

INNOVATIVE RESEARCH GROUP

Canada This Month
Reaction to Budget

Public Opinion Research
Release Date: November 9th
Field Dates: November 6th to 9th, 2026

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Study Overview



This report examines Canadians' awareness of and satisfaction with the November 5, 2026 federal budget, comparing the latest results with historical budget reactions and exploring differences by federal party identification and six values clusters. Findings are based on a November 6–9, 2026 national online survey.

Key Findings

1 **Most Canadians have not heard anything about the budget.** Only 41% report having heard about the budget. This is on the low side of recent federal budgets.

2 **The budget has a narrowly positive reception among Canadians who have heard about it:** 35% satisfied, 34% dissatisfied, net +1.

3 **Compared with November 2025, the national topline has moved only slightly.** Both Carney budget have left Canadians aware of the budgets almost evenly divided. There is a directional +3-point improvement in net satisfaction from November 2025 (−2).

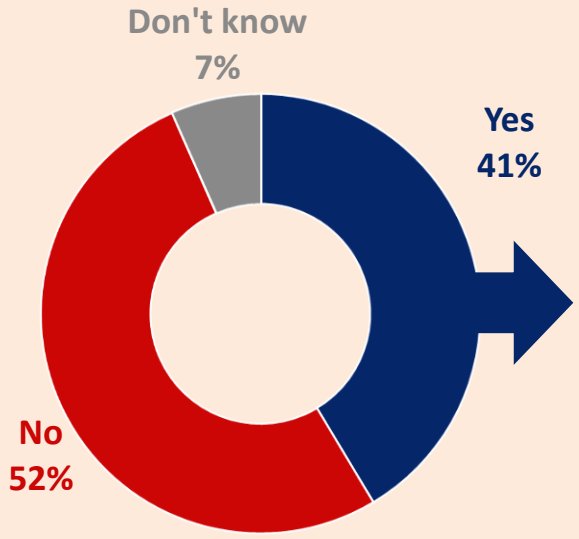
4 **Party identity structures the reaction.** Liberal identifiers register +56 net satisfaction. Conservatives are the most dissatisfied with −47 net satisfaction. Left leaning and unaligned voters lean negative - NDP (−16), Bloc (−9) and unaligned Canadians (−13) - although some subgroup bases are small.

Reaction to the Budget

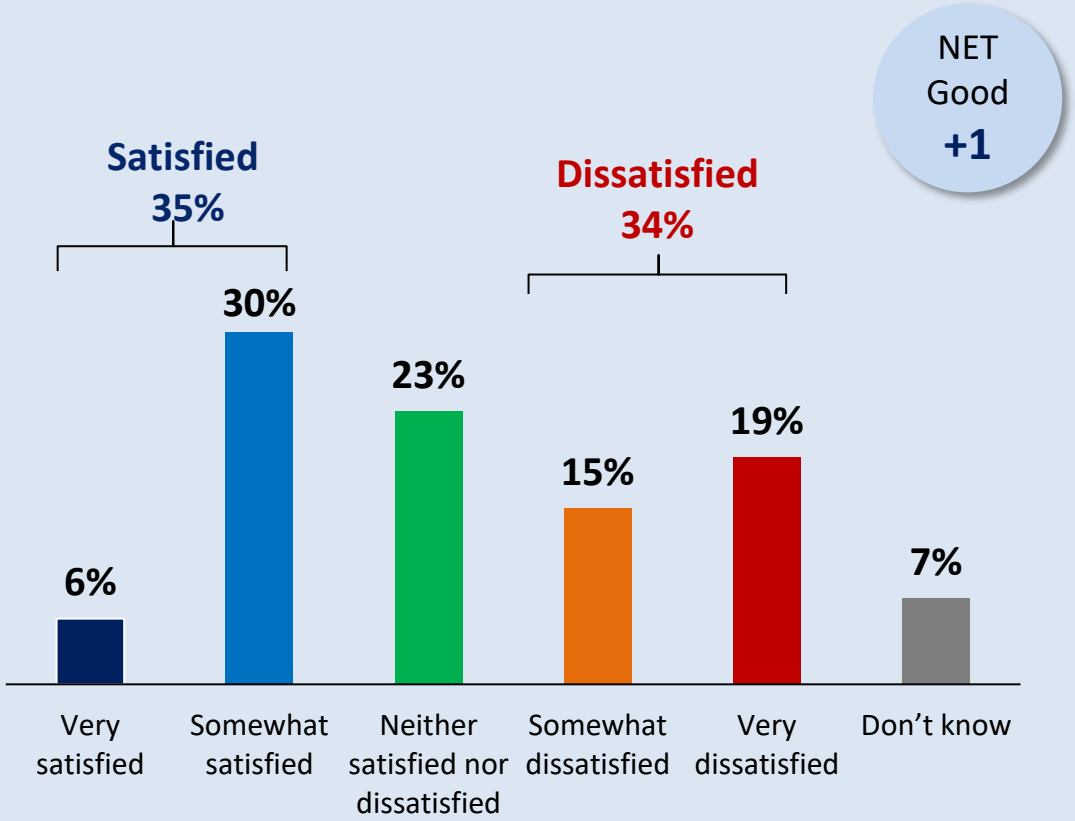
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Impressions of The Budget: Among those aware, satisfaction is evenly divided; Liberals most positive (+56) while Conservatives negative (-47)

