



# Canada This Month Tariff Talks Breakdown

Public Opinion Research  
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# Study Overview



Building on findings from previous waves, this report tracks August 2026 data on:

- **Federal politics**
- **Leadership**
- **Reaction to Trump**
- **Canada–U.S. trade dispute and “Elbows Up” response**

# Key Findings

1

**Canadians broadly support the suspension and a tougher response to the U.S.** Two-thirds (67%) support the government's suspension of trade talks, and 87% have at least heard about it. The more people know, the more they support the government's action. However, only 31% are following U.S.-Canada news closely, and only 25% feel they could explain the suspension in detail to others. That leaves room for new information to change Canadians' initial assessments.

2

**The "Elbows Up" response crosses partisan lines more than support for Carney does.** Even among Conservatives, 53% support the government's actions (vs. 86% of Liberals), while roughly half support avoiding American goods (48% vs. 74% of Liberals) and banning critical exports (48% vs. 72% of Liberals). But only 38% of Conservatives say Carney is putting enough effort into reaching a deal, compared with 90% of Liberals.

3

**Negative feelings toward Trump remain strong, and Canadians increasingly place responsibility on the U.S.** The number of Canadians who say they feel angry most of the time when they think about how President Trump is treating Canada is up 5 points since January and now stands at 63%. Meanwhile, 62% say the U.S. would be most to blame if a trade agreement is not reached, up from 55% in May.

4

**Canadians are increasingly concerned about the consequences of a trade war with the U.S.** Canadians appear somewhat more worried about the economic consequences of the dispute than last year, even after President Trump's April "Liberation Day" tariff announcements. Currently, 59% are very or extremely concerned about the impact of the trade dispute on Canada's economy.

5

**The political impact has been limited but favourable to the Carney Liberals.** The biggest impact has been on approval of how the federal government is responding to Trump. Approval jumped from 41% earlier in August to 52% now. Other measures of government approval and political sentiment have seen smaller gains or, in a few cases, remained stable. Carney's gains appear to be driven more by what he is doing right than by what Poilievre is doing wrong.

# Key Voter Segments

# Key Segmentation: We use attitudinal clusters to explore opinions within groups that share common motivations

## Political Value Clusters

We group Canadians into six “values” clusters based on 4 key political values:

1. **Populist Conservatives** (12%) - Believe government should listen to common sense, not experts, and trust the profit system.
2. **Deferential Conservatives** (11%) - Support government decisions based on affordability and trust expert guidance over public opinion.
3. **Business Liberals** (22%) - Champion equal opportunity and public need, favoring expertise in policy decisions.
4. **Left Liberals** (19%) - Balance equal opportunity with wealth redistribution while respecting both experts and common sense.
5. **Core Left** (16%) - Believe the profit system brings out the worst in people and government should redistribute wealth
6. **Pay-as-you-go Moderates** (21%) - Want government spending based on affordability but support creating equal opportunity.

## Federal Party ID

We group Canadians into six “9” based on their self-identifying with one of the following:

1. **Conservative** (31%)
2. **Liberal** (31%)
3. **NDP** (10%)
4. **Bloc Québécois** (6%)
5. **Green/Other** (5%)
6. **Unaligned** (18%)

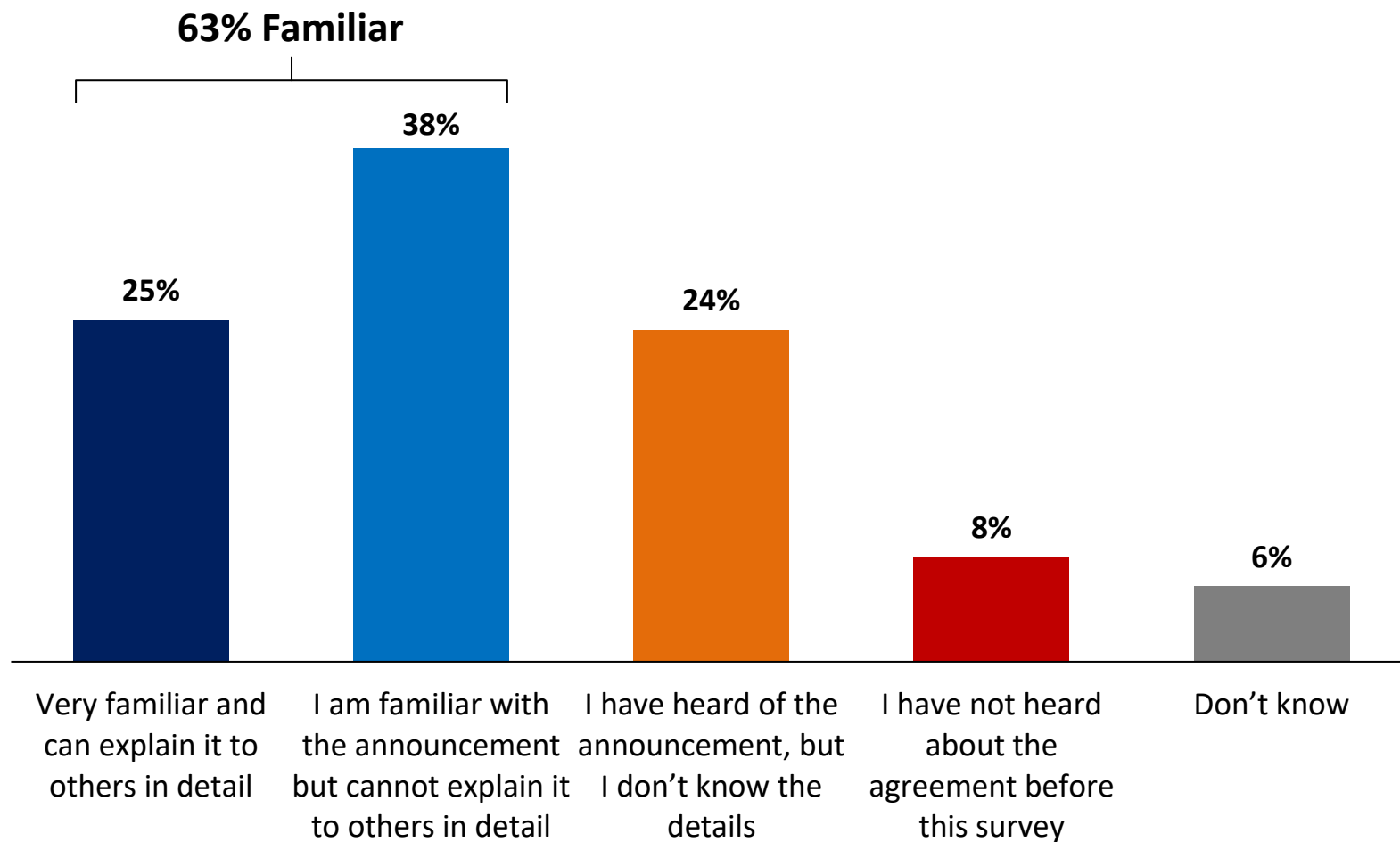
# **Suspending Trade Negotiations**

# Awareness of Suspension: Over 3-in-5 are familiar with the announcement; familiarity is highest among Liberals, NDP, and 55+



How familiar are you with the August 21st, 2026 announcement by Prime Minister Mark Carney that Canada was suspending trade negotiations with the U.S. and would match new U.S. tariffs on Canadian goods?

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



## Segmentation Those who say 'Familiar'

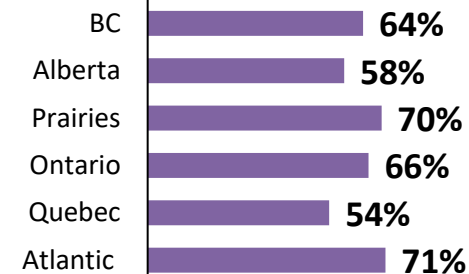
### Gender



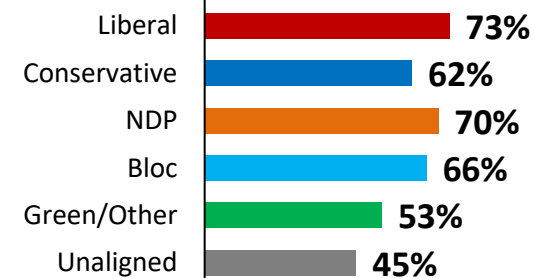
### Age



### Region



### Party ID

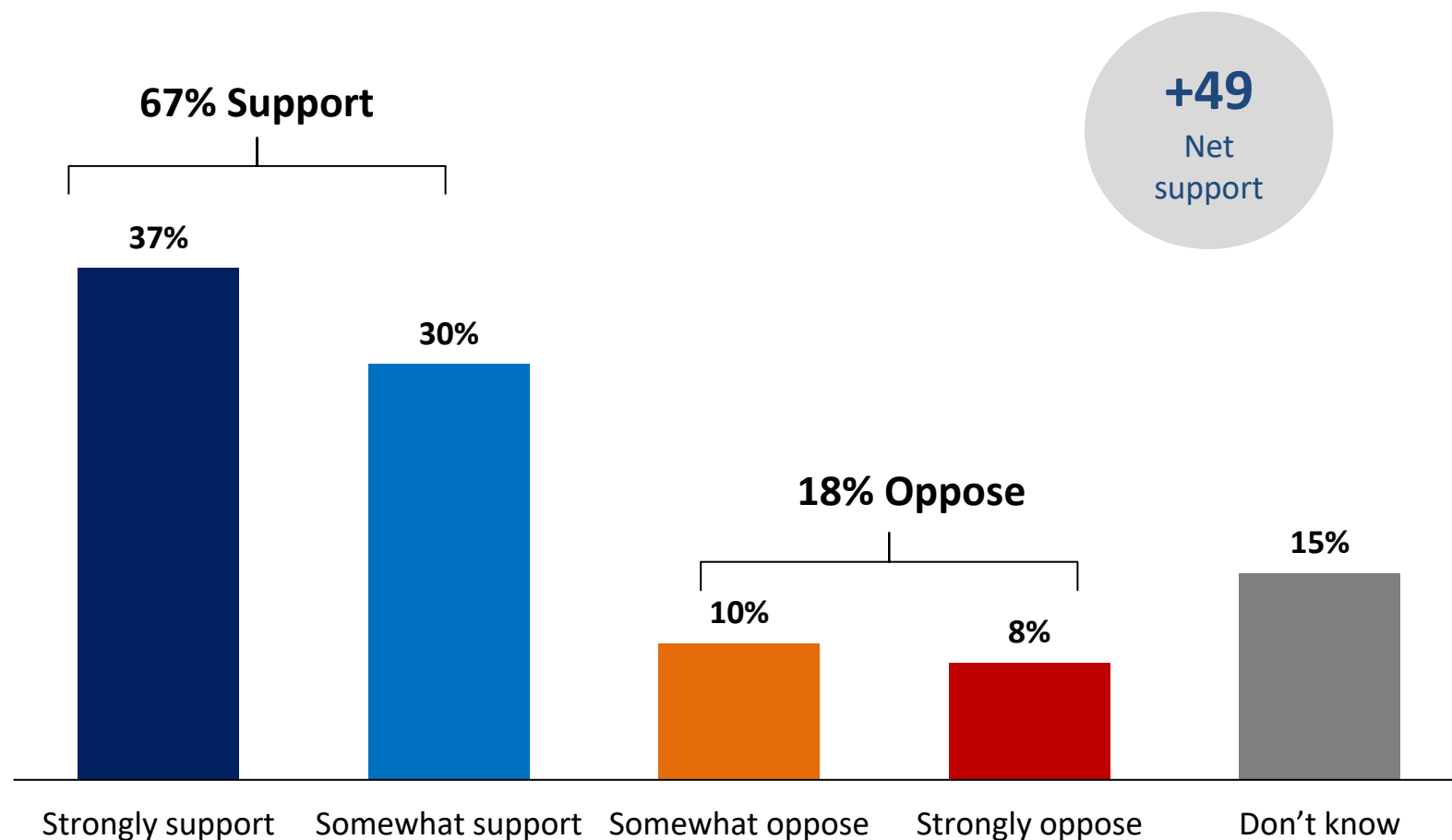


# Support for Government's Actions: Two-thirds support the government's actions; even a majority of Conservatives offer support



Based on this description, do you support or oppose the Canadian government's actions?

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



\*Preamble for the question: 'On August 21st, Prime Minister Mark Carney announced that Canada was suspending trade negotiations with the U.S. and recalling its negotiation team to Ottawa. This announcement came as the U.S. was preparing to impose new 50% tariffs on roughly \$28 billion worth of Canadian goods. Carney also announced that Canada would match the new U.S. tariffs 'dollar for dollar.'

Current data: August (W4) 2026

## Segmentation Those who say 'Support'

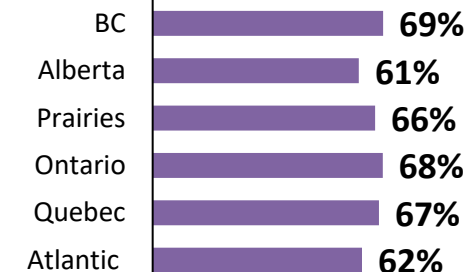
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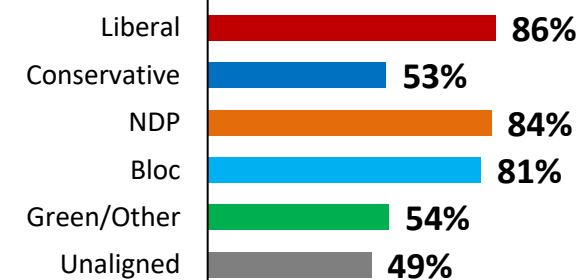
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### Region



### Party ID



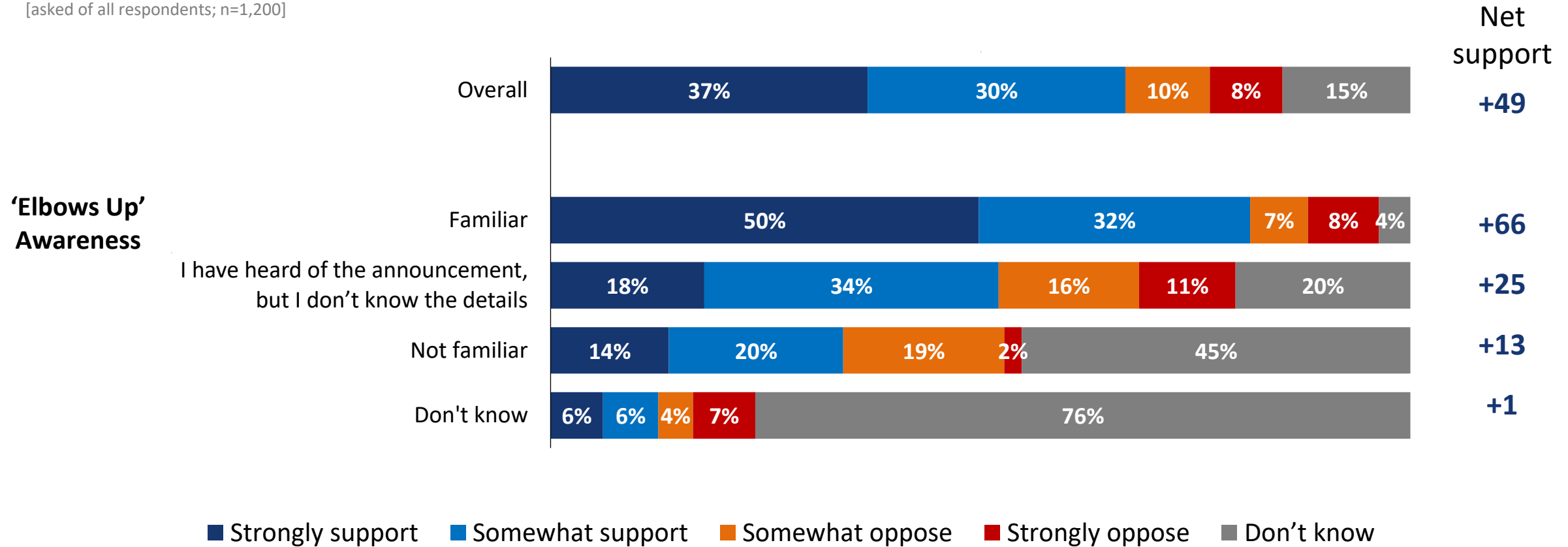
# Support for Government's Actions by Awareness: Greater familiarity is associated with stronger support for the govt's actions <sup>10</sup>



How familiar are you with the August 21st, 2026 announcement by Prime Minister Mark Carney that Canada was suspending trade negotiations with the U.S. and would match new U.S. tariffs on Canadian goods?

