

Canada This Month
The Federal Budget

Public Opinion Research
Release Date: April 24, 2024
Field Dates: April 18 to April 21, 2024

Key Findings

- 1 Public interest in the federal budget relatively steady since last year, down in the previous five years.**
46% of respondents have heard something about the federal budget, while 48% had not heard anything.
- 2 Public opinion on the federal budget is negative among those familiar with the topic.**
Net satisfaction with the federal budget saw a sharp decrease of 23 points since last year, now at -30%.
- 3 3-in-4 think their personal situation will be negatively impacted by the federal budget.**
When thinking about the federal budget, at least 45% report feeling anxious or angry.
- 4 The plurality think that the federal budget will make things worse for younger Canadians.**
More than twice the amount of people think that the impact on young people would be negative.
- 5 The plurality are familiar with the capital gains tax and think it is a mistake.**
44% are familiar with the capital gains tax and 46% think it is a mistake that will hurt the economy. 44% say it will impact how much tax they pay.

Methodology

Survey Methodology



These are the results of an online survey conducted between April 18th and April 21st, 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=1,408 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: April 18th to April 21st, 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.

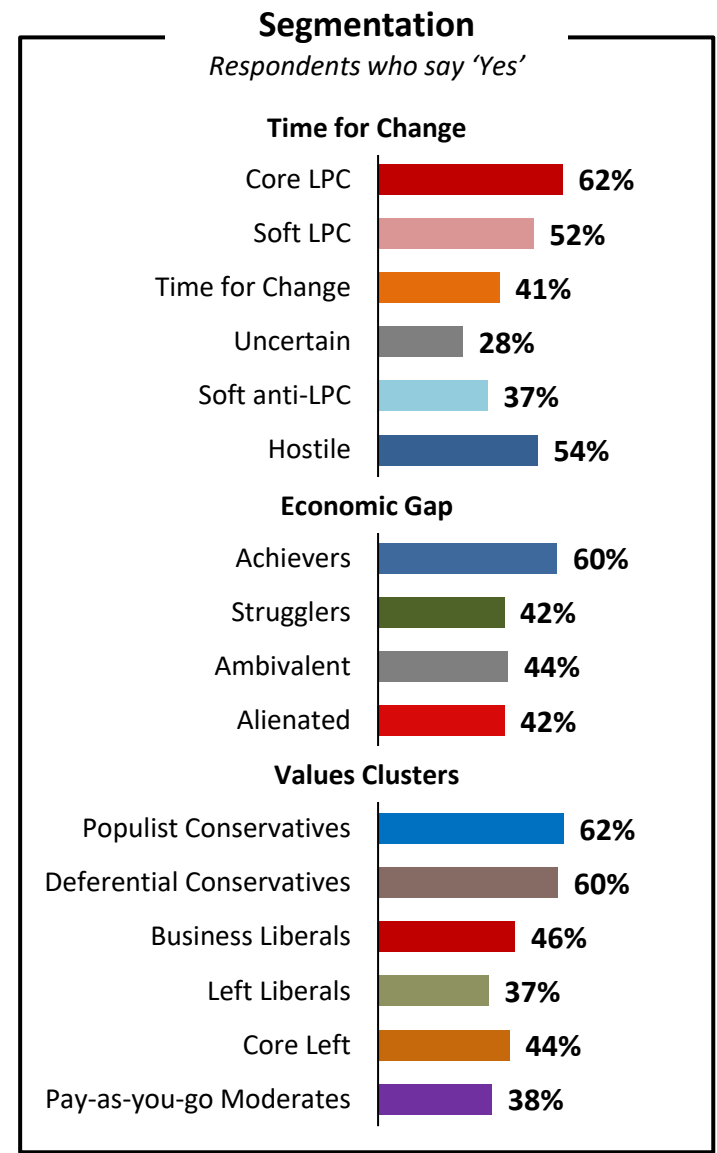
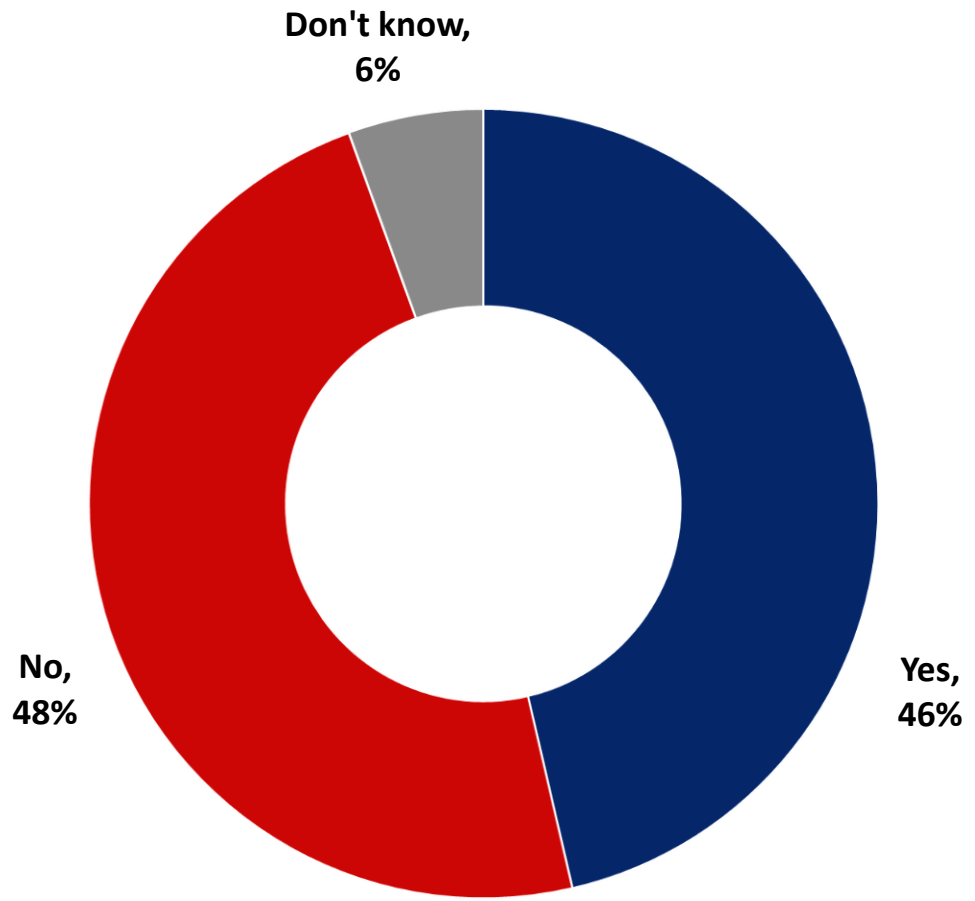
Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

| | Unweighted (n) | Unweighted (%) | Weighted (n) | Weighted (%) |
|-------------------------|----------------|----------------|--------------|--------------|
| Men 18-34 | 160 | 11.4% | 134 | 13.4% |
| Men 35-54 | 206 | 14.7% | 159 | 16.0% |
| Men 55+ | 340 | 24.2% | 196 | 19.6% |
| Women 18-34 | 156 | 11.1% | 127 | 12.7% |
| Women 35-54 | 234 | 16.7% | 169 | 17.0% |
| Women 55+ | 308 | 21.9% | 212 | 21.3% |
| Region | | | | |
| British Columbia | 253 | 18.0% | 139 | 13.9% |
| Alberta | 176 | 12.5% | 111 | 11.1% |
| Prairies | 97 | 6.9% | 65 | 6.5% |
| Ontario | 489 | 34.7% | 387 | 38.7% |
| Québec | 298 | 21.2% | 231 | 23.1% |
| Atlantic | 95 | 6.7% | 67 | 6.7% |

Reaction to the Federal Budget

Read, Seen, Heard Budget: 46% recall RSH about the federal budget, 48% don't

Q Have you read, seen or heard anything about the recent federal budget that was presented in Parliament on Tuesday, April 16, 2024?
[asked of all respondents, n=1,000]

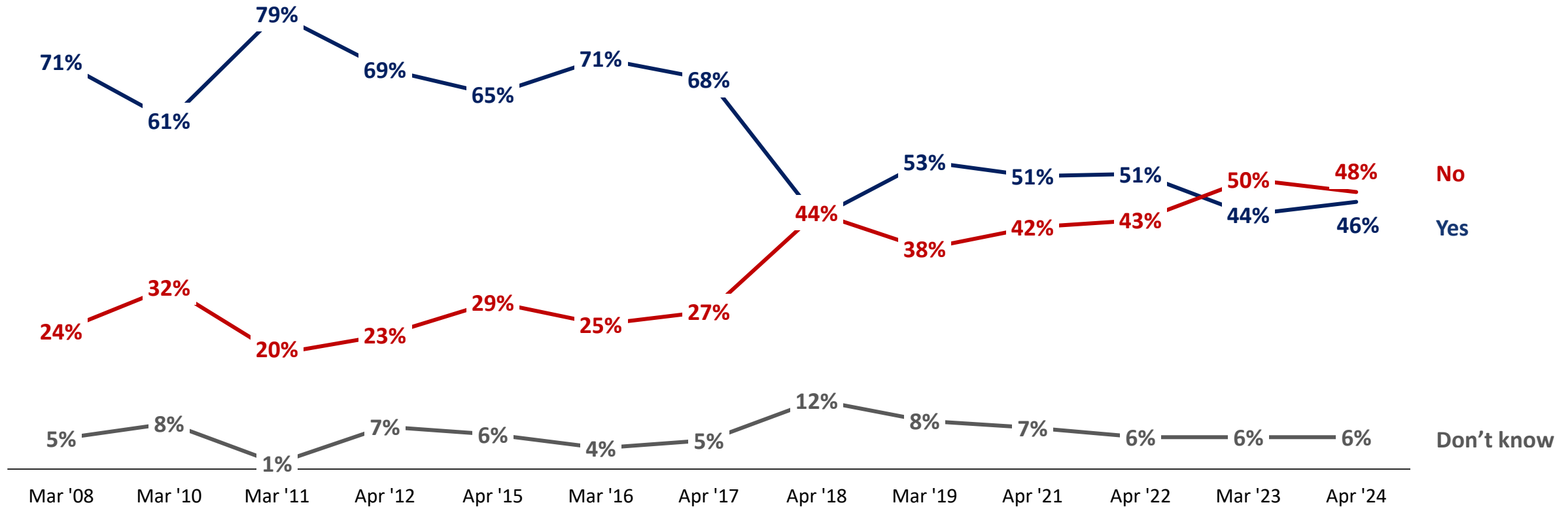


Read, Seen, Heard Budget (Tracking): Attention to federal budget has not shifted compared to past years



Have you read, seen or heard anything about the recent federal budget that was presented in Parliament on Tuesday, April 16, 2024?

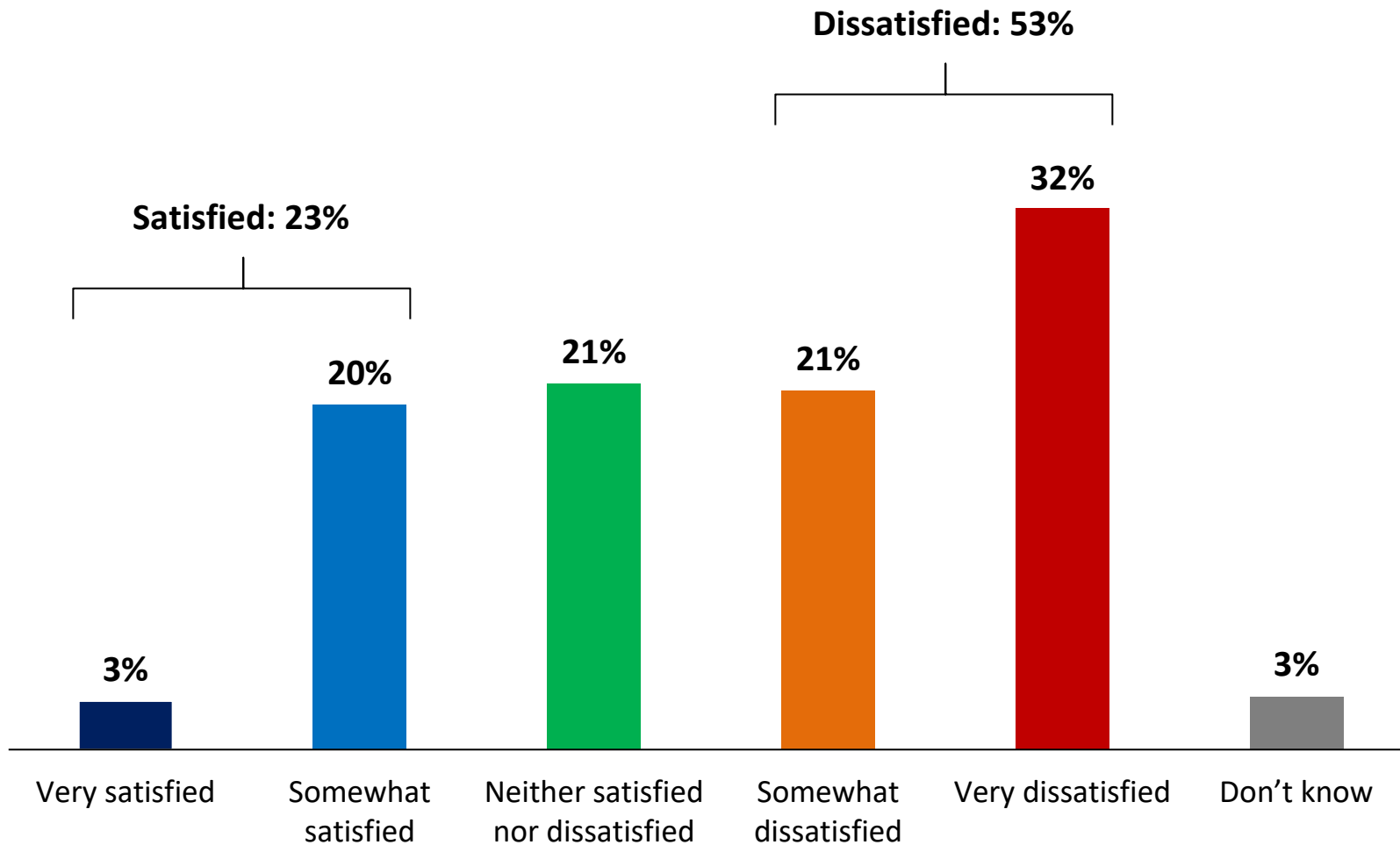
[asked of all respondents, n=1,000]



Satisfaction with Budget: Over half are dissatisfied with the federal budget, while only 23% are satisfied



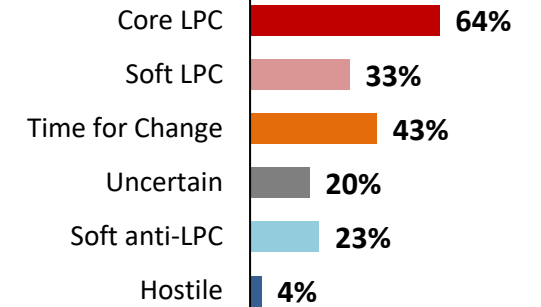
In general, how satisfied are you with the federal budget?
[asked of those aware of budget, n=464]



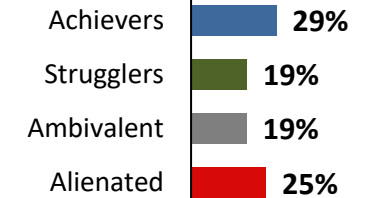
Segmentation

Respondents who say 'Satisfied'

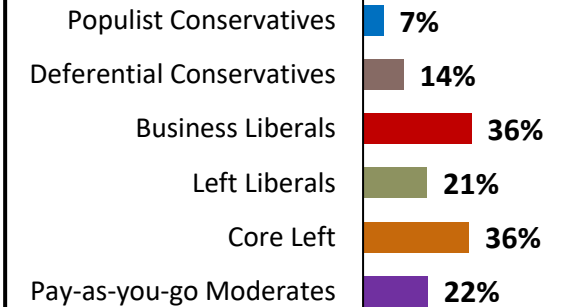
Time for Change



Economic Gap



Values Clusters

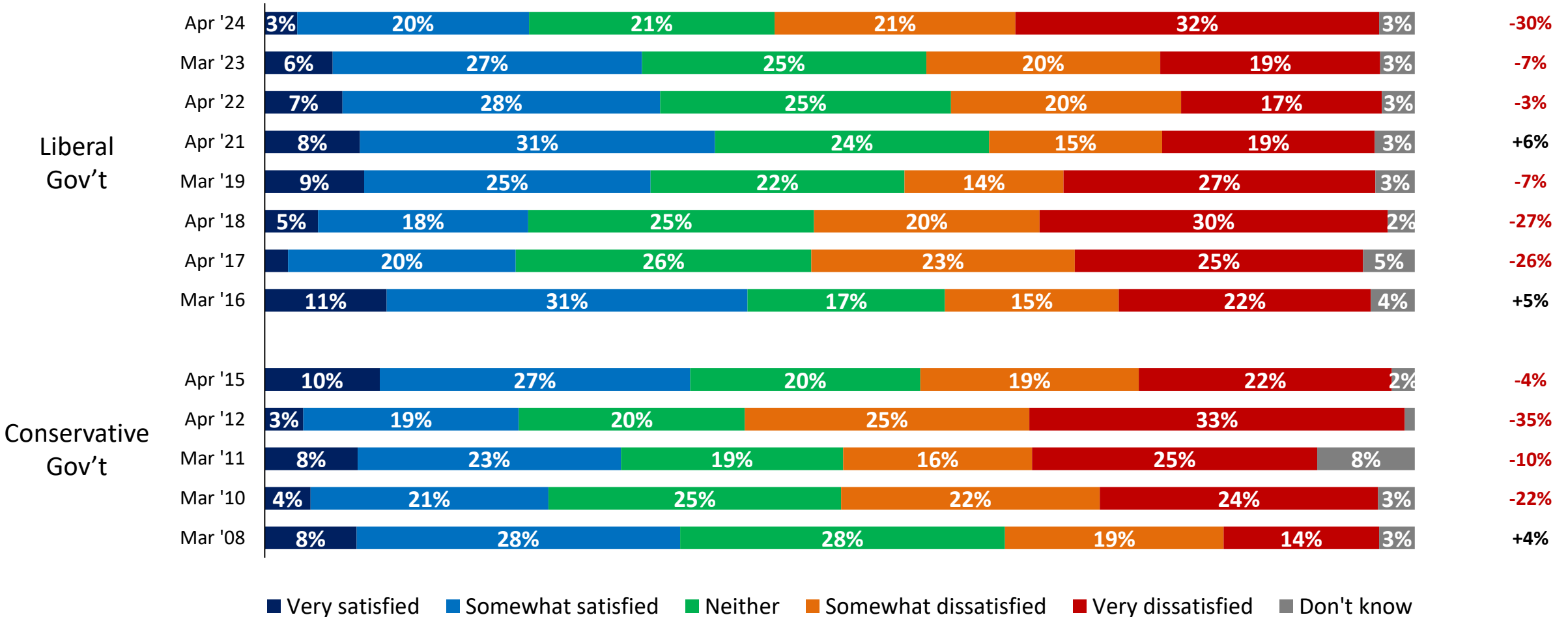


Satisfaction with Budget (Tracking): Net satisfaction with the federal budget saw a sharp decrease of 23 points since last year



In general, how satisfied are you with the federal budget?
[asked of those aware of budget, n=464]

Net Satisfied

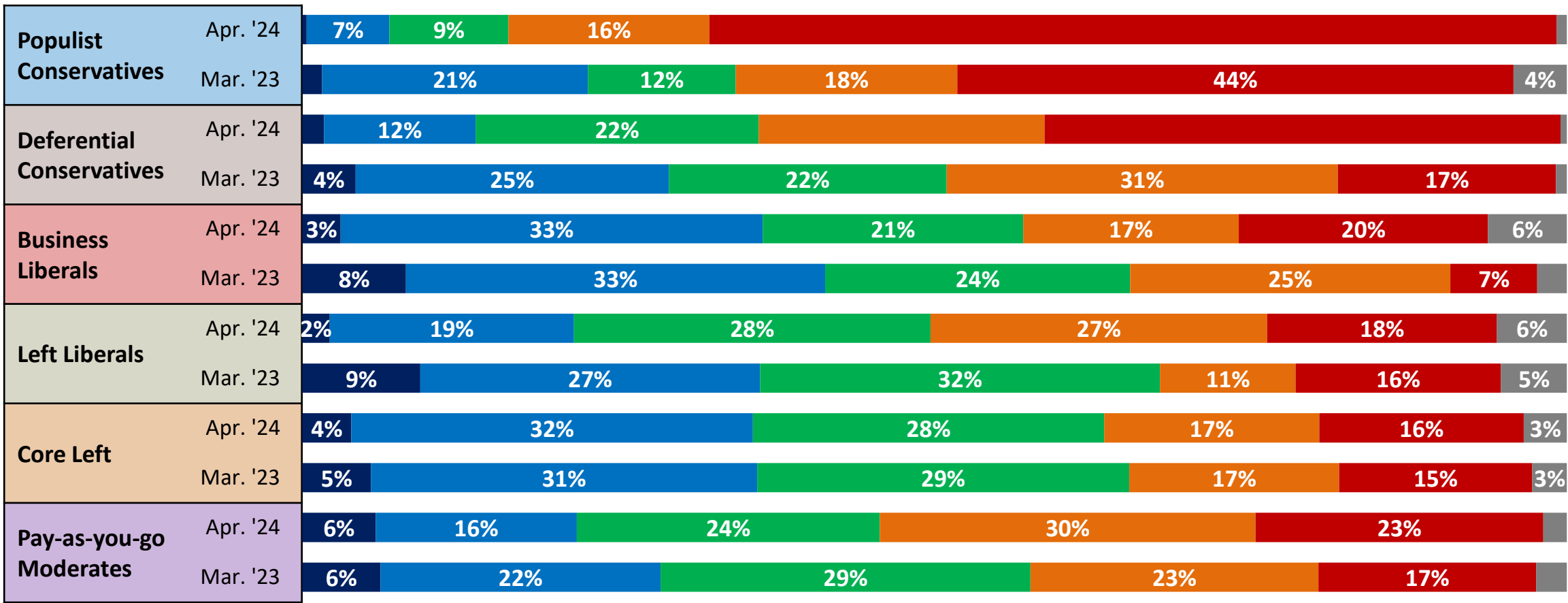


Satisfaction with Budget by Values Clusters: Satisfaction since last year down most among Conservative clusters and Left Liberals



In general, how satisfied are you with the federal budget?
[asked of those aware of budget, n=464]

