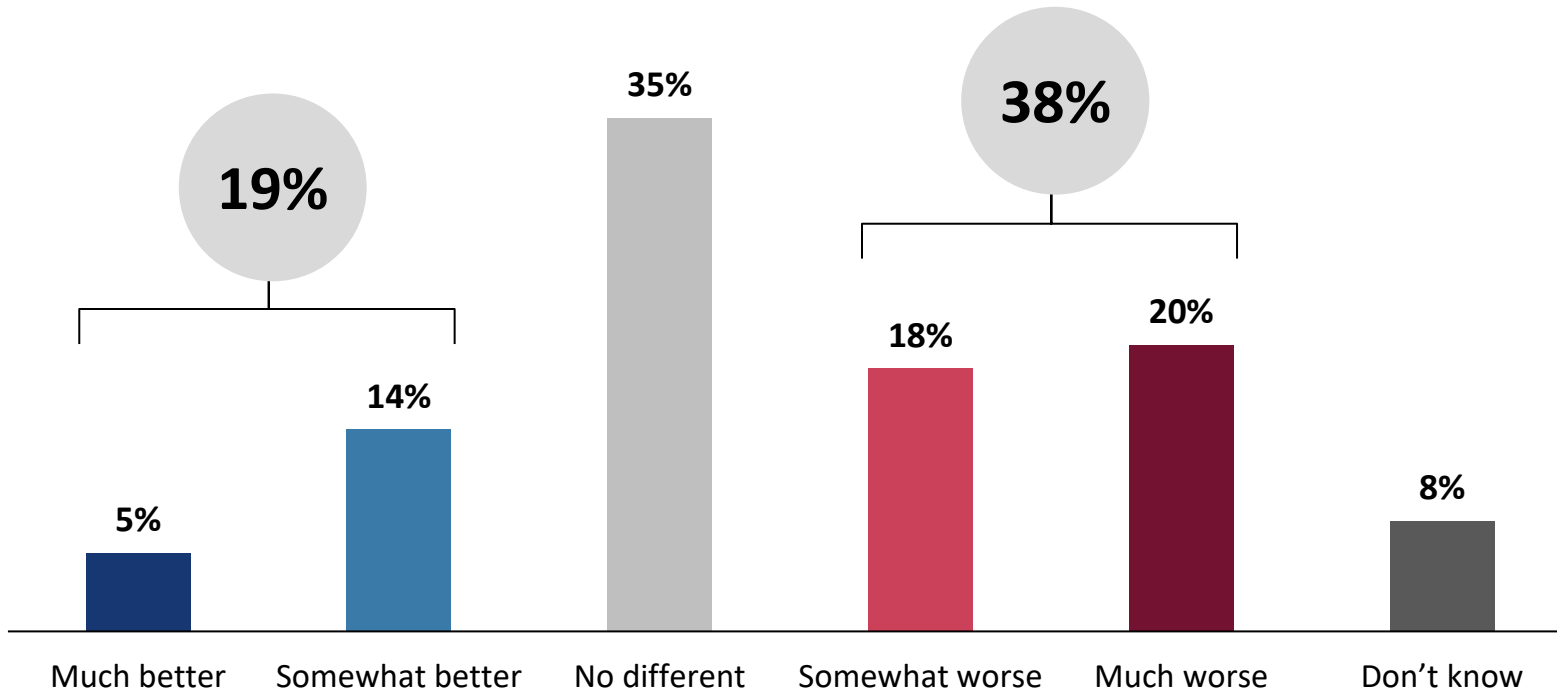
Note: Only responses >1% are shown.

Provincial Government Performance

Provincial Government Performance – Overall:

About 2-in-5 say that provincial government is making things worse for them; 1-in-5 say it is making things better

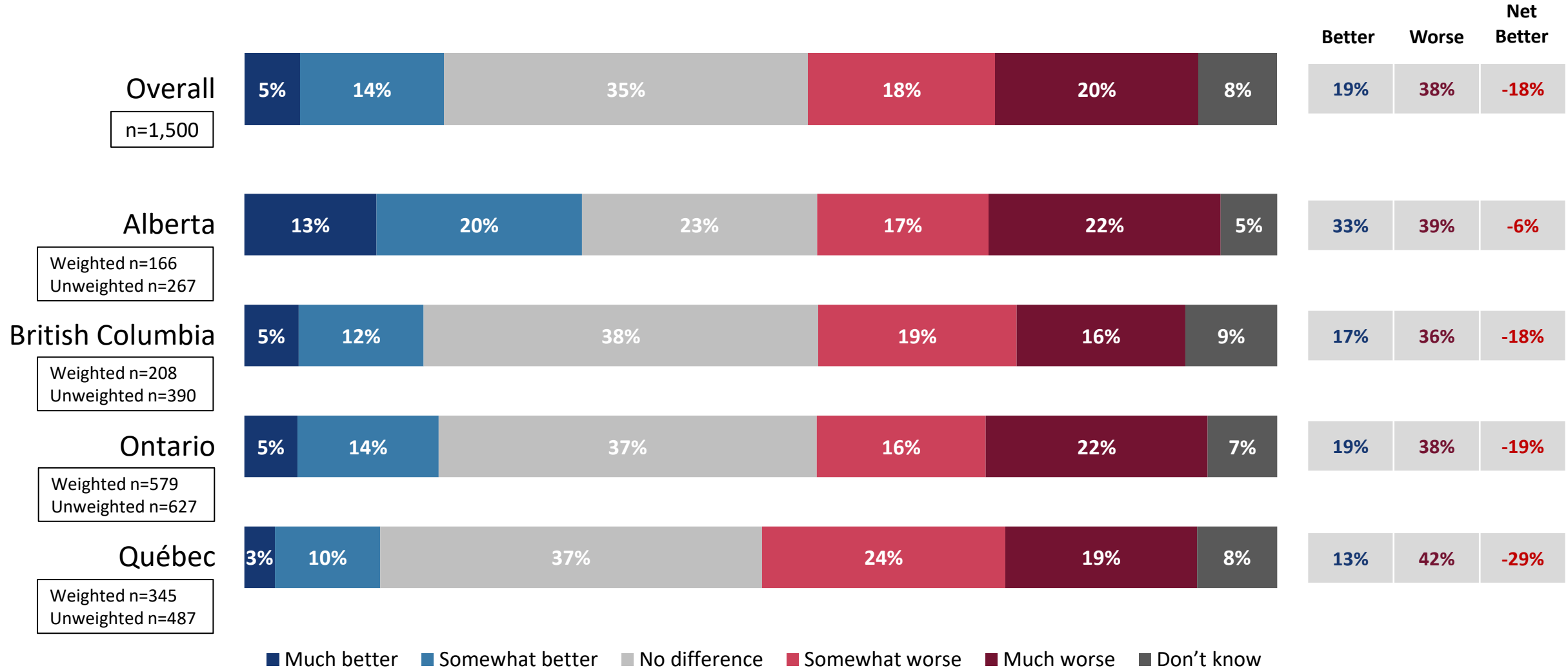
Q Overall, do you think this provincial government is making things better or worse for people like you?
[asked of all respondents, n=1,500]