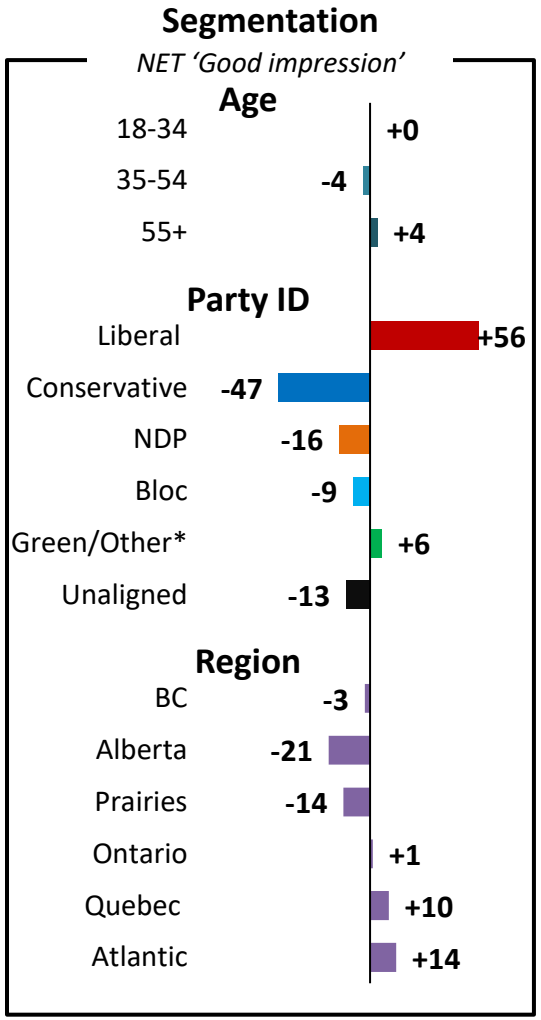
Q **Familiarity: …** Have you read, seen or heard anything about the recent federal budget that was presented in Parliament on Thursday, November 5, 2026?
Impressions: In general, how satisfied are you with the federal budget?



