

Building Canada

Views on Bill C-39 and P3s

Public Opinion Research
Release Date: November 6th, 2026
Field Dates: October 15 to November 2, 2026

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Study Overview



This release examines Canadians' views on Bill C-39 and public-private partnerships (P3s). It covers:

- **Familiarity with Bill C-39 and support for its four proposed reforms**
- **Views on approval timelines, lead agency, union representation and strike powers**
- **Indigenous consultation and political implications**
- **P3 familiarity and general private-sector support**

Key Findings

1. **Specific reforms attract more support than opposition.** Support reaches 57% for one-year assessment decisions, 53% for a lead approval agency and union protections, and 49% for ministerial strike and lockout powers. "Net support is positive across every age group and ideology cluster for the one-year decision (+38 to +71) and the lead agency (+33 to +67), but is weakest for ministerial strike powers, where 18–34s sit at +23 and the Alienated Populist Left at +20.

2. **Support for a larger private-sector role remains tentative.** 38% support increased private-sector involvement in government services, 18% oppose it, and 44% are neutral or unsure. Support rises with familiarity (+40 net among the very familiar, +41 among the somewhat familiar), but falls to +6 among those who haven't heard of P3s.

3. **Bill awareness exceeds detailed familiarity.** 68% have heard of Bill C-39, but 32% are familiar with it. Among those aware, positive and mixed assessments are almost equally common. Net impressions are positive (+30 net good, with 40% good against 10% bad), but the 39% who see a mix of good and bad suggest many views are still forming.

4. **Most consider one year sufficient for consultation under the conditions tested.** 61% say it is enough time, with possible pauses or extensions, compared with 25% who disagree. Agreement is lowest among the Alienated Populist Right (+11) and Unaligned (+11), and is highest in Alberta (+49) and among the Status Quo Right (+58).

5. **The reform agenda receives a positive overall balance.** Forty-three per cent see the proposed project-approval and labour changes moving in the right direction, compared with 18% on the wrong track. A quarter (25%) are neither optimistic nor pessimistic, which leaves a sizeable group open to persuasion as the debate develops (+25 net right direction).

Key Voter Segments

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

Ideology Clusters

Respondents' opinions on Canadian identity, history, the system, institutions, elites, and future generations were used to form five clusters:

1. **Alienated Populist Left (21%)** – Pair deep cultural alienation with anti-market, anti-elite, and anti-expert views, reflecting a broad rejection of the current system.
2. **Status Quo Center-Left (24%)** – Lean redistributive and somewhat anti-market, but show relatively low levels of cultural alienation and greater institutional reassurance.
3. **Alienated Technocratic Reformers (17%)** – See Canada as deeply broken but favour expert-led reform and a more need-oriented, anti-market policy approach.
4. **Status Quo Economic Right (17%)** – Emphasize individual opportunity and market rewards while expressing relatively low levels of cultural alienation.
5. **Alienated Populist Right (21%)** – Combine market-friendly, fiscally restrained values with anti-expert populism and a strong sense that Canada is broken and elite-driven.

Federal Party ID

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

1. **Conservative** (32%)
2. **Liberal** (29%)
3. **NDP** (9%)
4. **Bloc Québécois** (6%)
5. **Green/Other** (5%)
6. **Unaligned** (20%)

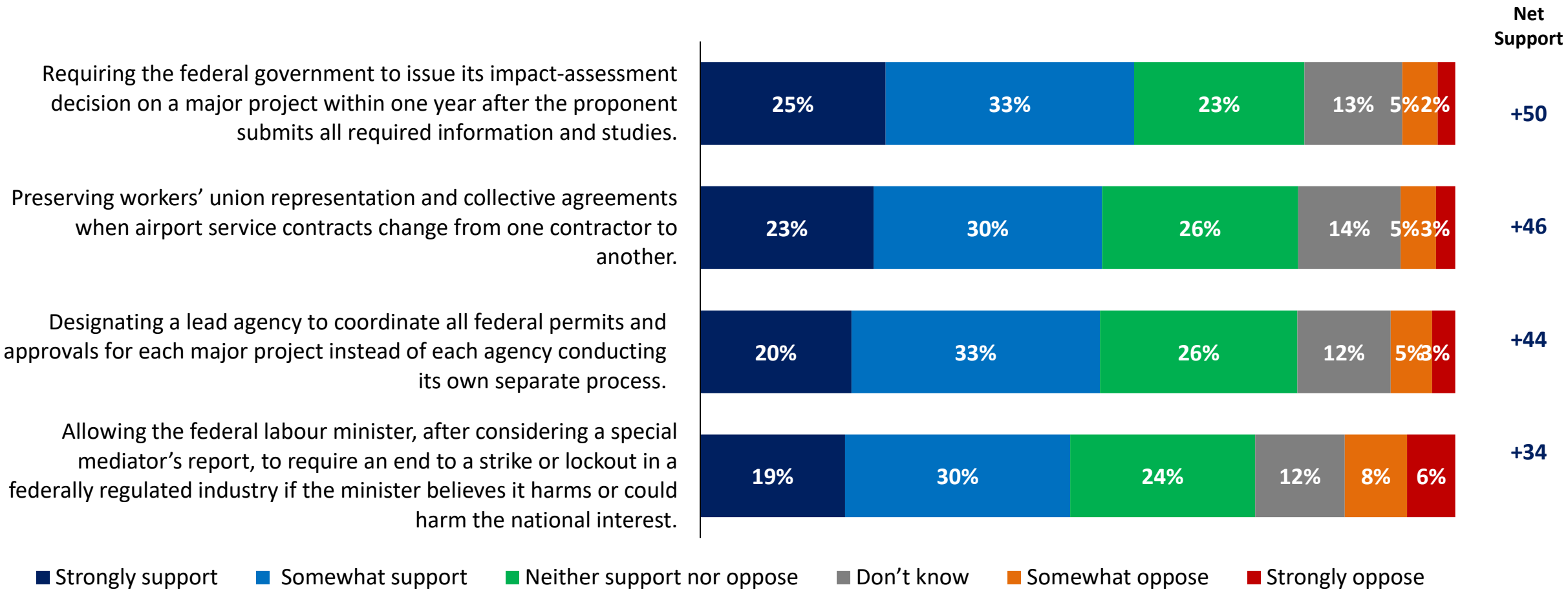
Detailed definitions and results for this segment is included in the appendix.