Based on this description, do you support or oppose the Canadian government's actions? BY 'Elbows Up' Awareness

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

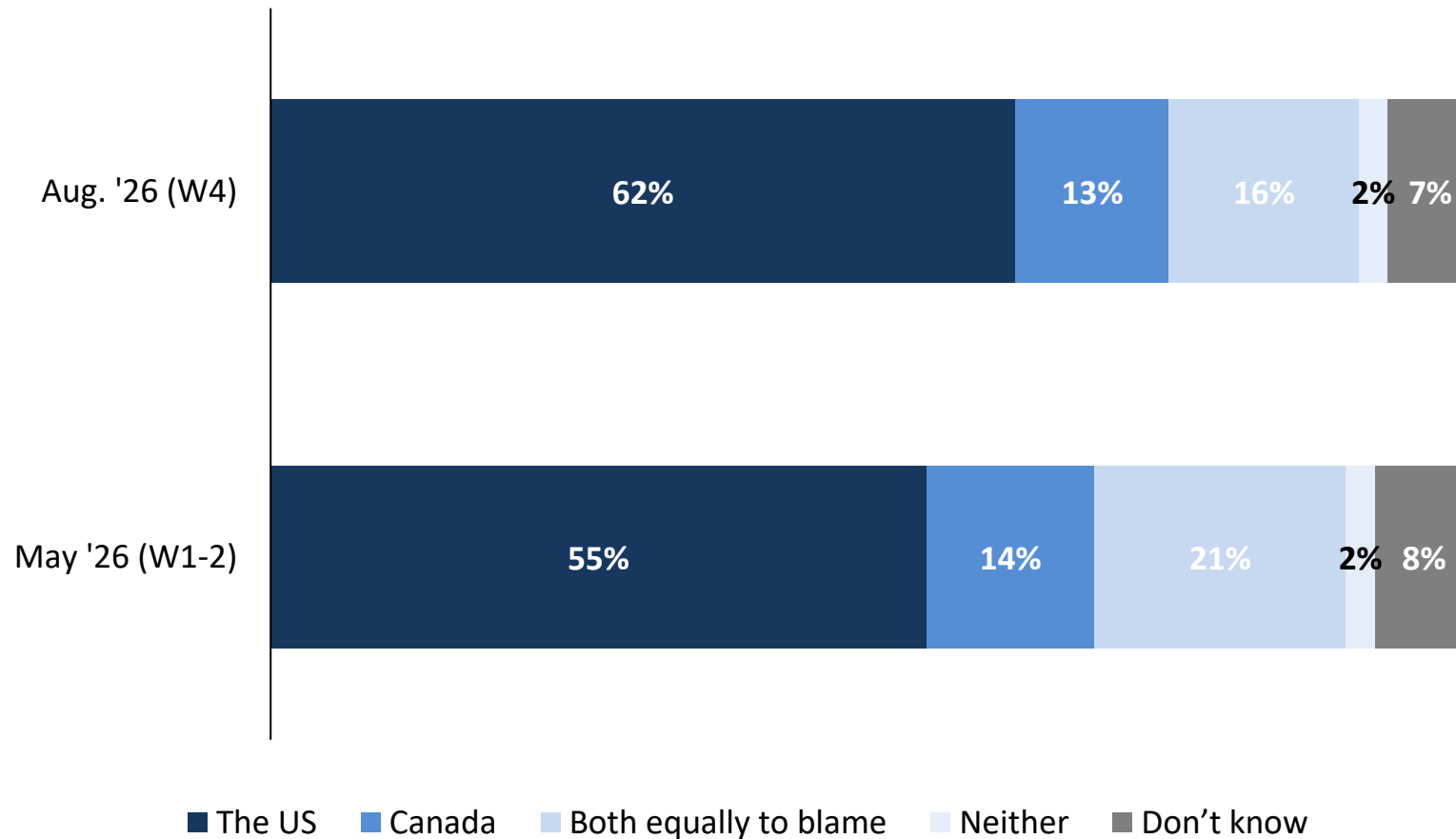


# Placing The Blame: 62% say the US is most to blame; those 55+, NDP, and Liberals are more likely to agree



If we do not reach a new trade agreement with the United States during Donald Trump presidency, which government do you feel will be most to blame?

[asked of all respondents; August '26 n=1,200]



## Segmentation

Those who say 'the US'

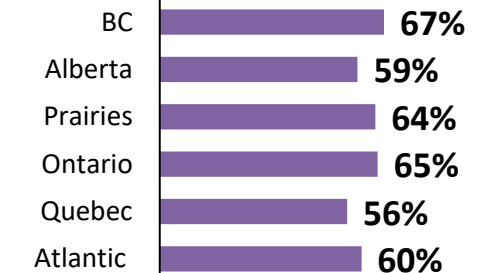
### Gender



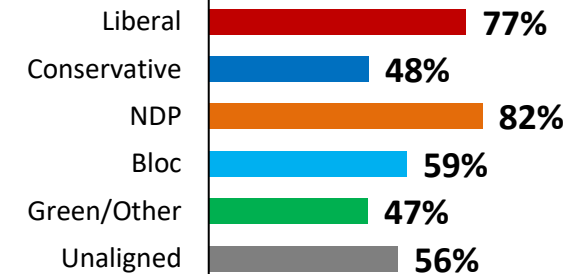
### Age



### Region



### Party ID

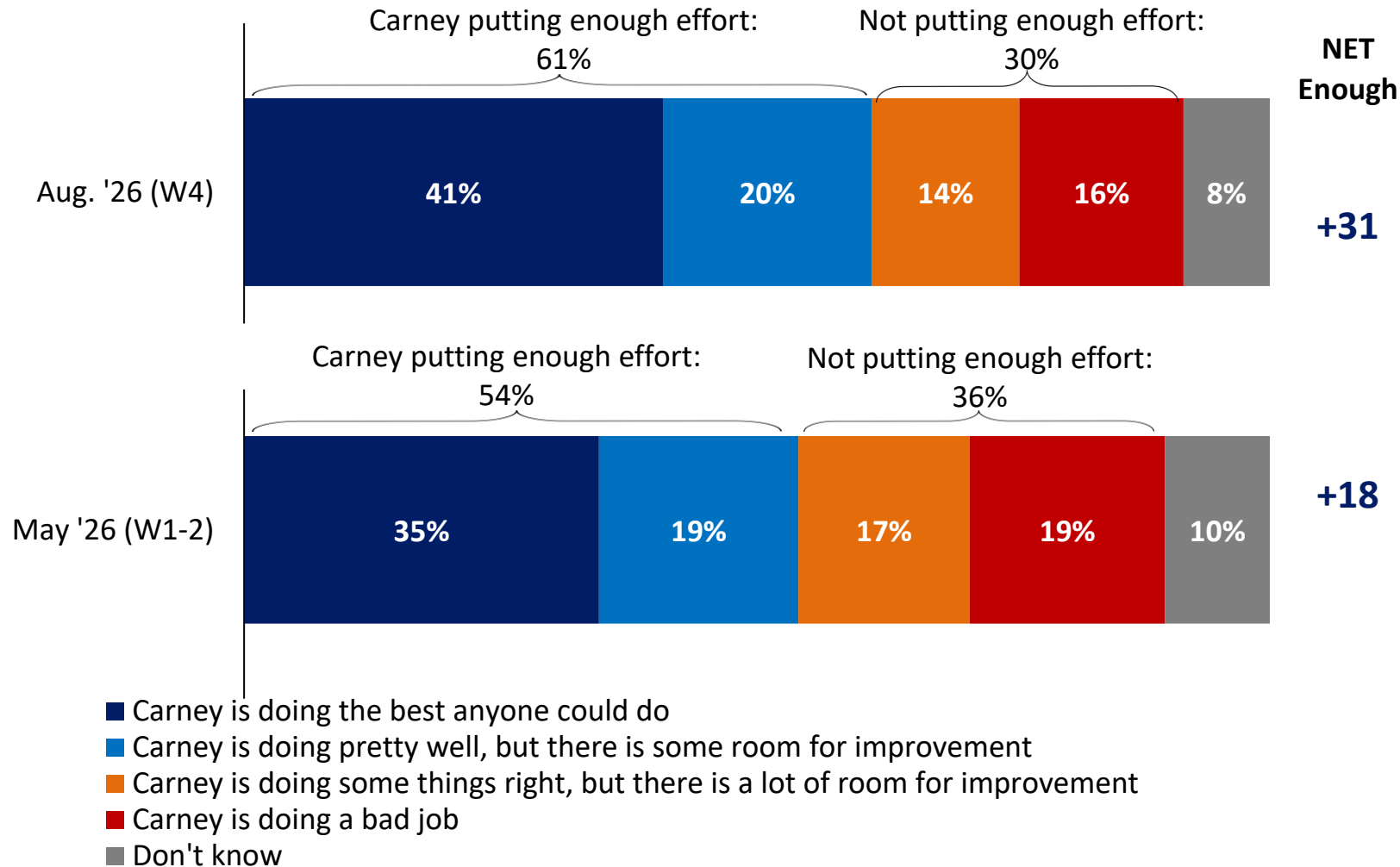


# Assessing Carney's Effort: 61% say Carney is putting enough effort; lower among Conservatives and the Alberta region



Which statement best reflects what you think about the effort Prime Minister Carney has made to reach a new trade deal with the US?

[asked of all respondents; August '26 n=1,200]



## Segmentation Those who say 'Enough effort'

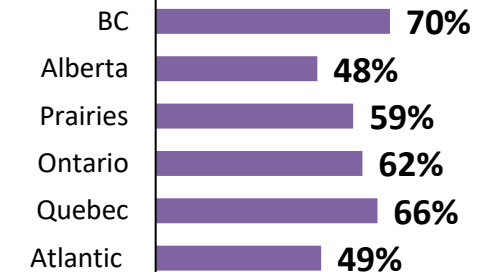
### Gender



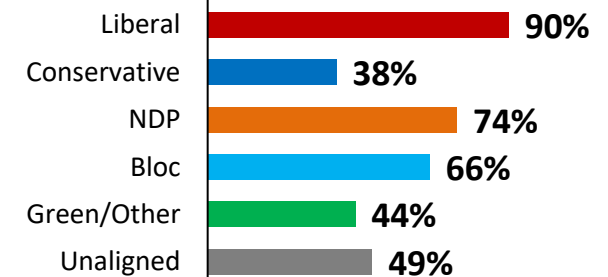
### Age



### Region



### Party ID



# Tracking Reactions to Trump

# Engagement with U.S.-Canada News: 71% are paying attention, similar to post-Davos when 74% were following news<sup>14</sup>

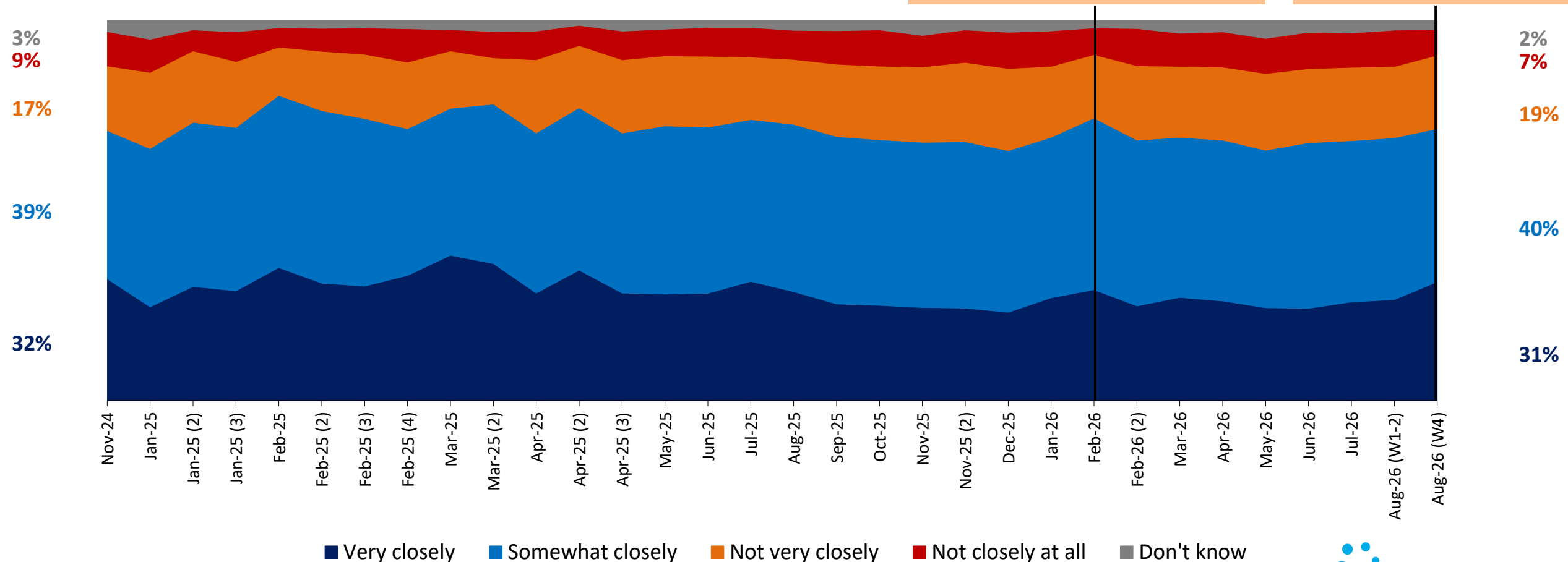


How closely are you following the news about the relationship between Canada and the US now Donald J. Trump is the President of the United States once again?

[asked of all respondents; Aug. '26 n=1,200]

Jan. 22<sup>nd</sup>: World Economic Forum, speaking at Davos

Aug. 22<sup>nd</sup>: Canada's retaliatory tariffs.



Note: Question wording in Jan.'25 W3 and Nov.'24 was "How closely are you following the news about Donald J. Trump becoming the President of the United States?" Question wording in Jan. '25 W4 was "How closely are you following the news about the relationship between Canada and the U.S. now that Donald J. Trump is becoming the President of the United States?"

# Attitude Towards President Trump: About 3-in-5 say they are afraid about Trump's presidency; consistent with previous waves

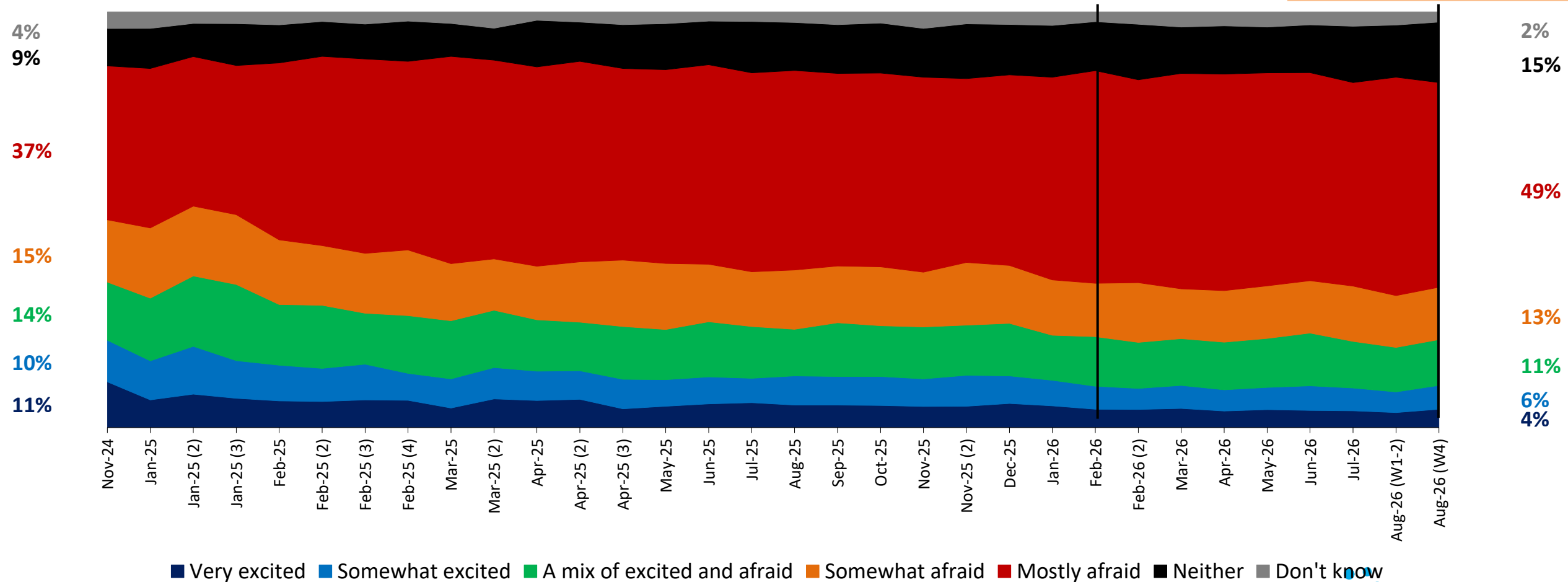


Does Donald J. Trump's election as the US President leave you feeling?

[asked of all respondents; Aug. '26 n=1,200]

Jan. 22<sup>nd</sup>: World Economic Forum, speaking at Davos

Aug. 22<sup>nd</sup>: Canada's retaliatory tariffs.