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



[asked of those aware of budget, n=414]

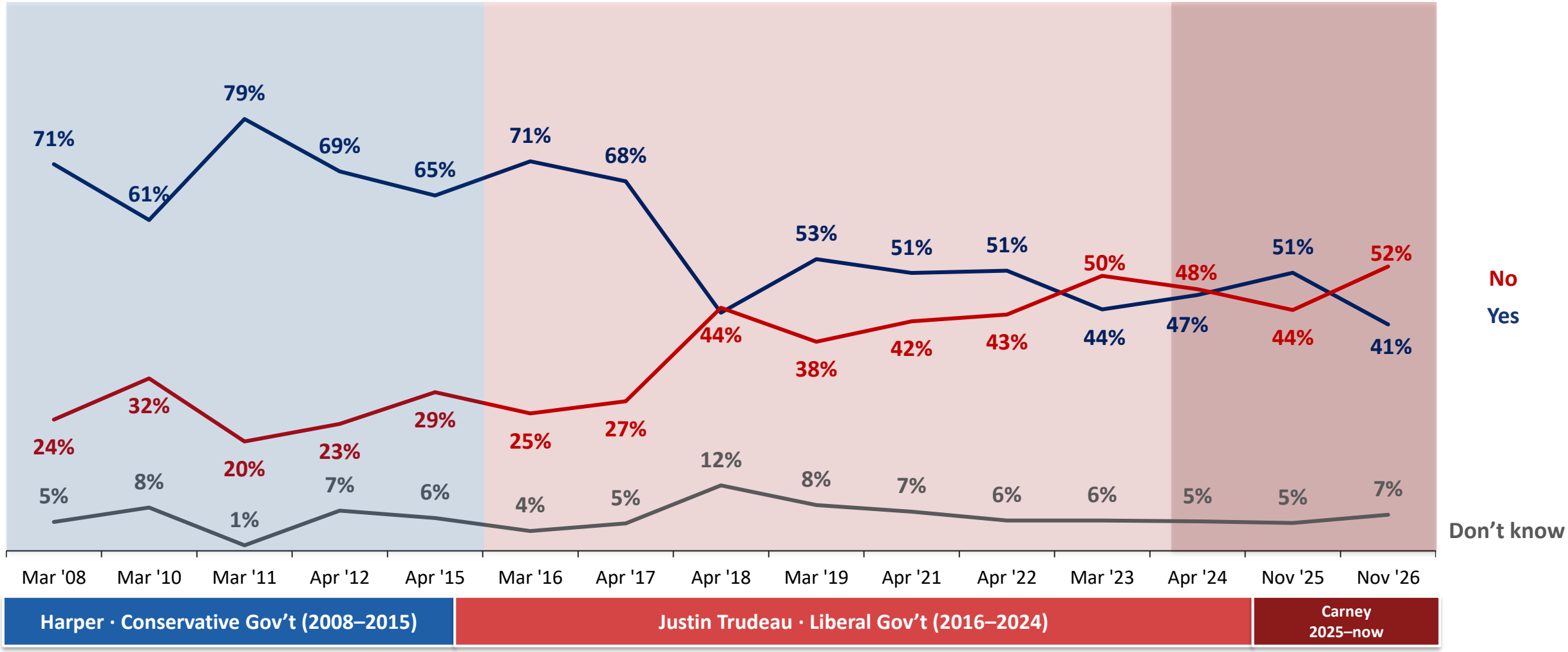


Current data: November 2026 (W1)
Note: *Sample size <50, results should be interpreted with caution