Provincial Government Performance by Province:

Net satisfaction with the provincial government's performance highest in Alberta and lowest in Québec

Q Overall, do you think this provincial government is making things better or worse for people like you?
[asked of all respondents]



Provincial Government Performance in Ontario – Open-Ended:

Higher cost of living and healthcare crisis two out of top three reasons for those who say 'Worse'



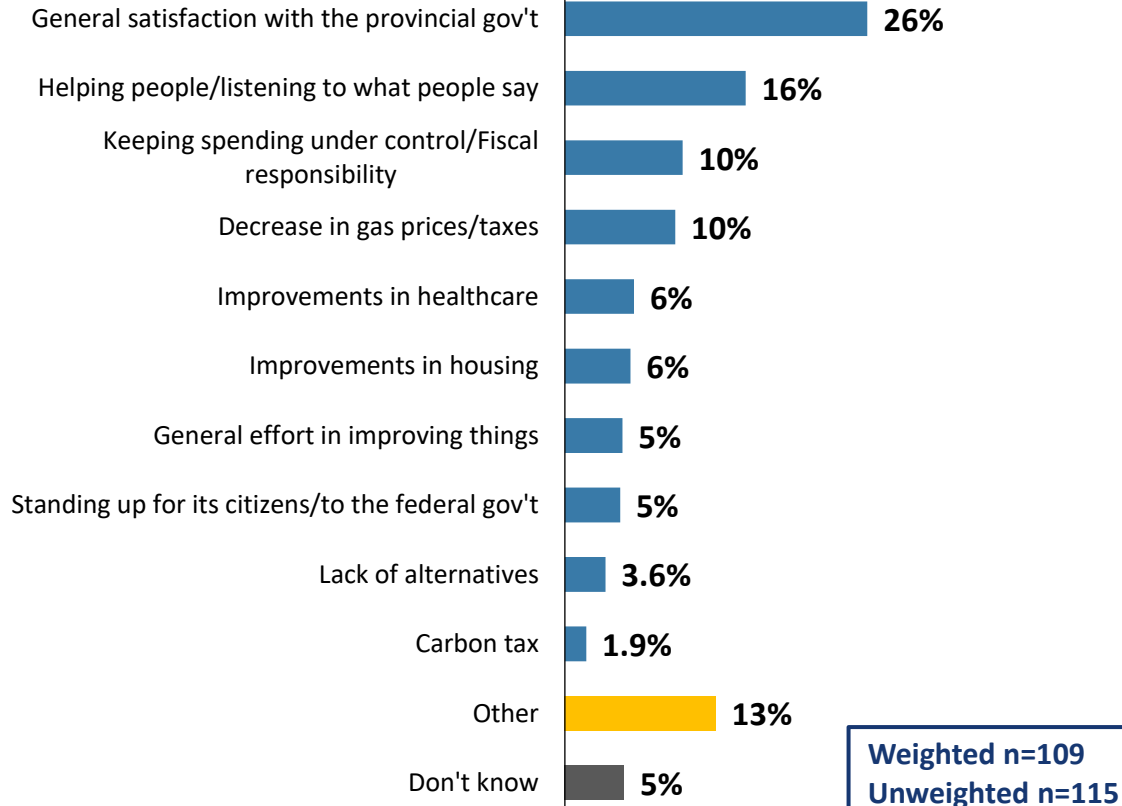
And why do you feel that way? [OPEN-ENDED]

[asked of those who said better or worse, n=328]