Bill C-39

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Proposed Reforms: Support exceeds opposition for all four measures

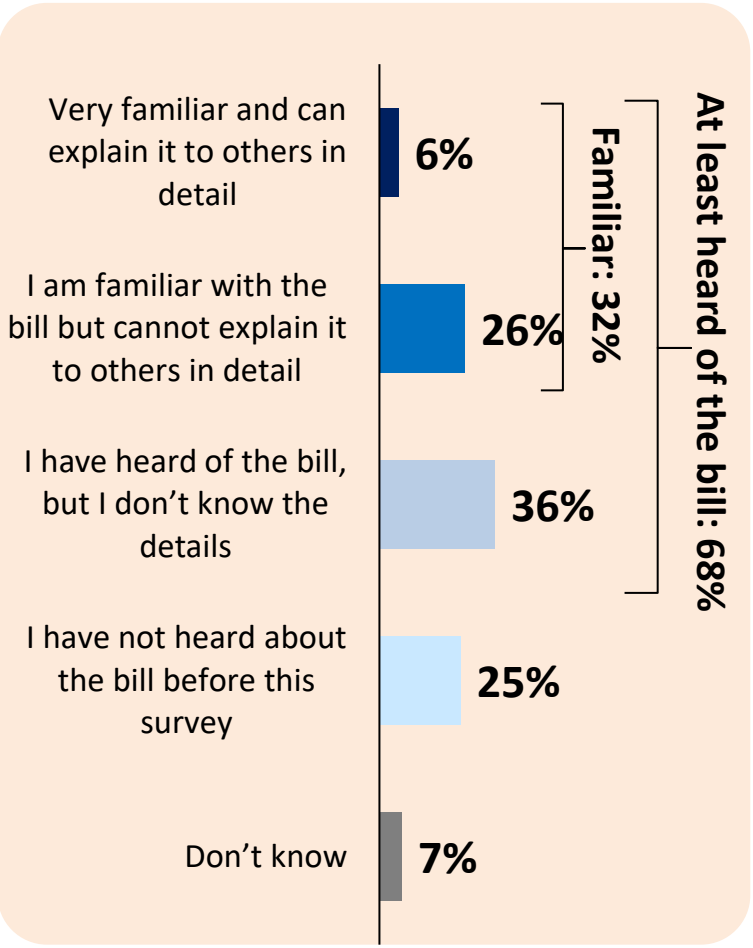
Q The federal government has proposed the following measures in Bill C-39. To what extent do you support or oppose each one?
[asked of all respondents; n=1,500]



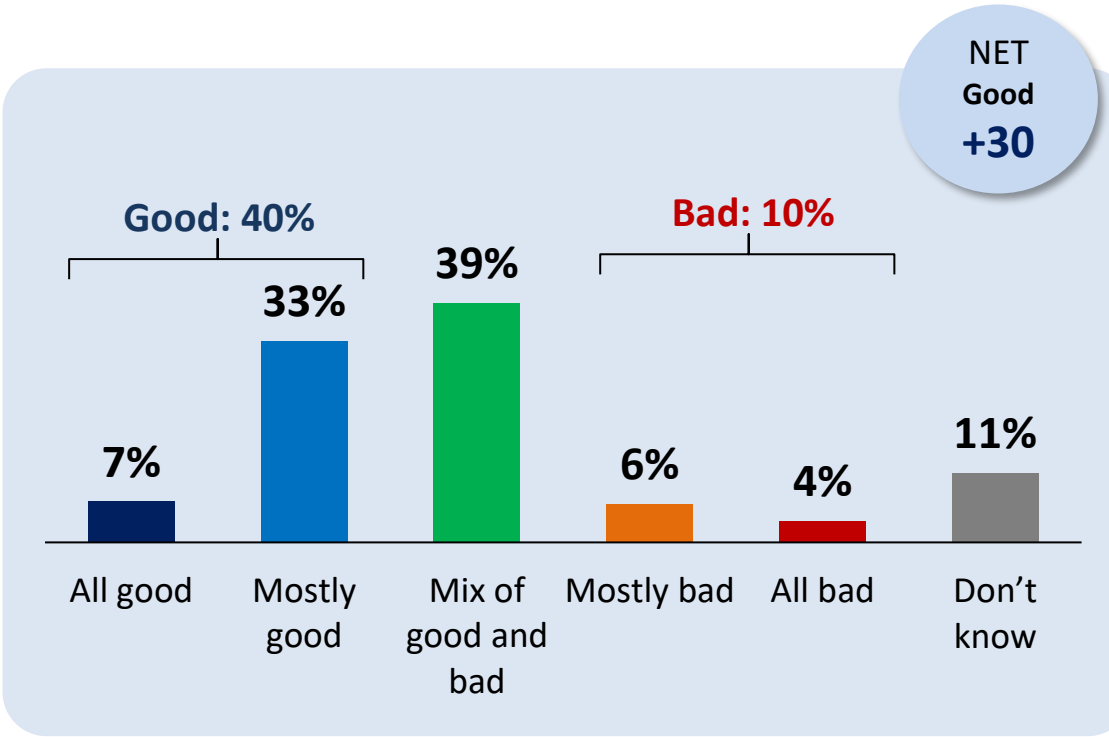
Current data: October 2026 (W3-4-5)

Impressions of Bill C-39: Two-thirds have heard of the bill; those aware are divided between positive and mixed views

Q **Familiarity: …** How familiar are you with Bill C-39, the Building Canada Strong Act, an act the federal government claims will change how major projects are reviewed and approved, strengthen transportation and supply chains, and change federal labour rules? [asked of all respondents nationally, n=1,500]

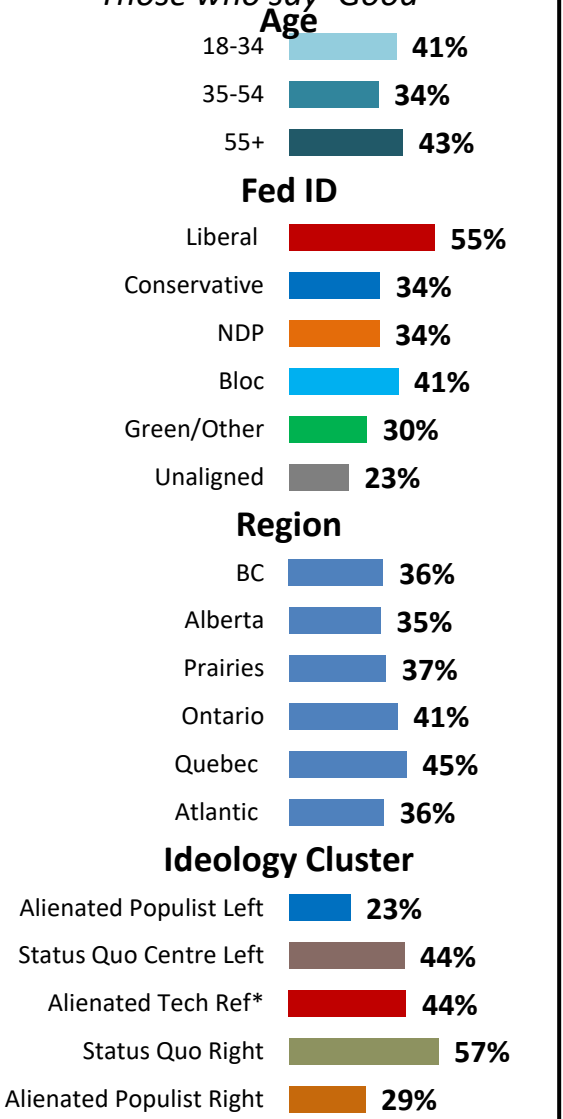


From what you know, does Bill C-39 sound like a good thing or a bad thing?
[asked only of those who have heard of Bill C-39; n=1020]



