Leger

Canadian Federal Budget

DATE 2024-04-15

Methodology

Method

Online survey
among respondents 18 years of
age or older.
(Canadian sample: n=1,525).

Respondents had the option of completing the

survey in English or in French and were

randomly recruited using LEO's online panel.

When

April 12 to
April 14, 2024

Margin of error

For comparison purposes,
a probability sample of this
size yields a margin of error
no greater than ±2.51%,
(19 times out of 20) for the
Canadian sample.

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

Methodology

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Leger

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate** **firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies.
See https://338canada.com/pollster-ratings.htm

2021 CANADIAN FEDERAL ELECTION						
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	**33%**	**32%**	**19%**	**7%**	**6%**	**2%**
OFFICIAL RESULTS 2021 **Canadian** Federal Election*	**33.7%**	**32.6%**	**17.8%**	**7.7%**	**5.0%**	**2.3%**

Key Highlights (1/2)

From April 12 to April 15, 2024, we surveyed Canadians to find out their opinions and perceptions on the 2024 Canadian federal budget.

Some of the key highlights of our survey about the 2024 Canadian federal budget include...

- More than half of Canadians (56%) believe that the country's economy is headed in the wrong direction. Approximately one-quarter (27%) feel it is on the right track, while 17% are unsure. Quebecers (32%), men (32%), and young Canadians aged 18-34 (33%) are more inclined to view the direction of the Canadian economy negatively.

- Compared to last year, six out of ten Canadians (59%) perceive the economy as weaker, with only 12% considering it stronger and 23% seeing no change. Looking ahead to the next six months, 42% anticipate the economy will weaken further, 17% expect it to strengthen, and one-third (32%) foresee no change.

- A majority of Canadians do not agree with positive statements regarding federal policies. Only one in five (19%) agree that the government's economic strategy will benefit their personal finances. One-third (33%) believe the government is taking positive steps to grow the Canadian economy and address housing affordability. More than one-third (35%) agree that the government is pursuing policies focusing on helping middle-class families.

Key Highlights (2/2)

- Regarding budget measures already announced by the government, the launch of the $6 billion Canada Housing Infrastructure Fund receives the most support from Canadians, with three-quarters (73%) in favour. The least popular measure is the announcement of investments in artificial intelligence capacity, supported by only 35% of Canadians.

- Only one-quarter of Canadians are confident that investments in housing affordability will significantly reduce the costs of renting (27%) or buying (24%) homes in Canada.

- Two-thirds of Canadians (66%) would prefer the government to make cuts elsewhere rather than run a larger deficit (26%) or raise taxes (8%) to cover announced spending for the upcoming budget.

- If the government were to increase taxes, three-quarters of Canadians would support a new tax on personal wealth over $10 million (78%) and a tax on very large company profits (75%). Increases in the Goods and Services Tax (GST) (12%) and personal income taxes (10%) receive the least support.

Detailed Results

Perspectives on Canada's Direction

Q1. Some people say that Canada is generally headed in the right direction. Other people say that there are more things in Canada headed in the wrong direction. Which of those two statements is closer to your own opinion?
Base: All respondents (n=1,525)
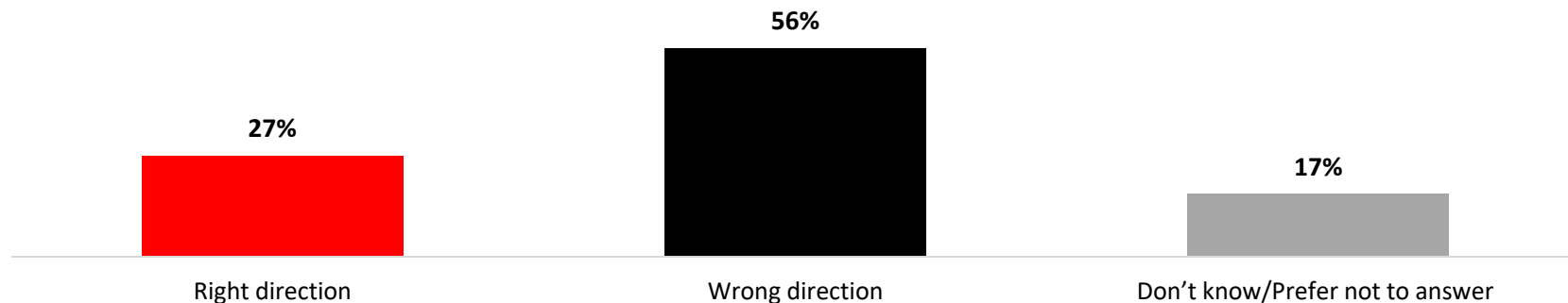
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	*1,525*	*103*	*352*	*590*	*98*	*170*	*212*	*744*	*781*	*407*	*491*	*628*	*577*	*637*	*301*
Unweighted n=	*1,525*	*100*	*419*	*601*	*125*	*126*	*154*	*757*	*768*	*371*	*532*	*622*	*613*	*609*	*294*
Right direction	**27%**	21%	**32%**	27%	23%	21%	31%	**32%**	**23%**	**33%**	24%	26%	29%	28%	**22%**
Wrong direction	**56%**	64%	**48%**	56%	63%	**66%**	54%	57%	56%	**51%**	59%	58%	**52%**	56%	**66%**
Don't know/Prefer not to answer	**17%**	16%	**21%**	17%	14%	13%	15%	**12%**	**22%**	17%	18%	16%	20%	16%	**12%**