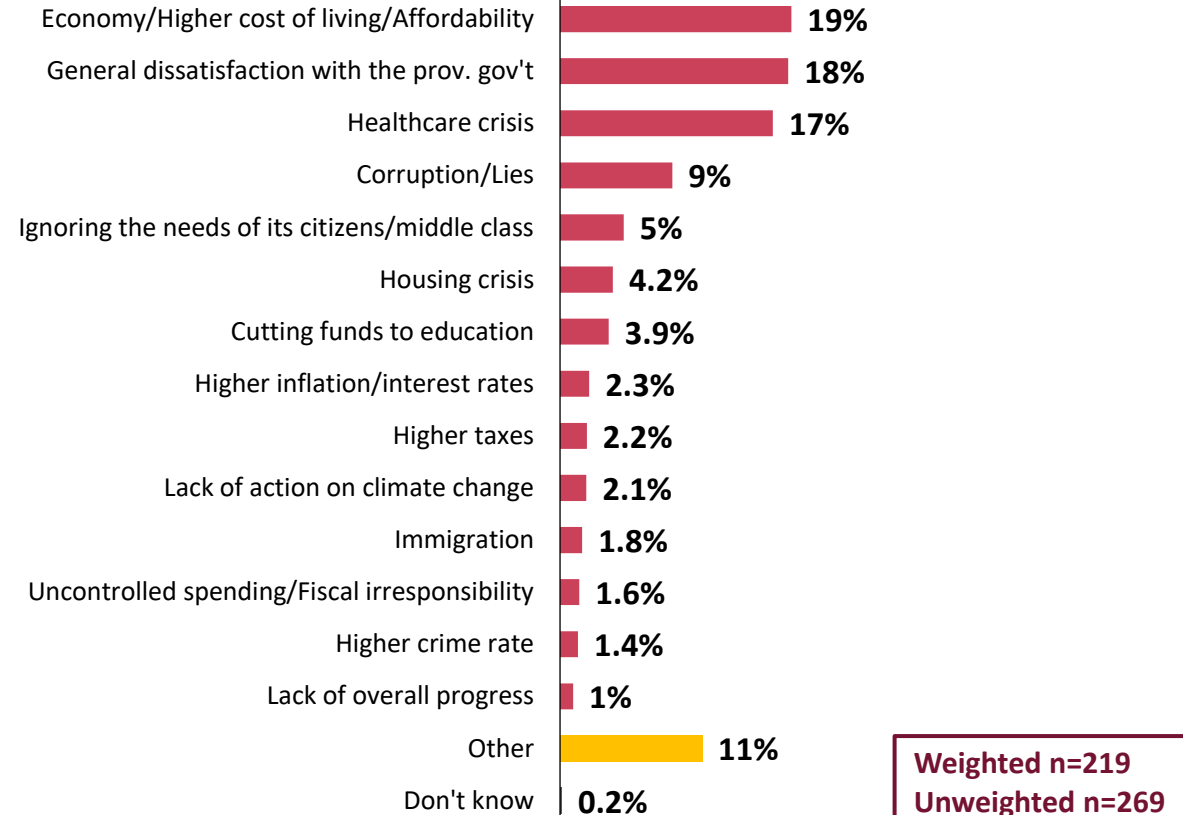
Ontario



Those who say 'Better'



Those who say 'Worse'



Note: Only responses >1% are shown.

Provincial Government Performance in Alberta – Open-Ended:

Quarter of those who say 'Worse' cite higher cost of living and affordability as the main reason



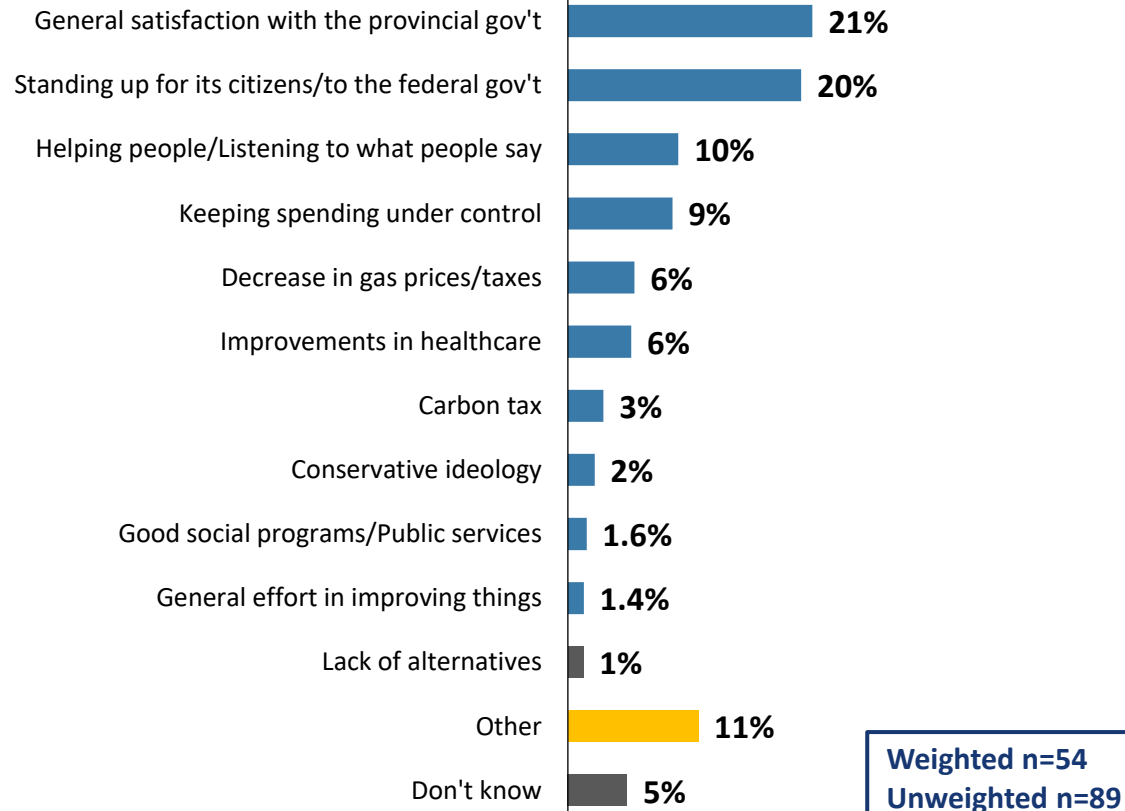
And why do you feel that way? [OPEN-ENDED]