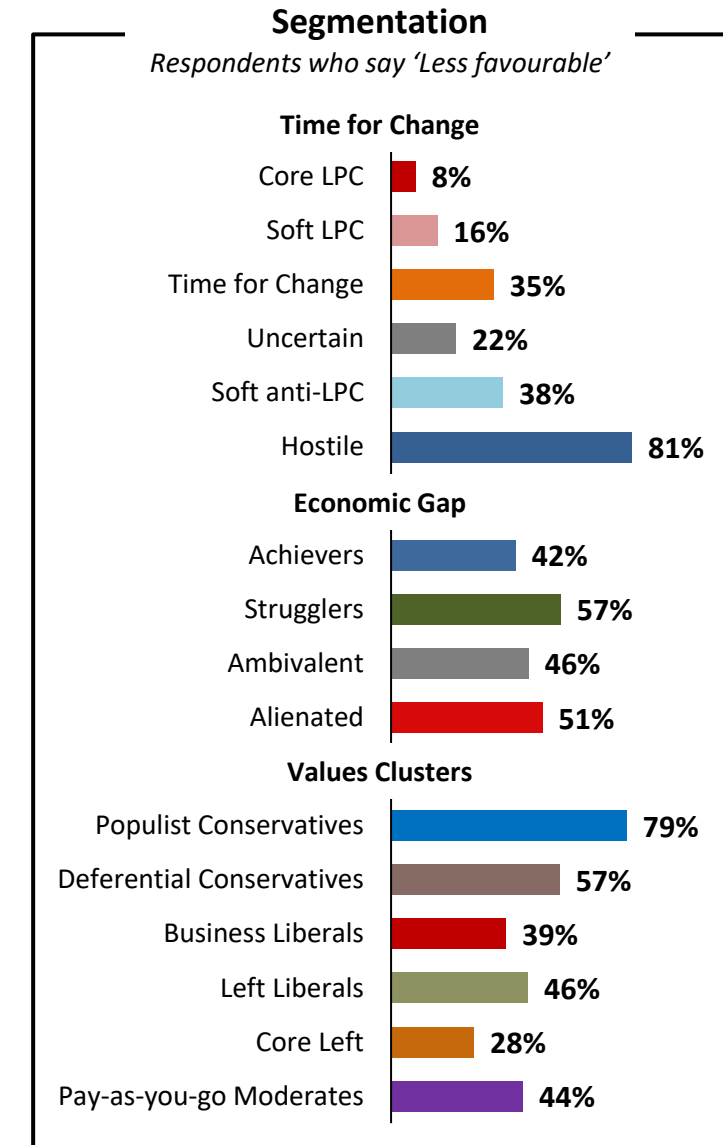
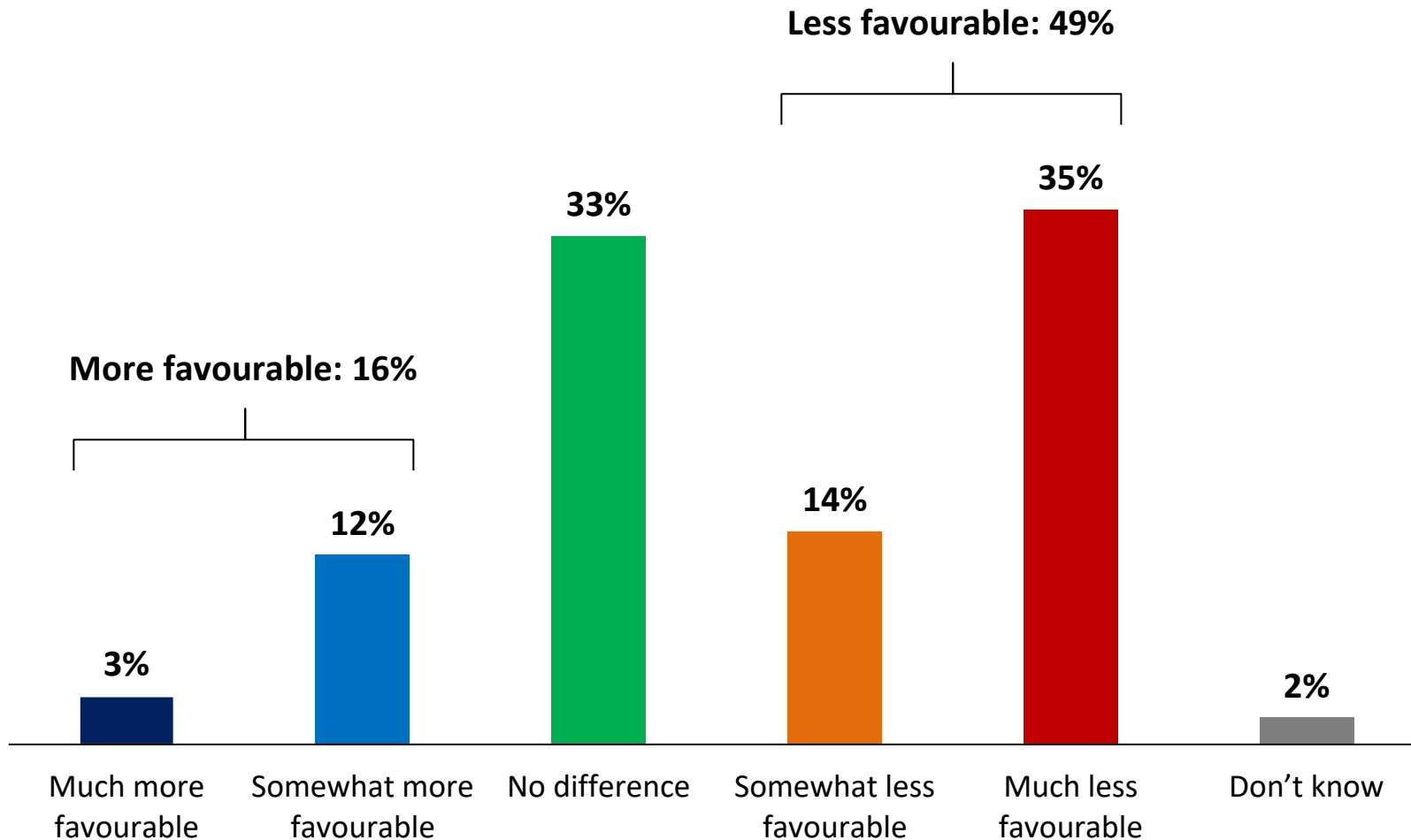
Values Clusters



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

Impression of Budget: 49% were left feeling less favourable towards the federal government; 33% say the budget made no difference

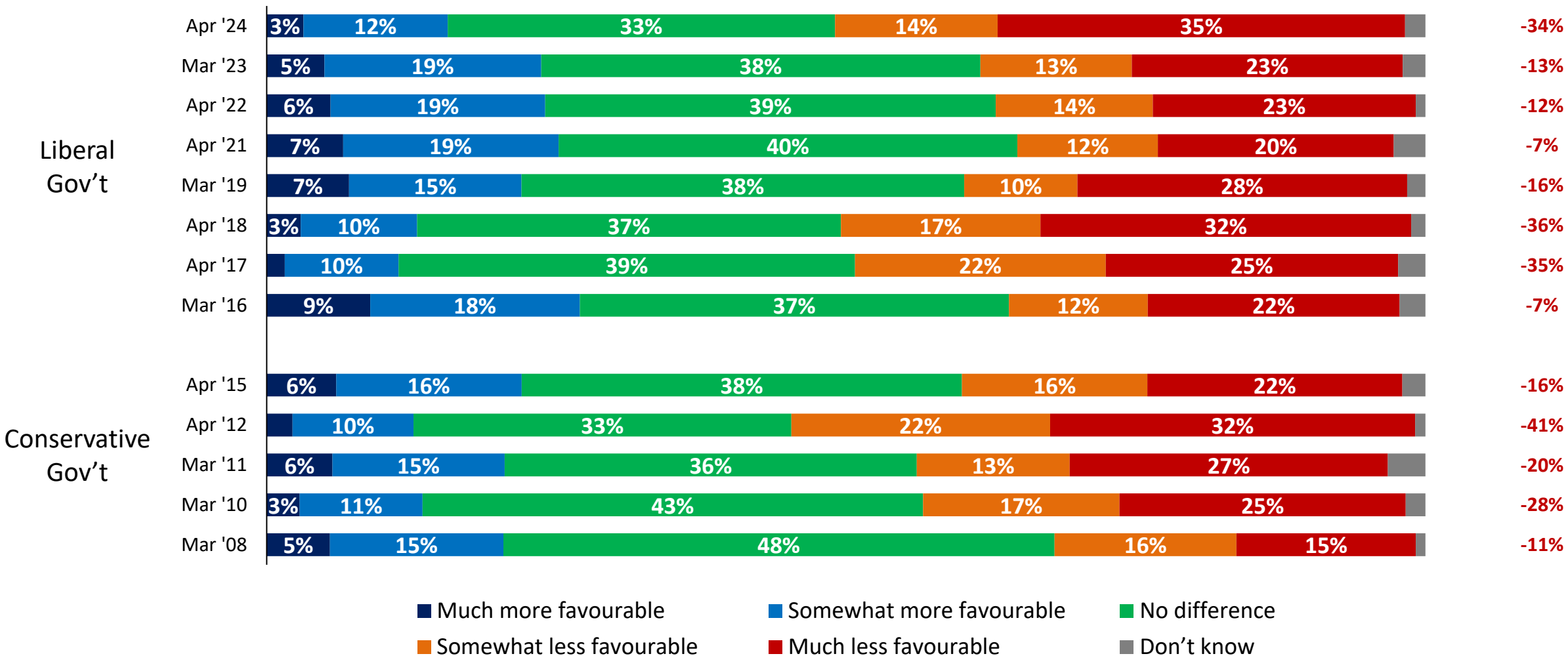
Did it leave you feeling more favourable or less favourable towards the federal government?
[asked of those aware of budget, n=464]



Impression of Budget (Tracking): Net favourability down sharply, now at -34%

Q Did it leave you feeling more favourable or less favourable towards the federal government?
 [asked of those aware of budget, n=464]

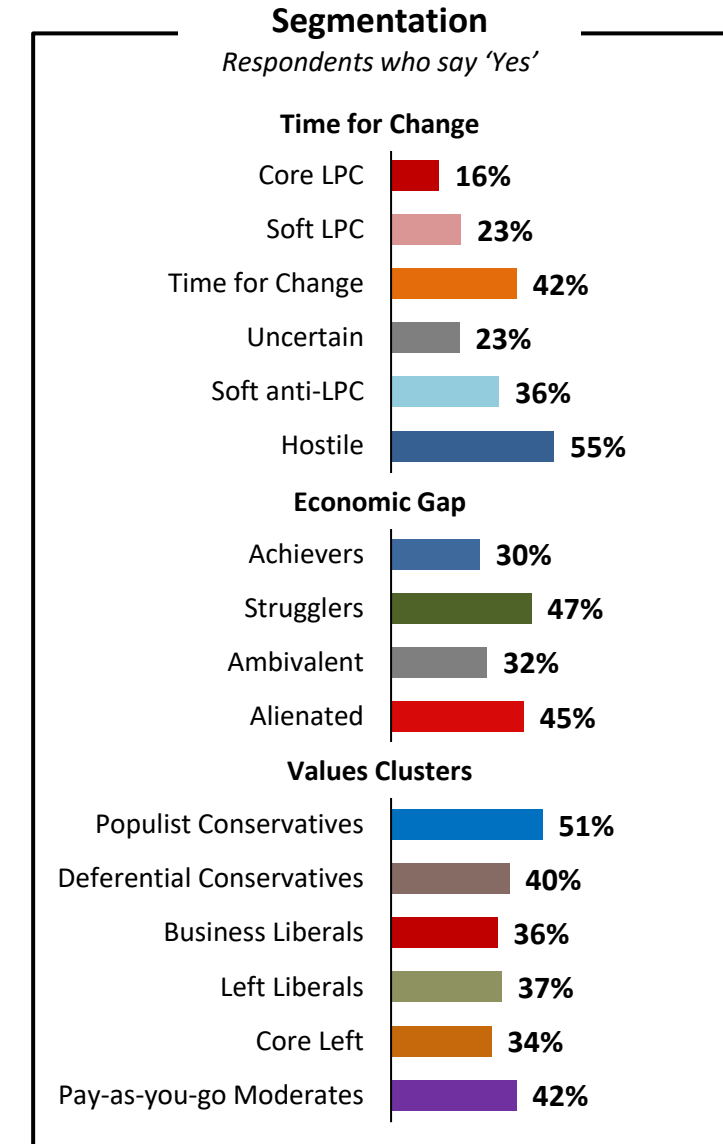
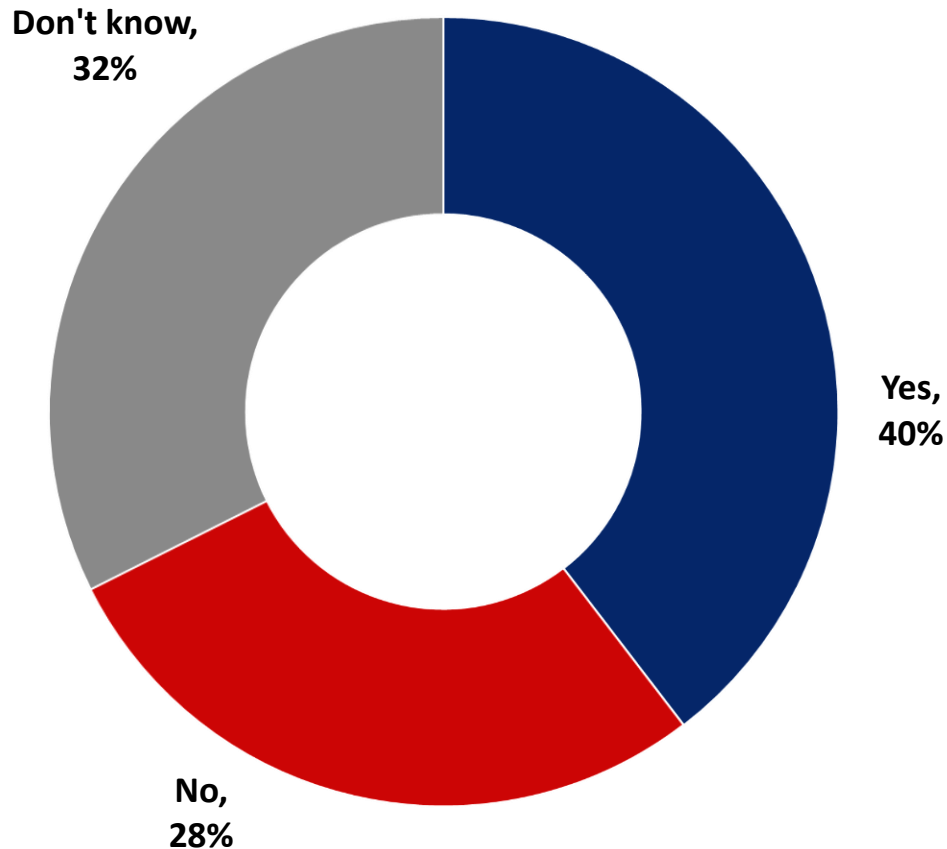
Net Favourable



Impact of the Federal Budget

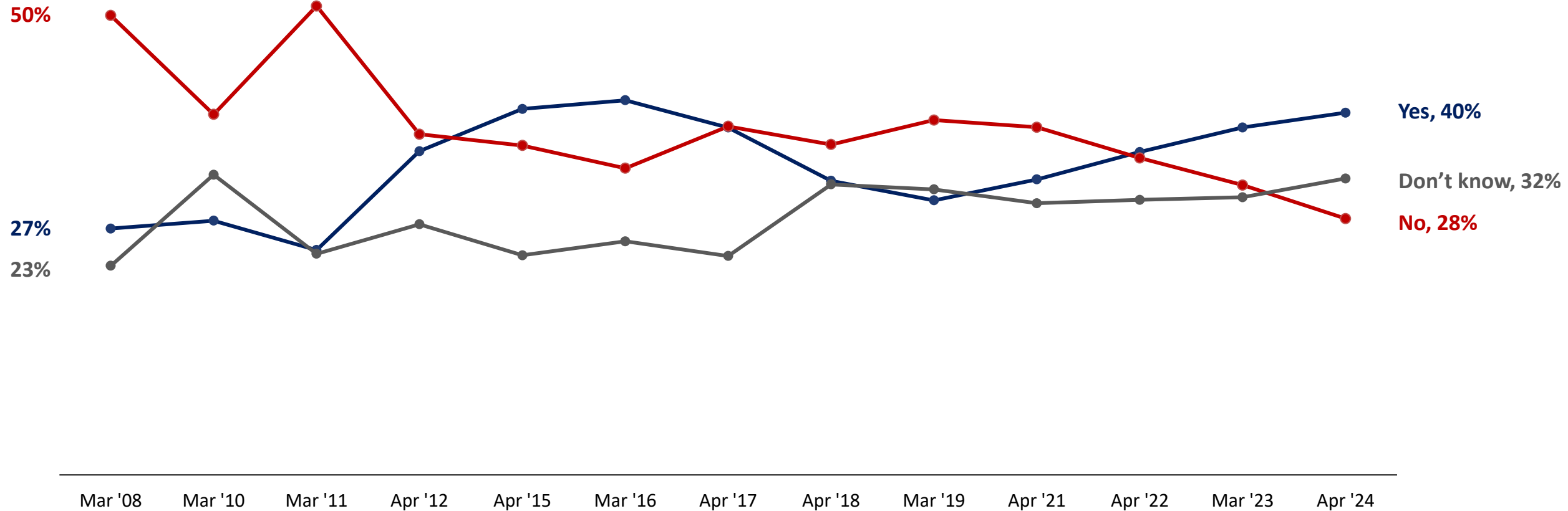
Personal Impact: 40% say their personal situation will be directly impacted by the federal budget; 1-in-3 don't know

Q Do you think your own personal situation will be directly impacted by the new Liberal federal budget?
[asked of all respondents, n=1,000]



Personal Impact (Tracking): The gap between 'Yes' and 'No' on personal impact continues to widen

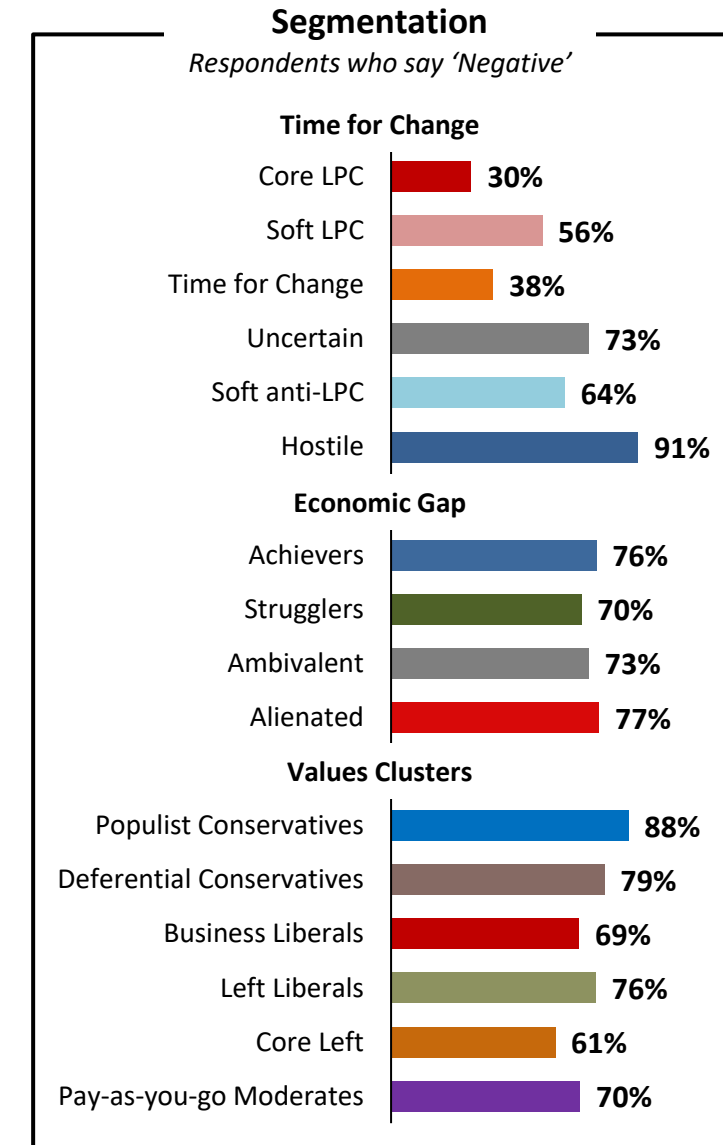
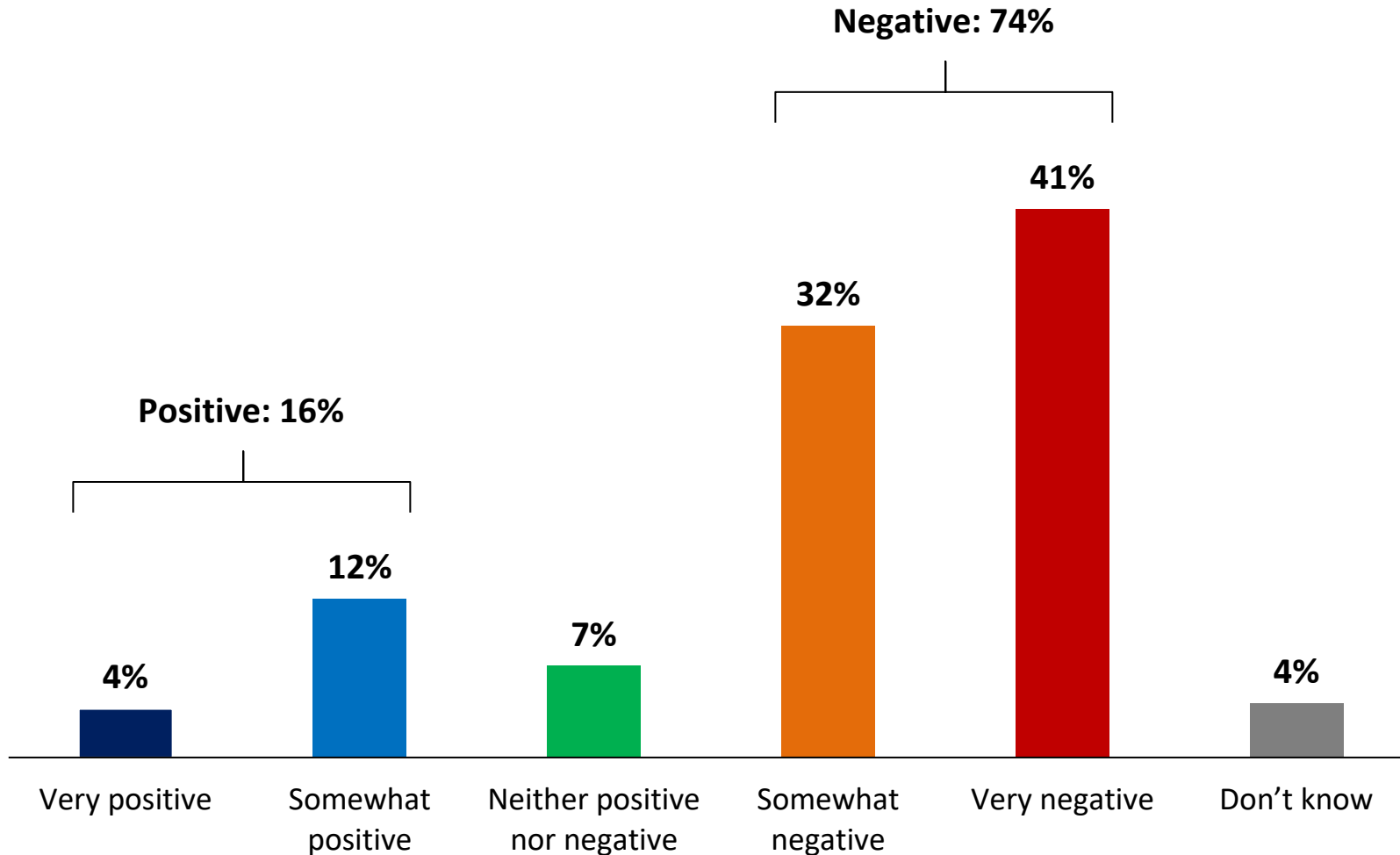
Q Do you think your own personal situation will be directly impacted by the new Liberal federal budget?
[asked of all respondents, n=1,000]



Type of Impact: 3-in-4 say the federal budget will have a negative personal impact; Populist Conservatives and Hostiles most likely to say 'negative'



Would that be a positive or a negative impact?
[asked of those who feel they would be impacted, n=396]



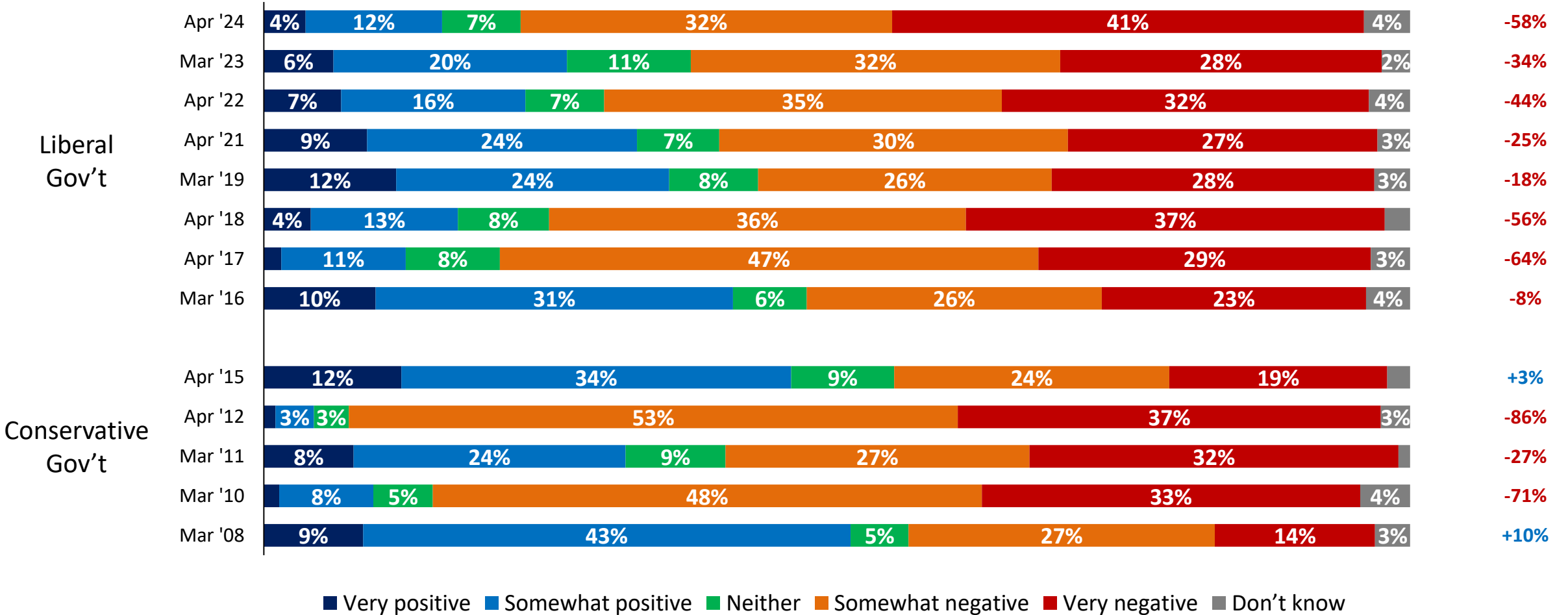
Type of Impact (Tracking): Net positive on *Type of Impact* worsened by 24 points since last year, now at -58%



Would that be a positive or a negative impact?