8

Assessment of the Canadian Economy

Q2. Compared to this time last year in 2023, do you think the Canadian economy is stronger, weaker, or no change?
Base: All respondents (n=1,525)
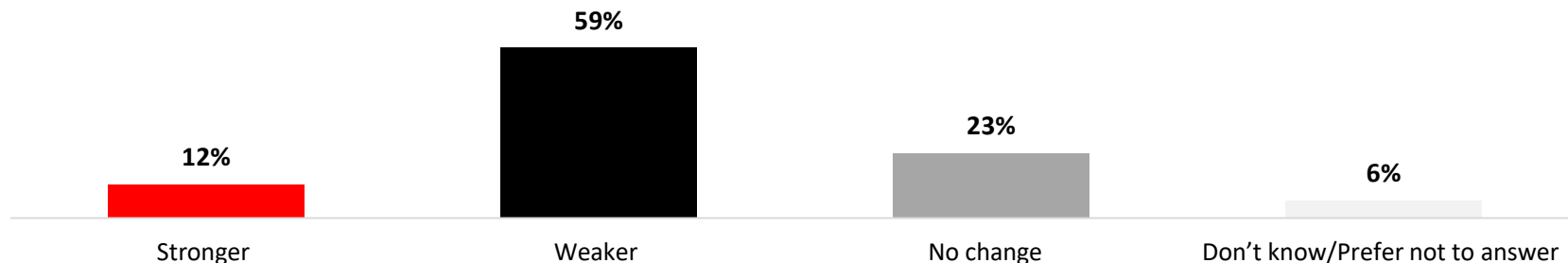
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	*1,525*	*103*	*352*	*590*	*98*	*170*	*212*	*744*	*781*	*407*	*491*	*628*	*577*	*637*	*301*
Unweighted n=	*1,525*	*100*	*419*	*601*	*125*	*126*	*154*	*757*	*768*	*371*	*532*	*622*	*613*	*609*	*294*
Stronger	**12%**	10%	11%	11%	12%	13%	15%	**14%**	**9%**	12%	12%	12%	13%	11%	12%
Weaker	**59%**	59%	60%	59%	62%	59%	59%	57%	61%	60%	60%	58%	57%	60%	62%
No change	**23%**	26%	24%	22%	19%	22%	24%	22%	23%	20%	22%	25%	22%	24%	21%
Don't know/Prefer not to answer	**6%**	6%	5%	**8%**	7%	6%	**3%**	7%	6%	9%	6%	5%	8%	5%	6%