[asked of those who said better or worse, n=119]

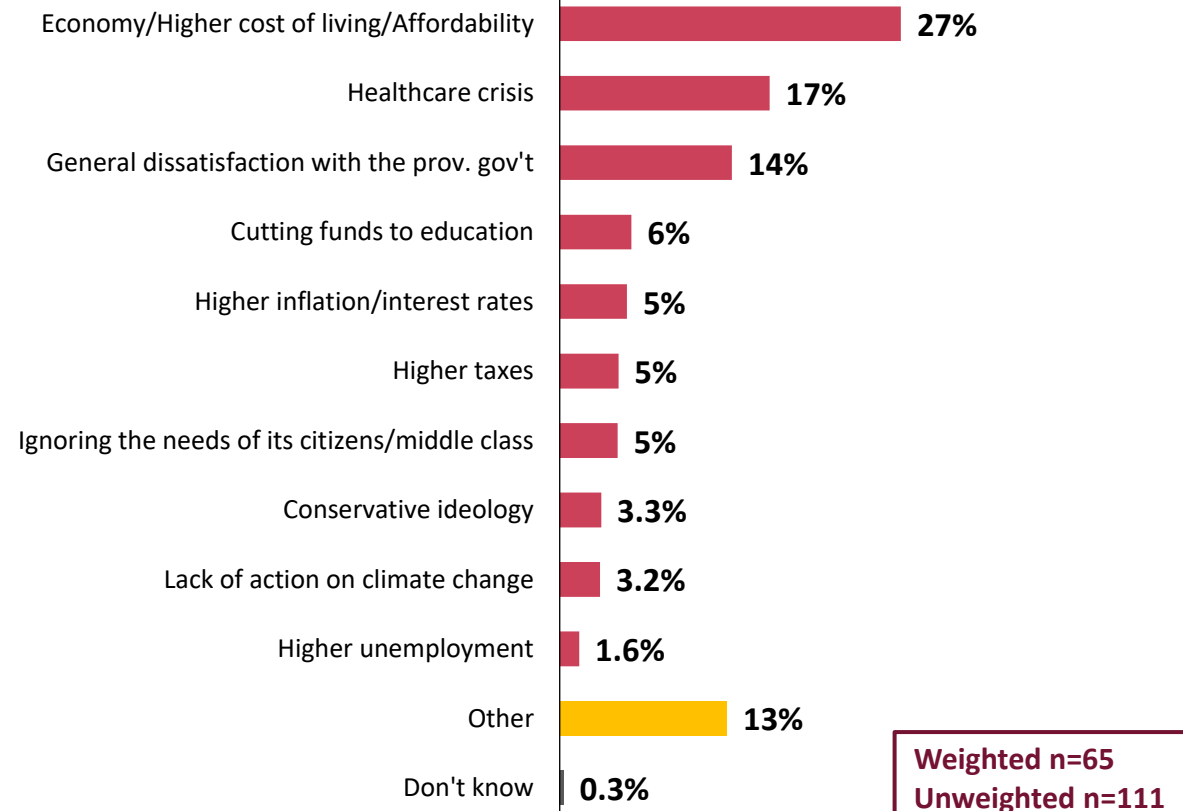
Alberta



Those who say 'Better'



Those who say 'Worse'



Note: Only responses >1% are shown.

Provincial Government Performance in British Columbia – Open-Ended:

One third of those who say 'Worse' cite higher cost of living and affordability as the main reason



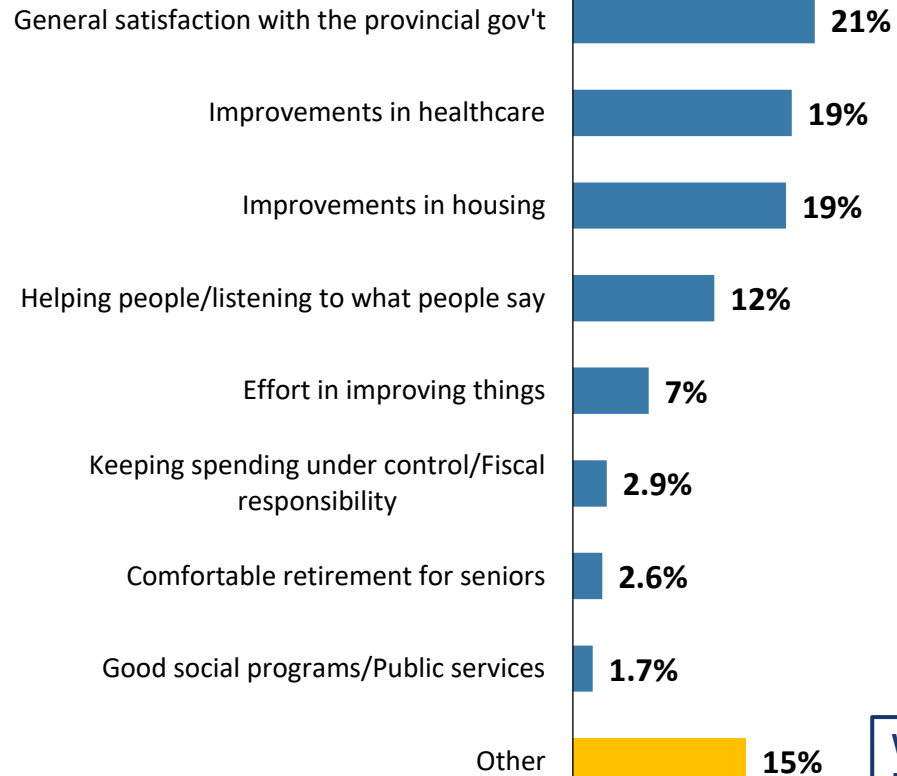
And why do you feel that way? [OPEN-ENDED]