[asked of those who feel they would be impacted, n=396]

Net Positive



Type of Impact by Age: Perception of impact more positive among younger Canadians, but net positive is still highly negative across all age groups

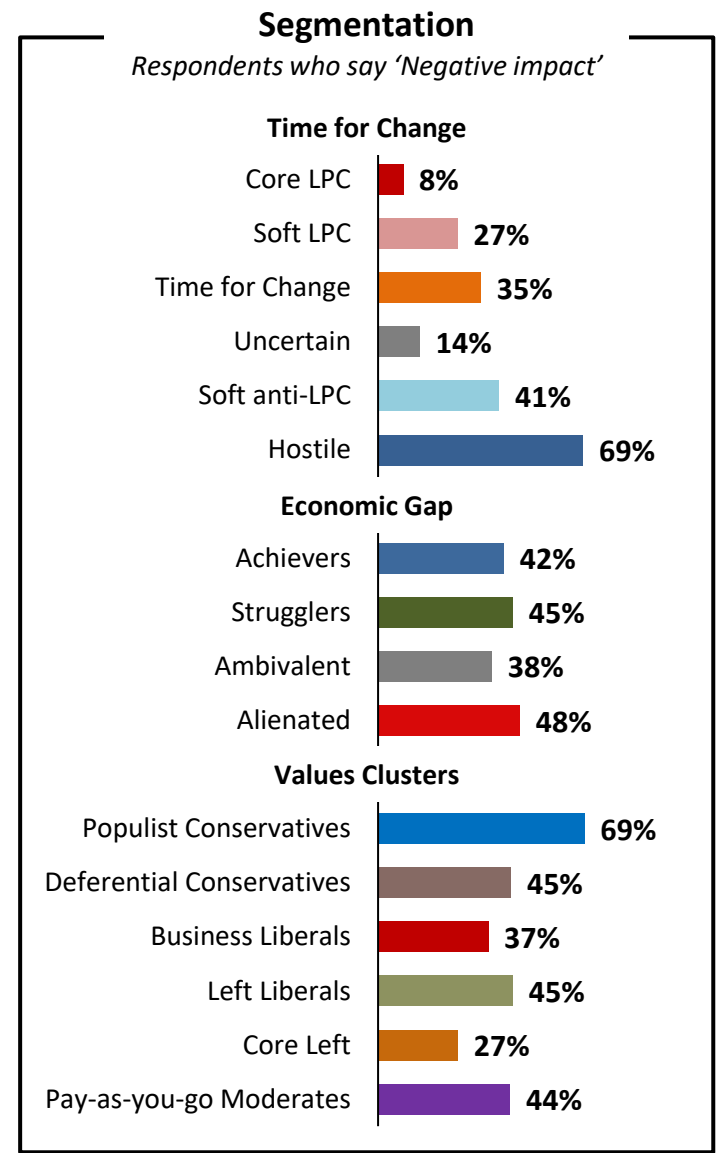
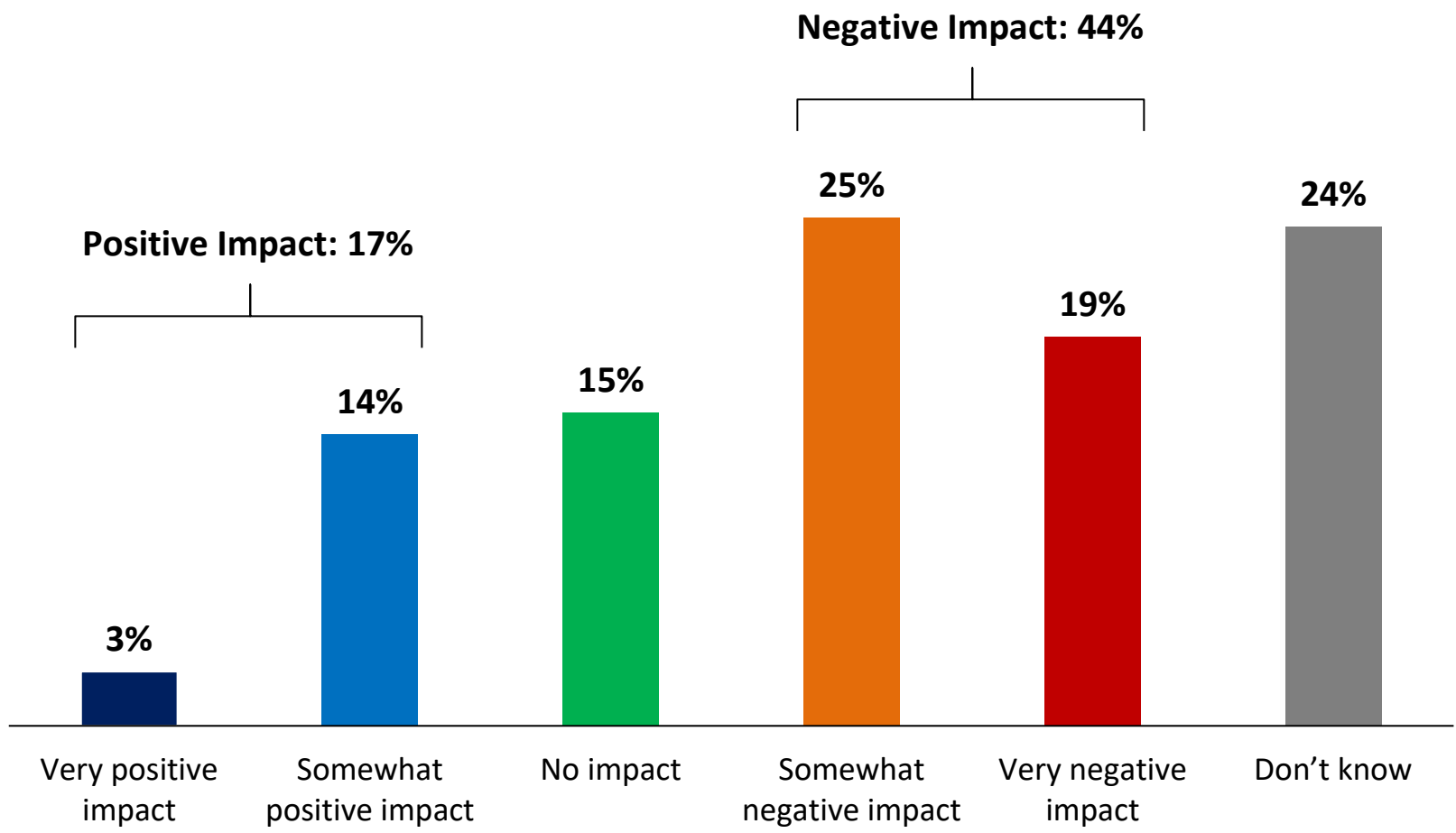


Would that be a positive or a negative impact?
[asked of those who feel they would be impacted, n=396]

| | Total | Age | | |
|---------------------|-------------|-------------|-------------|-------------|
| | | 18-34 | 35-54 | 55+ |
| Very positive | 4% | 6% | 3% | 3% |
| Somewhat positive | 12% | 20% | 10% | 8% |
| Neither | 7% | 8% | 4% | 8% |
| Somewhat negative | 32% | 31% | 30% | 35% |
| Very negative | 41% | 29% | 48% | 44% |
| Don't know | 4% | 7% | 5% | 1% |
| Positive | 16% | 25% | 13% | 11% |
| Negative | 74% | 60% | 78% | 79% |
| Net Positive | -58% | -34% | -65% | -68% |

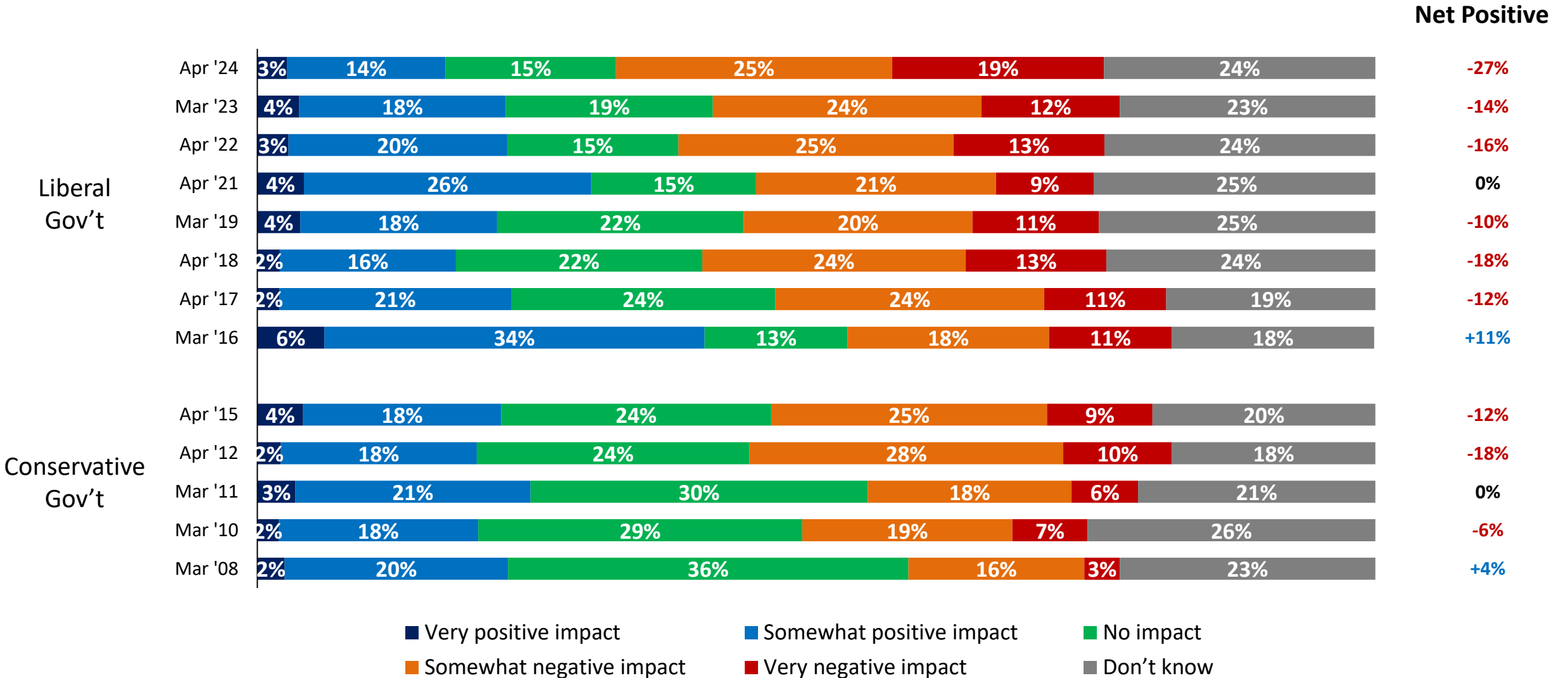
Impact on Economy: 44% think that the federal budget will have a negative impact on the economy, highest among Populist Conservatives and Hostiles

Q Do you think the budget will have a positive or a negative impact on the economy?
[asked of all respondents, n=1,000]



Impact on Economy (Tracking): Net positive on Impact on Economy down by 13 points since last year, now at -27%

Q Do you think the budget will have a positive or a negative impact on the economy?
[asked of all respondents, n=1,000]

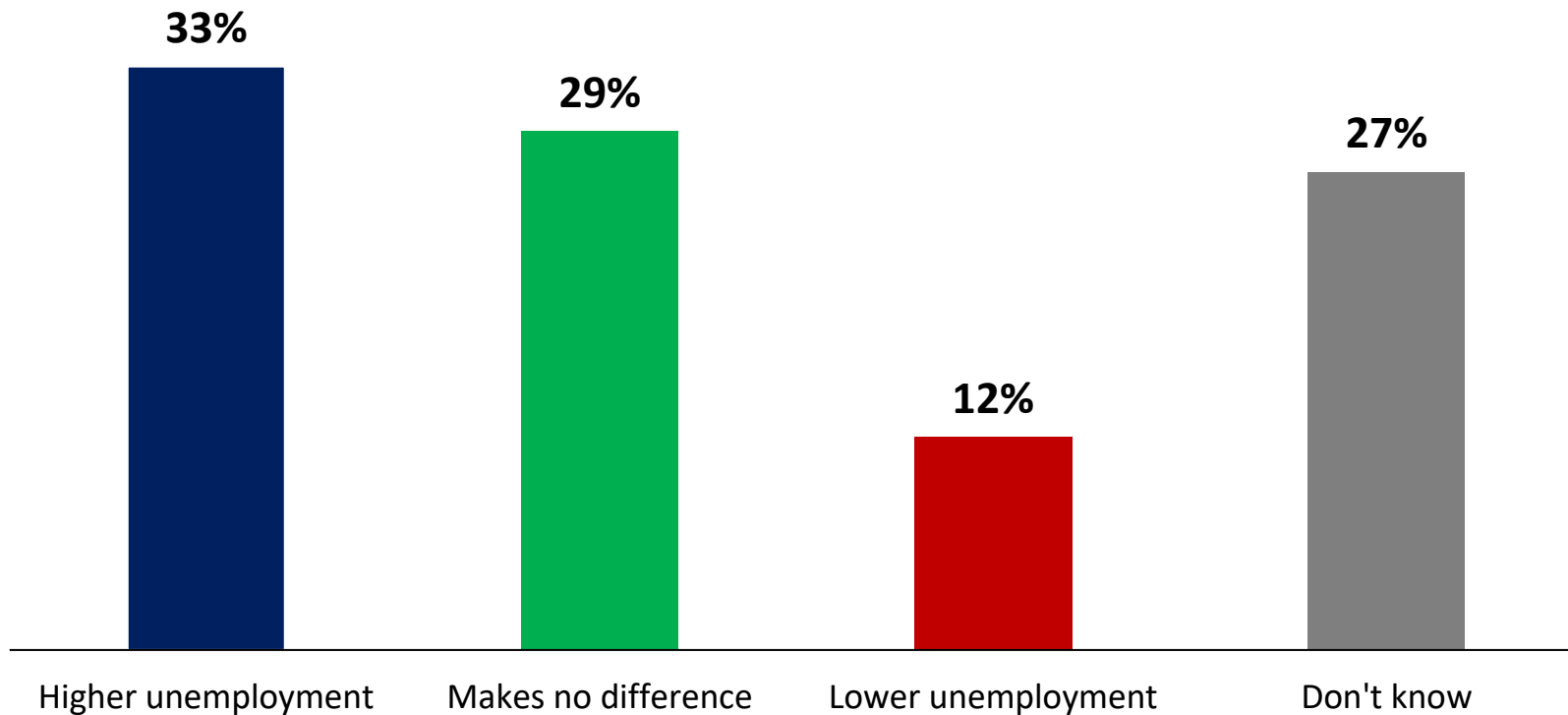


Impact on Unemployment: 1-in-3 believe that the budget will result in higher unemployment, higher among Populist Conservatives and Hostiles



Do you think the budget will result in higher levels of unemployment, lower levels of unemployment, or will it make no difference?

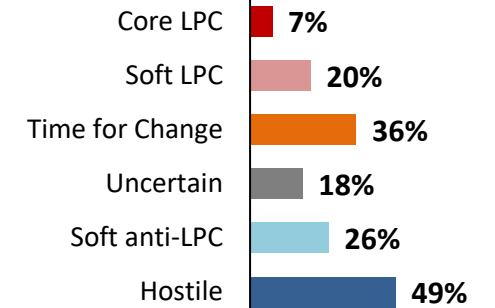
[asked of all respondents, n=1,000]



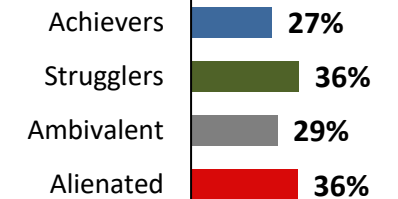
Segmentation

Respondents who say 'Higher unemployment'

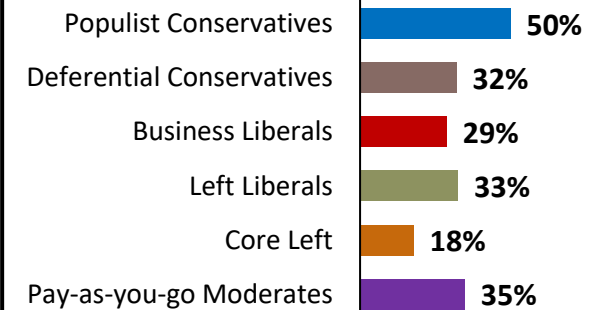
Time for Change



Economic Gap



Values Clusters

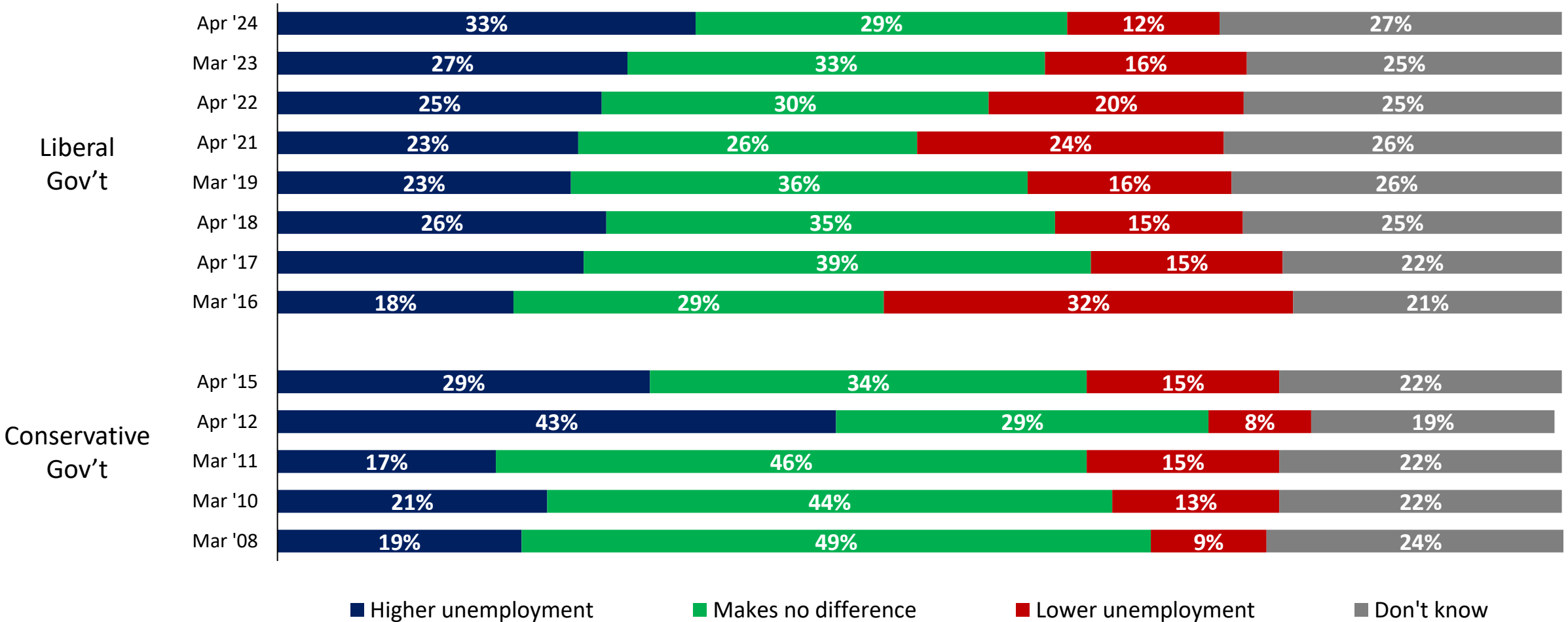


Impact on Unemployment (Tracking): Share of those who say higher unemployment up 5 points since last year



Do you think the budget will result in higher levels of unemployment, lower levels of unemployment, or will it make no difference?