Economic Outlook for the Next Six Months

Q3. Over the next six months, do you think the Canadian economy will be stronger, weaker or will there be no change?
Base: All respondents (n=1,525)
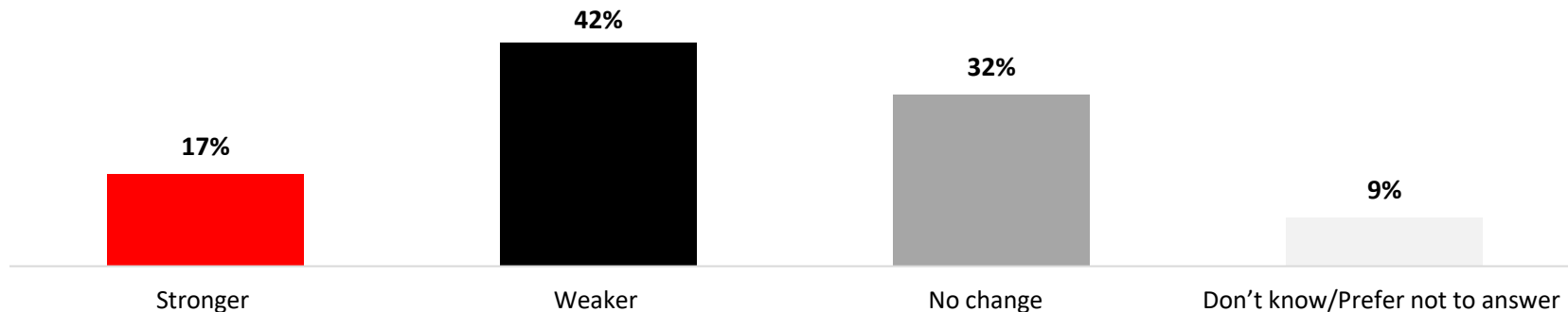
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	*1,525*	*103*	*352*	*590*	*98*	*170*	*212*	*744*	*781*	*407*	*491*	*628*	*577*	*637*	*301*
Unweighted n=	*1,525*	*100*	*419*	*601*	*125*	*126*	*154*	*757*	*768*	*371*	*532*	*622*	*613*	*609*	*294*
Stronger	**17%**	12%	18%	19%	18%	11%	18%	**22%**	**13%**	20%	15%	17%	19%	17%	16%
Weaker	**42%**	51%	**35%**	41%	47%	48%	42%	43%	40%	45%	**46%**	**36%**	**38%**	43%	47%
No change	**32%**	29%	**38%**	30%	24%	32%	34%	**27%**	**37%**	**23%**	32%	**38%**	34%	33%	**27%**
Don't know/Prefer not to answer	**9%**	8%	10%	10%	11%	9%	6%	8%	10%	12%	**7%**	9%	10%	8%	11%

Public Opinion on Federal Policies (1/2)

Q4. For each of the following statements please indicate whether you agree or disagree with them.
Base: All respondents (n=1,525)

% Total Agree Presented

Statement	%
The federal government is pursuing policies that focus on helping middle class families	35%
The federal government is taking positive steps to grow the Canadian economy	33%
The federal government is taking positive steps to address housing affordability	33%
The federal government's economic plan will benefit my personal finances	19%

Public Opinion on Federal Policies (2/2)

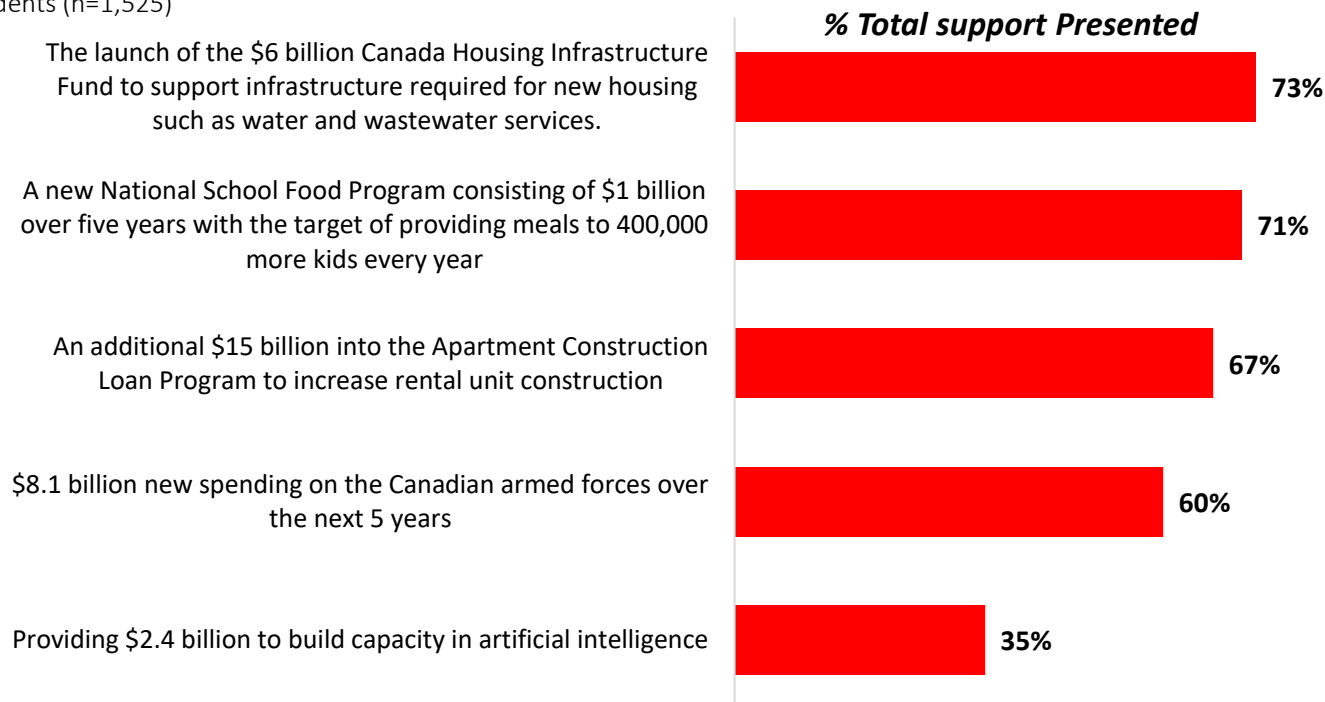**Q4.** For each of the following statements please indicate whether you agree or disagree with them.
Base: All respondents