Segmentation

Those who say 'Good'

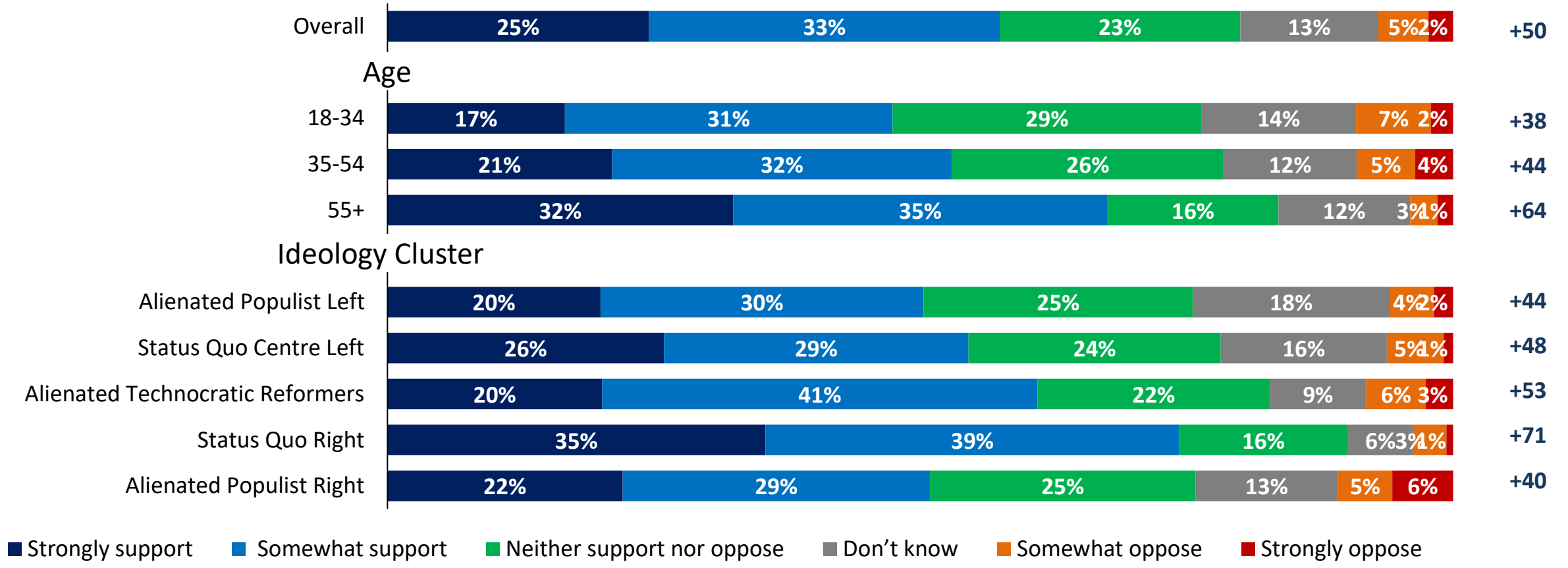


Current data: October 2026 (W3-4-5)

A One-year Impact-assessment Decision: 57% support a deadline after all required information is submitted, highest among Status Quo Right

Q The federal government has proposed the following measures in Bill C-39. To what extent do you support or oppose each one?
[asked of all respondents; n=1,500]

Requiring the federal government to issue its impact-assessment decision on a major project within one year after the proponent submits all required information and studies.

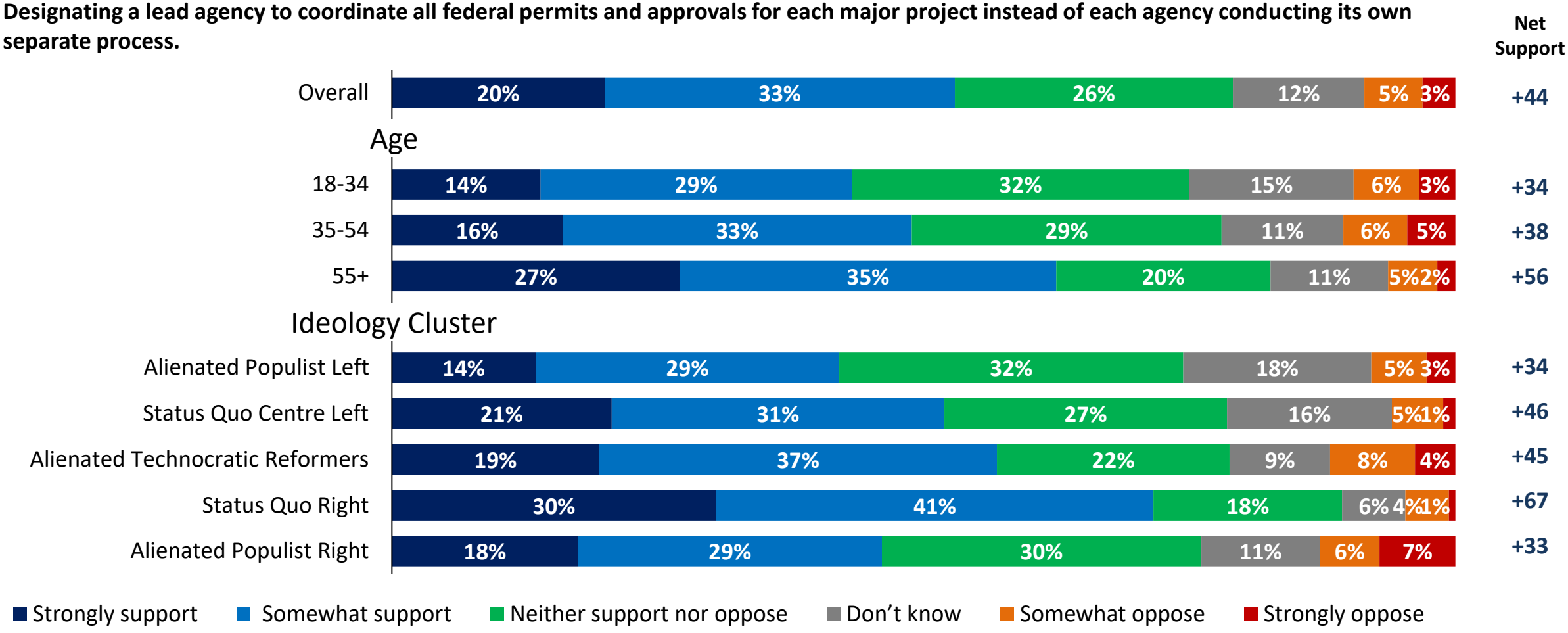


Current Data: October 2026 (W3-4-5)

Designated Lead Agency For Approvals: 53% support a coordinated federal approval process

Q The federal government has proposed the following measures in Bill C-39. To what extent do you support or oppose each one?
[asked of all respondents; n=1,500]

Designating a lead agency to coordinate all federal permits and approvals for each major project instead of each agency conducting its own separate process.