Read, Seen, Heard Budget (Tracking) by Government

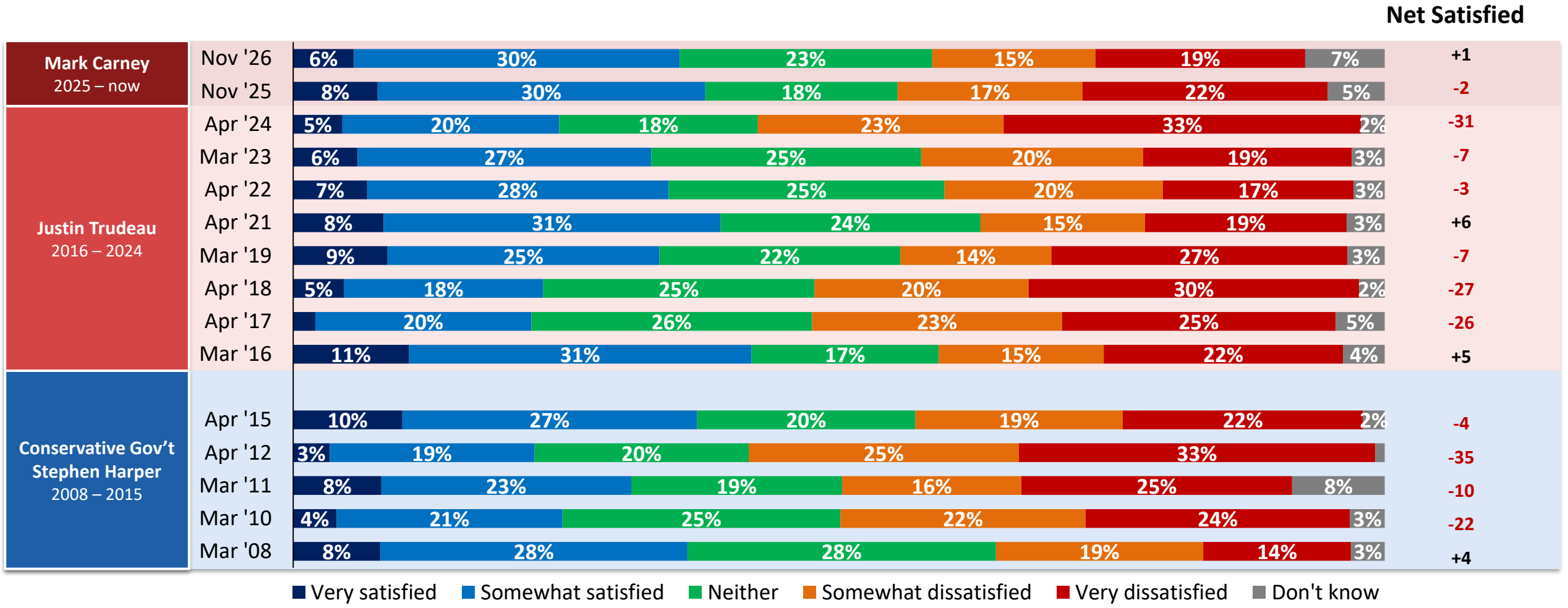
Q Have you read, seen or heard anything about the recent federal budget that was presented in Parliament on Thursday, November 5, 2026?

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



Satisfaction with Budget (Tracking): Budget satisfaction remains largely unchanged from 2025, with net satisfaction marginally unchanged

Q In general, how satisfied are you with the federal budget?
[asked of those aware of budget, n=414]



Methodology

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Survey Methodology – November 05 to 09, 2026



These are the results of an online survey conducted between November 06, 2026 to November 09, 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=1,191 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: November 06, 2026 to November 09, 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	125	10.5%	134	13.4%
Men 35-54	173	14.6%	160	16.0%
Men 55+	254	21.4%	194	19.4%
Women 18-34	128	10.8%	127	12.8%
Women 35-54	216	18.2%	166	16.7%
Women 55+	289	24.4%	217	21.7%
British Columbia	192	16.1%	139	13.9%
Alberta	138	11.6%	111	11.1%
Prairies	93	7.8%	67	6.7%
Ontario	420	35.3%	386	38.6%
Québec	265	22.3%	230	23.0%
Atlantic	83	7.0%	67	6.7%