Very excited Somewhat excited A mix of excited and afraid Somewhat afraid Mostly afraid Neither Don't know

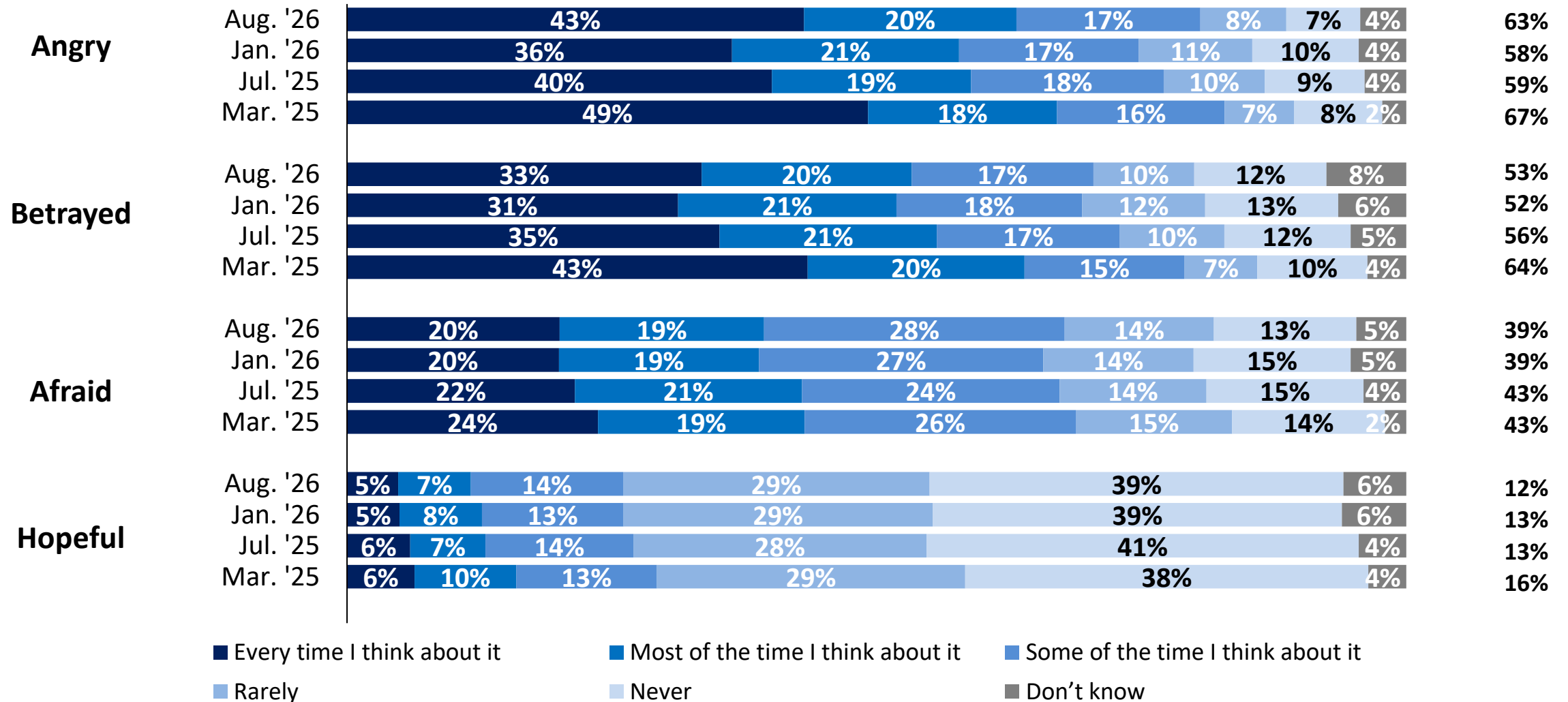
# Trump Emotions: Majorities still feel angry and betrayed, though both have eased since their peak last spring

Q

When you think about the way President Trump is treating Canada, how often have you felt...?

[asked of all respondents; August '26 n=1,200]

Every time +  
Most of the time



# Perceived Impact of Trade Dispute

# Impact of Trade Dispute: Canadians more concerned about the impact on the country (-51) than the personal impact (-30)



How concerned are you about the potential impact of this trade dispute **on Canada's economy**?

How concerned are you about the potential impact of this trade dispute **on your personal financial situation**?

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

**Net Concern**

**Impact of Trade Dispute on:**

**Personal  
financial  
situation**

**Term 2** Aug. '26 (W4)



**-30**

**Term 1**

Sep. '18



**+12**

Jul. '18



**+7**

**Canada's  
economy**

**Term 2** Aug. '26 (W4)



**-51**

**Term 1**

Sep. '18



**-30**

Jul. '18



**-33**

■ Extremely concerned   
 ■ Very concerned   
 ■ Somewhat concerned  
■ Not very concerned   
 ■ Not at all concerned   
 ■ Don't know

\*Net Concern = (Not very concerned + Not at all concerned) - (Extremely concerned + Very concerned)

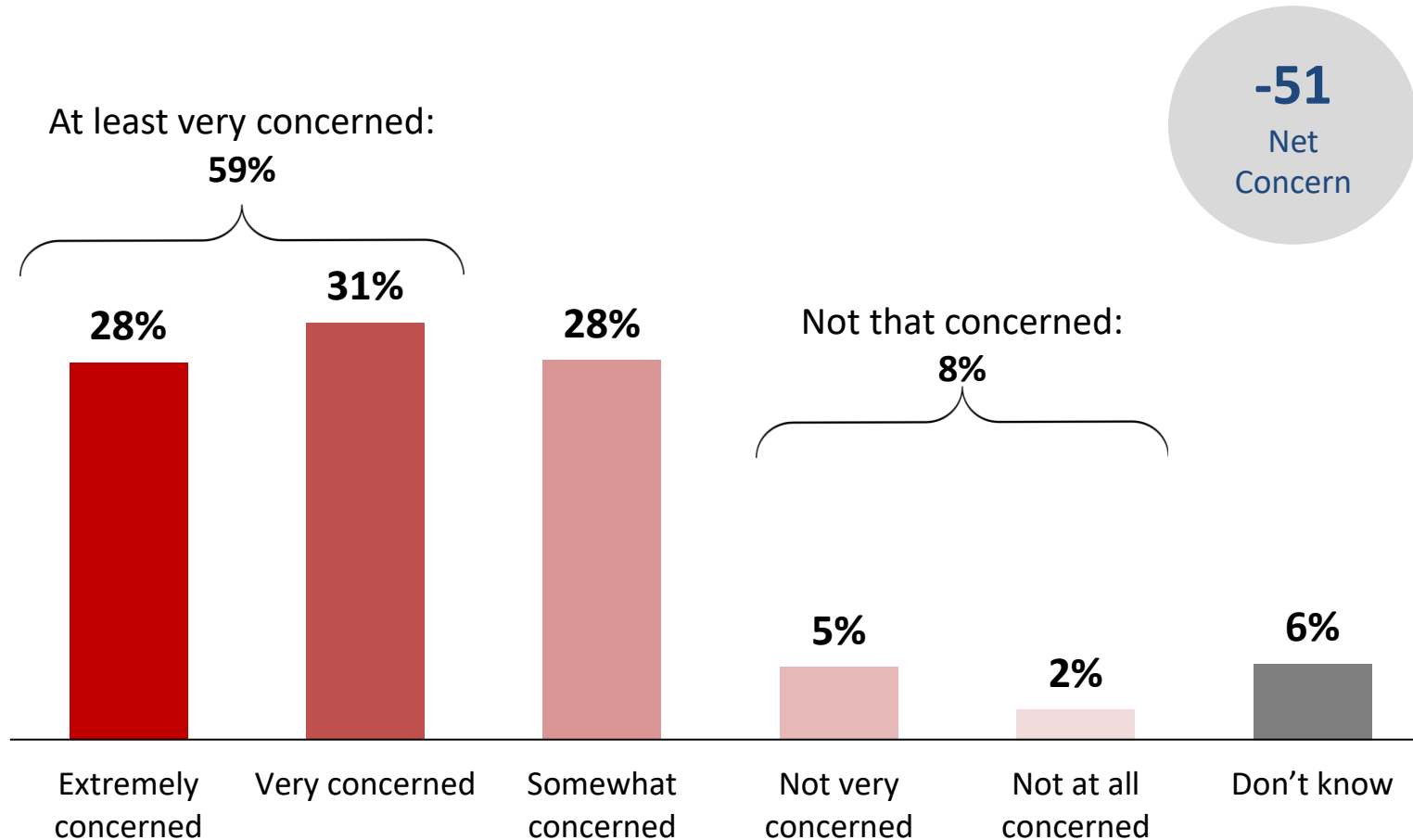
Current data: August (W4) 2026

# Impact of Trade Dispute on Canada's Economy: About 3-in-5 Canadians say they are at least very concerned about Canada's economy <sup>19</sup>



How concerned are you about the potential impact of this trade dispute on Canada's economy?

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



## Segmentation

Those who say 'Concern'

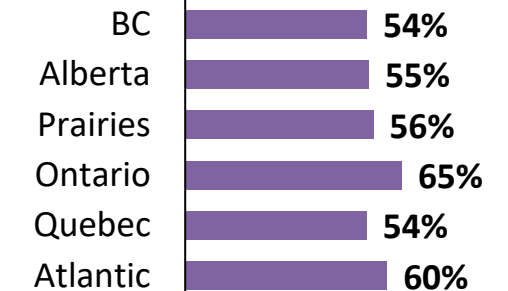
### Gender



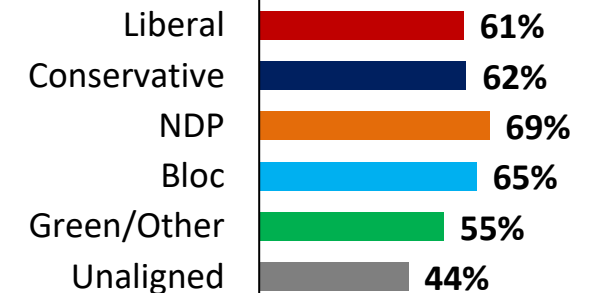
### Age



### Region



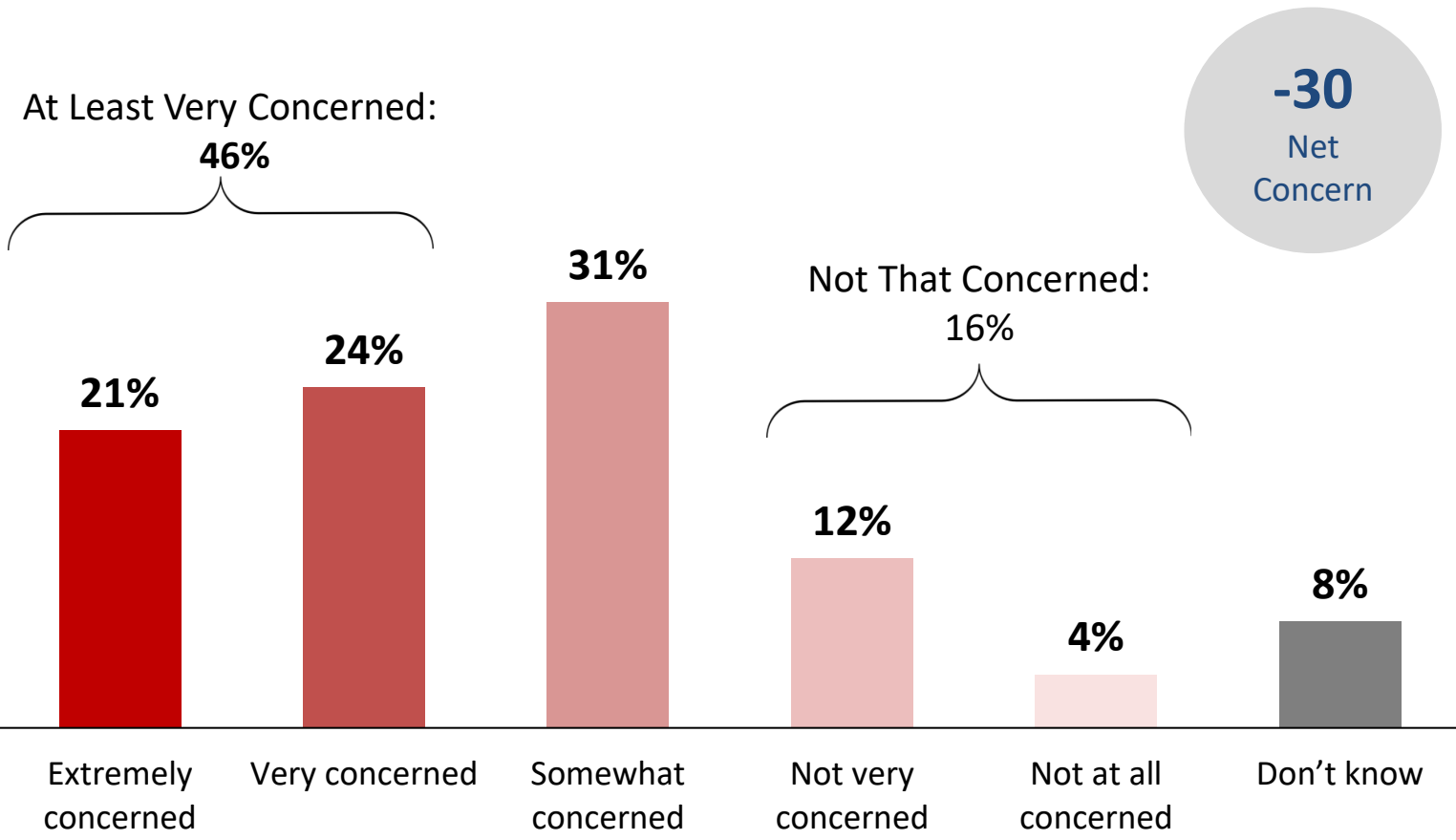
### Party ID



# Impact of Trade Dispute on Personal Financial Situation: Nearly half of Canadians are very worried about the impact on personal finances



How concerned are you about the potential impact of this trade dispute on your **personal financial situation**?  
[asked of all respondents; n=1,200]



## Segmentation

Those who say 'Concern'

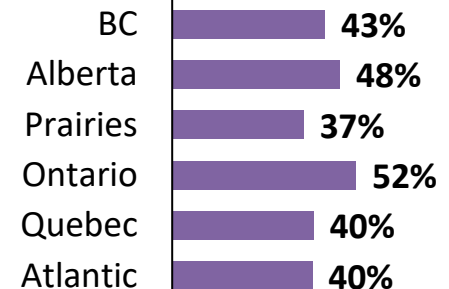
### Gender



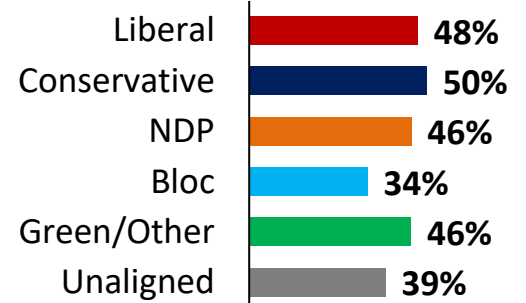
### Age



### Region



### Party ID



# **Tracking Government Approval on Trump**

# Approval of Fed's Response to Trump: Majority (52%) say they approve<sup>22</sup> of it; Net Approval (+29) is 8 points higher than after Davos

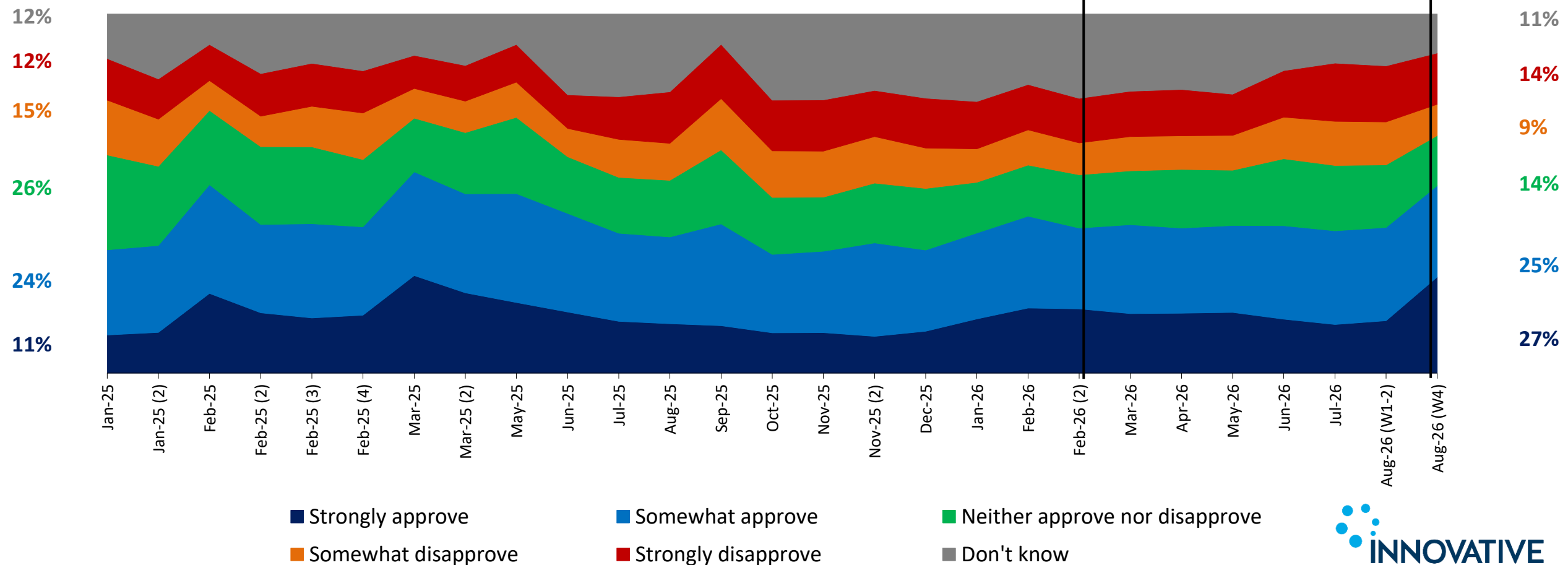


Now thinking about the federal government, do you approve or disapprove of the way the Federal government is responding to issues resulting from Donald Trump's presidency?

[asked of all respondents; Aug. '26 n=1,200]

Jan. 22<sup>nd</sup>: World Economic Forum, speaking at Davos

Aug. 22<sup>nd</sup>: Canada's retaliatory tariffs.