[asked of those who said better or worse, n=110]

British Columbia

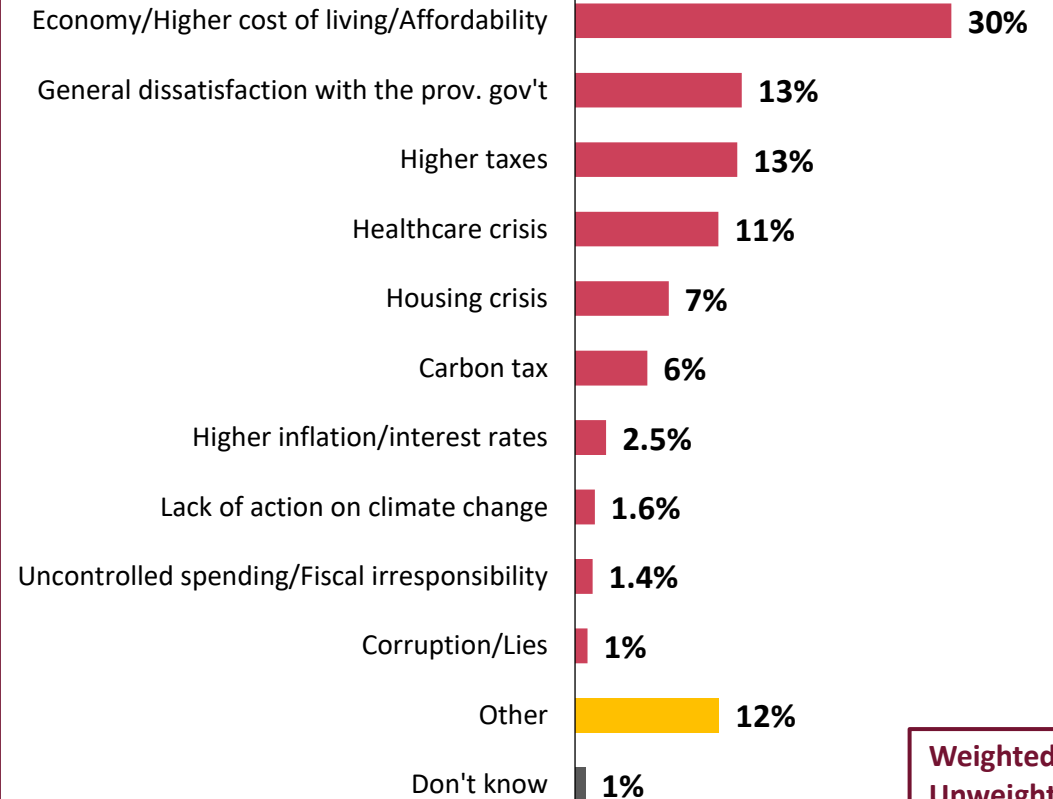


Those who say 'Better'



Weighted n=36
Unweighted n=77

Those who say 'Worse'



Weighted n=74
Unweighted n=132

Note: Only responses >1% are shown.