Appendices

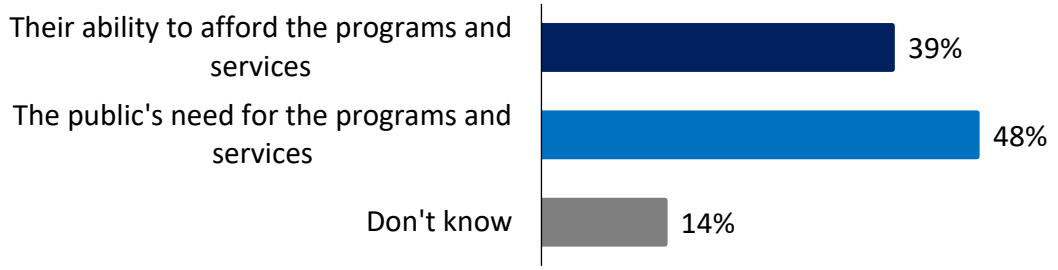
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Value Clusters

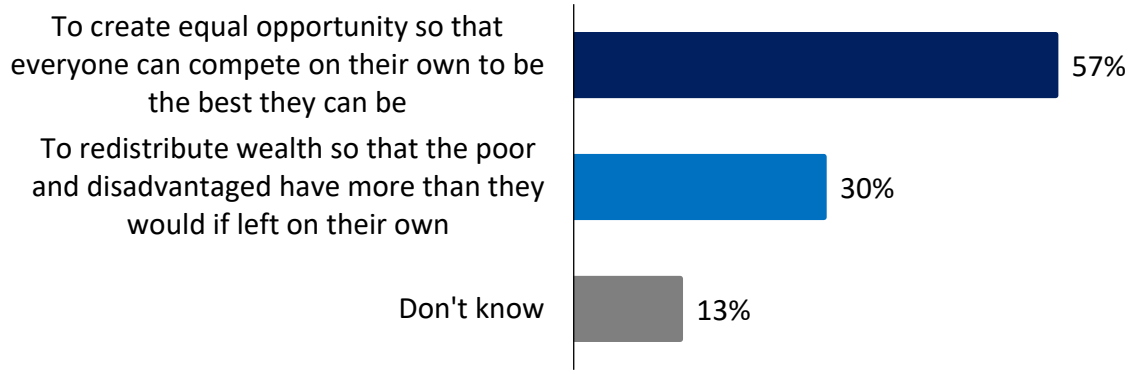
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Core Political Values: 3-in-5 think the main role of govt is to create equal opportunity, and 52% think spending should be needs-based

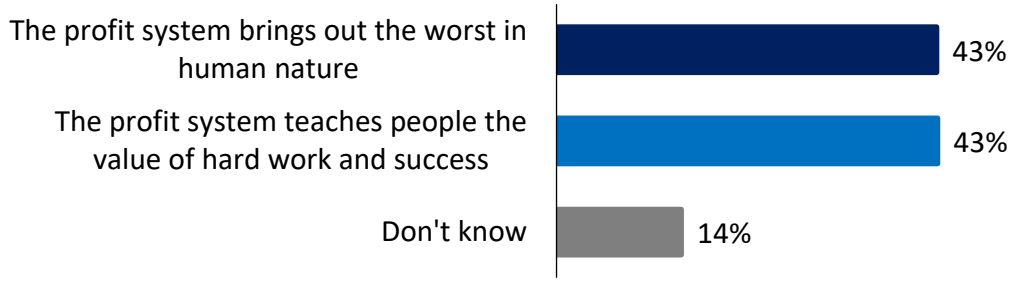
Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on…?
[asked of all respondents; n=1,000]