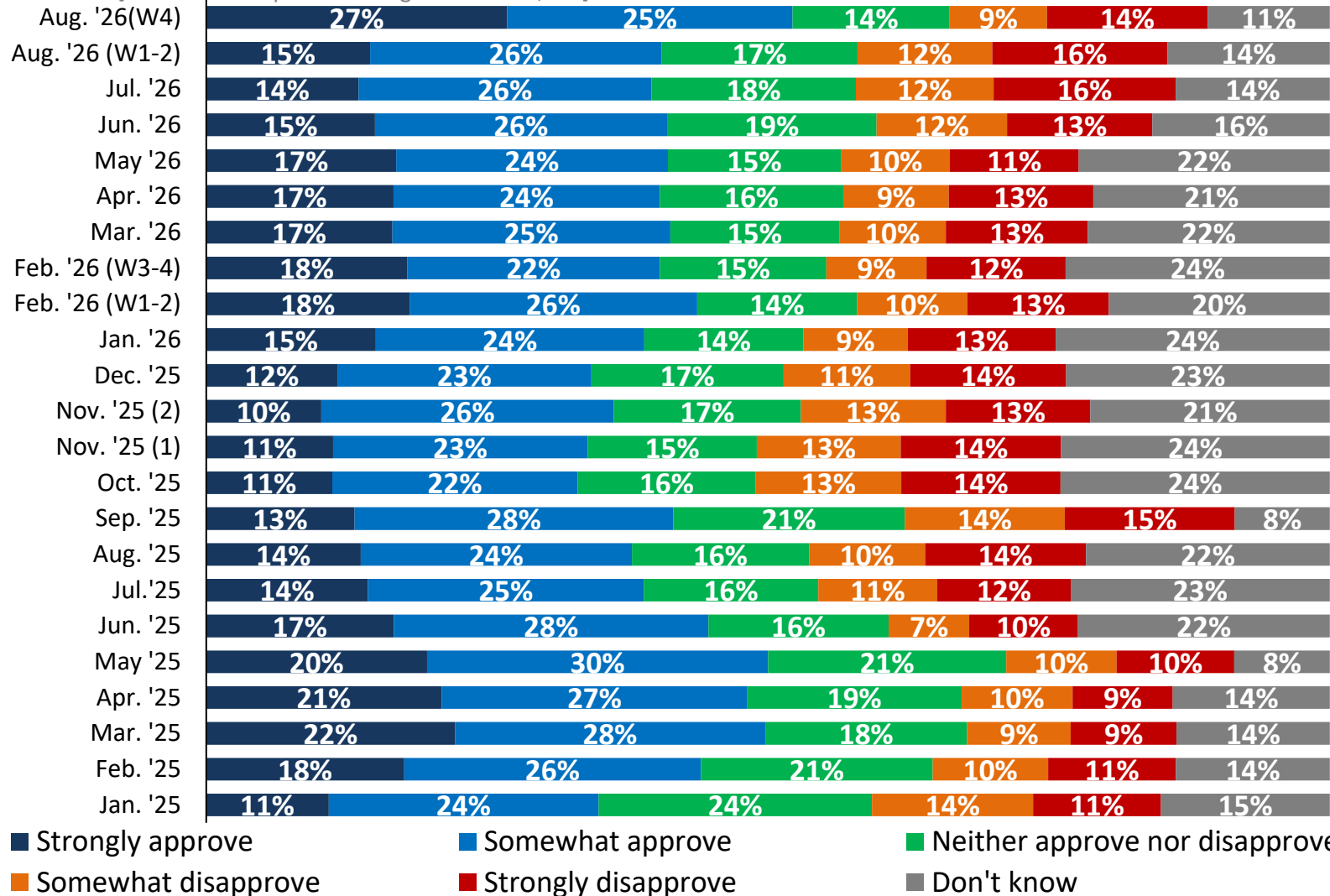


# Approval of Fed's Response to Trump: Net approval (+29) has increased 9 points compared to the post-Davos peak (+21)<sup>23</sup>



Now thinking about the federal government, do you approve or disapprove of the way the Federal government is responding to issues resulting from Donald Trump's presidency?

[asked of all respondents Aug. '26 W4 n=1,200]

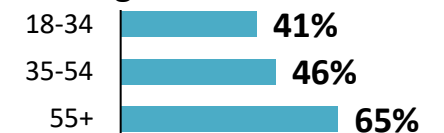


## Segmentation Those who say 'Approve'

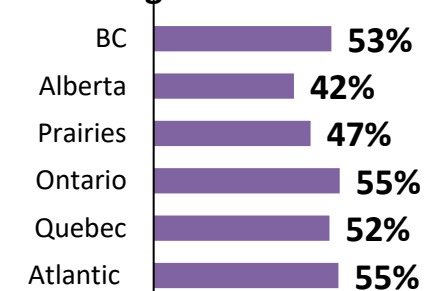
### Gender



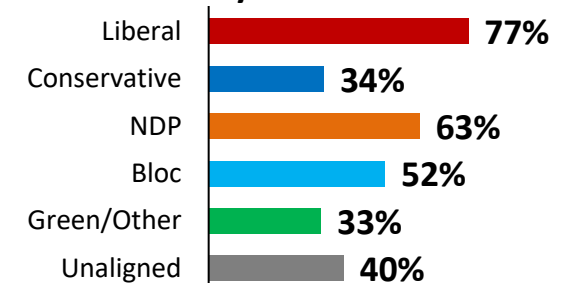
### Age



### Region



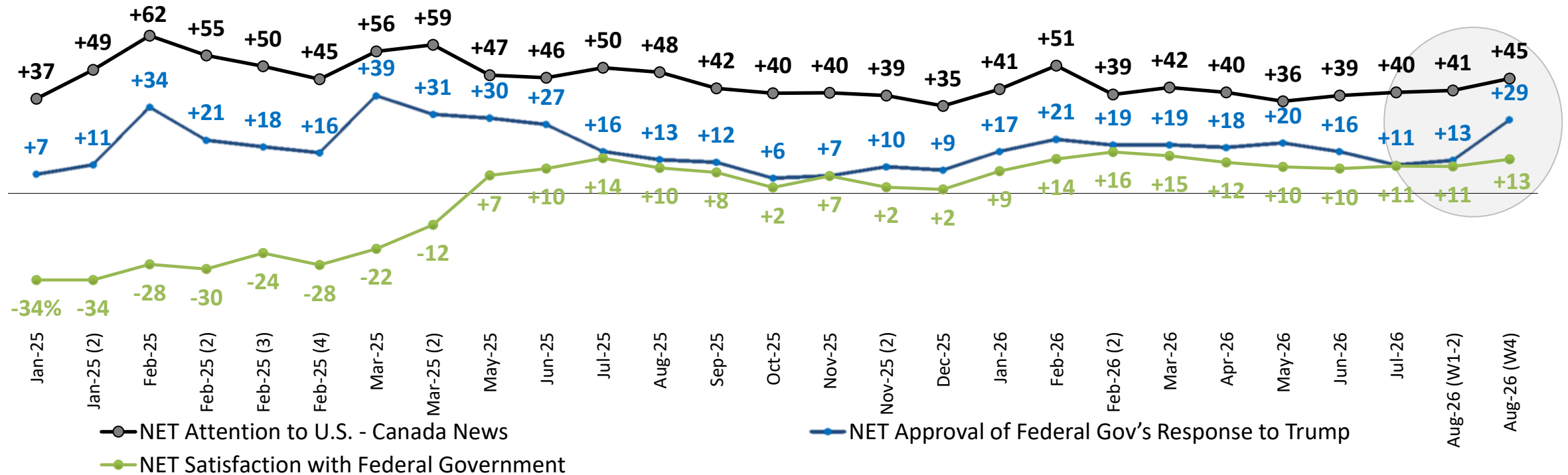
### Party ID



# NET Attention, Approval & Satisfaction With Fed Gov's Performance:

## Net approval is up by 16 pts; Net attention and satisfaction unchanged

**Q** How closely are you following the news about the relationship between Canada and the US now Donald J. Trump is the President of the United States once again?  
 Now thinking about the federal government, do you approve or disapprove of the way the Federal government is responding to issues resulting from Donald Trump's presidency?  
 Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada?



**Jan 6<sup>th</sup>, 2025**  
*Trudeau resigns*

**Mar 14<sup>th</sup>, 2025**  
*Carney elected PM*

**Jan 20<sup>th</sup>, 2026**  
*Carney's Davos speech*

**Feb 2026**  
*US Supreme Court rules  
 February tariffs invalid*

**July 1<sup>st</sup>, 2026**  
*CUSMA negotiations*

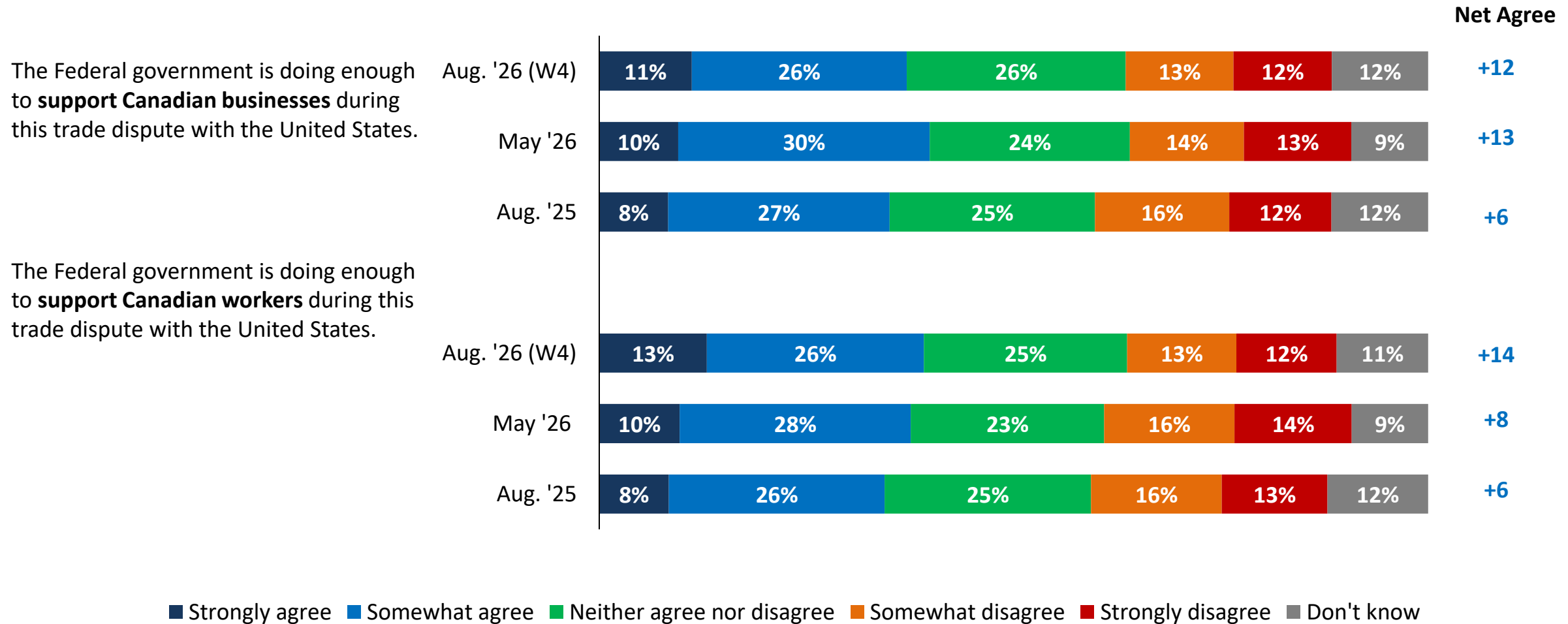
**Aug 22<sup>nd</sup>, 2026**  
*Canada's retaliatory tariffs*

# Federal Gov't Performance: Perception that Feds are doing enough to support businesses and workers has gradually increased since '25



Do you agree or disagree with the following statements?

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



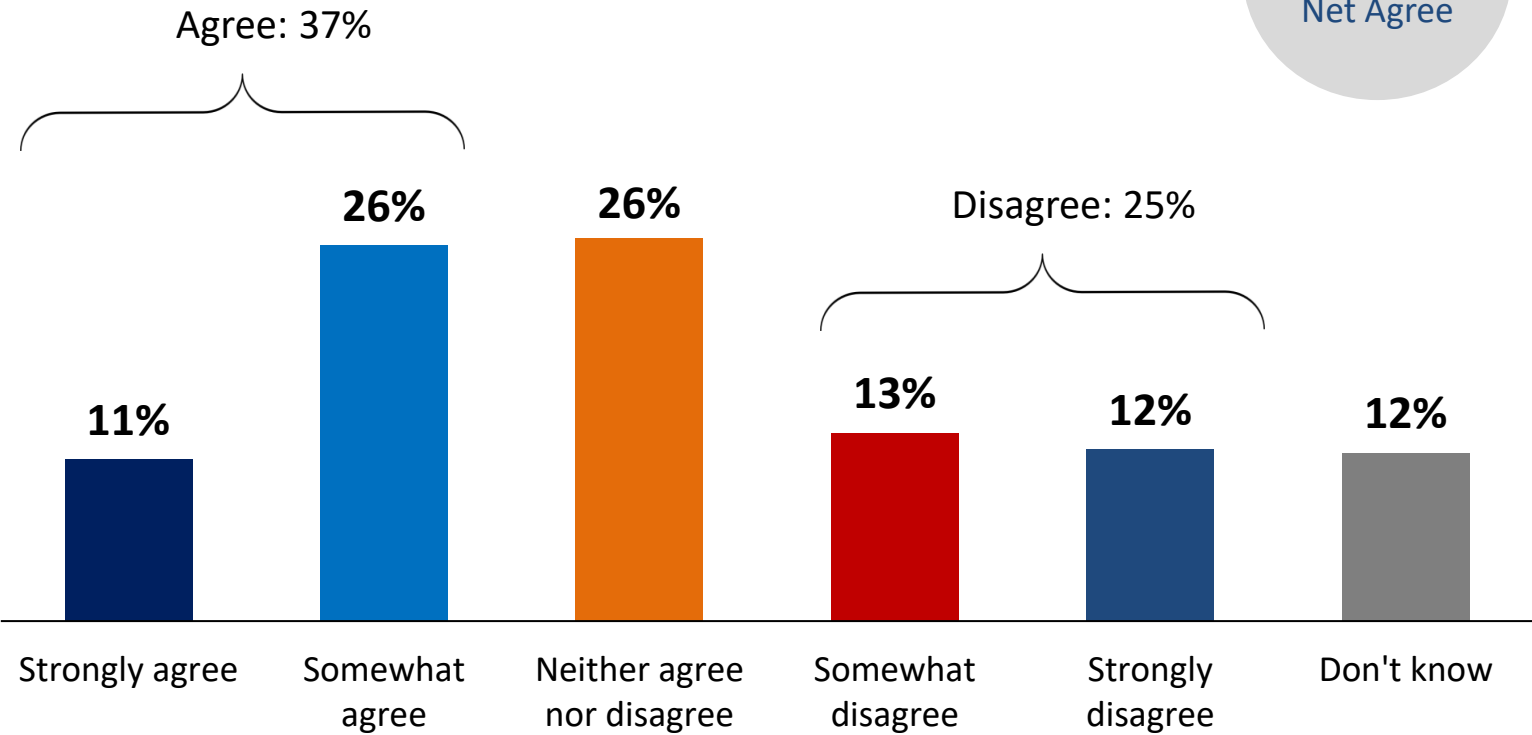
# Federal Gov't Performance (Business support): Over 1-in-3 say gov't is doing enough to supports business; strongest among Liberals



Do you agree or disagree with the following statements?  
[asked of all respondents; n=1,200]

The Federal government is doing enough to support Canadian businesses during this trade dispute with the United States.

+12  
Net Agree



Segmentation

Those who say 'Agree'

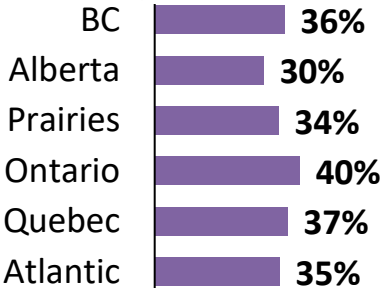
Gender



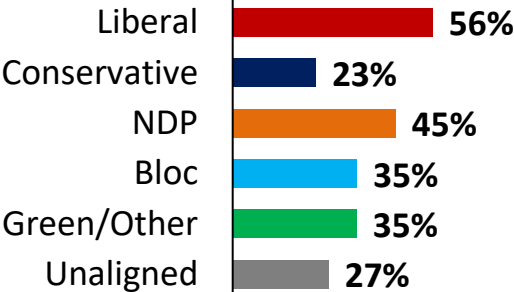
Age



Region



Party ID



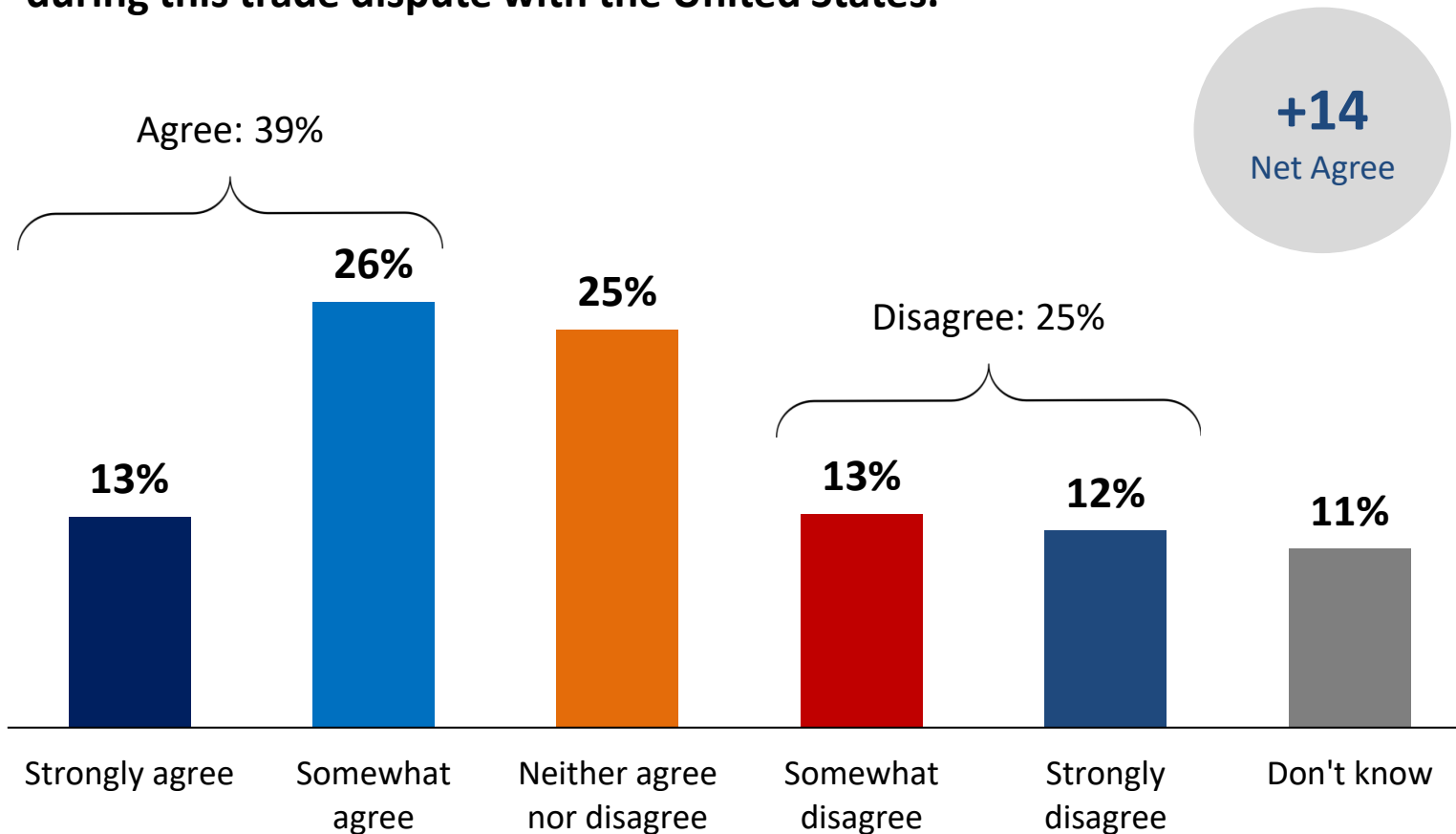
# Federal Gov't Performance (Support for Workers): 39% of respondents say gov't is doing enough; Lib's and NDP are more likely to agree <sup>27</sup>



Do you agree or disagree with the following statements?