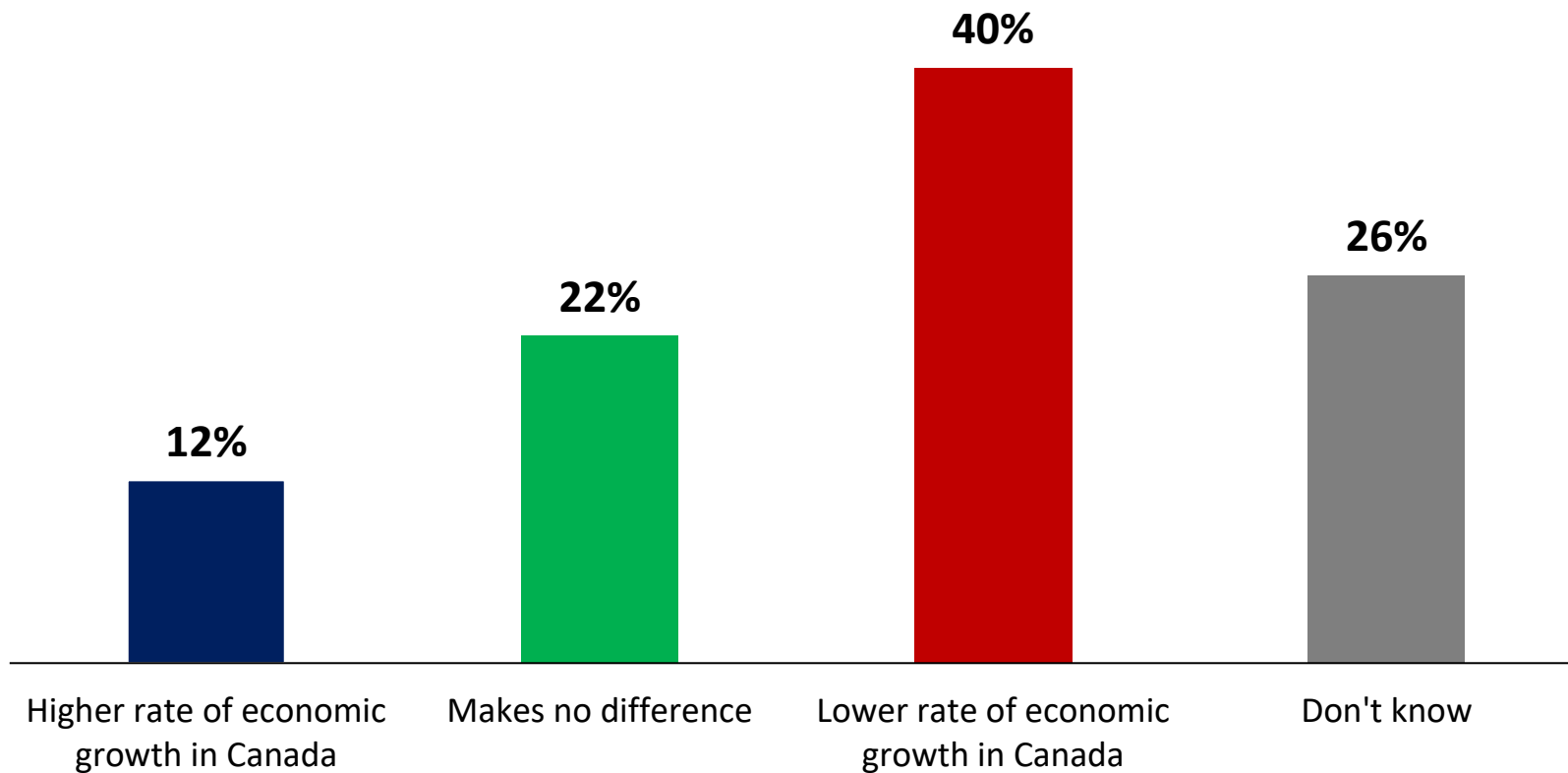
[asked of all respondents, n=1,000]



Impact on Economic Growth: 40% believe that the budget will result in a lower rate of economic growth



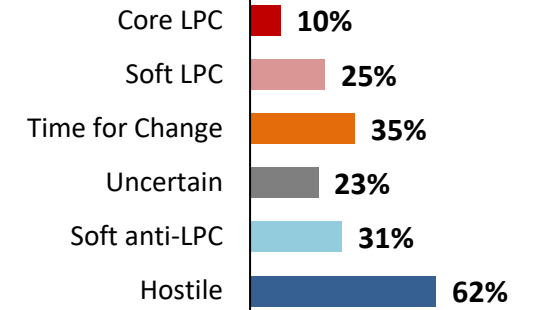
Do you think the budget will result in a higher rate of economic growth in Canada, a lower rate of economic growth in Canada, or will it make no difference?
[asked of all respondents, n=1,000]



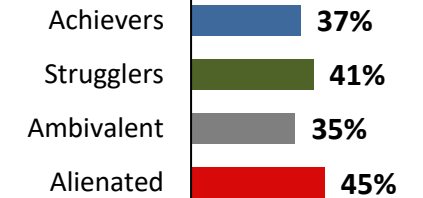
Segmentation

Respondents who say 'Lower rate'

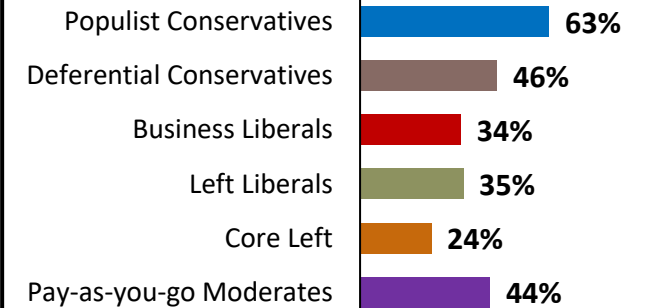
Time for Change



Economic Gap



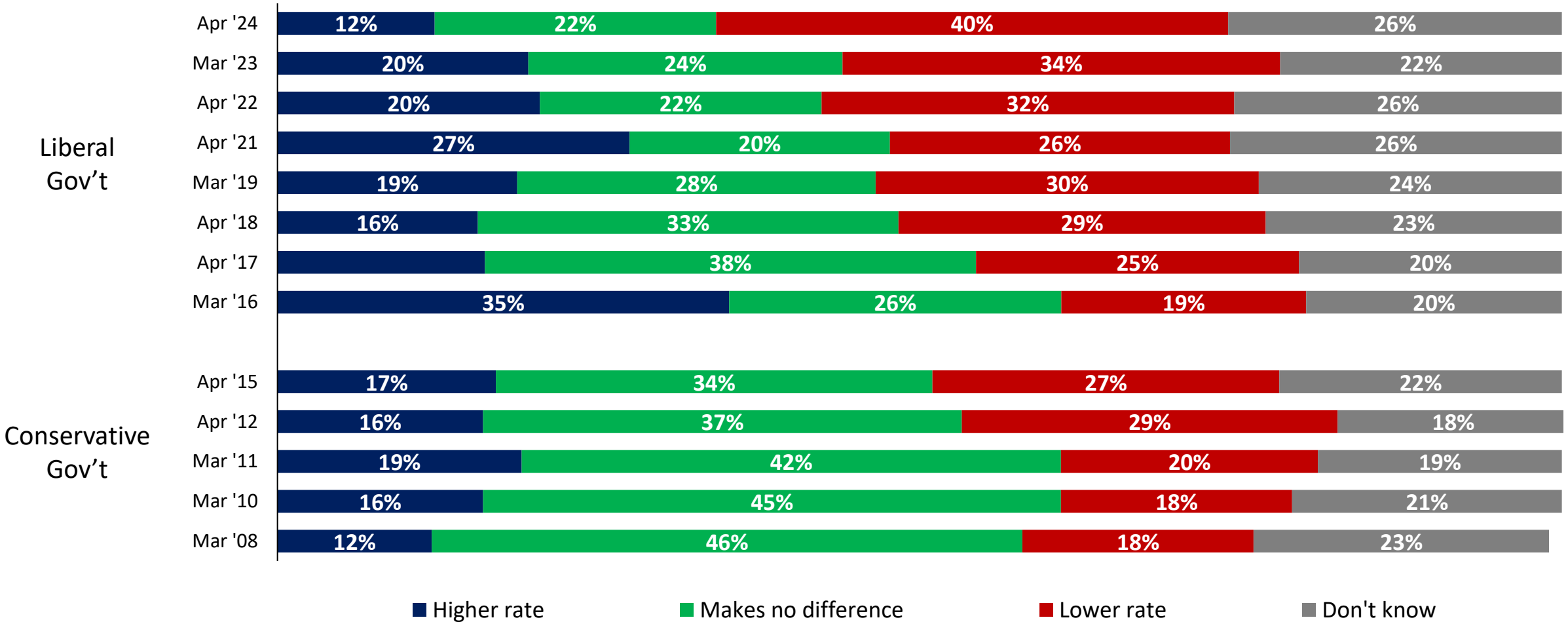
Values Clusters



Impact on Economic Growth (Tracking): Share of those who say lower rate up 6 points since last year

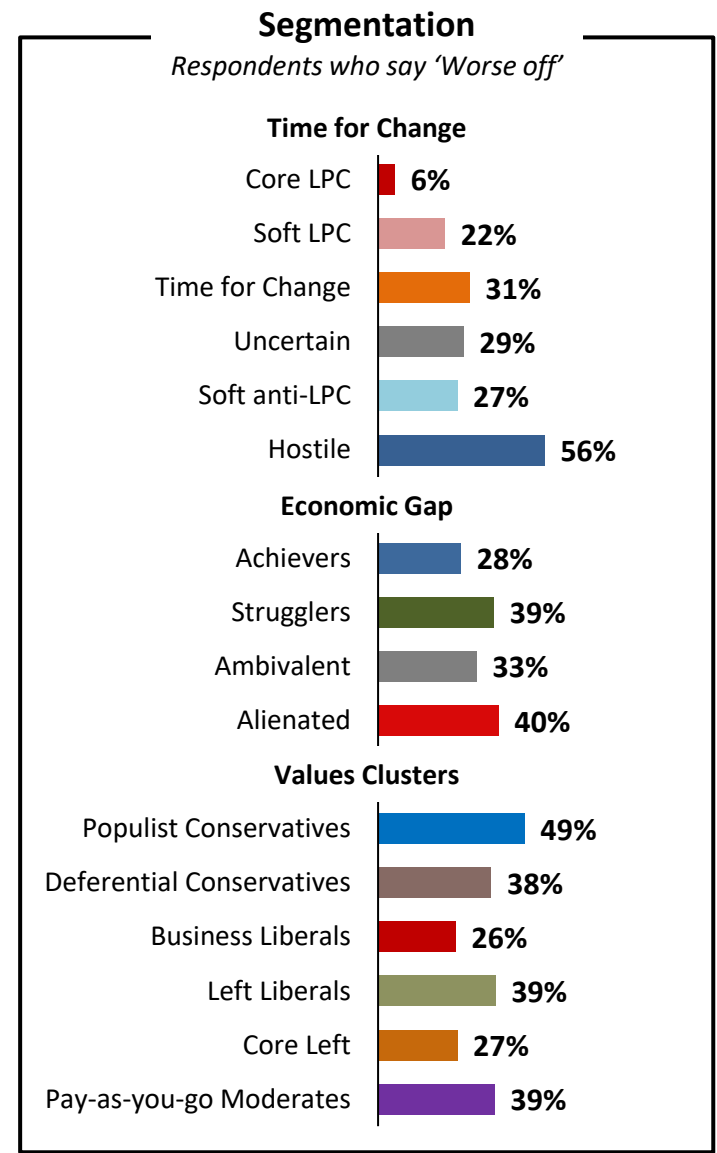
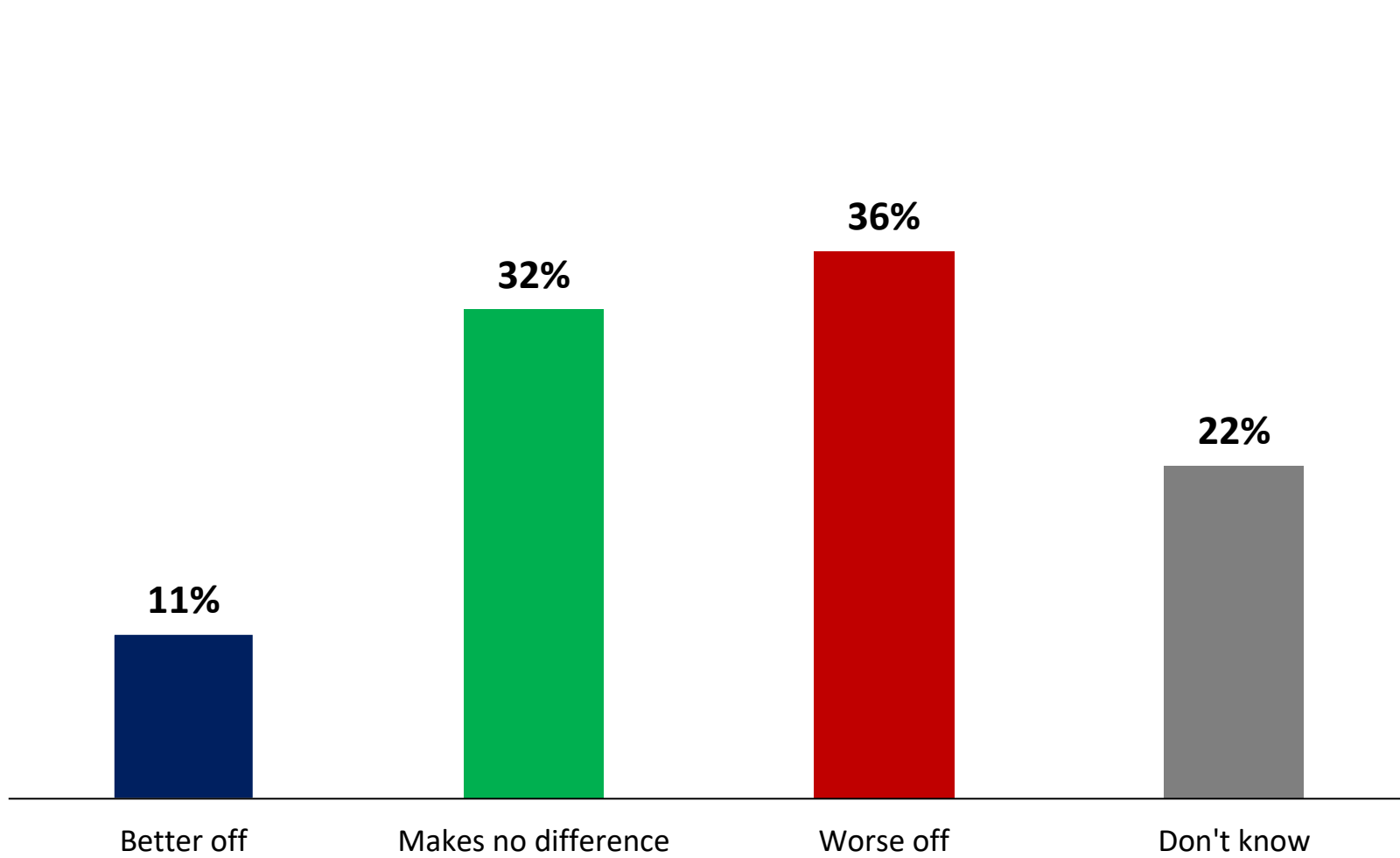


Do you think the budget will result in a higher rate of economic growth in Canada, a lower rate of economic growth in Canada, or will it make no difference?
 [asked of all respondents, n=1,000]



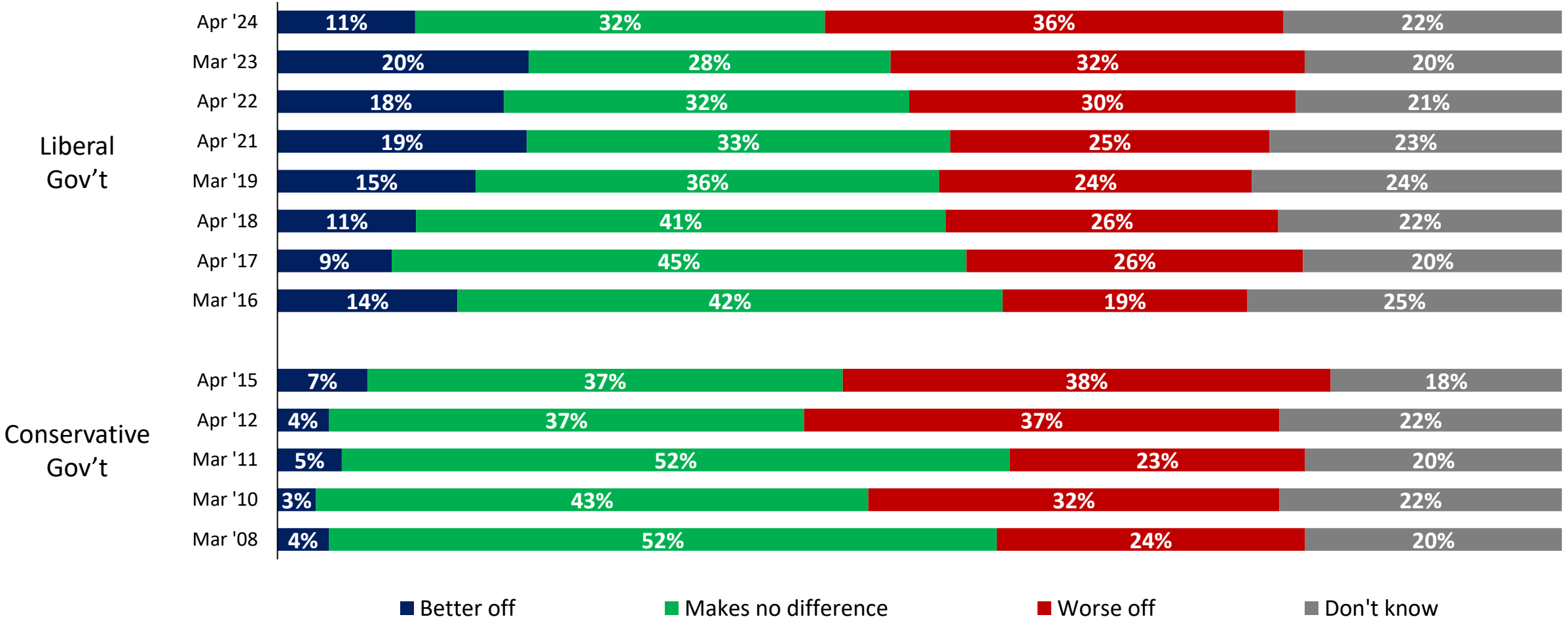
Impact on Health Care: Over 1-in-3 believe that the federal budget will leave health care system worse off; 32% say it will make no difference

Q Do you think the budget will leave the Canadian health care system better off, worse off or will it make no difference?
[asked of all respondents, n=1,000]



Impact on Health Care (Tracking): Share of those who say better off down by 9 points since last year

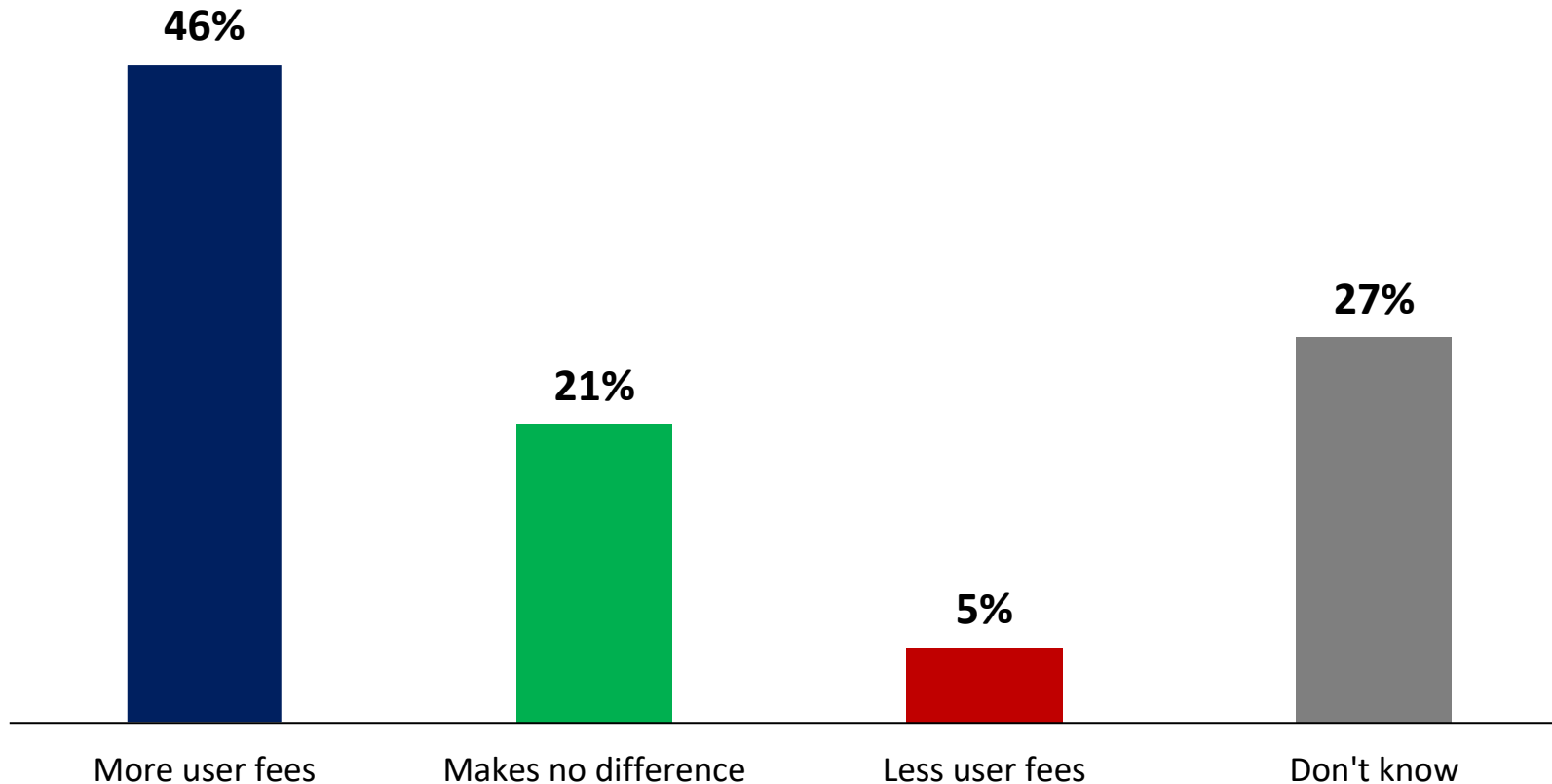
Q Do you think the budget will leave the Canadian health care system better off, worse off or will it make no difference?
 [asked of all respondents, n=1,000]



Impact on User Fees: Nearly half think that the budget will result in them paying more for gov't fees, with only 5% saying less



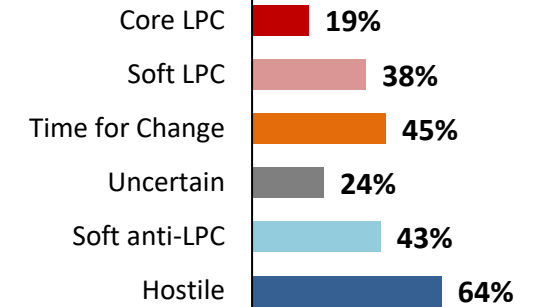
Do you think the budget will result in you paying more user fees for government services, less user fees for government services, or will it make no difference?
[asked of all respondents, n=1,000]