% Total Agree Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	1,525	103	352	590	98	170	212	744	781	407	491	628	577	637	301
Unweighted n=	1,525	100	419	601	125	126	154	757	768	371	532	622	613	609	294
The federal government is pursuing policies that focus on helping middle class families	35%	25%	44%	32%	30%	30%	39%	38%	31%	38%	32%	35%	37%	36%	29%
The federal government is taking positive steps to grow the Canadian economy	33%	26%	37%	34%	34%	24%	37%	35%	32%	35%	31%	35%	36%	33%	28%
The federal government is taking positive steps to address housing affordability	33%	31%	36%	35%	32%	24%	33%	36%	30%	32%	29%	37%	38%	31%	29%
The federal government's economic plan will benefit my personal finances	19%	13%	18%	21%	16%	14%	22%	22%	15%	27%	16%	15%	20%	20%	14%

Support for Federal Spending Initiatives (1/2)

Q5. Over the past several weeks the federal government has made a series of spending announcements in advance of the upcoming budget release. These initiatives are listed in the table below. For each, please indicate whether you support or oppose the measure.

Base: All respondents (n=1,525)

% Total support Presented

Initiative	%
The launch of the $6 billion Canada Housing Infrastructure Fund to support infrastructure required for new housing such as water and wastewater services.	73%
A new National School Food Program consisting of $1 billion over five years with the target of providing meals to 400,000 more kids every year	71%
An additional $15 billion into the Apartment Construction Loan Program to increase rental unit construction	67%
$8.1 billion new spending on the Canadian armed forces over the next 5 years	60%
Providing $2.4 billion to build capacity in artificial intelligence	35%

Support for Federal Spending Initiatives (2/2)

Q5. Over the past several weeks the federal government has made a series of spending announcements in advance of the upcoming budget release. These initiatives are listed in the table below. For each, please indicate whether you support or oppose the measure.
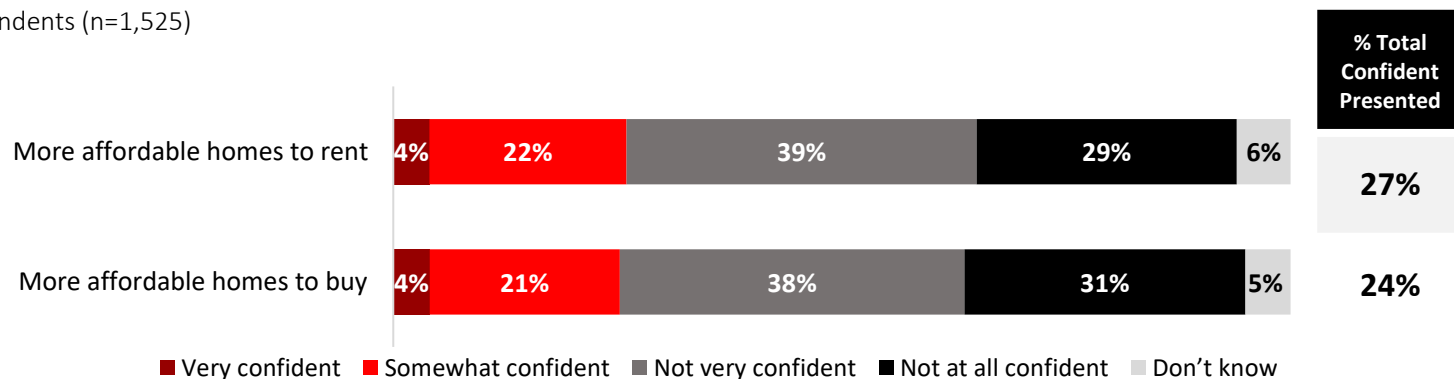
Base: All respondents