Appendix

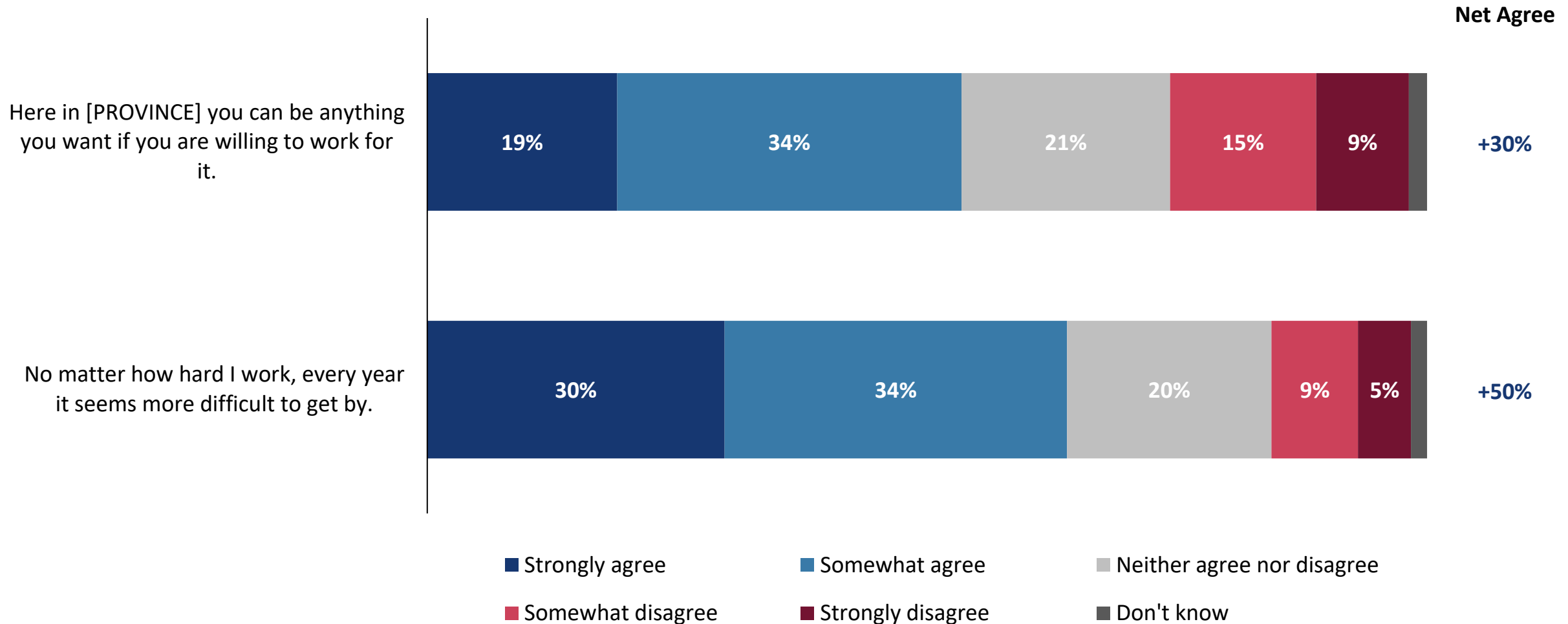


Economic Gap

Segmentation Attitudes:



Do you agree or disagree with the following statements?
[asked of all respondents, n=1,500]

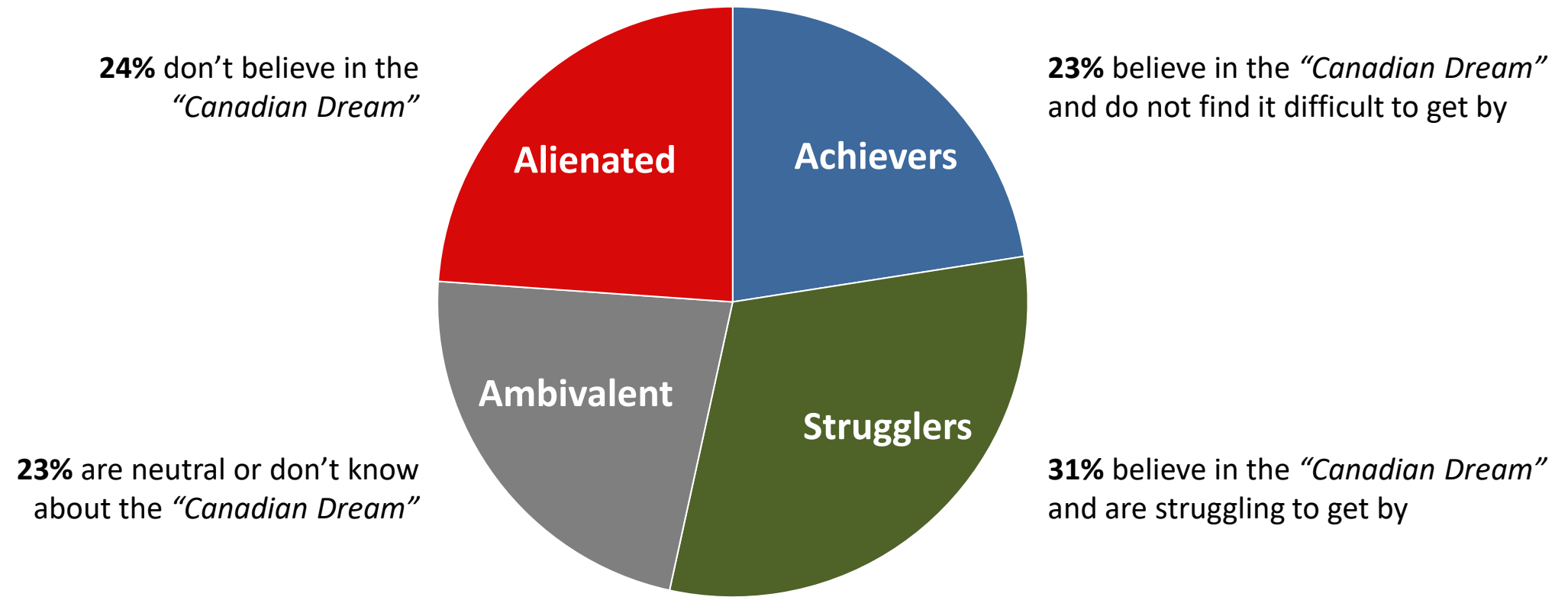


Economic Gap Segmentation:



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'*.