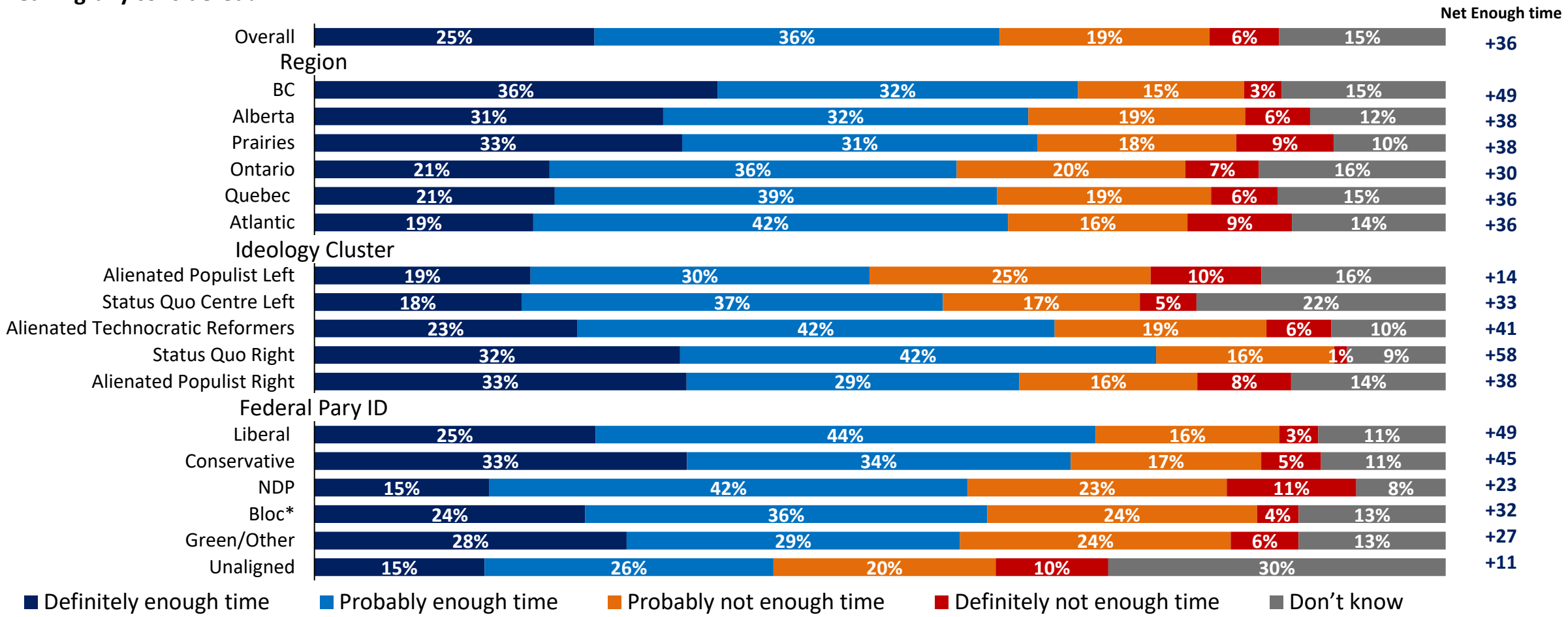
Current Data: October 2026 (W3-4-5)

Indigenous Consultation: 61% consider one year sufficient under the conditions described; Alienated Left and Unaligned least likely to agree

Q The proposed one-year target for federal project reviews includes consultation with affected Indigenous communities. The government says timelines could be extended or paused where necessary to complete that consultation.

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

Do you think one year is a reasonable amount of time for affected Indigenous communities to identify their concerns and have those concerns meaningfully considered?

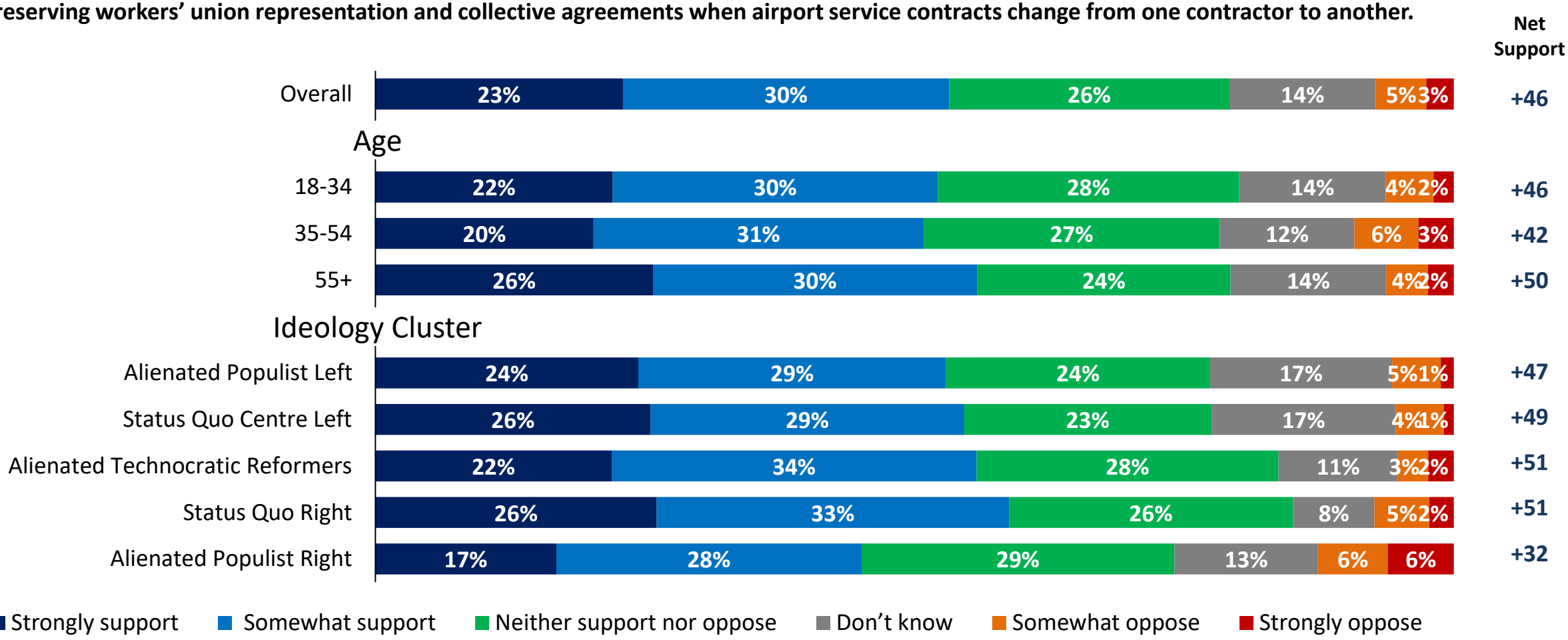


Current Data: October 2026 (W3-4-5)

Protection of Union Representation: 53% support preserving representation and agreements when contractors change

Q The federal government has proposed the following measures in Bill C-39. To what extent do you support or oppose each one?
[asked of all respondents; n=1,500]

Preserving workers' union representation and collective agreements when airport service contracts change from one contractor to another.