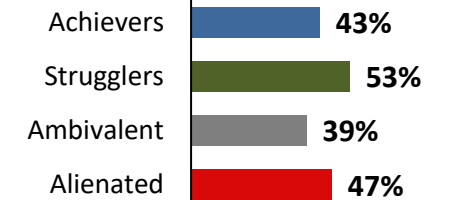
Segmentation

Respondents who say 'More user fees'

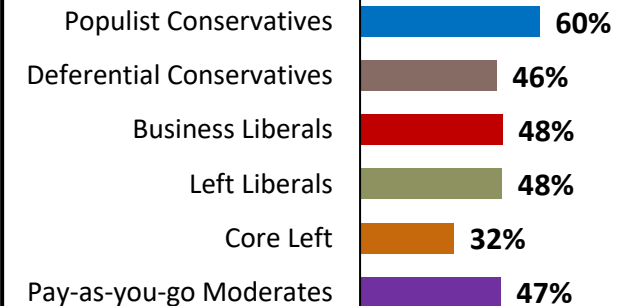
Time for Change



Economic Gap



Values Clusters

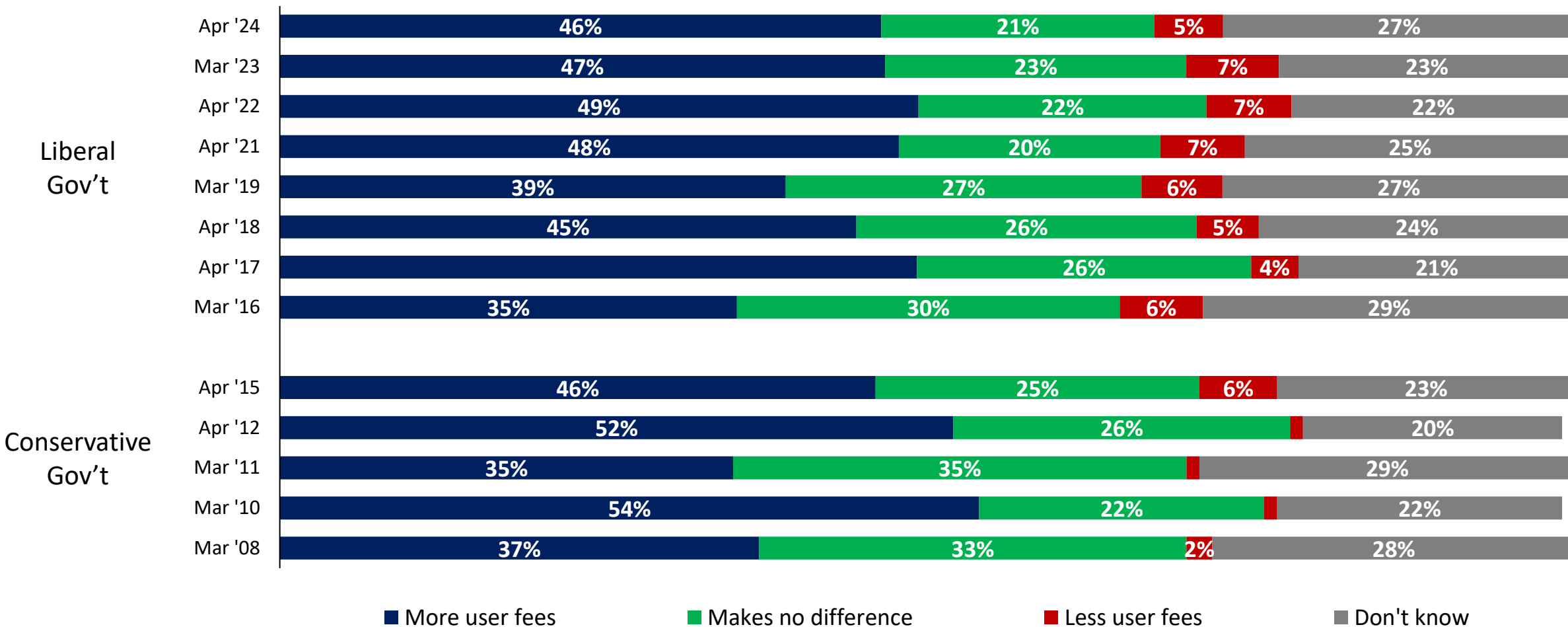


Impact on User Fees (Tracking): Public opinion steady on Impact on User Fees



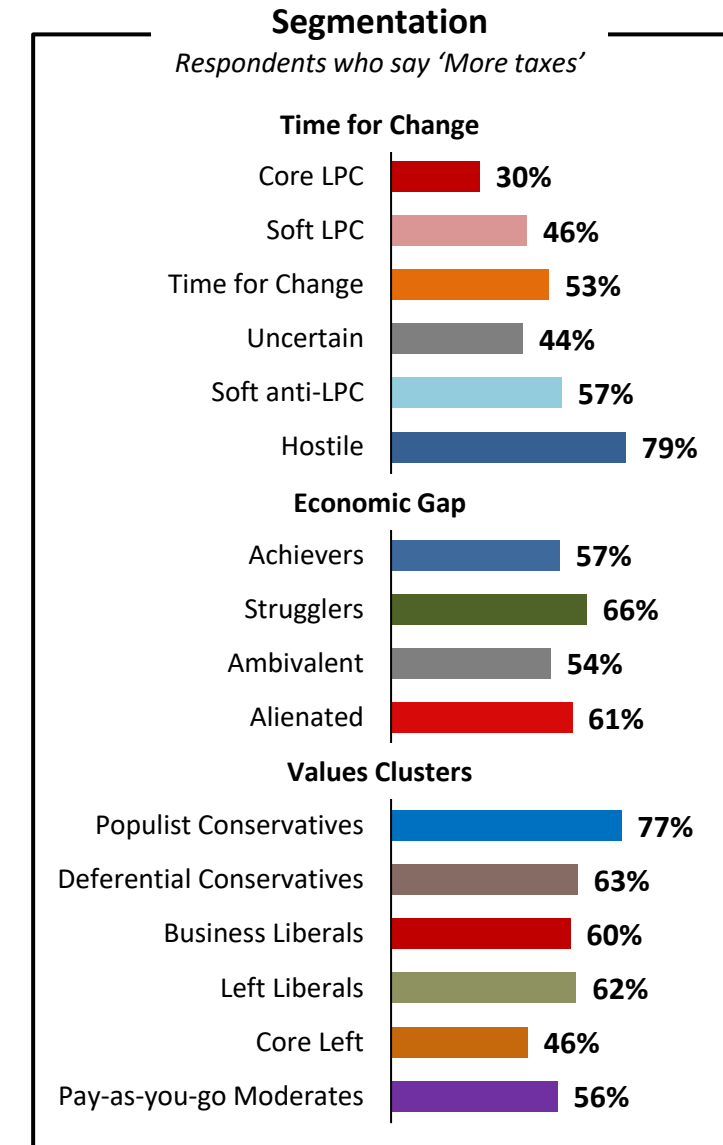
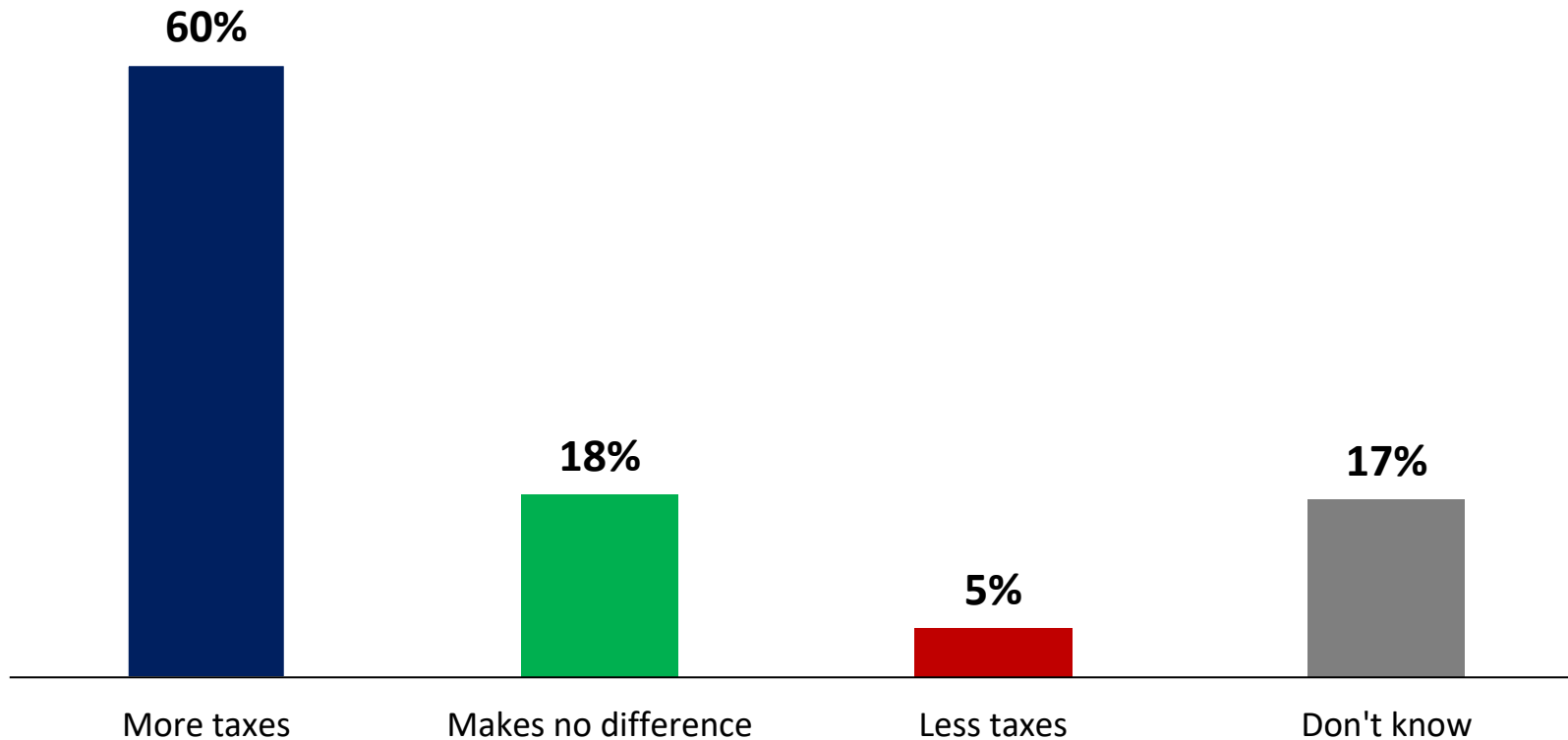
Do you think the budget will result in you paying more user fees for government services, less user fees for government services, or will it make no difference?

[asked of all respondents, n=1,000]



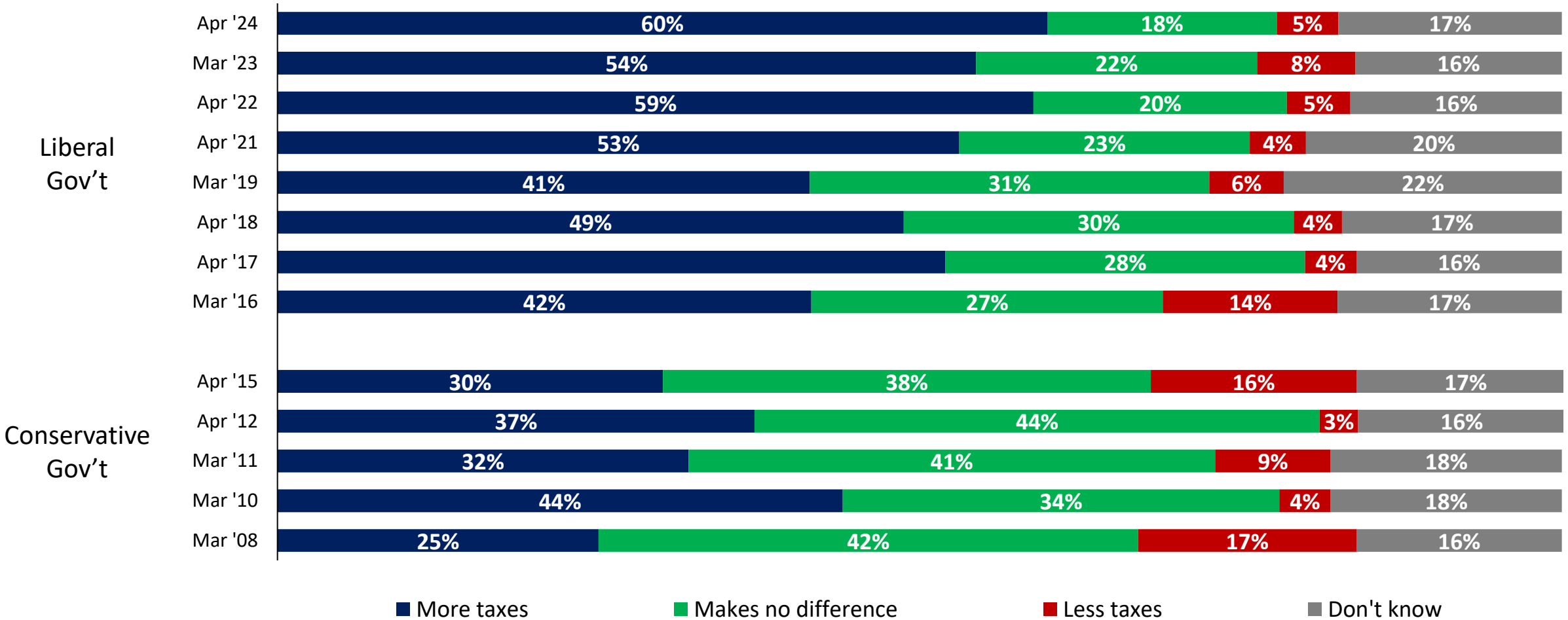
Impact on Taxes: 3-in-5 believe that the federal budget will result in them paying more taxes, highest among Populist Conservatives and Hostiles

Q Do you think the budget will result in you paying more taxes, less taxes, or will it make no difference?
[asked of all respondents, n=1,000]



Impact on Taxes (Tracking): The share of those who say the federal budget will result in them paying more taxes is up 6 points

Q Do you think the budget will result in you paying more taxes, less taxes, or will it make no difference?
[asked of all respondents, n=1,000]

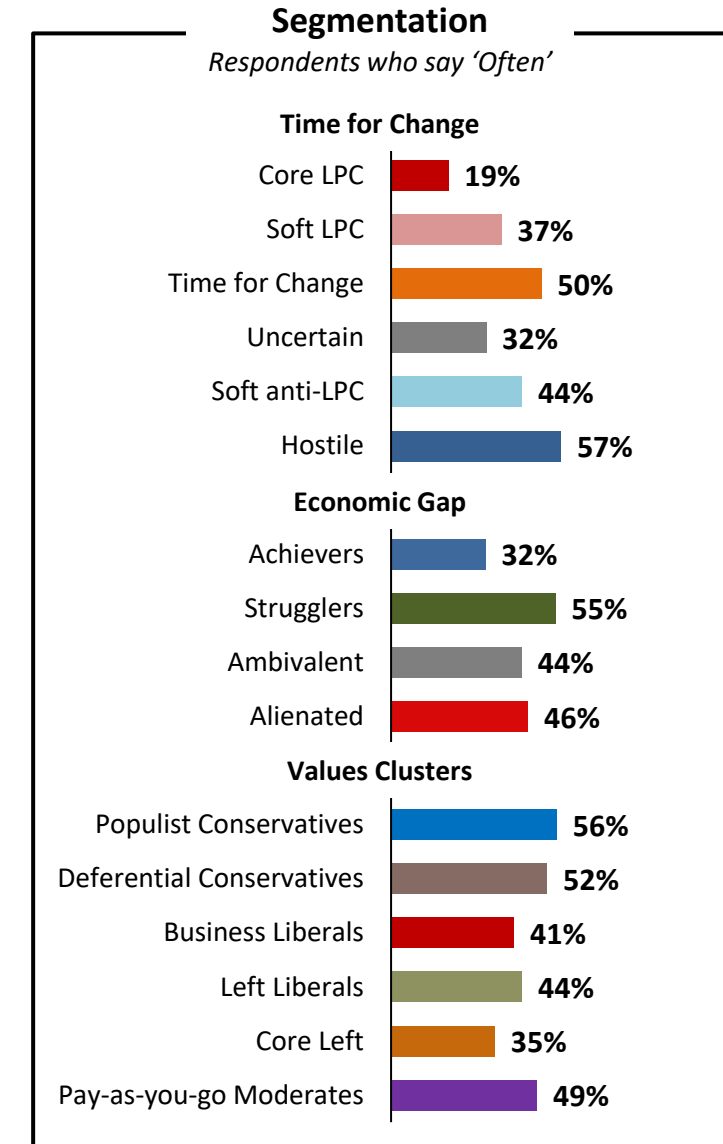
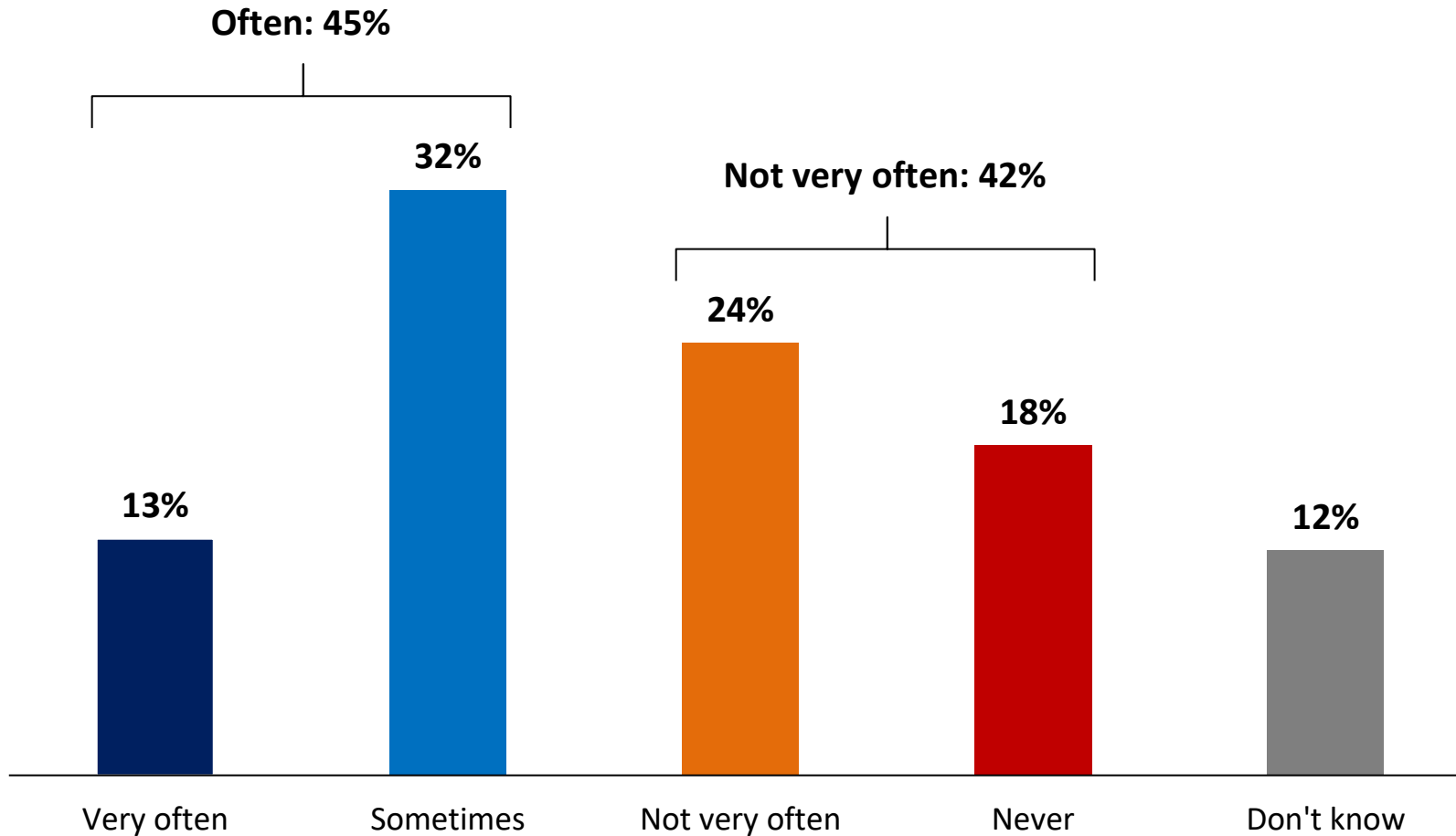


Emotions



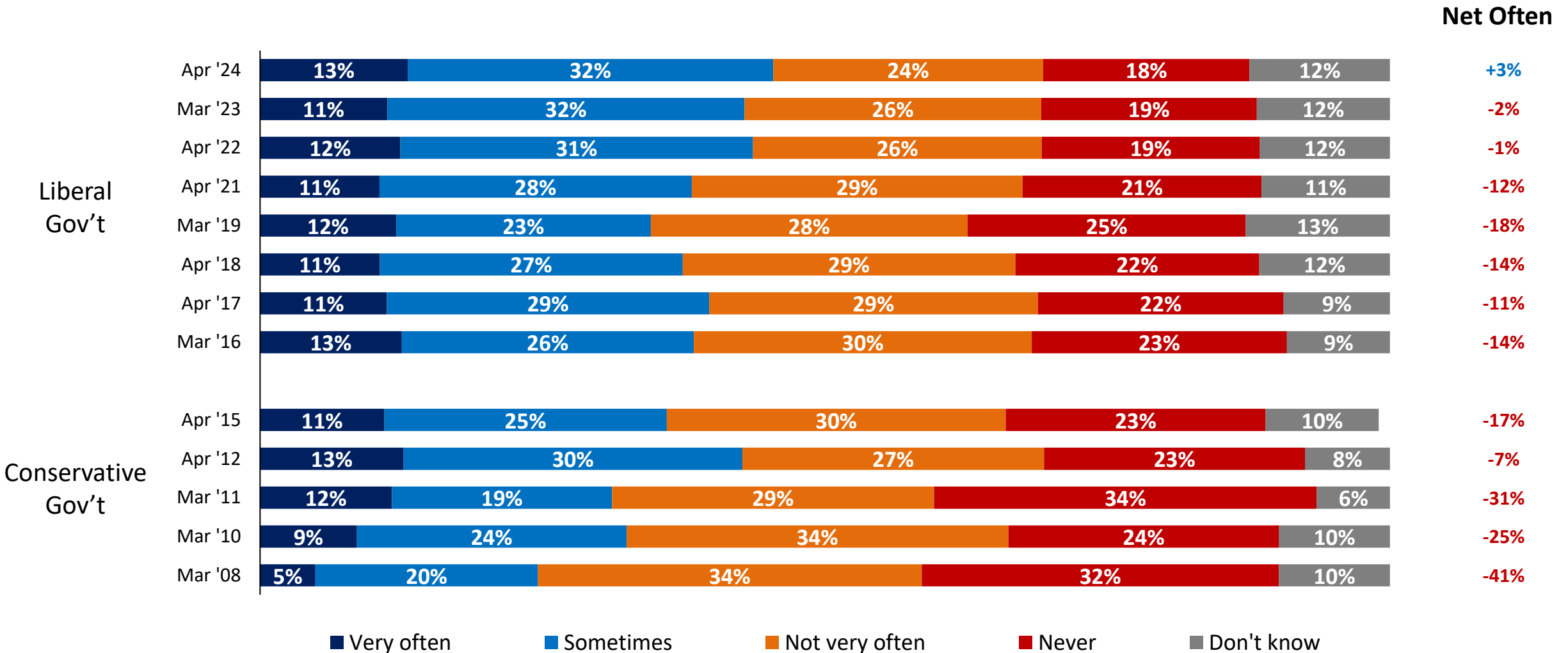
Anxiety: When thinking about the new federal budget, 45% feel anxious often and 42% not very often