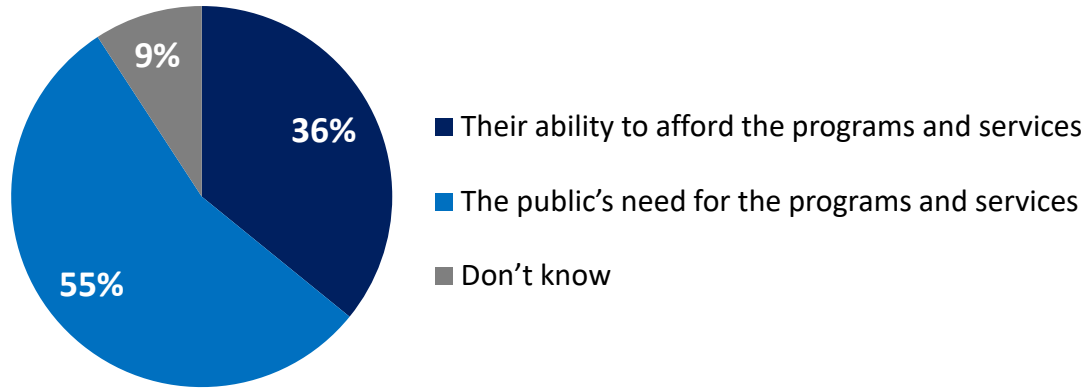
[asked of all respondents, n=1,500]



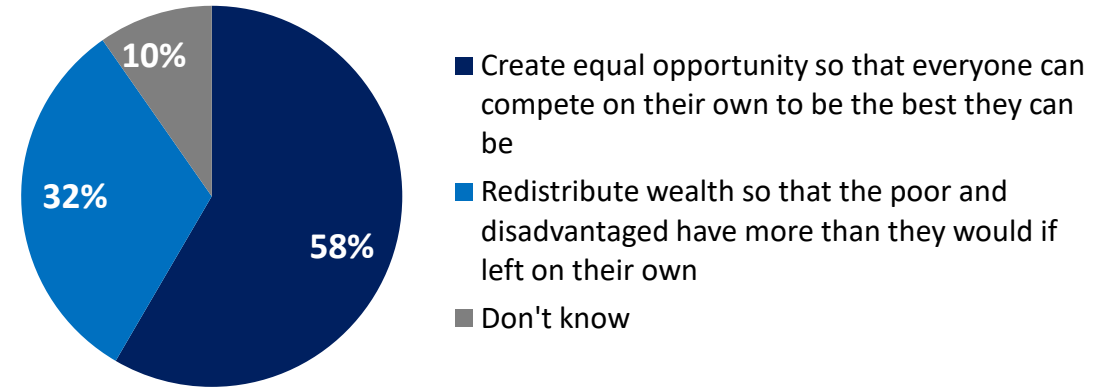
Values Clusters

Core Political Values:

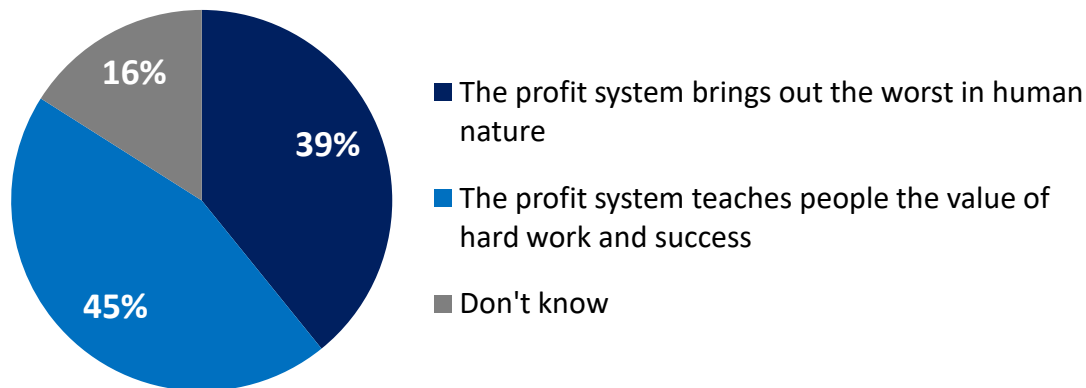
Q When governments make major decisions concerning spending on programs and services, do you think they should be based on...
[asked of all respondents, n=1,500]



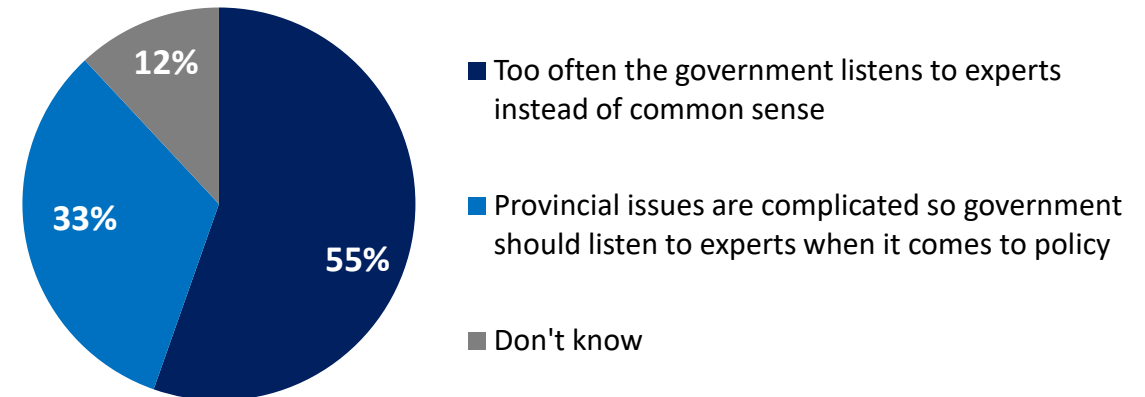
Q Is the main role of government to...?
[asked of all respondents, n=1,500]