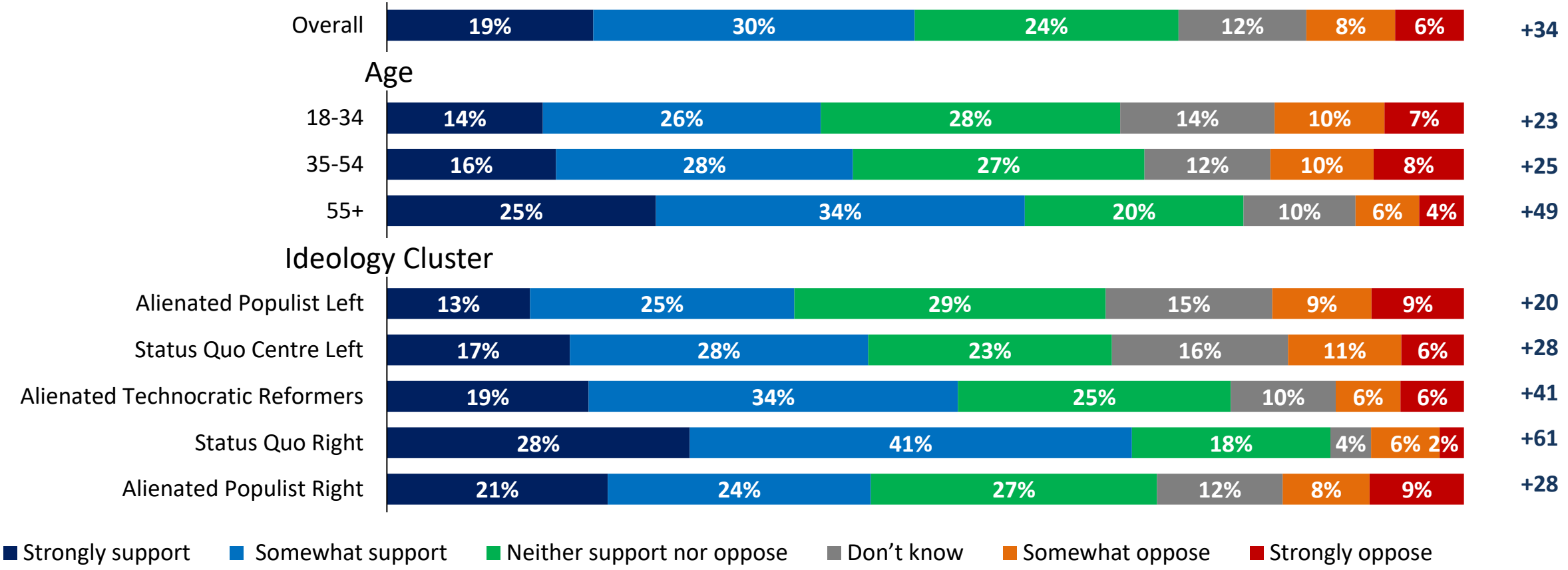


Current Data: October 2026 (W3-4-5)

Ministerial Strike Powers: 49% support intervention where the national interest is at risk

Q The federal government has proposed the following measures in Bill C-39. To what extent do you support or oppose each one?
[asked of all respondents; n=1,500]

Allowing the federal labour minister, after considering a special mediator's report, to require an end to a strike or lockout in a federally regulated industry if the minister believes it harms or could harm the national interest.



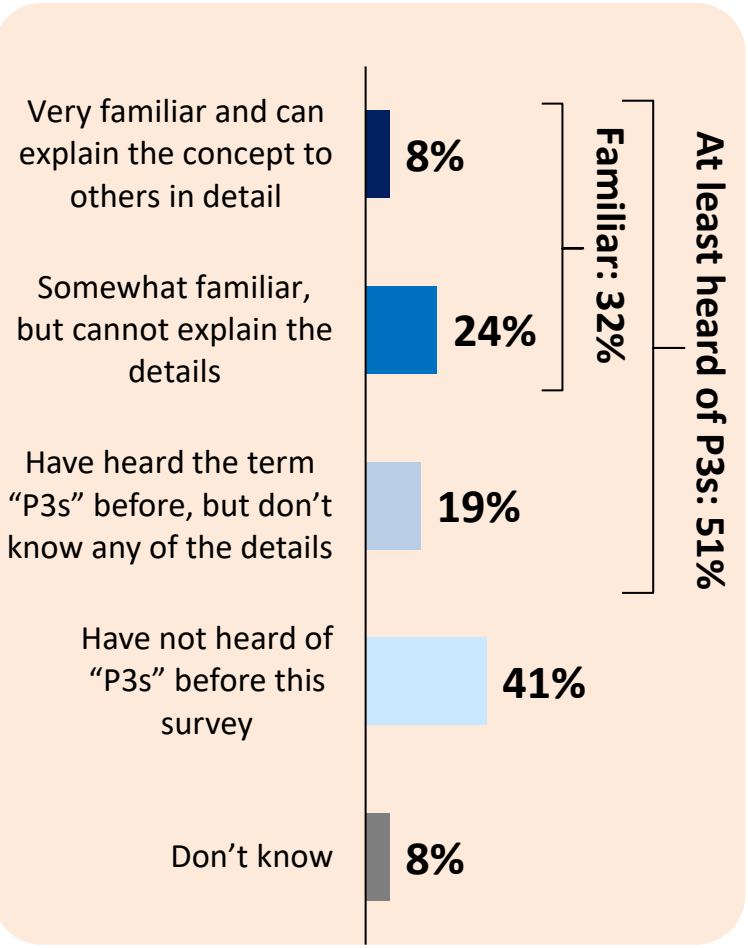
Current Data: October 2026 (W3-4-5)

Public-private Partnerships (P3s)