Q When you think about the new federal budget, how often have you felt **anxious**?
[asked of all respondents, n=1,000]



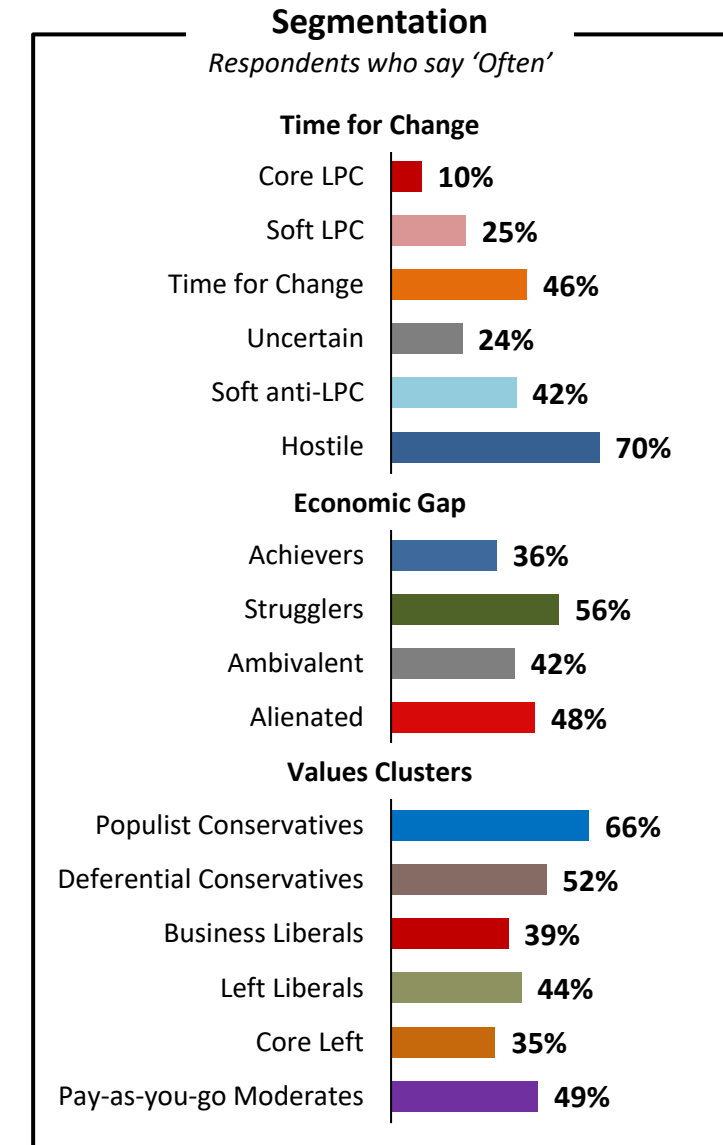
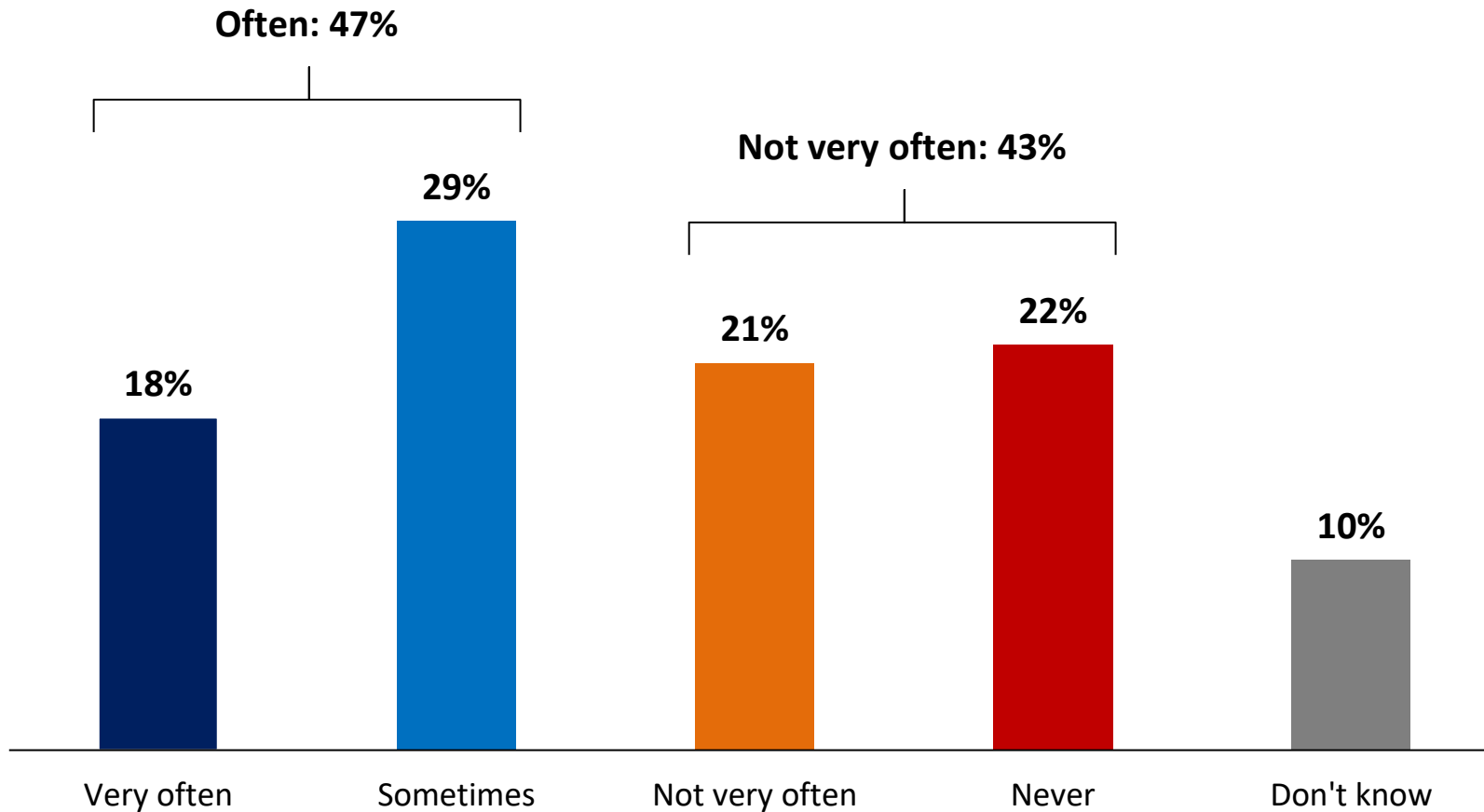
Anxiety (Tracking): More feel anxious often when thinking about the new federal budget now than ever before

Q When you think about the new federal budget, how often have you felt **anxious**?
[asked of all respondents, n=1,000]



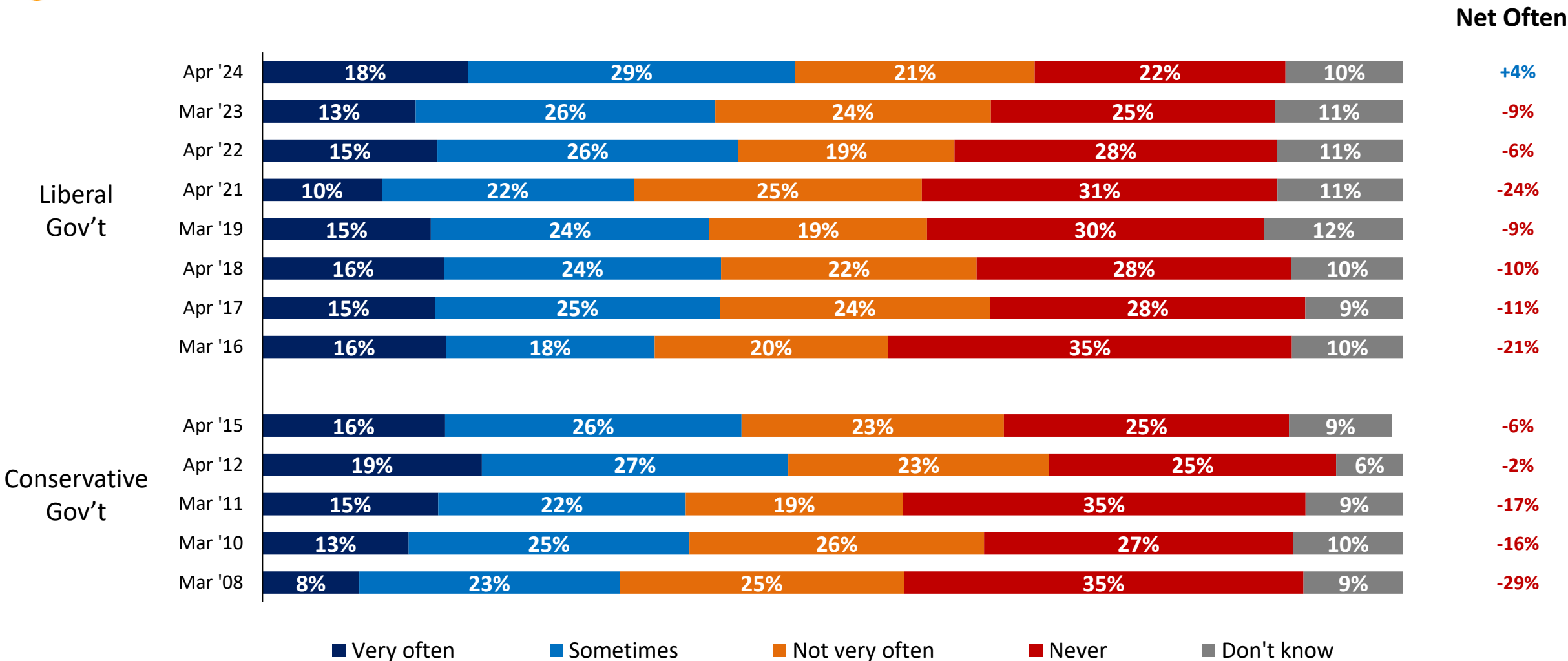
Anger: When thinking about the new federal budget, 47% feel angry often and 43% not very often

Q When you think about the new federal budget, how often have you felt **angry**?
[asked of all respondents, n=1,000]



Anger (Tracking): More feel angry often when thinking about the new federal budget now than ever before

Q When you think about the new federal budget, how often have you felt **angry**?
[asked of all respondents, n=1,000]

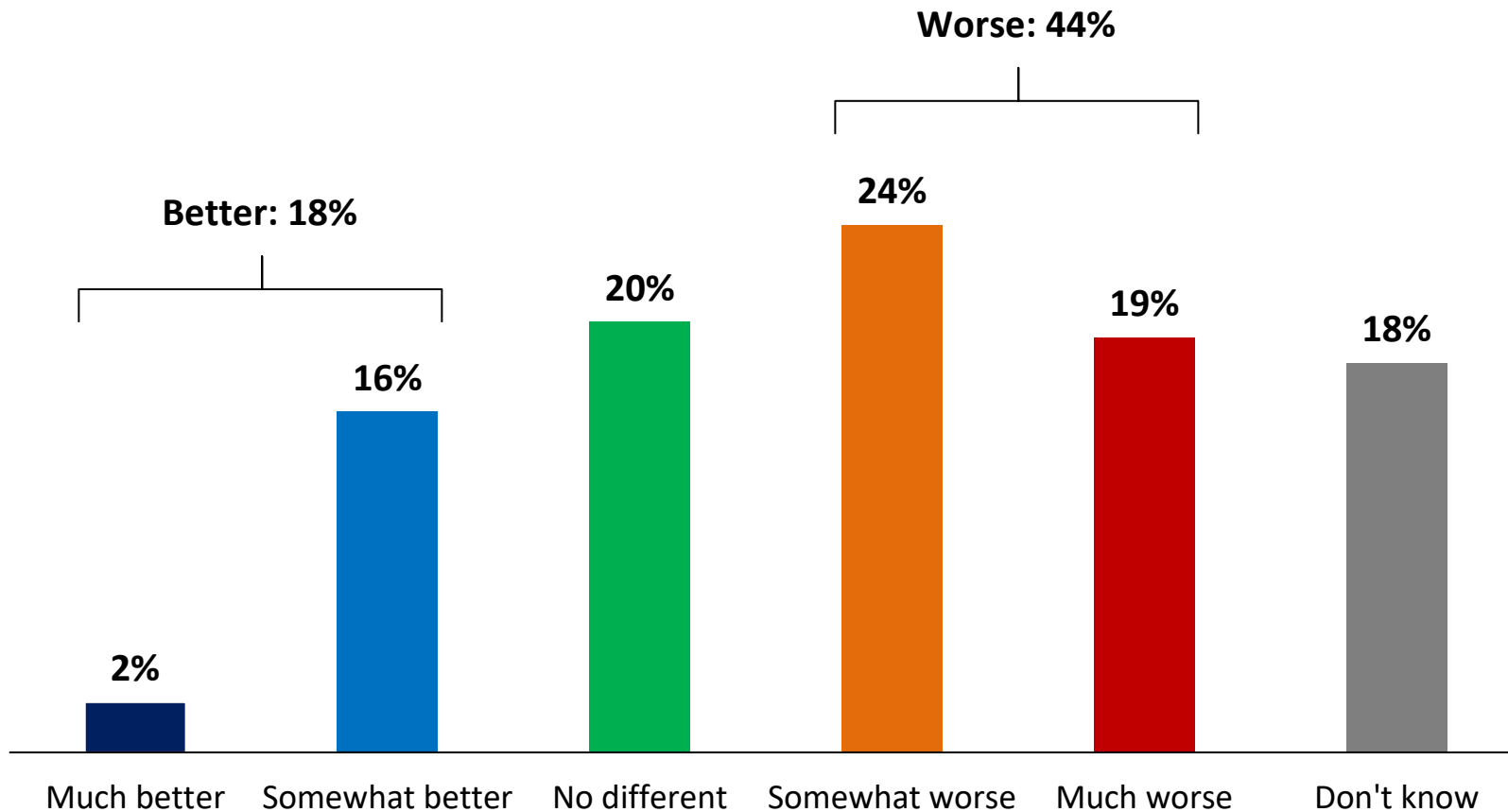


Impact on Young People

Impact on Young People: More than twice the amount of people think that the impact on young people would be worse, highest among Hostiles



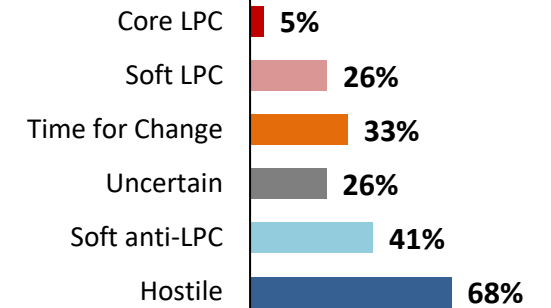
Do you think the budget will make things better or worse for younger Canadians, or will it make no difference?
[asked of all respondents, n=1,000]



Segmentation

Respondents who say 'Worse'

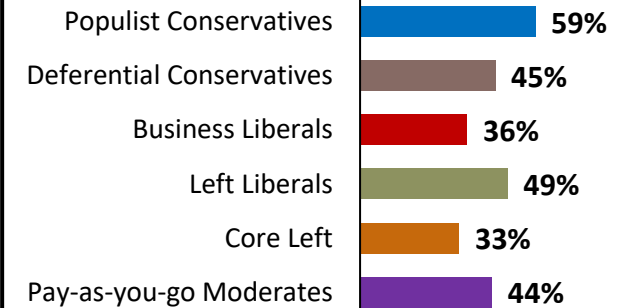
Time for Change



Economic Gap



Values Clusters



Impact on Young People by Age: Perception of impact on younger people similar among 18-34 and 55+ segments, lower among 35-54 year-olds



Do you think the budget will make things better or worse for younger Canadians, or will it make no difference?

[asked of all respondents, n=1,000]

| | Total | Age | | |
|-------------------|-------------|-------------|-------------|-------------|
| | | 18-34 | 35-54 | 55+ |
| Much better | 2% | 5% | 2% | 1% |
| Somewhat better | 16% | 17% | 13% | 17% |
| No different | 20% | 17% | 17% | 24% |
| Somewhat worse | 24% | 27% | 24% | 23% |
| Much worse | 19% | 14% | 25% | 18% |
| Don't know | 18% | 19% | 19% | 16% |
| Better | 18% | 22% | 15% | 18% |
| Worse | 44% | 41% | 49% | 41% |
| Net Better | -26% | -19% | -34% | -23% |

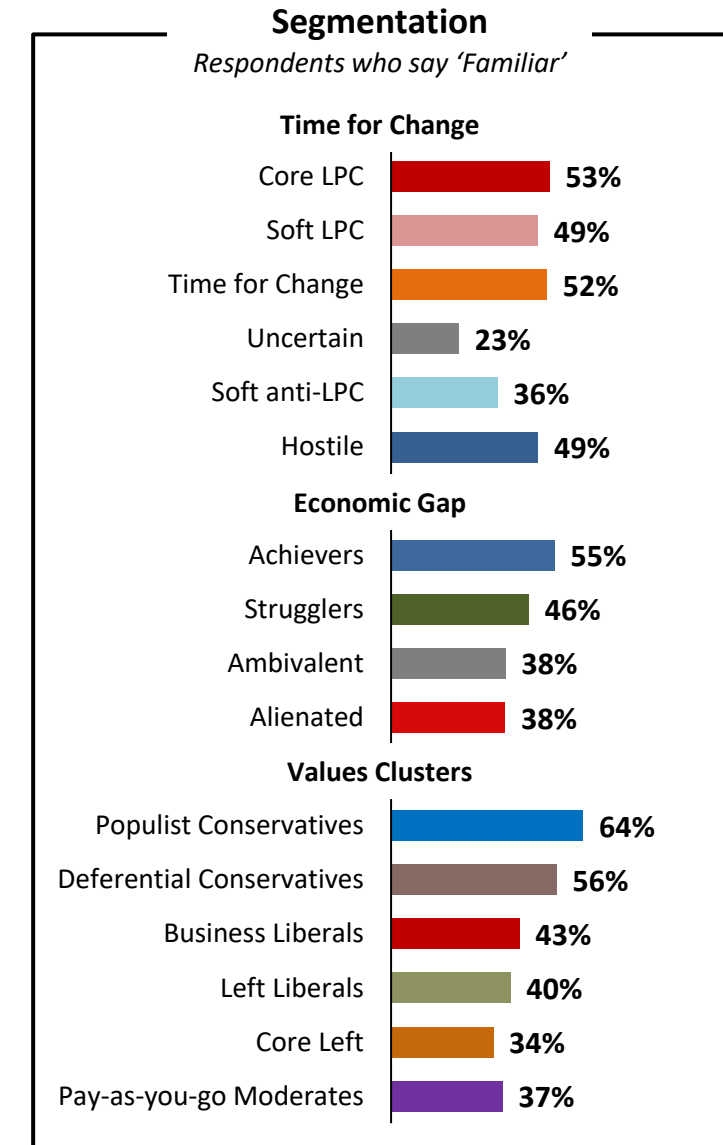
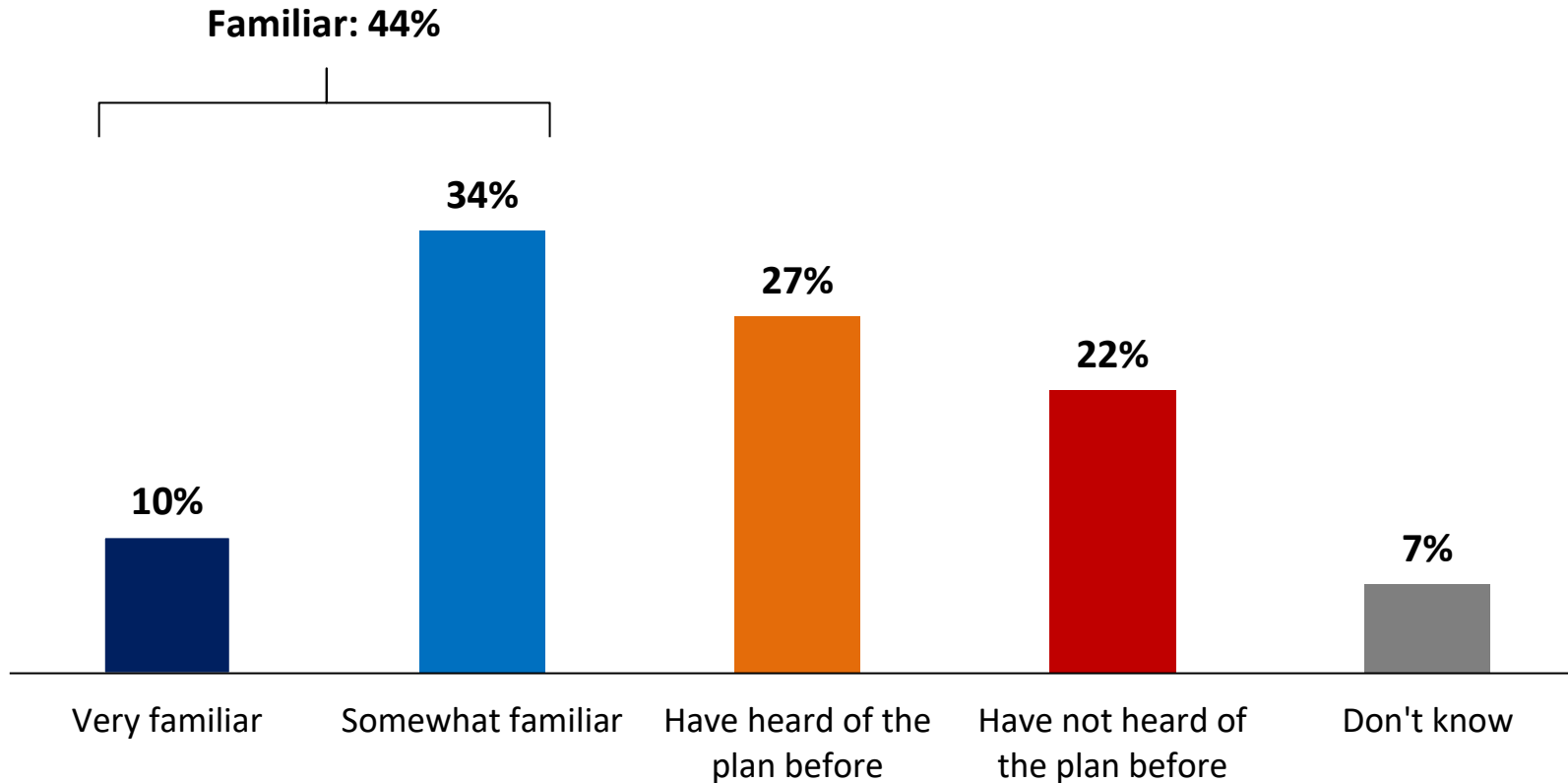
Capital Gains Tax

Familiarity with Capital Gains Tax: 44% are familiar with the capital gains tax, highest among Populist Conservatives (64%)

Q In this budget, the federal government has raised the inclusion rate for capital gains tax. This means that people must pay income tax on a larger portion of income that comes from things like investment profits than they used to.

How familiar are you with the government's plan to collect more revenue from capital gains taxes?