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

**The Federal government is doing enough to support Canadian workers during this trade dispute with the United States.**



## Segmentation

*Those who say 'Agree'*

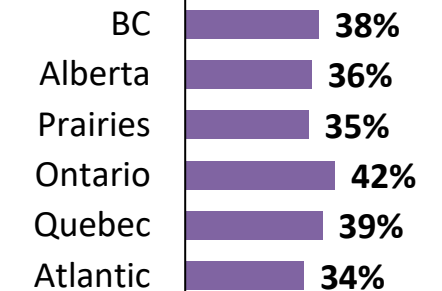
### Gender



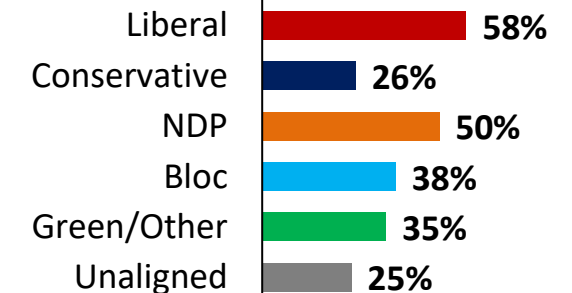
### Age



### Region



### Party ID



# **General Approval of the Federal Government**

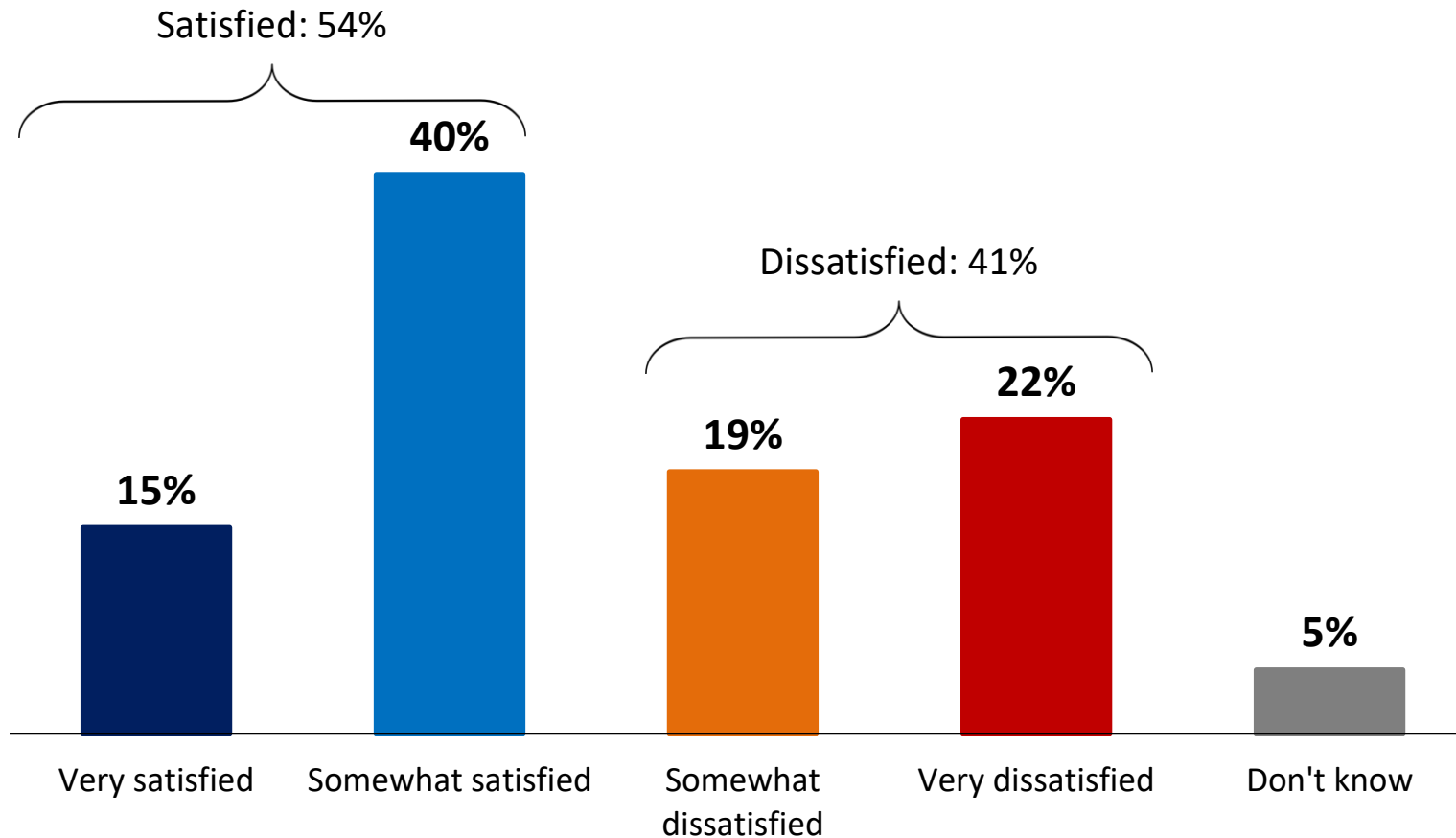
# Satisfaction With Federal Government: More than half of Canadians (54%) are satisfied; satisfaction is highest among Liberals



Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada?

Would you say you are...?

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



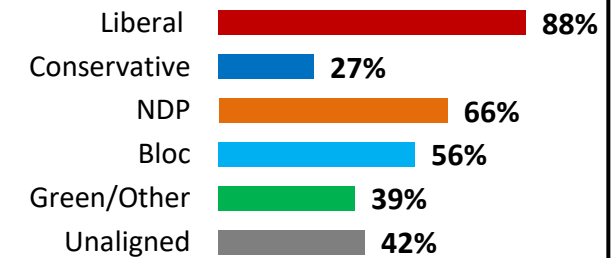
## Segmentation

Those who say 'Satisfied'

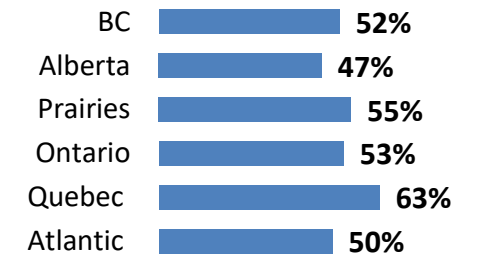
### Age



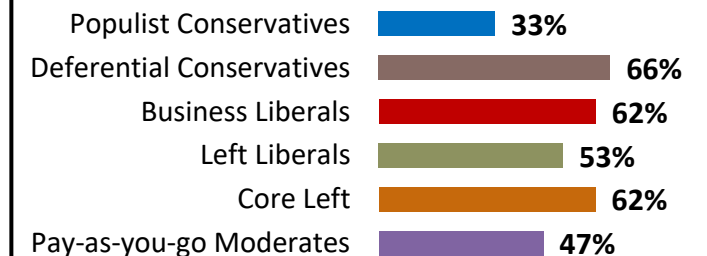
### Party ID



### Region

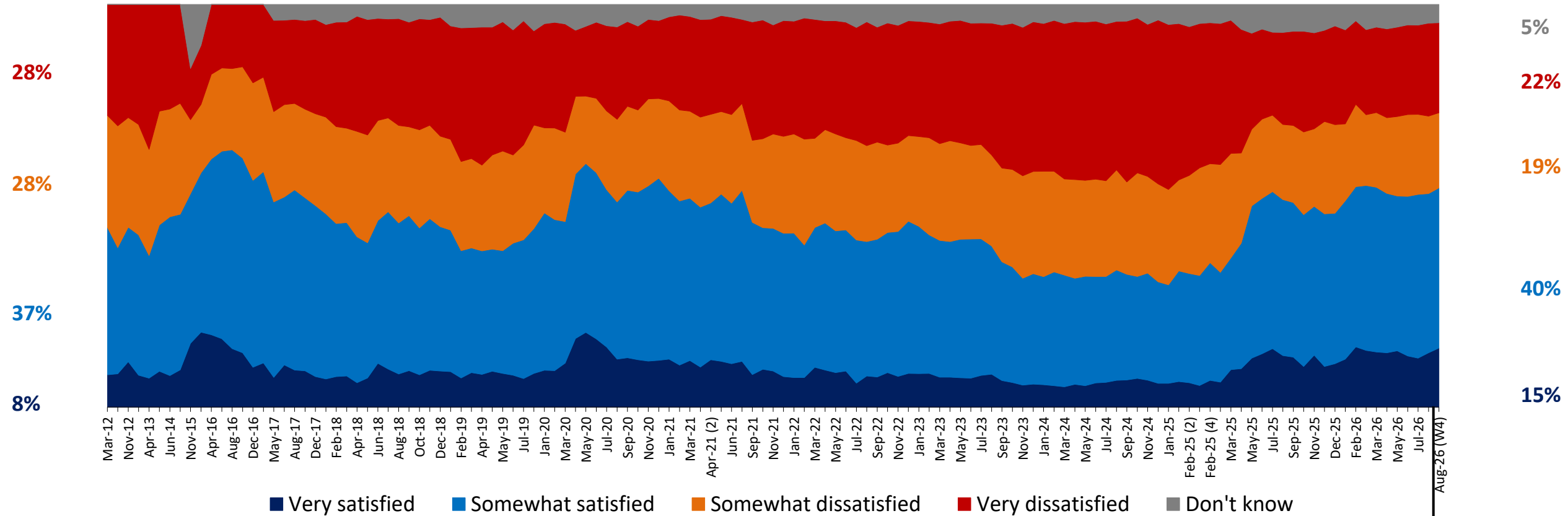


### Value clusters



# Satisfaction With Federal Gov't - Tracking: Majority remain satisfied (54%); net satisfaction marginally unchanged after announcement

**Q** Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada? Would you say you are...?  
[asked of all respondents; Aug. '26 W4 n=1,200]



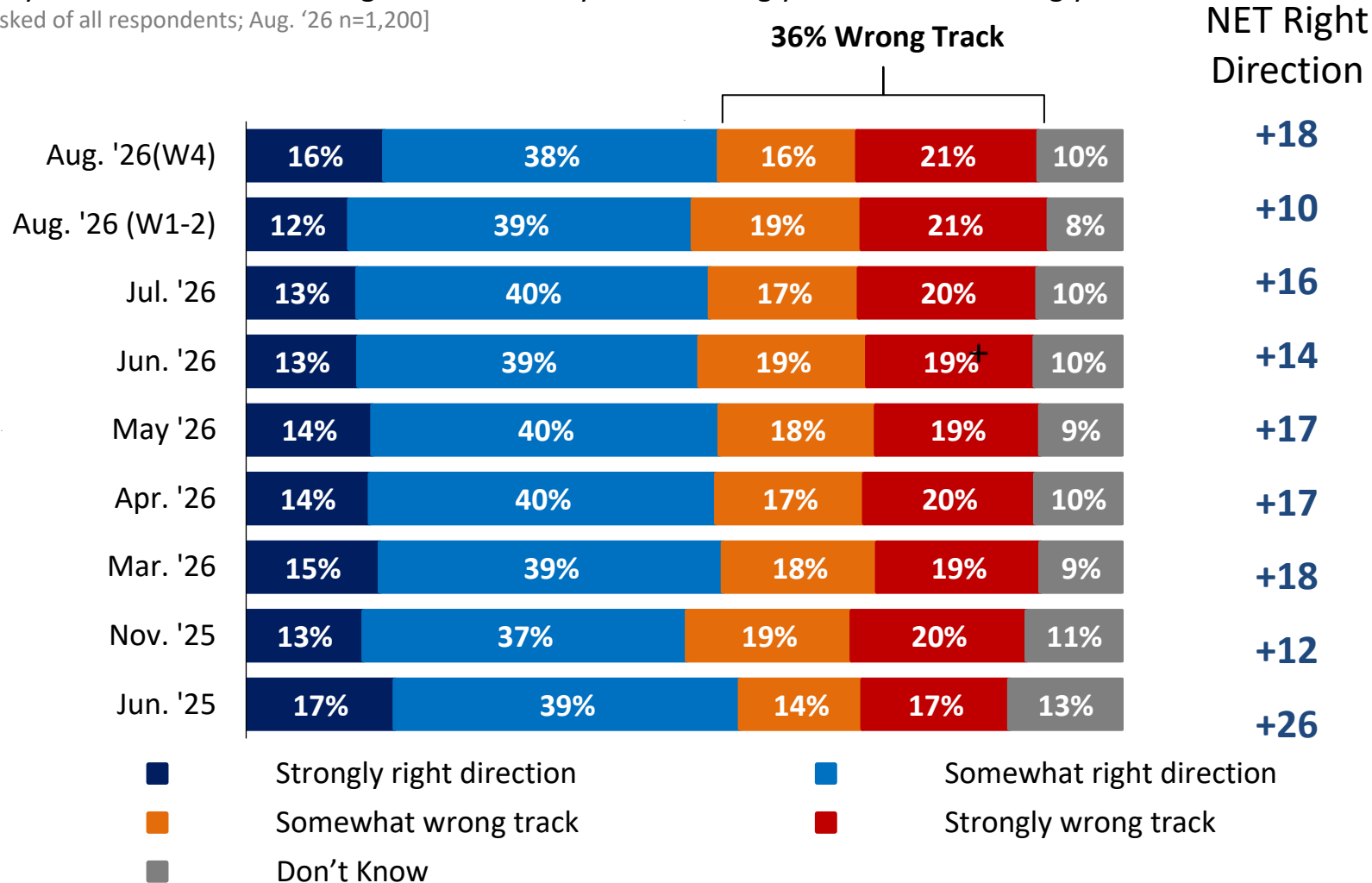
Aug. 22nd Canada's retaliatory tariffs.

# Approval of Direction of Carney's Changes: Net right direction sentiment marginally unchanged since Mar. '26; Conservatives Net most critical (-34%)



Generally speaking, do you feel Mark Carney's changes are going in the right direction, or do you feel they are headed on the wrong track? And do you feel strongly or somewhat strongly about that?

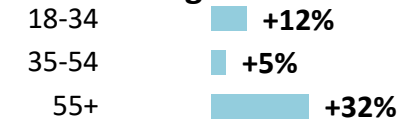
[asked of all respondents; Aug. '26 n=1,200]



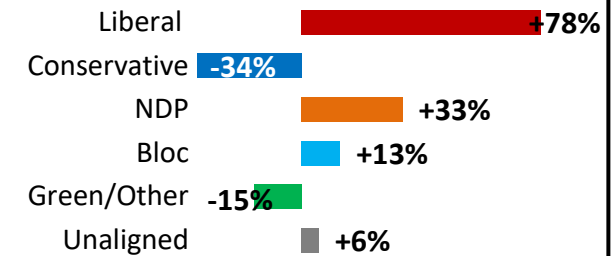
## Segmentation

### 'NET Right direction'

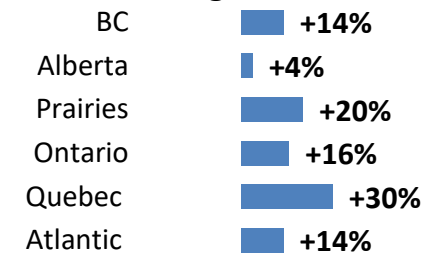
#### Age



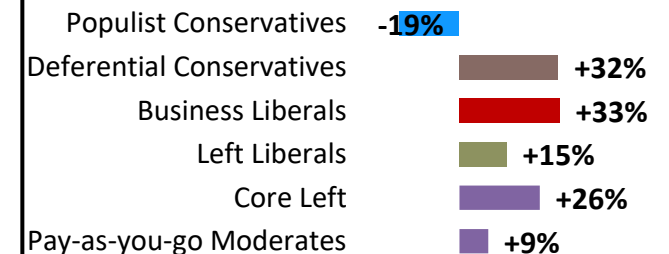
#### Party ID



#### Region



#### Value clusters



\*Pre-post Net difference is the difference between the Net Right direction score at the end of the survey and at the beginning of the survey.