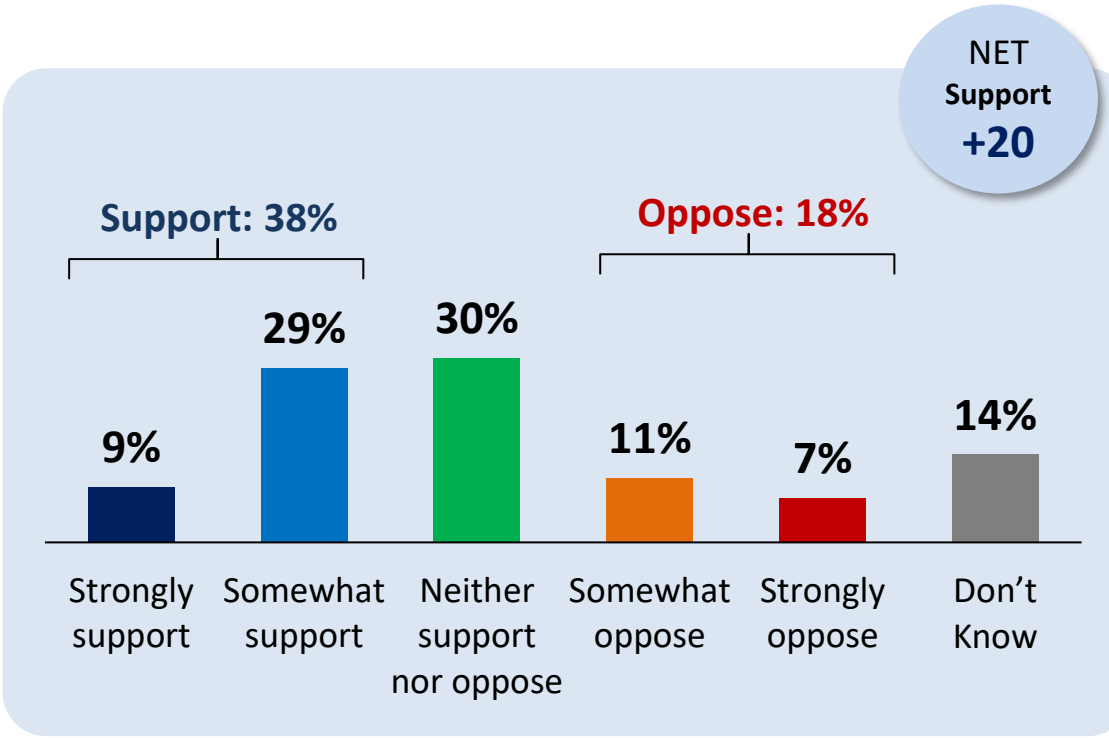
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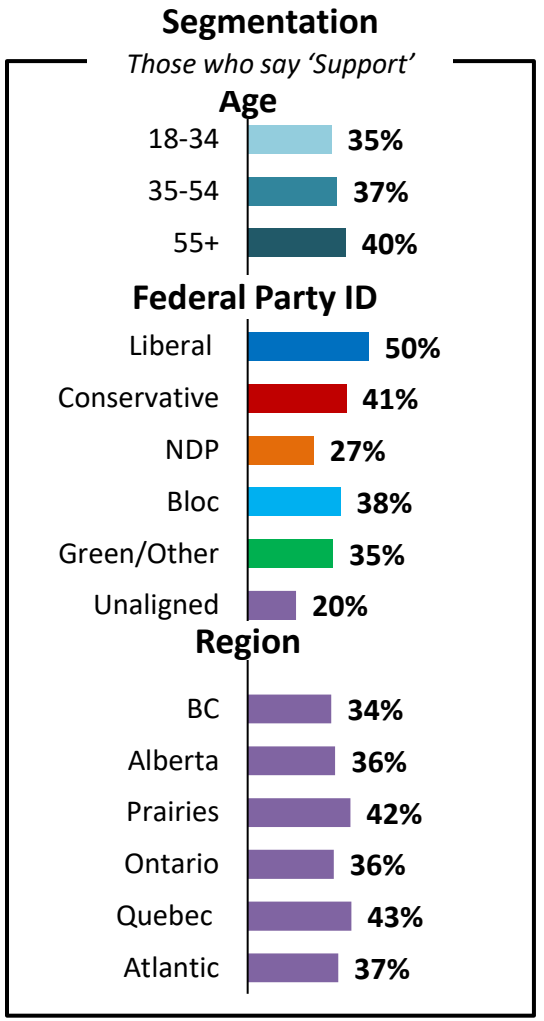
Impressions of Public-private Partnerships: 1-in-3 are familiar with the concept of P3s; 38% support private sector involvement in gov't services

Q **Familiarity: …** There are a number of different ways the private sector can become involved in delivering government services such as roads and public transit. One way is called "Public-Private Partnerships", "PPP" or "P3s". **How familiar are you with the concept of public-private partnerships?**
[asked of all respondents nationally, n=1,500]



As you may know, public-private partnerships are projects that involve the private sector in delivering of government services.
Do you support or oppose the general idea of increasing the involvement of the private sector in the delivery of government services?



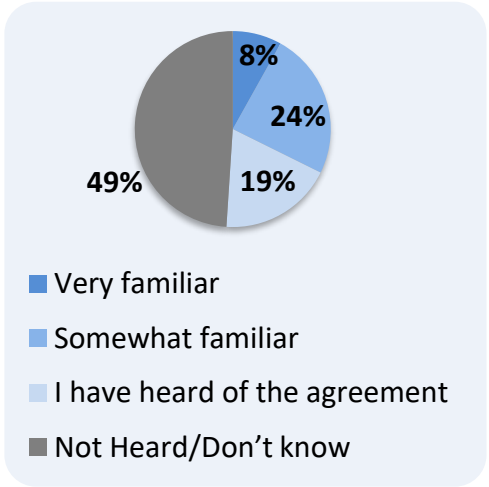


Current data: October 2026 (W3-4-5)