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]

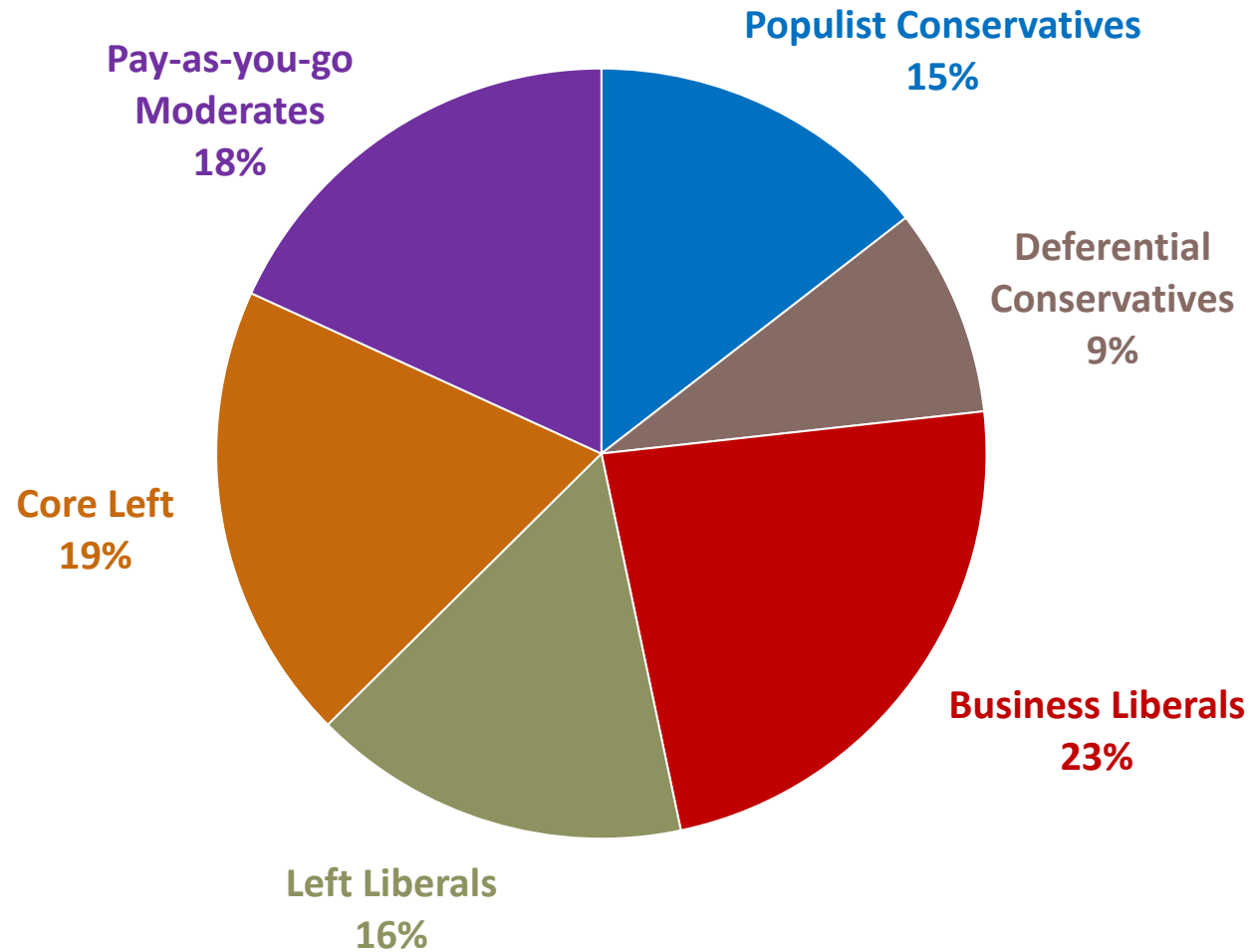


Values Clusters:



Values 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 Values Clusters:

Values Clusters

| | | Populist Conservatives | Deferential Conservatives | Business Liberals | Left Liberals | Core Left | Pay-as-you-go Moderates |
|--|--|------------------------|---------------------------|-------------------|---------------|-----------|-------------------------|
| Governments should base decisions on... | Ability to afford | 96% | 91% | 0% | 0% | 0% | 77% |
| | Public need | 0% | 0% | 96% | 93% | 92% | 0% |
| The main role of government is to... | Create equal opportunity | 100% | 76% | 72% | 96% | 0% | 29% |
| | Redistribute wealth | 0% | 18% | 19% | 0% | 97% | 40% |
| When it comes to government decision making... | Rely on common sense | 100% | 0% | 46% | 63% | 50% | 57% |
| | Listen to experts | 0% | 92% | 44% | 25% | 39% | 16% |
| The profit system... | Brings out the worst in human nature | 0% | 0% | 0% | 78% | 84% | 58% |
| | Teaches value of hard work and success | 92% | 90% | 91% | 0% | 0% | 12% |

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



For more information, please contact:

Greg Lyle

President

(416) 642-6429

gyle@innovativeresearch.ca

Giorgi Buzaladze

Senior Consultant

(364) 275-3913

gbuzaladze@innovativeresearch.ca

Building Understanding.