# Political Impact - Vote

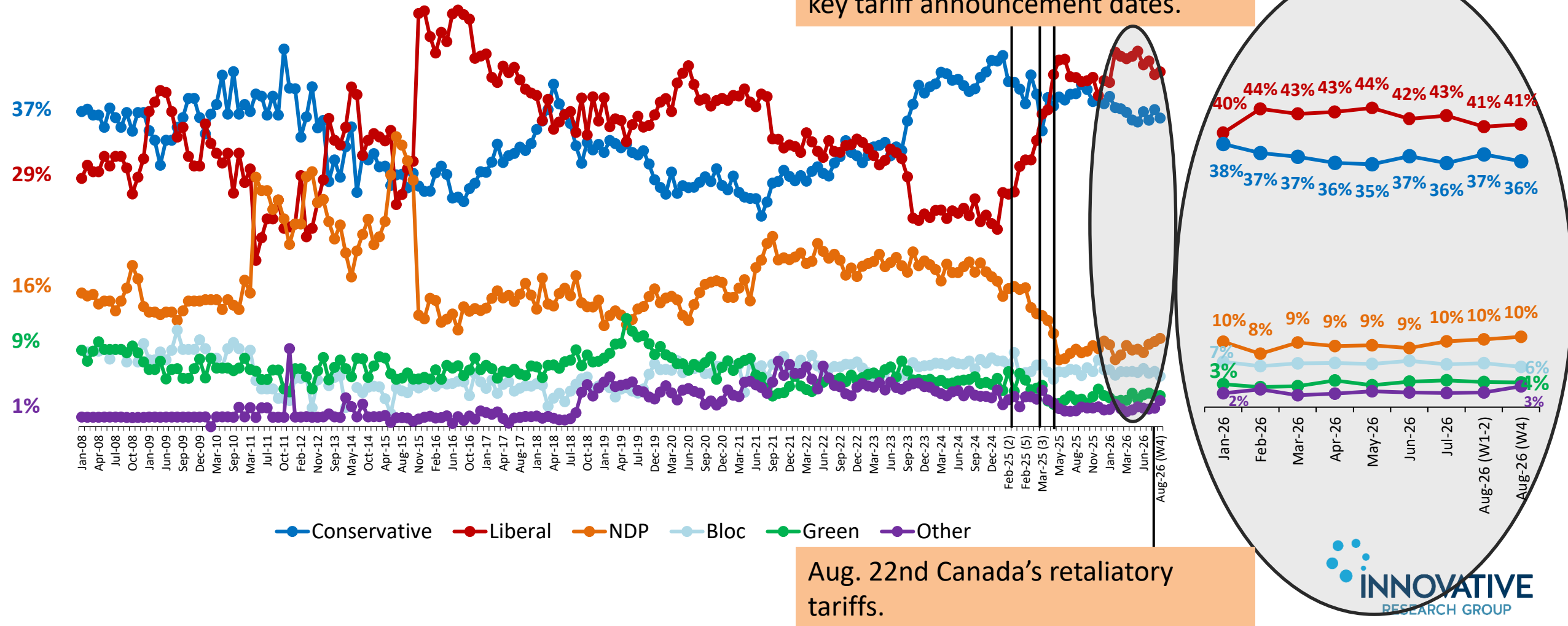
# Federal Decided Vote Tracking: Liberals (41%) with a 5-point lead over Conservatives (36%)

Q

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; Aug. '26 W4 n=1,076]

Feb 1<sup>st</sup>, March 4<sup>th</sup> and April 2<sup>nd</sup> are key tariff announcement dates.



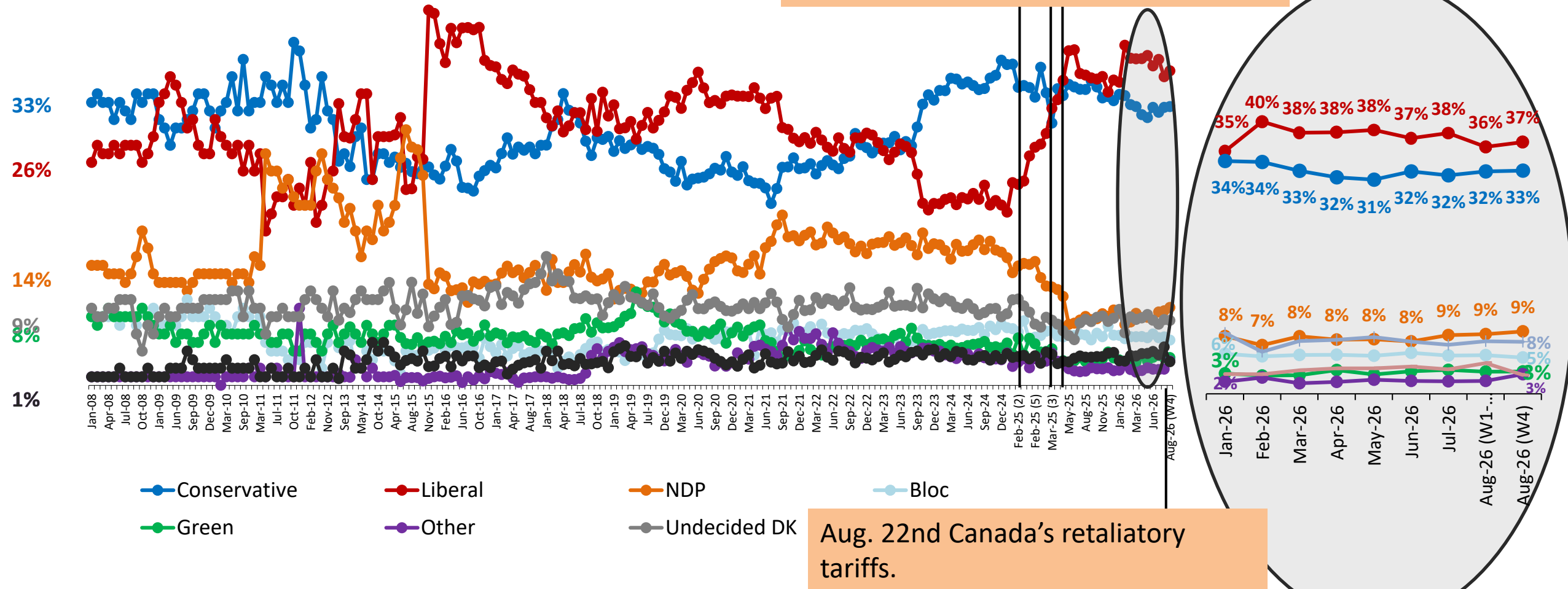
# Federal Vote Tracking: Liberals (37%) hold steady lead over Conservatives (33%) in federal vote tracking



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; Aug. '26 W4 n=1,200]

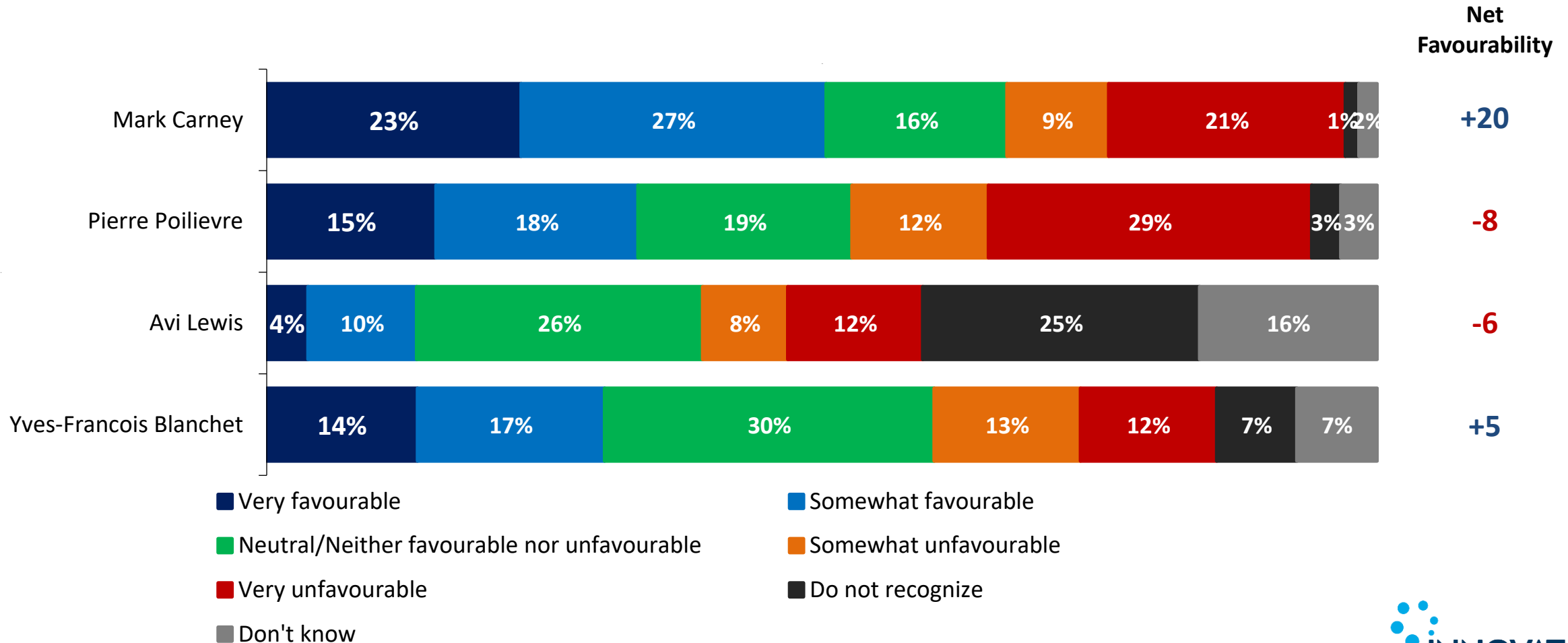
Feb 1<sup>st</sup>, March 4<sup>th</sup> and April 2<sup>nd</sup> are key tariff announcement dates.



# Political Impact - Leadership

# Leader Favourables: Carney tops the list for favourable impression, while Poilievre has the highest unfavourable impression rating

**Q** Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.  
[asked of all respondents; n=1,200]

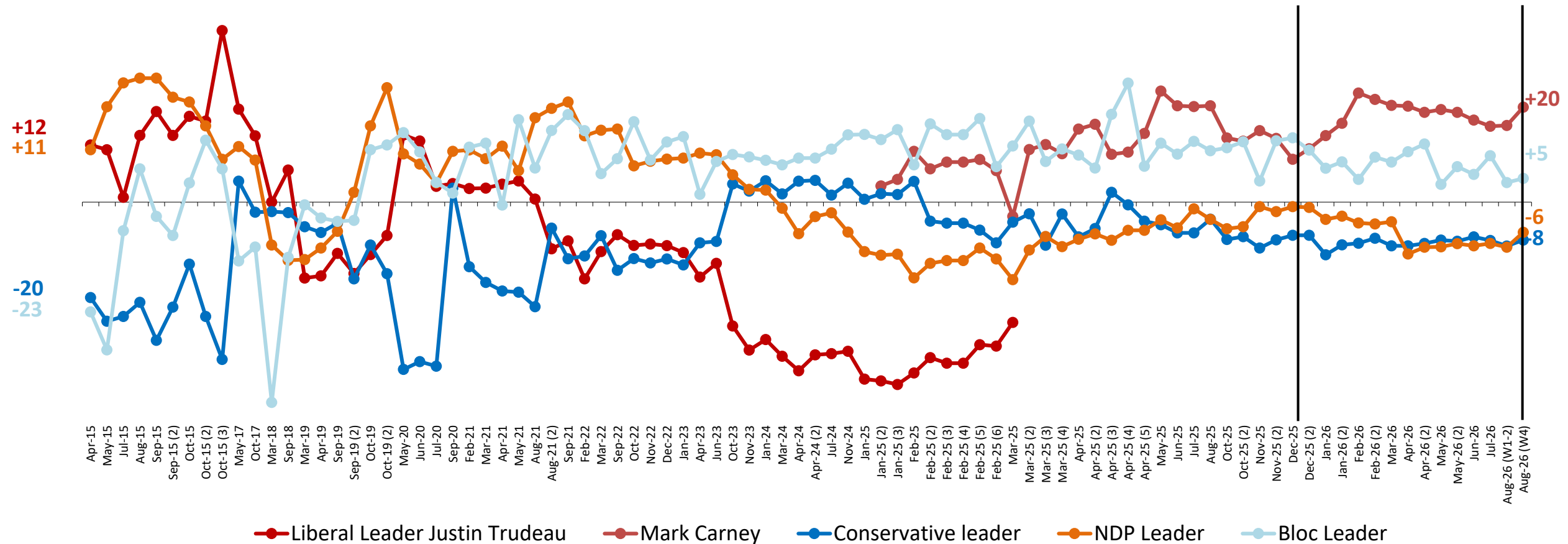


# Party Leader NET Favourables Tracking: Net favourability is back at Davos levels for Carney (+20) and marginally unchanged for Poilievre (-8)

Q Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.  
[asked of all respondents; Aug. '26 W4 n=1,200]

Jan. 22<sup>nd</sup>: World Economic Forum, speaking at Davos

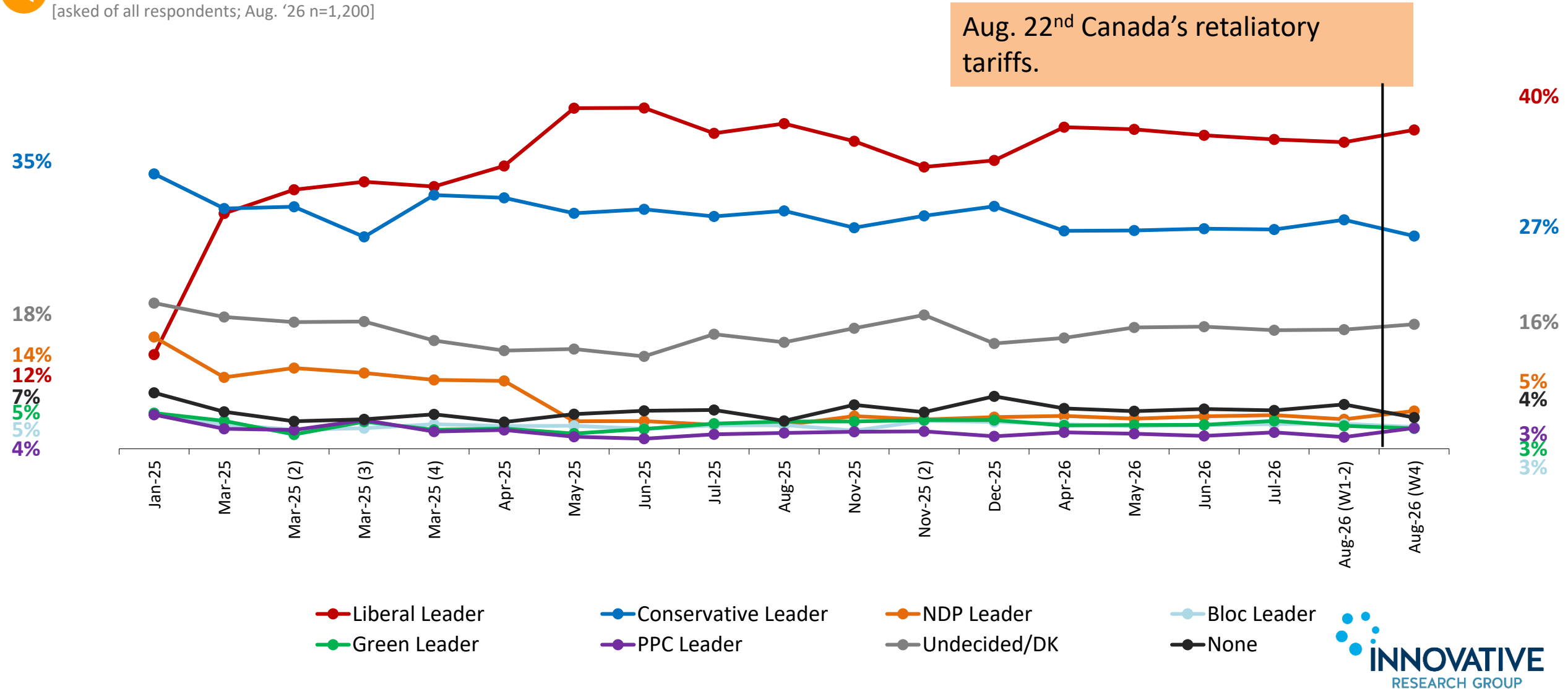
g. 22<sup>nd</sup>: Canada's retaliatory tariffs.