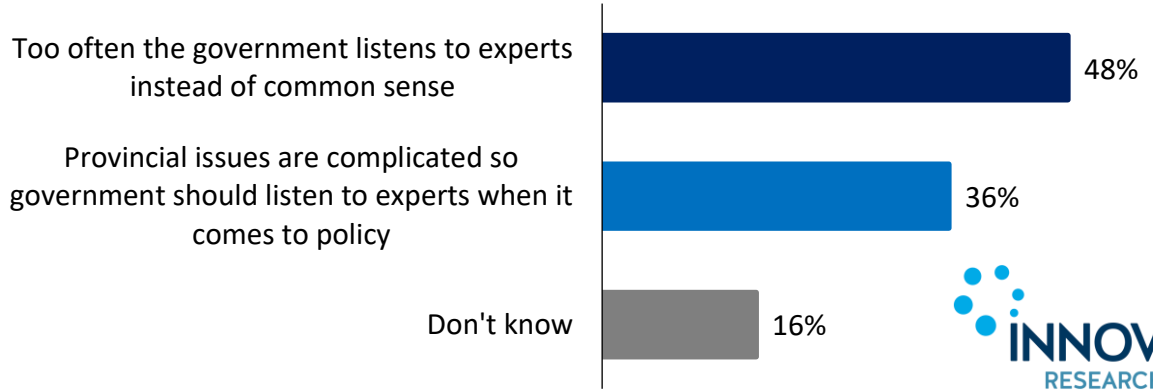
Q Is the main role of government to…?
[asked of all respondents; n=1,000]



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



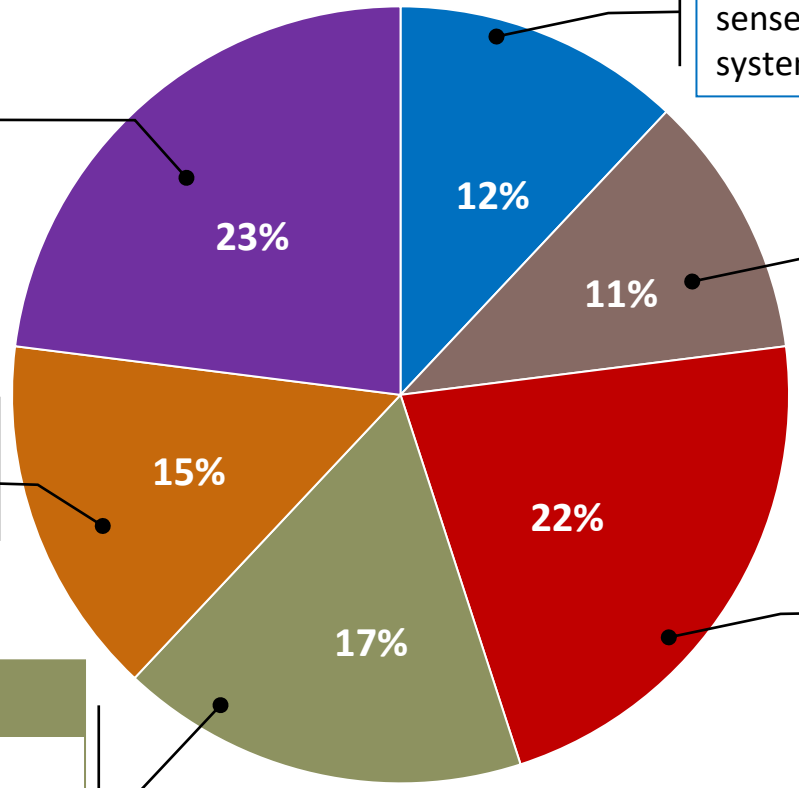
Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=1,000]



Current data: November 2026

Value clusters: 22% Canadians are Business Liberals, while 23% are Pay-as-you-go Moderates

Q 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=1,000]



Populist Conservatives

Believe government should listen to common sense, not experts, and trust the profit system.

Deferential Conservatives

Support government decisions based on affordability and trust expert guidance over public opinion.

Business Liberals

Champion equal opportunity and public need, favoring expertise in policy decisions.

Left Liberals

Balance equal opportunity with wealth redistribution while respecting both experts and common sense.

Core Left

Believe the profit system brings out the worst in people and government should redistribute wealth

Pay-as-you-go Moderates

Want government spending based on affordability but support creating equal opportunity.