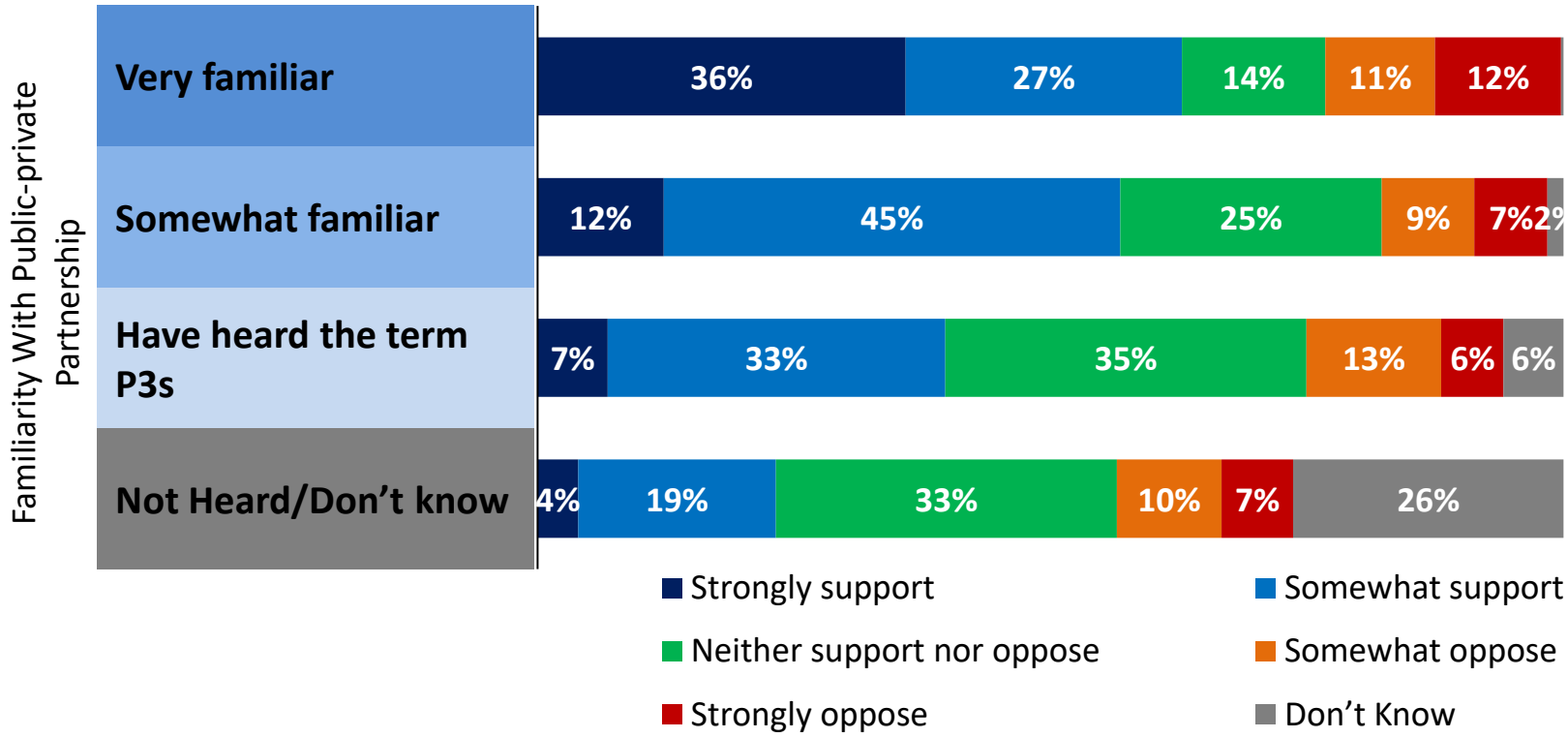
P3 Support by Familiarity: Support is higher among respondents familiar with P3s

Q Do you support or oppose the general idea of increasing the involvement of the private sector in the delivery of government services?
BY Familiarity With Public-private Partnership
[asked of all respondents; n=1,500]

Familiarity With Public-private Partnership



Support for Increased Involvement of the Private Sector



Net Support

+40

+41

+21

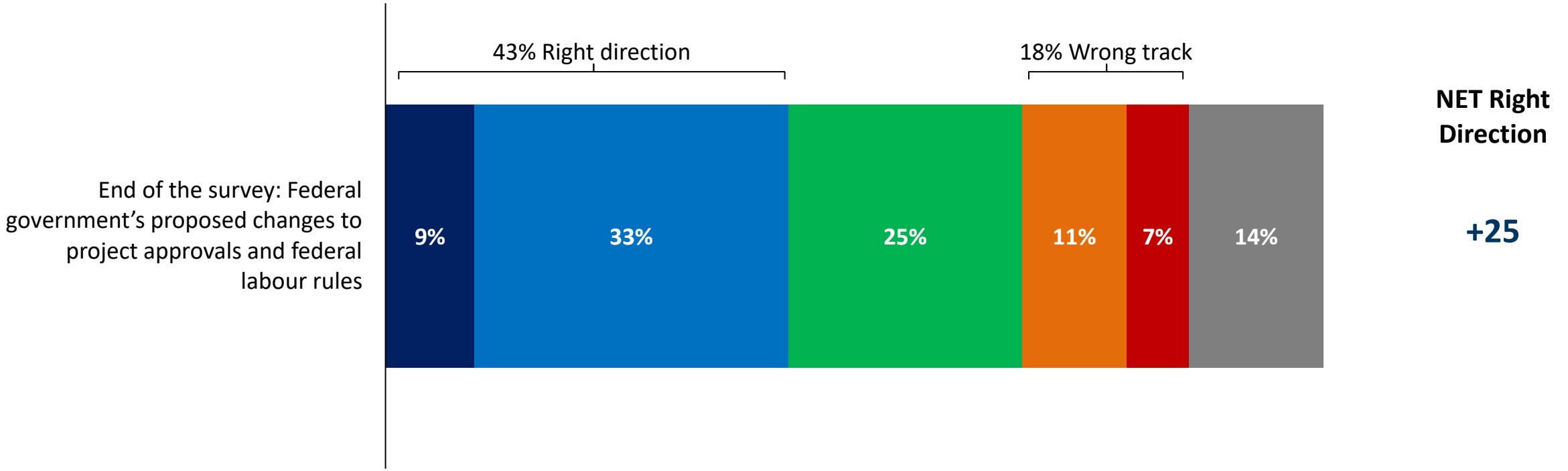
+6

Current data: October 2026 (W3-4-5)

Direction of Approval Process: More see approval and labour reforms heading in right direction (43%) than wrong track (18%); 25% are neutral

Q **At the END of the survey:** Thinking about the **federal government's proposed changes to project approvals and federal labour rules**, would you say the federal government is moving in the right direction or on the wrong track?

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



Current data: October 2026 (W3-4-5)

Methodology

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Survey Methodology – National October W3-4-5



These are the results of an online survey conducted between October 15, 2026, and November 2, 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=3,562 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: October 15, 2026 to November 2, 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 (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	418	11.8%	202	13.5%
Men 35-54	519	14.6%	238	15.9%
Men 55+	787	22.1%	290	19.4%
Women 18-34	415	11.7%	194	13.0%
Women 35-54	604	17.0%	249	16.7%
Women 55+	811	22.8%	322	21.5%
British Columbia	970	27.3%	211	14.1%
Alberta	829	23.3%	168	11.2%
Prairies	152	4.3%	96	6.4%
Ontario	886	24.9%	579	38.6%
Québec	573	16.1%	345	23.0%
Atlantic	149	4.2%	101	6.7%