**Note:** Green Leader, People's Party Leader not shown.  
Note: Results for Bloc leader for Quebec respondents only

# Best Prime Minister Tracking (Raw): Plurality (40%) see Carney as a best<sup>38</sup> choice, marginally unchanged since April; a 13-point lead over Poilievre

Q Which of the following party leaders would make the best Prime Minister of Canada?  
[asked of all respondents; Aug. '26 n=1,200]



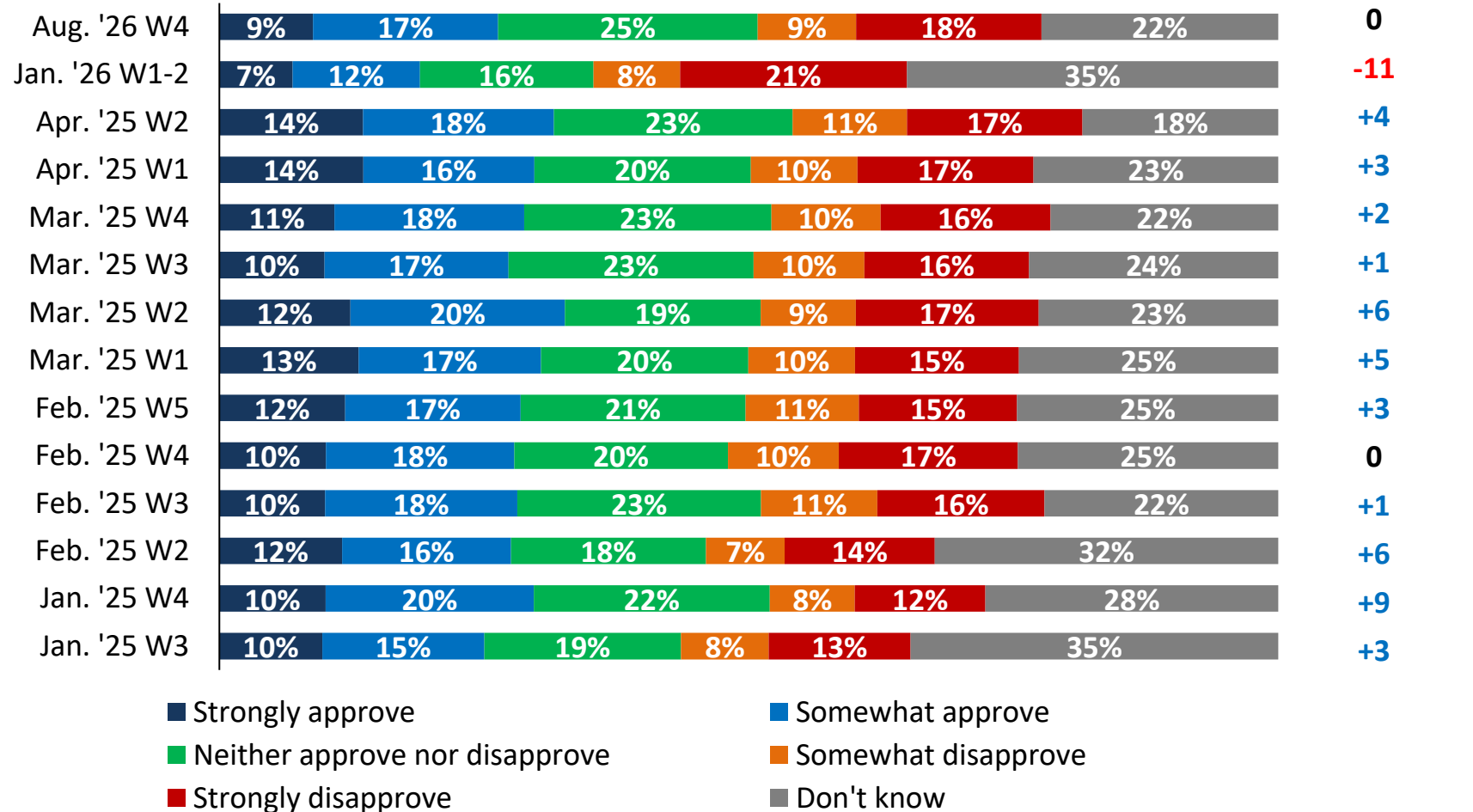
# **Politics of Canada-US Relations**

# Pierre Poilievre and the Conservatives' Response to Trump: Canadians are net neutral (0) on the CPC's response to Trump



Do you approve or disapprove of the way Pierre Poilievre and the Conservative Party is responding to issues resulting from Donald Trump's presidency?

[asked of all respondents, Aug. '26 W4 n=1,200]



## Segmentation Those who say 'Approve'

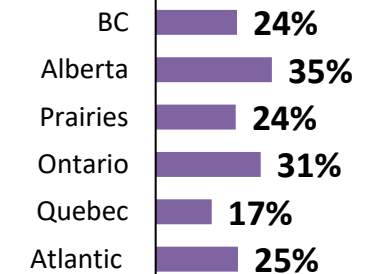
### Gender



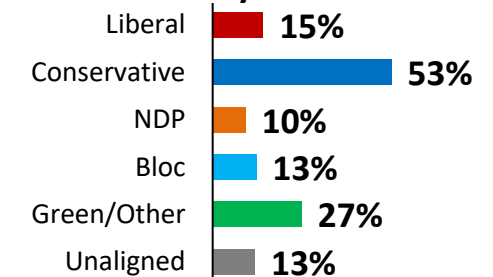
### Age



### Region



### Party ID



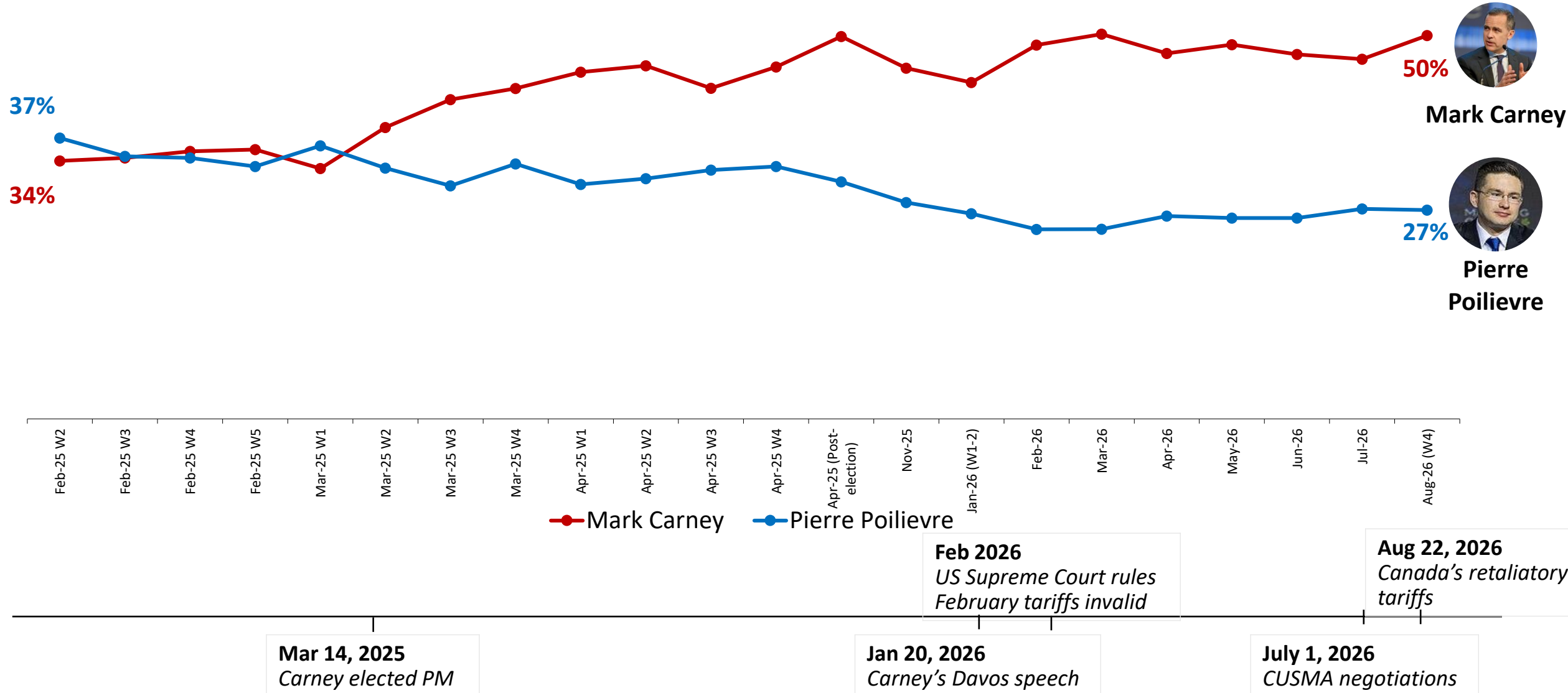
# Best Leader for Canada-US Relations Tracking:

## Carney 23-points ahead of Poilievre, a 3-point increase compared to July



Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency?

[asked of all respondents; August '26 n=1,200]



# Best Leader for Canada-US Relations: Among those who are afraid, Carney is ahead by 48 pts, on par with March peak



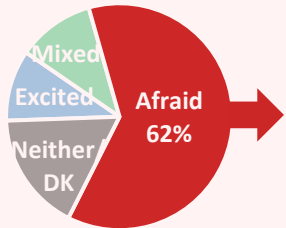
Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency? BY **Attitude Toward Trump**  
[asked of all respondents; August '26 n=1,200]



Mark Carney

Attitude Towards  
Trump  
**Excited**

A mix of  
excited and  
afraid



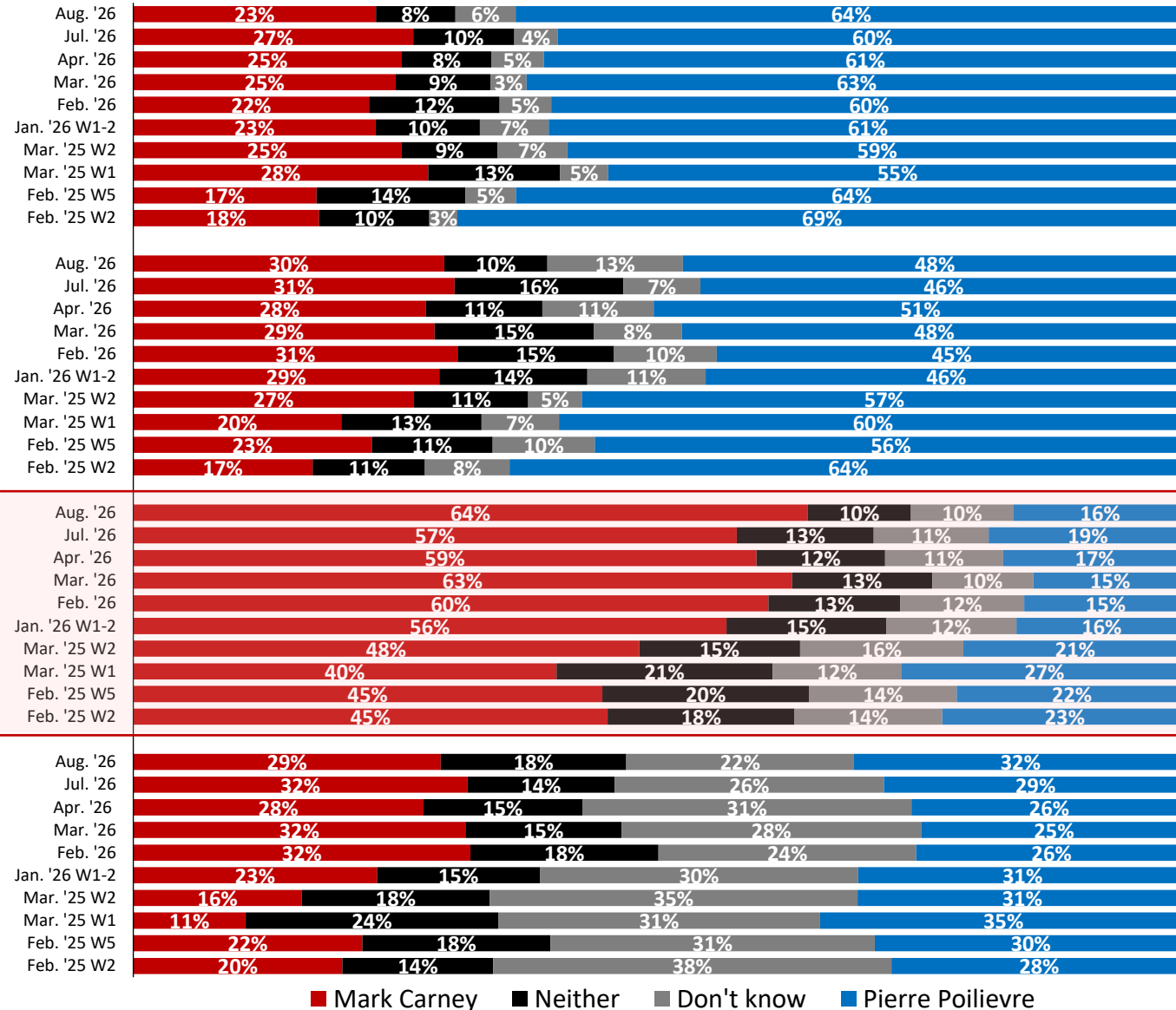
**Afraid**

**Neither/DK**



Pierre Poilievre

Carney's Lead  
Among the  
Afraid



+48  
+38  
+42  
+48  
+45  
+40  
+27  
+13  
+23  
+22

# Methodology

# Survey Methodology – National August W1-2



**These are the results of an online survey conducted between August 07, 2026, and August 20, 2026.**

**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=2,241 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

**Field Dates:** August 07, 2026 to August 20, 2026

**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<br>(n) | Unweighted<br>(%) | Weighted<br>(n) | Weighted<br>(%) |
|-------------------------|-------------------|-------------------|-----------------|-----------------|
| <b>Men 18-34</b>        | 200               | 8.9%              | 191             | 12.8%           |
| <b>Men 35-54</b>        | 331               | 14.8%             | 238             | 15.9%           |
| <b>Men 55+</b>          | 509               | 22.8%             | 293             | 19.6%           |
| <b>Women 18-34</b>      | 272               | 12.2%             | 198             | 13.2%           |
| <b>Women 35-54</b>      | 376               | 16.8%             | 249             | 16.6%           |
| <b>Women 55+</b>        | 548               | 24.5%             | 328             | 21.9%           |
|                         |                   |                   |                 |                 |
| <b>British Columbia</b> | 336               | 15.0%             | 208             | 13.9%           |
| <b>Alberta</b>          | 264               | 11.8%             | 171             | 11.4%           |
| <b>Prairies</b>         | 135               | 6.0%              | 96              | 6.4%            |
| <b>Ontario</b>          | 895               | 39.9%             | 579             | 38.6%           |
| <b>Québec</b>           | 448               | 20.0%             | 345             | 23.0%           |
| <b>Atlantic</b>         | 163               | 7.3%              | 101             | 6.7%            |

# Survey Methodology – National August W4



**These are the results of an online survey conducted between August 24, 2026, and August 25, 2026.**

**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=1,345 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 24, 2026 to August 25, 2026

**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<br>(n) | Unweighted<br>(%) | Weighted<br>(n) | Weighted<br>(%) |
|-------------------------|-------------------|-------------------|-----------------|-----------------|
| <b>Men 18-34</b>        | 123               | 9.2%              | 161             | 13.5%           |
| <b>Men 35-54</b>        | 228               | 17.0%             | 191             | 15.9%           |
| <b>Men 55+</b>          | 282               | 21.0%             | 230             | 19.2%           |
| <b>Women 18-34</b>      | 142               | 10.6%             | 158             | 13.2%           |
| <b>Women 35-54</b>      | 237               | 17.7%             | 198             | 16.6%           |
| <b>Women 55+</b>        | 329               | 24.5%             | 258             | 21.6%           |
|                         |                   |                   |                 |                 |
| <b>British Columbia</b> | 204               | 15.2%             | 167             | 13.9%           |
| <b>Alberta</b>          | 151               | 11.2%             | 133             | 11.1%           |
| <b>Prairies</b>         | 86                | 6.4%              | 80              | 6.7%            |
| <b>Ontario</b>          | 524               | 39.0%             | 463             | 38.6%           |
| <b>Québec</b>           | 292               | 21.7%             | 276             | 23.0%           |
| <b>Atlantic</b>         | 88                | 6.5%              | 81              | 6.7%            |

# Appendices

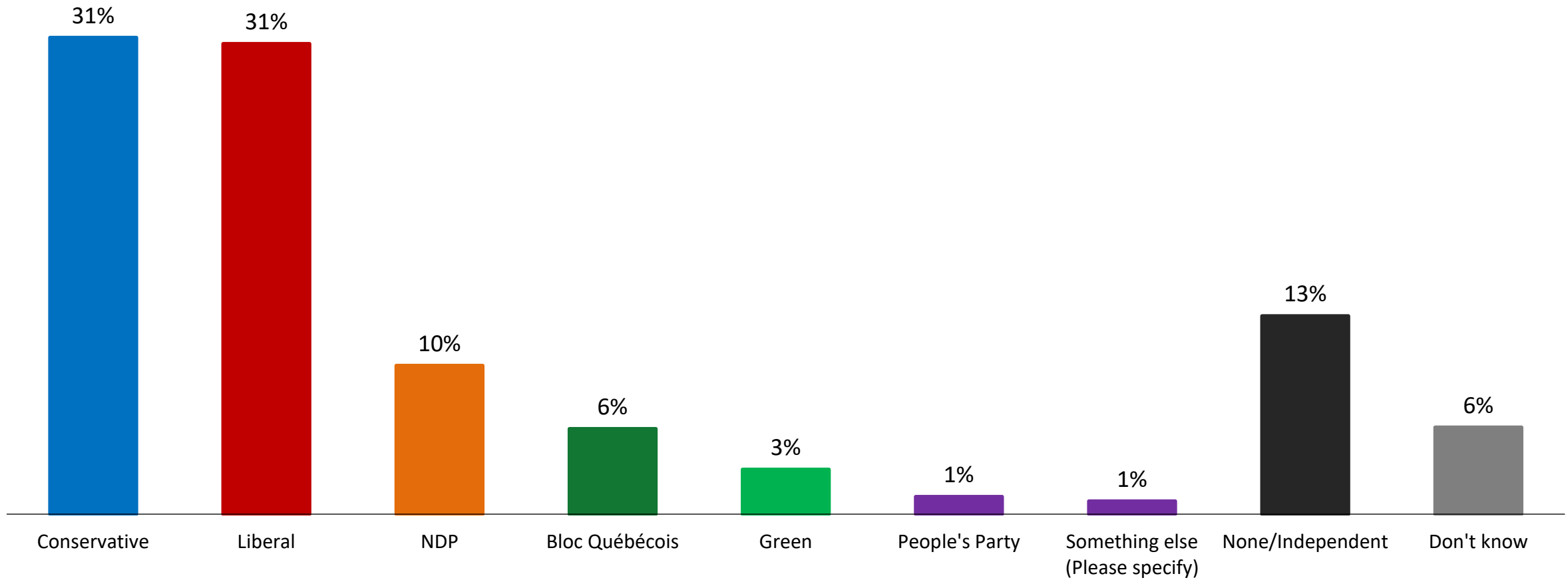
# Party ID

# Federal Party ID: Canadians equally identify as Conservative and Liberals (31%); 13% are independent



Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...