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Defining Value Clusters: Business Liberals think spending should be needs-based, while Pay-as-you-go Moderates prioritize ability to afford

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	95%	94%	0%	0%	0%	71%
	Public Need	0%	0%	95%	84%	88%	0%
Is the main role of government to...?	Create equal opportunity	100%	72%	60%	92%	0%	36%
	Redistribute wealth	0%	24%	32%	0%	98%	26%
When it comes to government decision making...	Rely on common sense	100%	0%	37%	56%	44%	49%
	Listen to experts	0%	88%	49%	27%	42%	21%
The profit system...	Brings out the worst in human nature	0%	0%	0%	85%	91%	64%
	Teaches value of hard work and success	94%	95%	91%	0%	0%	6%

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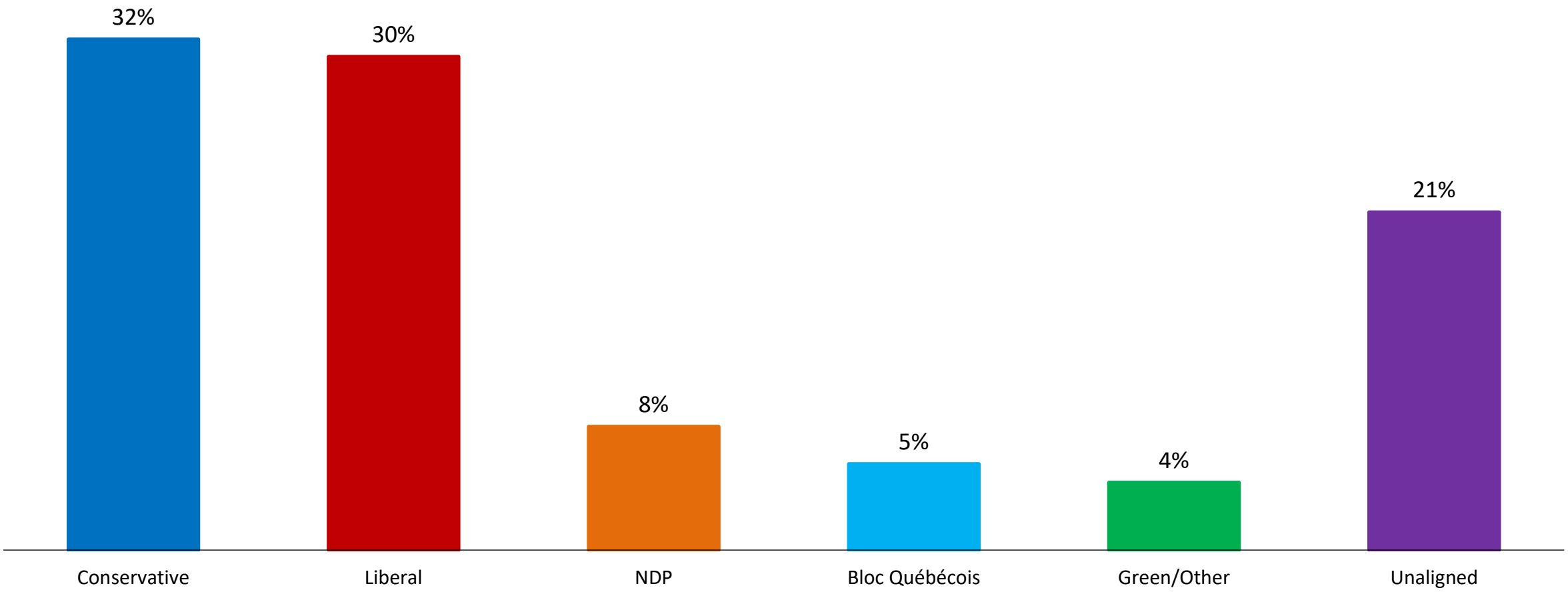
Note: Current data: November 2026

Party ID

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Federal Party ID: Most Canadians identify as conservatives (32%) or liberals (30%)

Q Thinking about politics in Canada, generally speaking, do you usually think of yourself as a…
[asked of all respondents; n=1,000]



Current data: November 2026

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