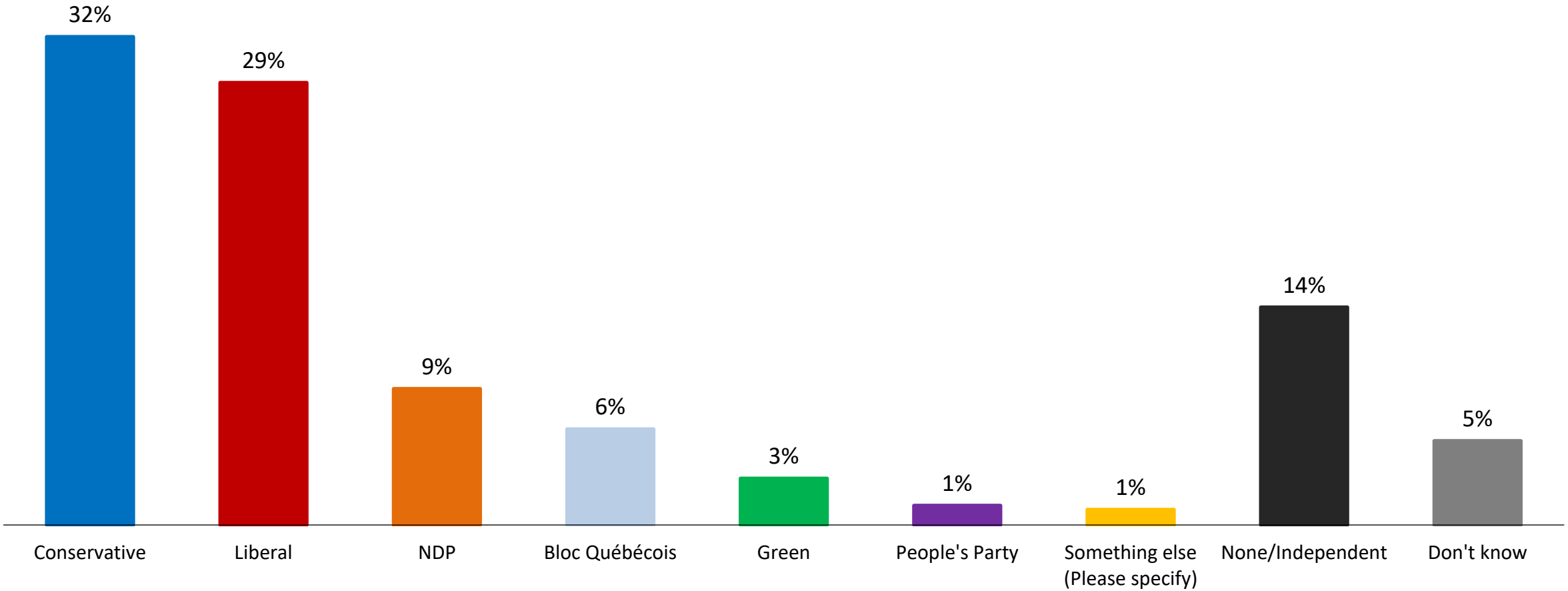
Appendices

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Party ID

Federal Party ID: 32% of Canadians identify as a Conservative, while 29% identify as a Liberal; 14% say none or independent

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



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Current data: September (W1-2) 2026

Ideology Clusters

Ideology Clusters: Canadians spread across five ideology clusters, with the two largest Status Quo Centre-Left and Alienated Populist Left

Q Respondents' opinions on how things fare in six areas (Canadian identity, history, the system, institutions, elites, and future generations) were used to group them into five clusters.

Alienated Populist Right

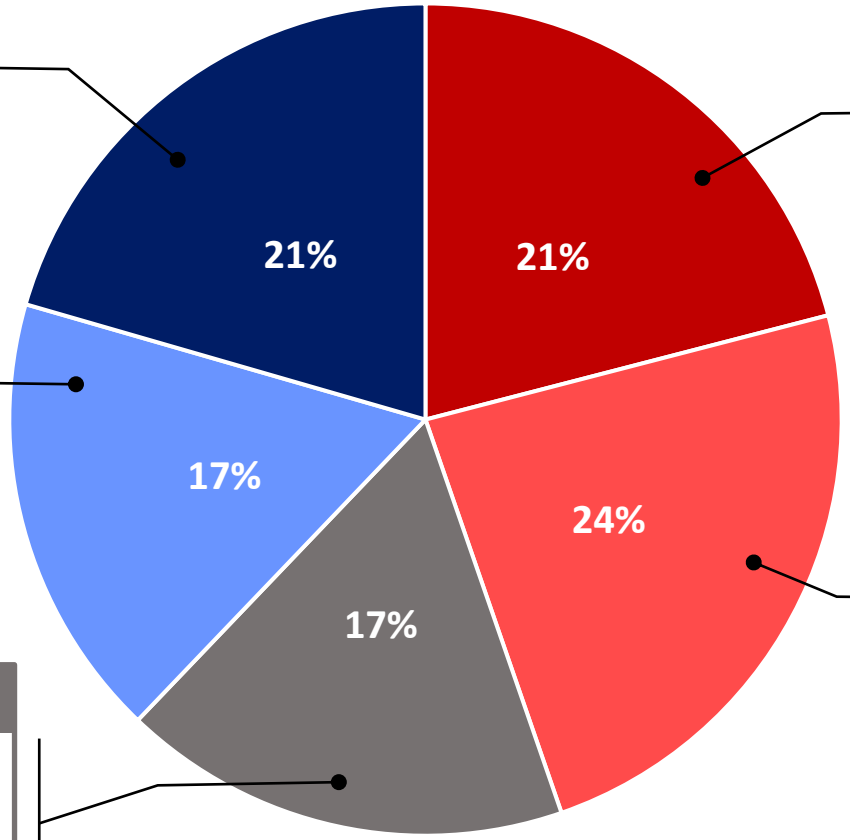
Combine market-friendly, fiscally restrained values with anti-expert populism and a strong sense that Canada is broken and elite-driven.

Alienated Populist Left

Pair deep cultural alienation with anti-market, anti-elite, and anti-expert views, reflecting a broad rejection of the current system.

Status Quo Economic Right

Emphasize individual opportunity and market rewards while expressing relatively low levels of cultural alienation.



Status Quo Center-Left

Lean redistributive and somewhat anti-market, but show relatively low levels of cultural alienation and greater institutional reassurance.

Alienated Technocratic Reformers

See Canada as deeply broken but favour expert-led reform and a more need-oriented, anti-market policy approach.

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Defining Ideology Clusters: Economic values separate left and right; alienation separates populists from the status quo

Core Issue Priorities by Value Cluster

Column %

		Alienated Populist Left	Status Quo Center-Left	Alienated Technocratic Reformers	Status Quo Economic Right	Alienated Populist Right
Governments should base decisions on...	Ability to afford	0%	19%	0%	69%	92%
	Public Need	92%	57%	96%	24%	0%
Is the main role of government to...?	Create equal opportunity	38%	40%	70%	75%	68%
	Redistribute wealth	52%	40%	23%	22%	22%
When it comes to government decision making...	Rely on common sense	70%	17%	62%	22%	76%
	Listen to experts	18%	58%	25%	70%	13%
The profit system...	Brings out the worst in human nature	88%	73%	0%	0%	31%
	Teaches value of hard work and success	0%	0%	91%	94%	51%
Canada's political, economic and social systems…	Serves average Canadians well	3%	51%	29%	80%	7%
	Are rigged to benefit Canada's elites at the expense of average Canadians	88%	20%	56%	10%	80%
Canadian institutions are broken	Net agree	66%	-1%	21%	-19%	55%
Canadian elites don't care about ordinary Canadians	Net agree	85%	51%	52%	8%	70%
When experts or authorities dismiss something as a conspiracy theory, I think it usually is	true and they just want to hide the truth from us	59%	10%	47%	13%	59%
	because the theory really is false	15%	57%	32%	67%	14%

Note: Current data: October 2026 (W3-4-5)

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Building Understanding.

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