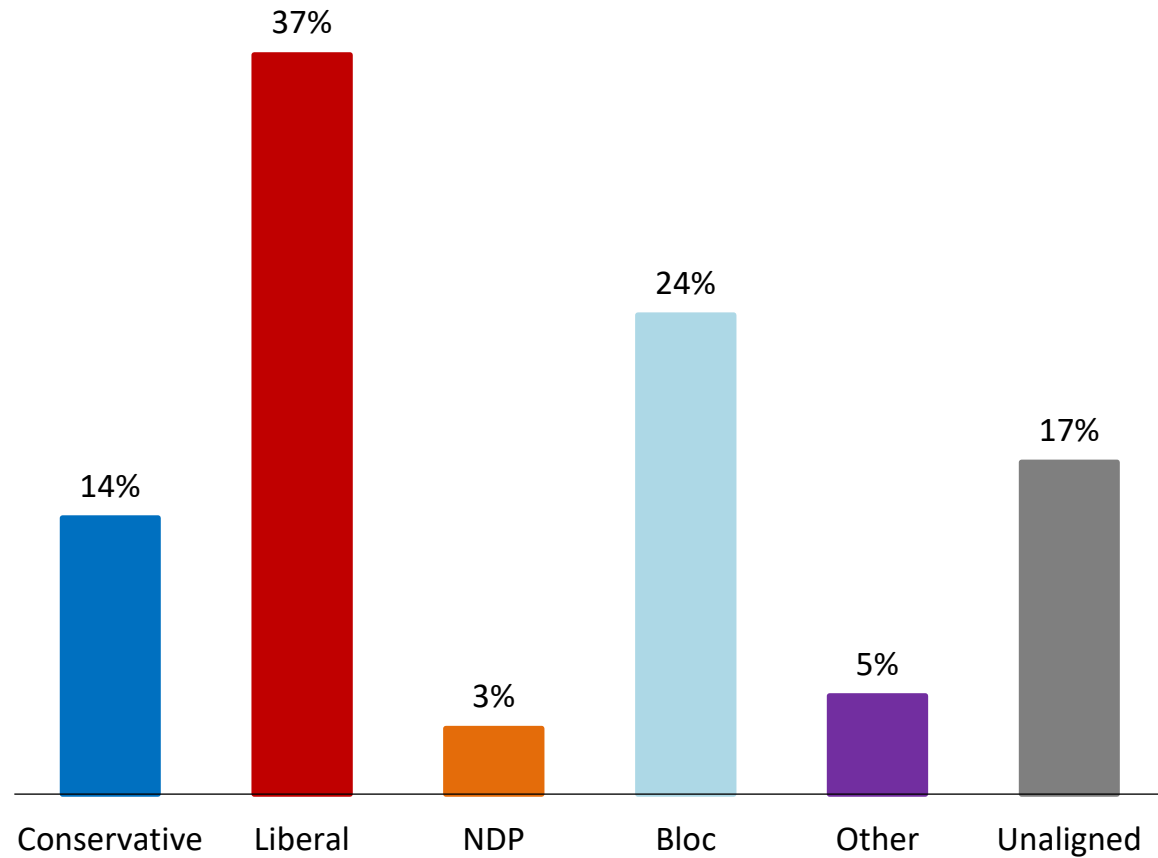
[asked of all respondents; n=1,200]



# Federal Party ID (Quebec vs. ROC): Quebeckers are 13-points more likely to self-identify as Liberals compared to Bloc

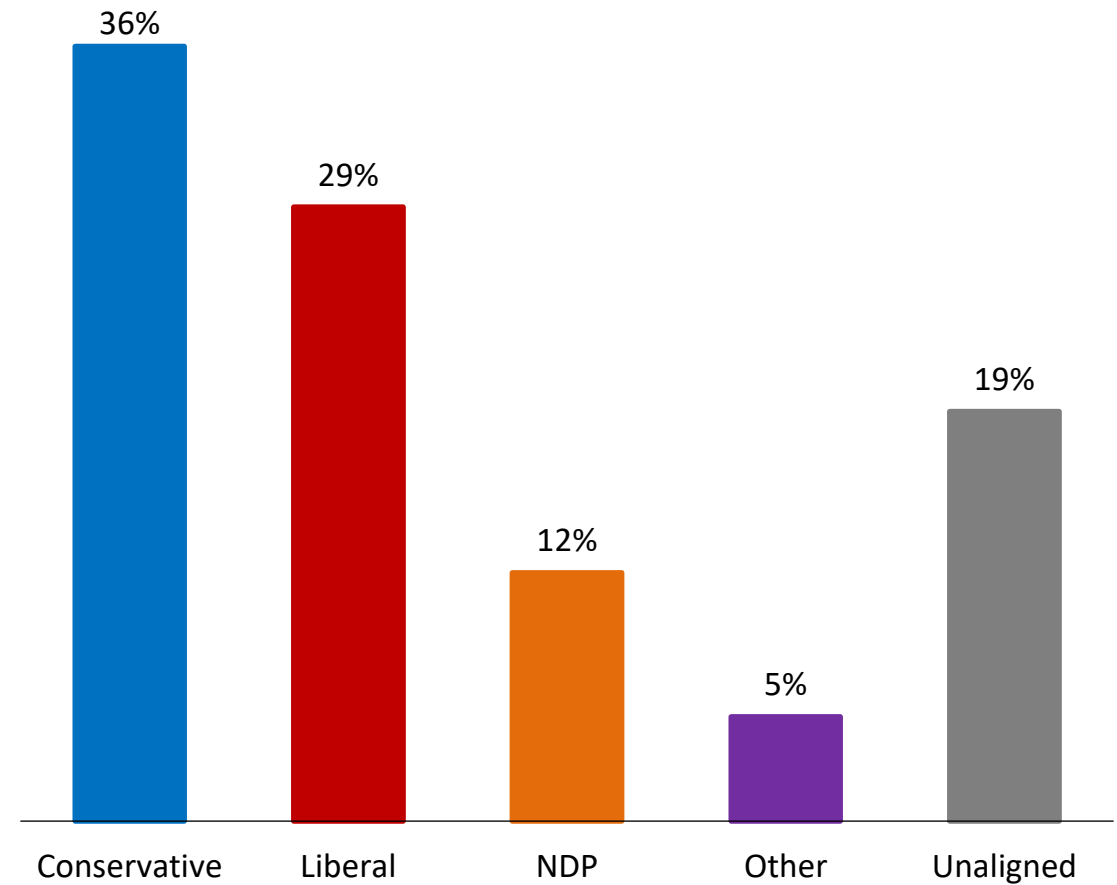
## Party ID: Quebec

[Respondents in Quebec; n=276]



## Party ID: Rest of Canada

[Respondents in the rest of Canada; n=924]





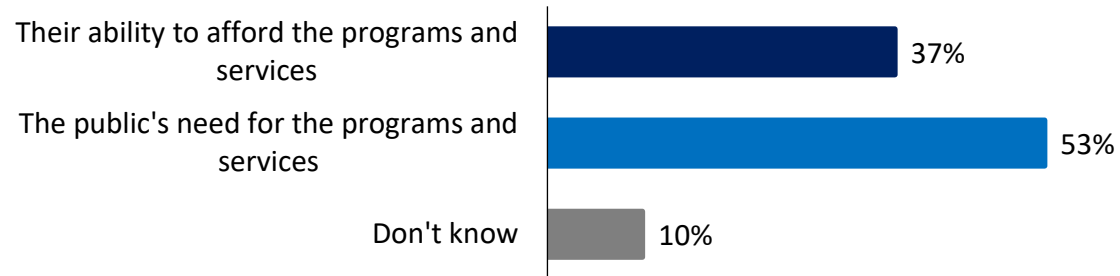
# Value Clusters

# Core Political Values: 59% believe that the main role of government is to create equal opportunity

Q

When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

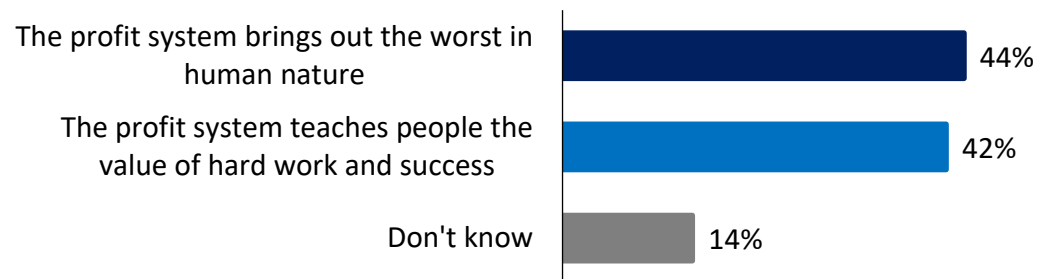
[asked of all respondents; n= 1,200]



Q

Which of the following statements comes closest to your view?

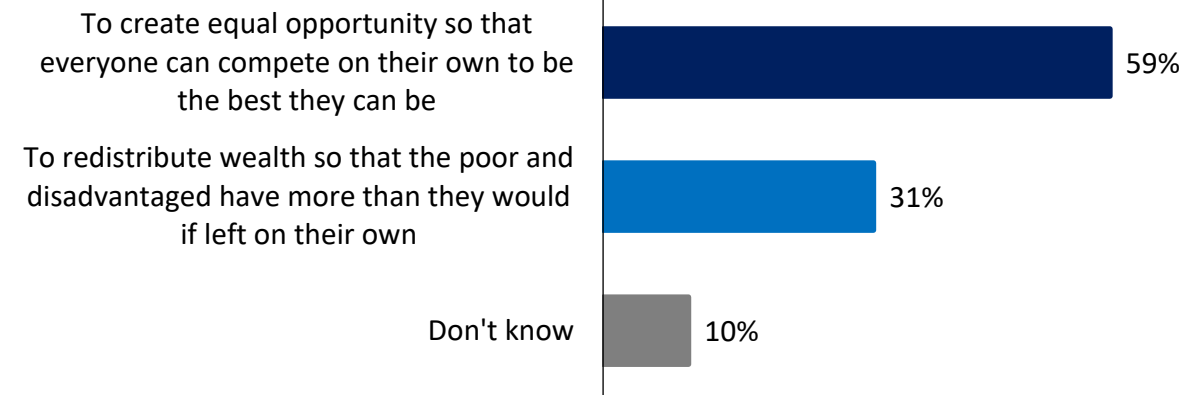
[asked of all respondents; n= 1,200]



Q

Is the main role of government to...?

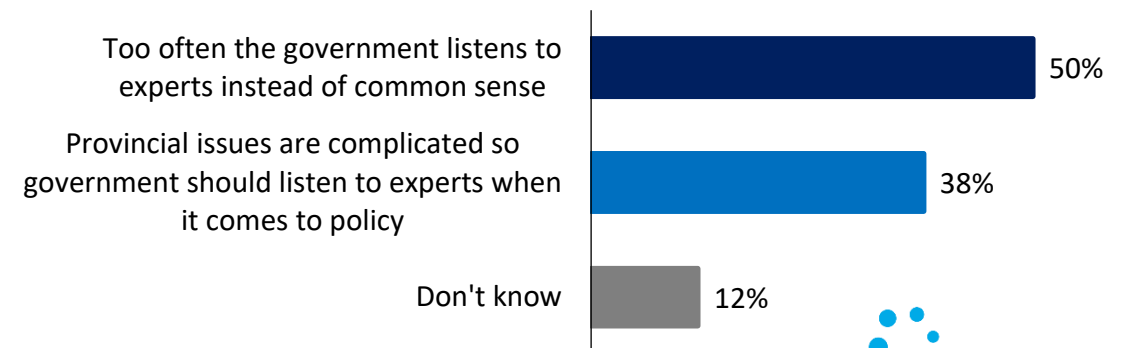
[asked of all respondents; n= 1,200]



Q

When it comes to government decision making, which of the following statements is closest to your view?

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

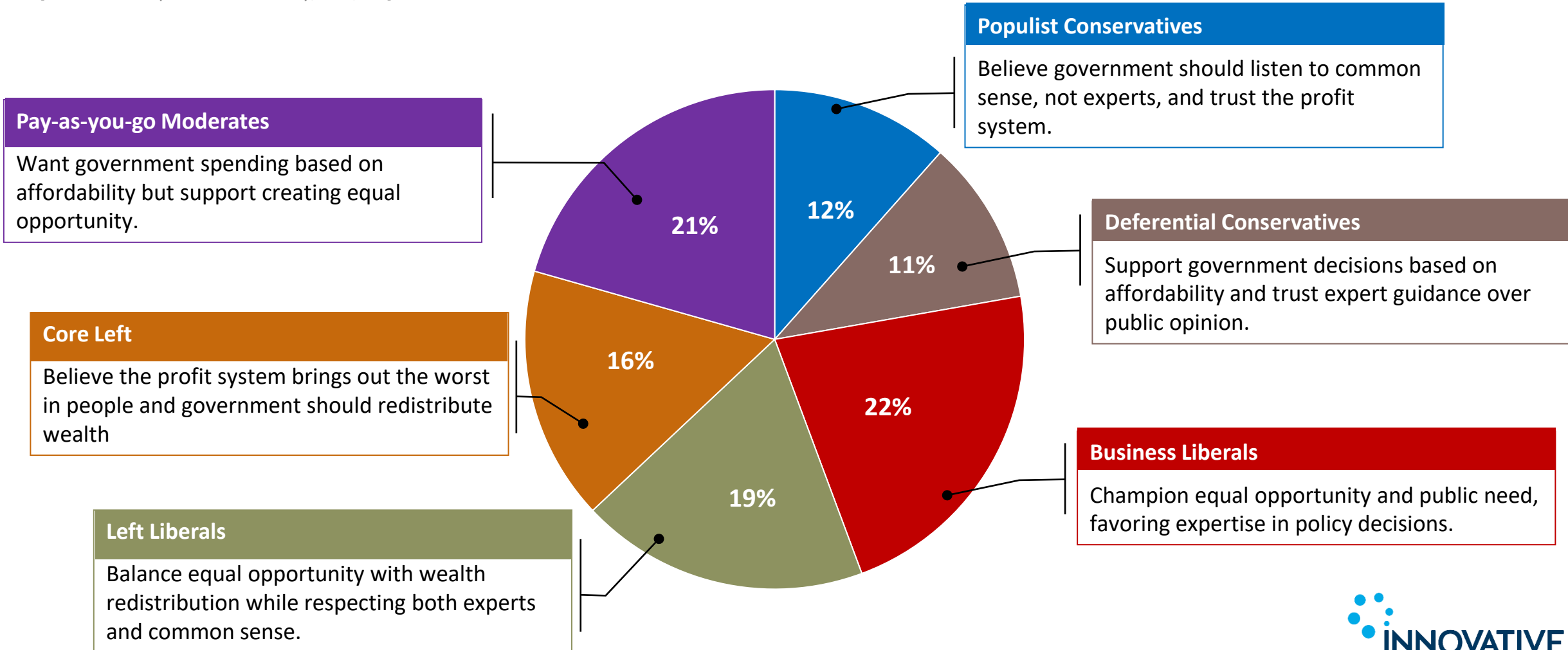


# Value clusters: Nearly 1-in-4 Canadians are Business Liberals, while 1-in-5 are Pay-as-you-go Moderates



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 nationally; n= 1,200]



# Defining Value Clusters: Over 90% of Business and Left Liberals believe government decisions should be public-need based

Core Political Values by Value Clusters

| Column %                                       |                                        | Populist Conservatives | Deferential Conservatives | Business Liberals | Left Liberals | Core Left | Pay-as-you-go Moderates |
|------------------------------------------------|----------------------------------------|------------------------|---------------------------|-------------------|---------------|-----------|-------------------------|
| Governments should base decisions on...        | Ability to afford                      | 96%                    | 88%                       | 0%                | 0%            | 0%        | 80%                     |
|                                                | Public Need                            | 0%                     | 0%                        | 97%               | 91%           | 89%       | 0%                      |
| Is the main role of government to...?          | Create equal opportunity               | 96%                    | 72%                       | 62%               | 98%           | 0%        | 39%                     |
|                                                | Redistribute wealth                    | 0%                     | 21%                       | 29%               | 0%            | 96%       | 34%                     |
| When it comes to government decision making... | Rely on common sense                   | 100%                   | 0%                        | 47%               | 61%           | 35%       | 55%                     |
|                                                | Listen to experts                      | 0%                     | 91%                       | 47%               | 25%           | 52%       | 21%                     |
| The profit system...                           | Brings out the worst in human nature   | 0%                     | 0%                        | 0%                | 85%           | 84%       | 68%                     |
|                                                | Teaches value of hard work and success | 87%                    | 94%                       | 93%               | 0%            | 0%        | 7%                      |



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**Building Understanding.**