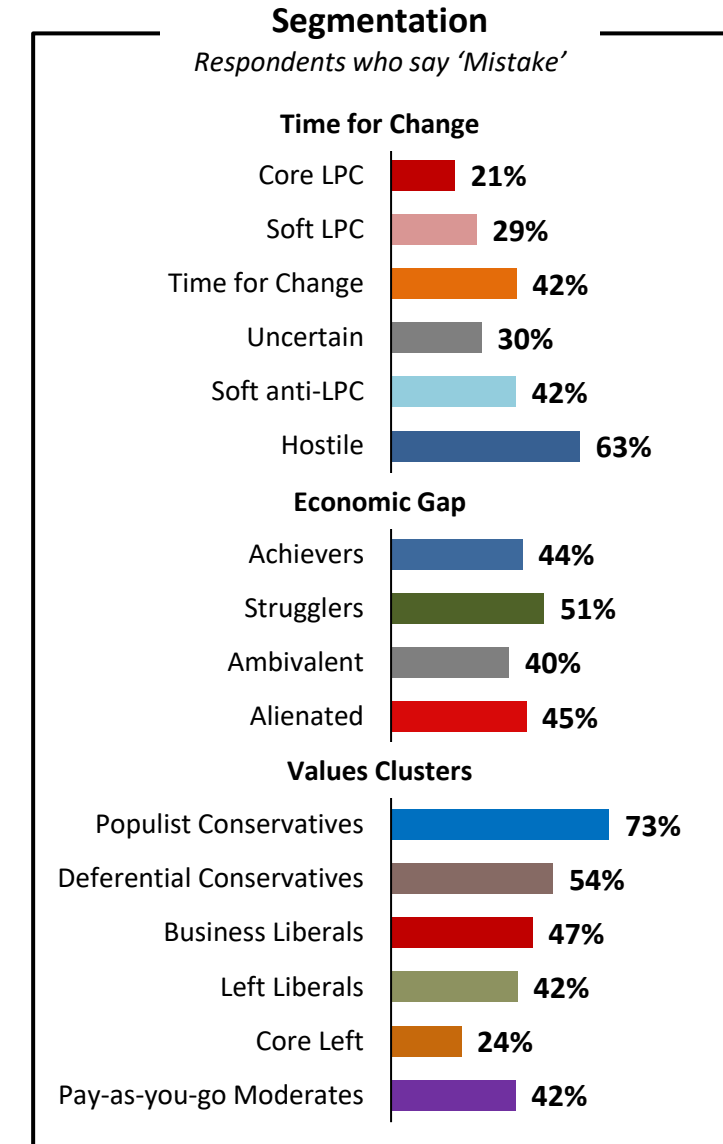
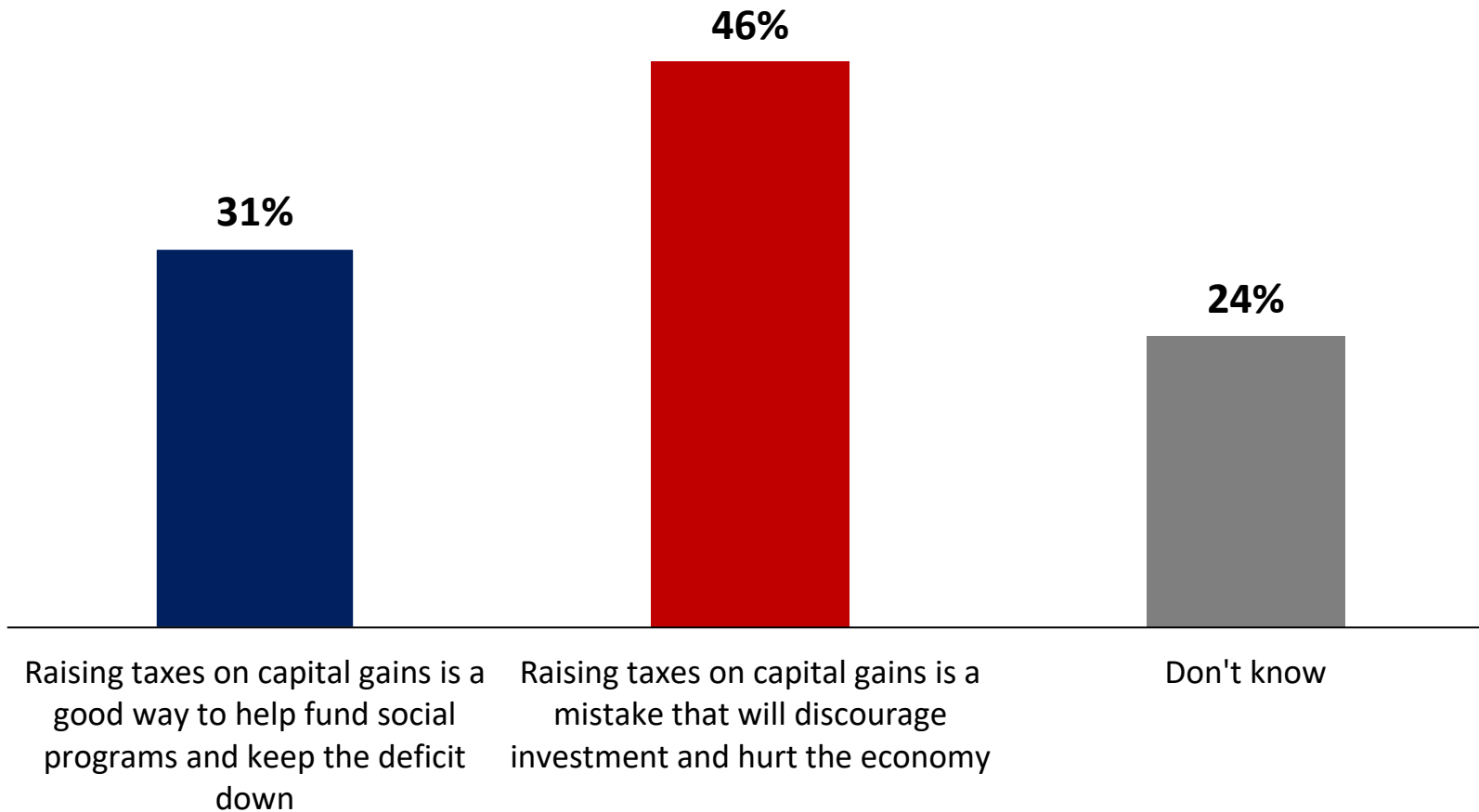
[asked of all respondents, n=1,000]



Attitude towards Capital Gains Tax: More people think that capital gains tax is a bad idea than a good idea



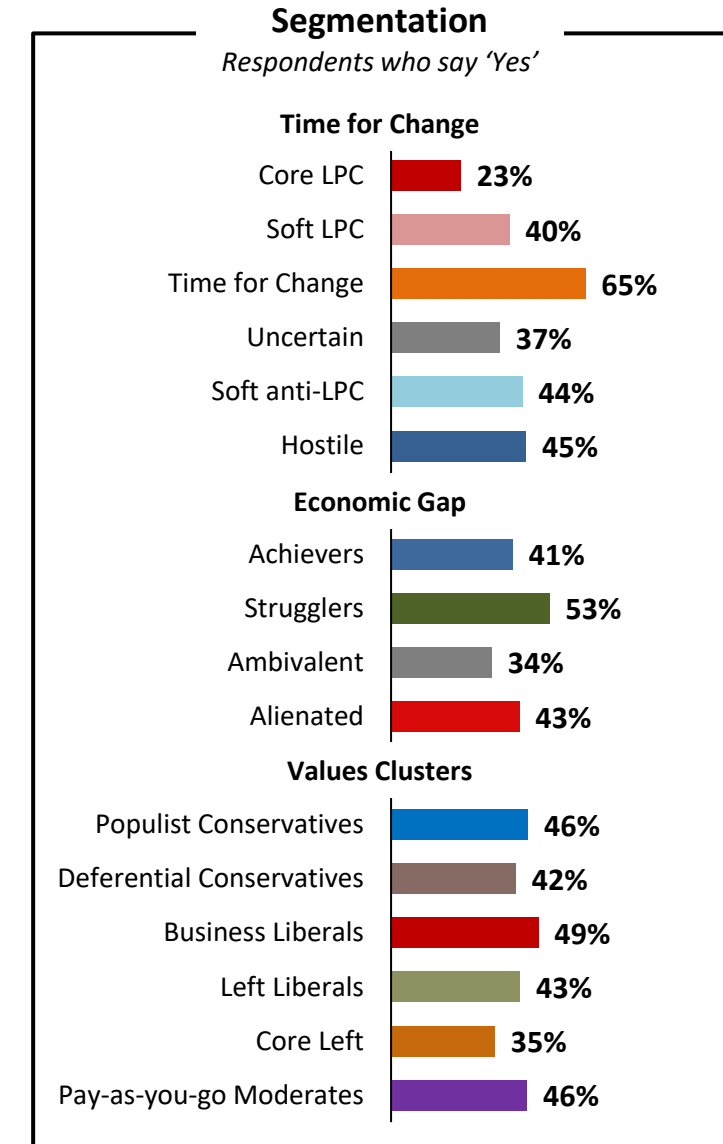
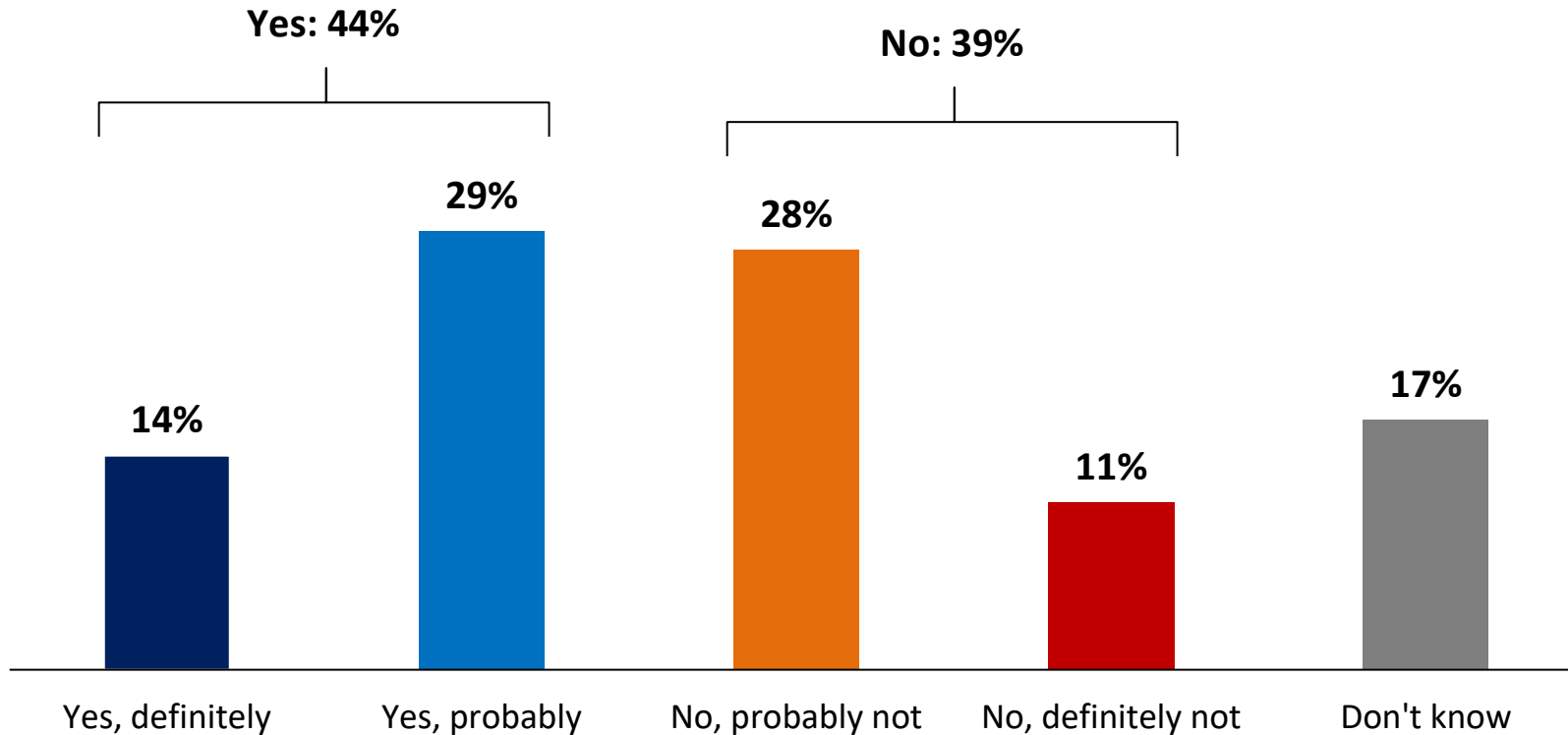
And which of the following points of view is closest to your own?
[asked of all respondents, n=1,000]



Personal Impact of Capital Gains Tax: Slightly more think that capital gains tax will impact how much tax they pay, higher in Time for Change segment (65%)



And based on what you know, do you think the change to capital gains taxes will impact how much tax you pay personally?
[asked of all respondents, n=1,000]



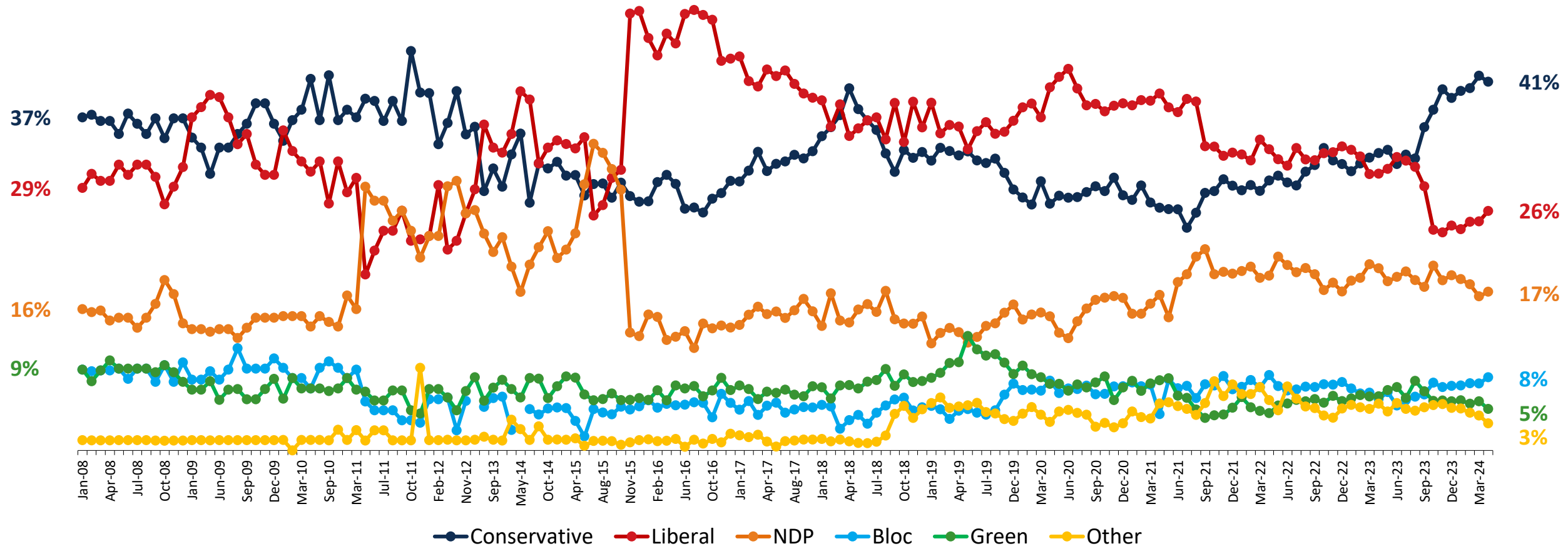
Federal Vote

Federal Decided Vote (Tracking): No significant change in horserace results following the budget - Conservatives maintain a large lead over Liberals



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED]

[asked of decided voters only, n=866]

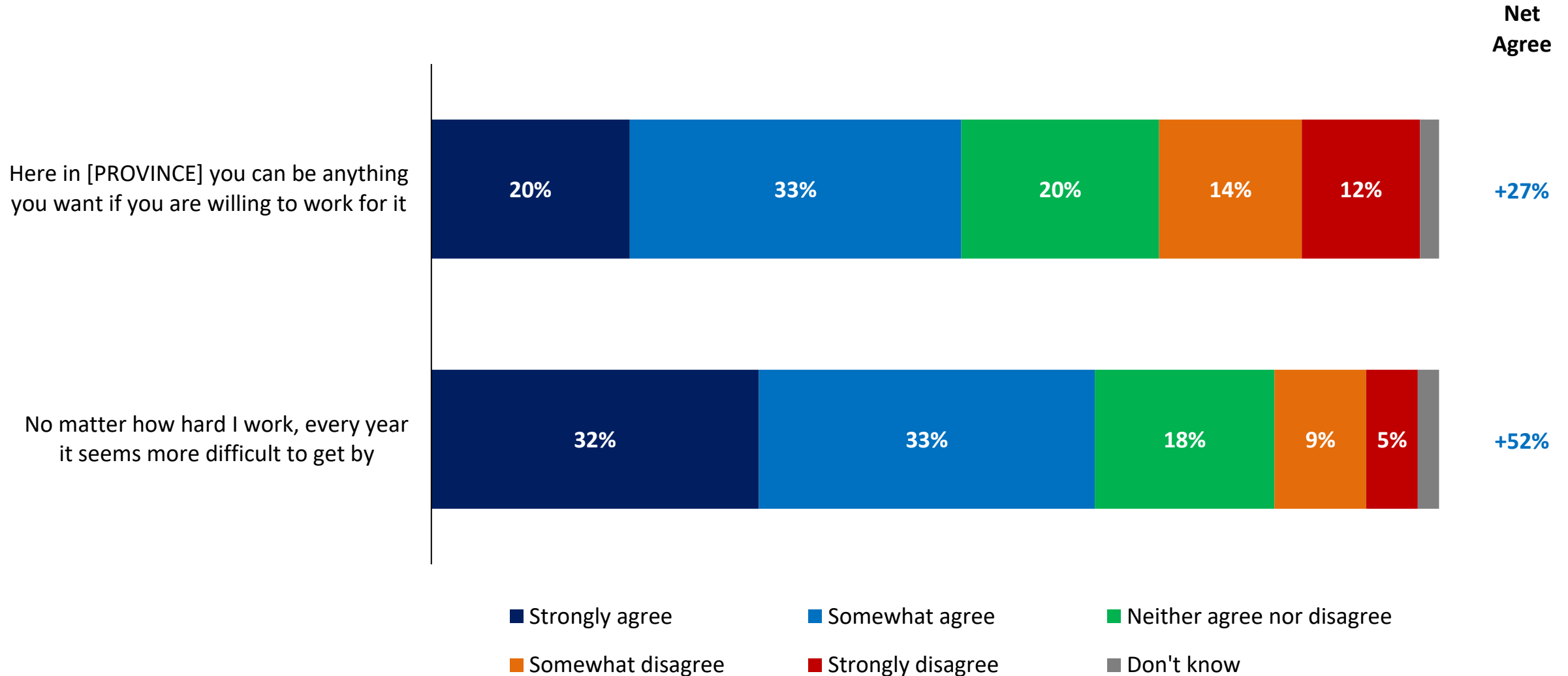


Appendix 1: Economic Gap

Segmentation Attitudes: Net agreement positive on both statements



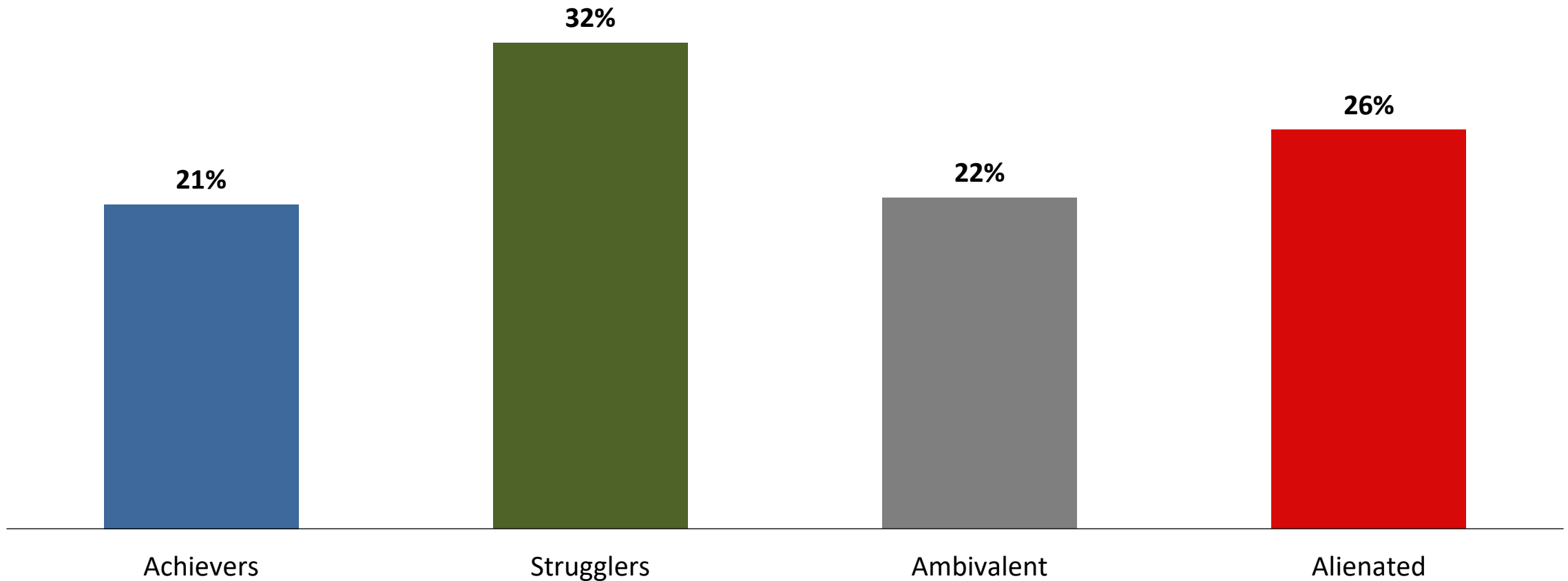
Do you agree or disagree with the following statements?
[asked of all respondents, n=1,000]



Economic Gap Segmentation: 1-in-3 qualify as Strugglers; other segments are relatively equally distributed



Economic Gap Segmentation: Agreement with *'Here in British Columbia 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=1,000]



Federal Decided Vote by Economic Gap: Achievers and Strugglers are more likely to vote Conservative than Ambivalent and Alienated

| | | Economic Gap | | | |
|--------------|--------------|--------------|------------|------------|-----------|
| | | Achievers | Strugglers | Ambivalent | Alienated |
| | | n=192 | n=283 | n=168 | n=222 |
| Decided Vote | Conservative | 41% | 46% | 40% | 34% |
| | Liberal | 34% | 23% | 28% | 23% |
| | NDP | 12% | 14% | 13% | 30% |
| | Bloc | 10% | 11% | 9% | 3% |
| | Green | 3% | 5% | 6% | 5% |
| | Other | 1% | 2% | 4% | 5% |

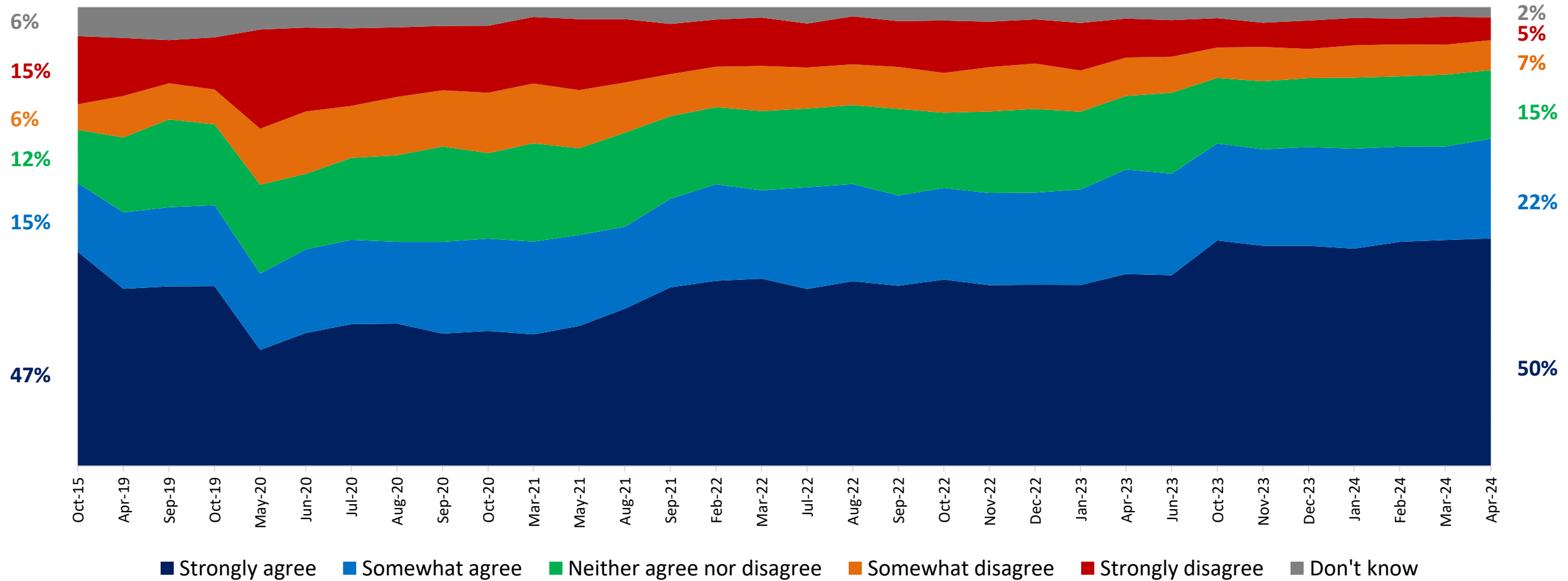
Appendix 2: Time for Change

Time for Change – Statement 1 (Tracking): Time for Change now higher than ever recorded at 72%



Do you agree or disagree with the following statements? - *It is time for a change in government here in Canada.*

[asked of all respondents, n=1,000]

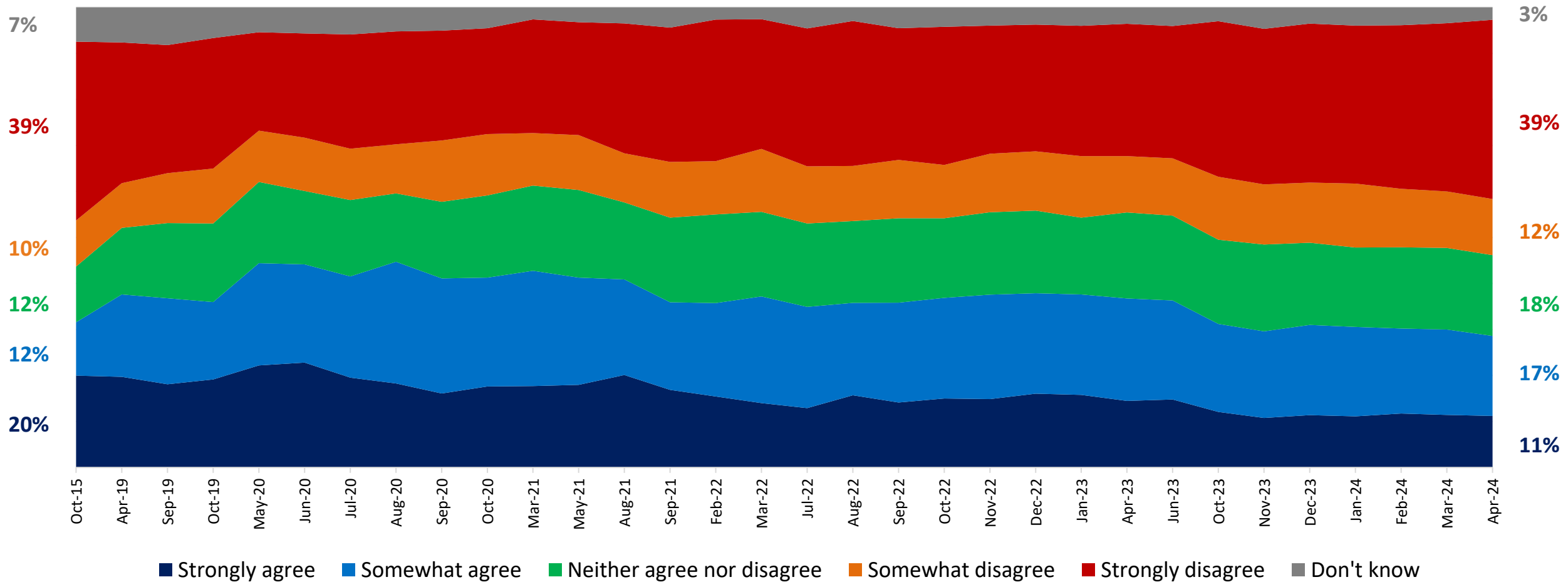


Time for Change – Statement 2 (Tracking): Less people than ever think that Liberals are the best possible party to form government



Do you agree or disagree with the following statements? - *The Liberals may have their problems but they are still the best party to form government.*

[asked of all respondents, n=1,000]

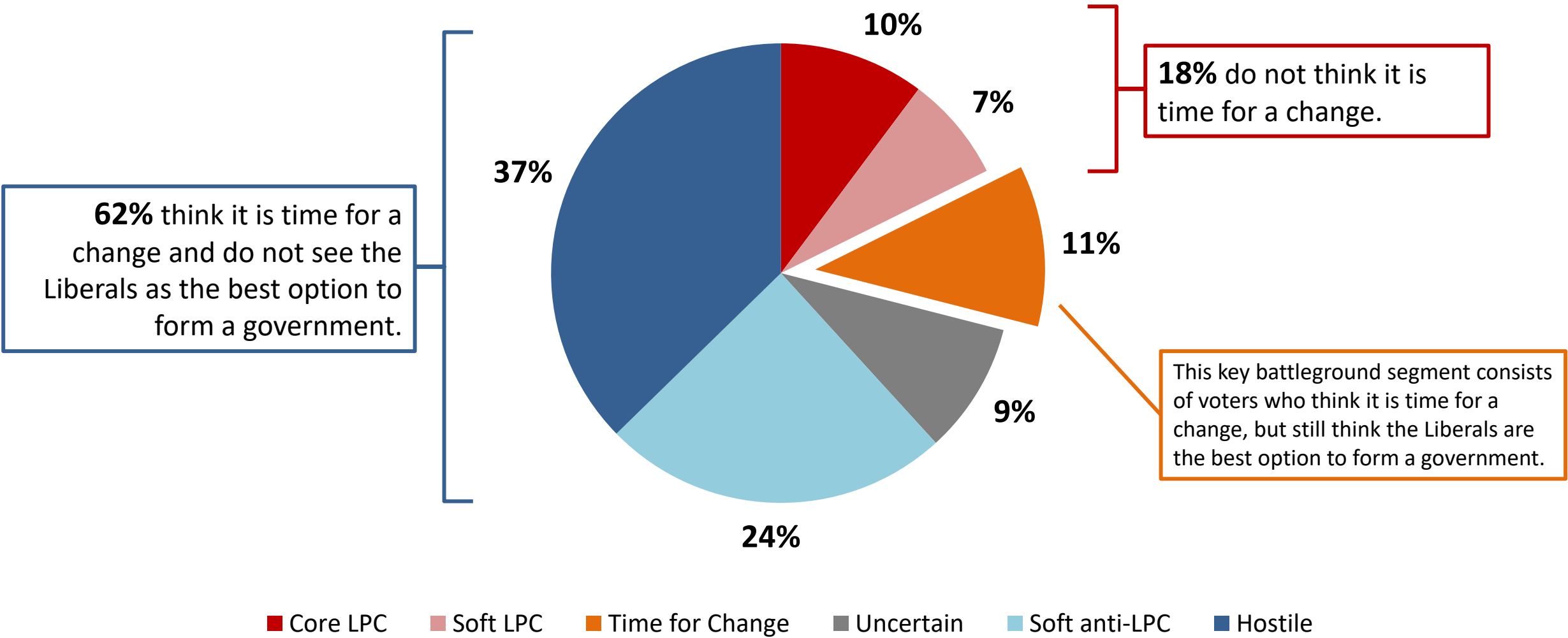


Time for Change Segmentation: 37% are Hostiles, while 24% qualify as Soft anti-LPC; 11% fall in Time for Change segment



Time for Change Segmentation: Agreement with 'The Liberals may have their problems but they are still the best party to form government' BY Agreement with 'It is time for a change in government here in Canada'.

[asked of all respondents, n=1,000]



Federal Combined Vote by Time for Change: Liberals lead Time for Change segment

Time for Change

| | | Core LPC | Soft LPC | Time for Change | Uncertain | Soft anti-LPC | Hostile |
|---------------|---------------------|----------|----------|-----------------|-----------|---------------|---------|
| | | n=102 | n=74 | n=113 | n=92 | n=245 | n=373 |
| Combined Vote | Conservative | <1% | 6% | 17% | 6% | 29% | 67% |
| | Liberal | 87% | 60% | 48% | 17% | 9% | 1% |
| | NDP | 7% | 16% | 10% | 16% | 31% | 8% |
| | Bloc | 4% | 13% | 7% | 7% | 6% | 7% |
| | Green | 1% | 1% | 7% | 1% | 7% | 3% |
| | Other | <1% | <1% | 2% | 2% | 2% | 4% |
| | Undecided/DK | <1% | 4% | 6% | 39% | 11% | 7% |
| | Would not vote/None | <1% | 1% | 3% | 12% | 4% | 2% |

Federal Decided Vote by Time for Change: Liberals lead Time for Change segment

Value Clusters

| | Core LPC | Soft LPC | Time for Change | Uncertain | Soft anti-LPC | Hostile |
|--------------|----------|----------|-----------------|-----------|---------------|---------|
| | n=102 | n=71 | n=103 | n=45 | n=206 | n=338 |
| Conservative | <1% | 6% | 19% | 13% | 34% | 74% |
| Liberal | 87% | 63% | 52% | 35% | 11% | 1% |
| NDP | 7% | 17% | 11% | 32% | 37% | 9% |
| Bloc | 4% | 13% | 7% | 14% | 7% | 8% |
| Green | 1% | 1% | 8% | 3% | 9% | 3% |
| Other | <1% | <1% | 3% | 4% | 2% | 5% |

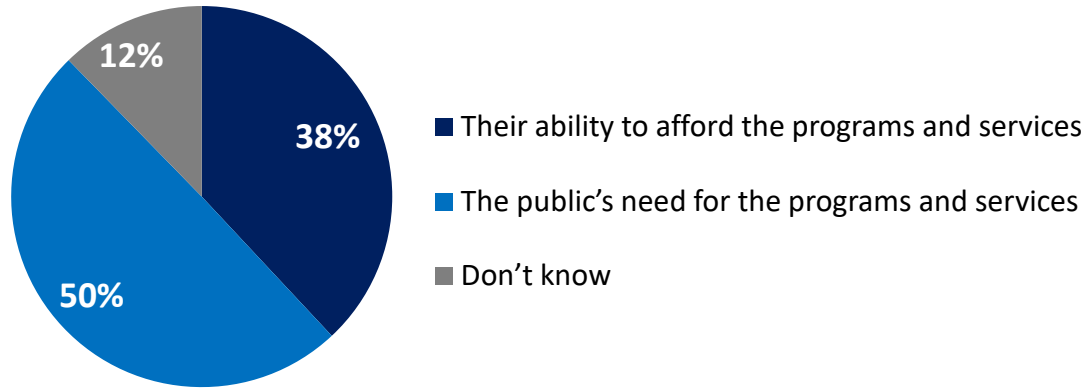
Decided Vote

Appendix 3: Values Clusters

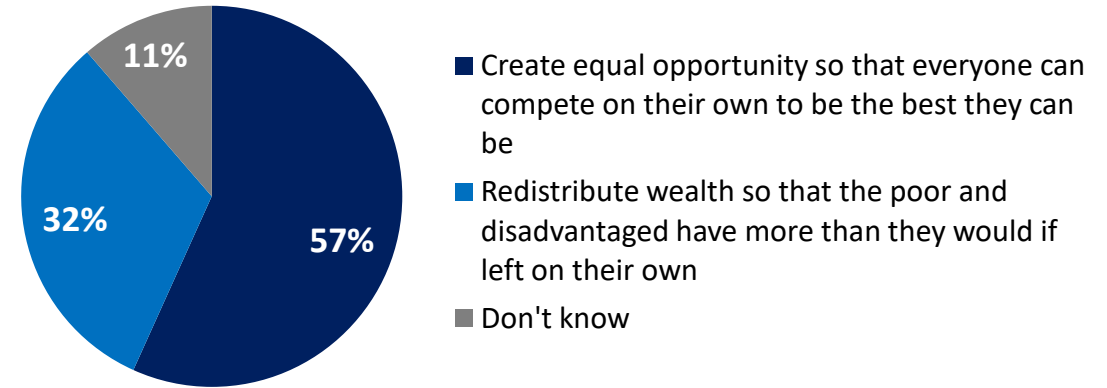
Core Political Values: 50% believe that when gov't makes major decisions, they should be basing their opinions on public's needs



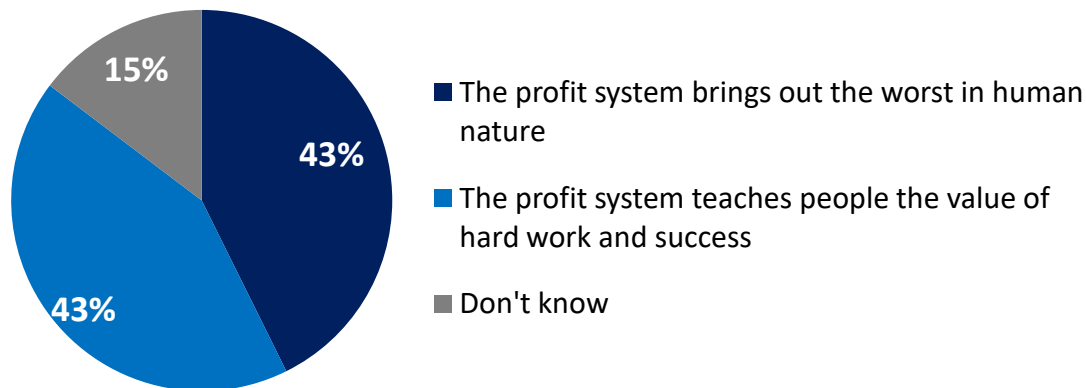
When governments make major decisions concerning spending on programs and services, do you think they should be based on...
[asked of all respondents, n=1,000]



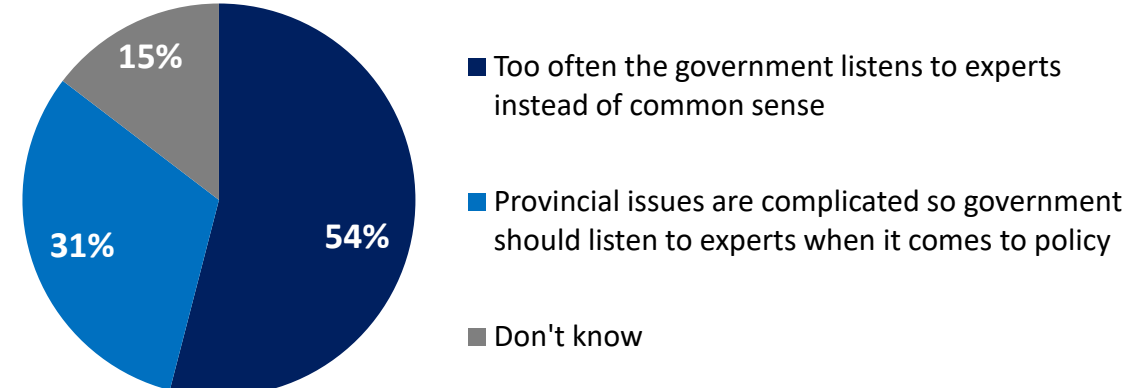
Is the main role of government to...?
[asked of all respondents, n=1,000]



Which of the following statements comes closest to your view?
[asked of all respondents, n=1,000]



When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents, n=1,000]

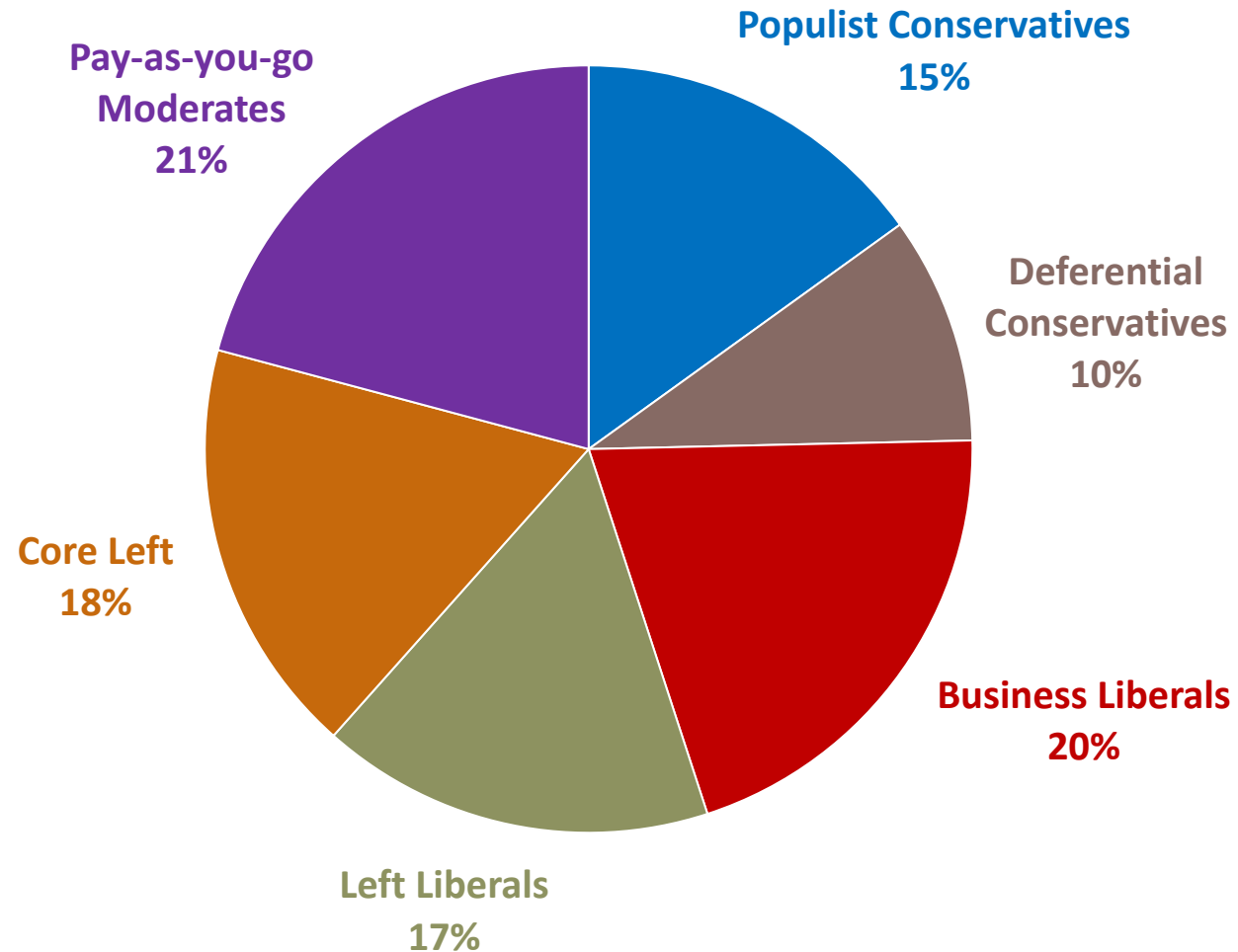


Values Clusters: 20% qualify as Business Liberals, while 21% falls in Pay-as-you-go Moderates



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=1,000]



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 | 93% | 87% | 0% | 0% | 0% | 75% |
| | Public need | 0% | 0% | 92% | 89% | 92% | 0% |
| Is the main role of government to...? | Create equal opportunity | 97% | 71% | 61% | 94% | 0% | 35% |
| | Redistribute wealth | 0% | 24% | 25% | 0% | 96% | 36% |
| When it comes to government decision making... | Rely on common sense | 100% | 0% | 50% | 61% | 43% | 53% |
| | Listen to experts | 0% | 89% | 36% | 19% | 43% | 23% |
| The profit system... | Brings out the worst in human nature | 0% | 0% | 0% | 81% | 84% | 69% |
| | Teaches value of hard work and success | 91% | 87% | 92% | 0% | 0% | 9% |

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

Federal Combined Vote by Values Clusters: Conservatives lead every cluster but Core Left

Values Clusters

| | | Populist Conservatives | Deferential Conservatives | Business Liberals | Left Liberals | Core Left | Pay-as-you-go Moderates |
|---------------|---------------------|------------------------|---------------------------|-------------------|---------------|-----------|-------------------------|
| | | n=151 | n=96 | n=203 | n=166 | n=176 | n=208 |
| Combined Vote | Conservative | 62% | 39% | 43% | 27% | 12% | 32% |
| | Liberal | 13% | 24% | 29% | 23% | 28% | 19% |
| | NDP | 4% | 5% | 13% | 17% | 30% | 16% |
| | Bloc | 5% | 15% | 4% | 7% | 7% | 8% |
| | Green | 2% | 4% | 2% | 7% | 4% | 6% |
| | Other | 5% | 1% | 2% | 3% | 2% | 2% |
| | Undecided/DK | 6% | 11% | 6% | 13% | 14% | 11% |
| | Would not vote/None | 3% | 3% | 2% | 3% | 4% | 6% |

Federal Decided Vote by Values Clusters: Conservatives lead every cluster but Core Left

Values Clusters

| | Populist Conservatives | Deferential Conservatives | Business Liberals | Left Liberals | Core Left | Pay-as-you-go Moderates |
|--------------|------------------------|---------------------------|-------------------|---------------|-----------|-------------------------|
| | n=137 | n=83 | n=188 | n=141 | n=145 | n=172 |
| Conservative | 68% | 45% | 47% | 32% | 15% | 39% |
| Liberal | 15% | 27% | 31% | 28% | 34% | 23% |
| NDP | 5% | 5% | 14% | 20% | 37% | 19% |
| Bloc | 5% | 17% | 5% | 9% | 8% | 9% |
| Green | 2% | 4% | 2% | 8% | 5% | 7% |
| Other | 5% | 1% | 2% | 4% | 2% | 3% |

Decided Vote



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Building Understanding.