% Total Support Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	1,525	103	352	590	98	170	212	744	781	407	491	628	577	637	301
Unweighted n=	1,525	100	419	601	125	126	154	757	768	371	532	622	613	609	294
The launch of the $6 billion Canada Housing Infrastructure Fund to support infrastructure required for new housing such as water and wastewater services.	73%	75%	74%	74%	66%	68%	76%	73%	74%	69%	69%	79%	72%	76%	70%
A new National School Food Program consisting of $1 billion over five years with the target of providing meals to 400,000 more kids every year	71%	67%	73%	72%	59%	75%	70%	68%	74%	73%	73%	69%	72%	72%	66%
An additional $15 billion into the Apartment Construction Loan Program to increase rental unit construction	67%	69%	74%	66%	59%	58%	68%	68%	66%	63%	61%	74%	70%	66%	63%
$8.1 billion new spending on the Canadian armed forces over the next 5 years	60%	68%	57%	60%	65%	62%	57%	66%	54%	41%	56%	76%	62%	56%	65%
Providing $2.4 billion to build capacity in artificial intelligence	35%	24%	37%	36%	31%	40%	29%	40%	29%	34%	32%	37%	41%	32%	28%

Confidence in Federal Actions for Housing Affordability

Q6. The Government of Canada has invested billions of dollars in efforts to make buying or renting a home more affordable. How confident are you the actions by the federal government will result in more affordable housing—either to buy or rent—over the next 2 to 3 years?
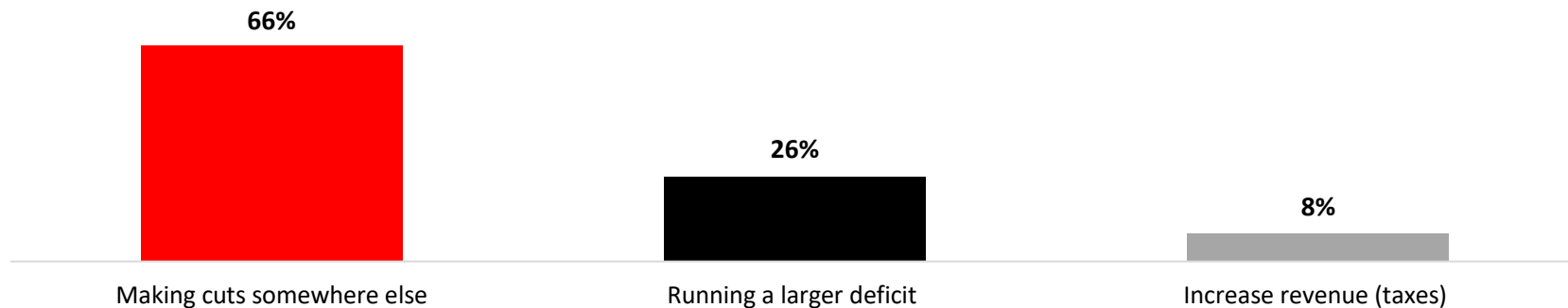Base: All respondents (n=1,525)

% Total Confident Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	1,525	103	352	590	98	170	212	744	781	407	491	628	577	637	301
Unweighted n=	1,525	100	419	601	125	126	154	757	768	371	532	622	613	609	294
More affordable homes to rent	27%	17%	27%	30%	26%	19%	29%	28%	26%	33%	25%	24%	29%	28%	20%
More affordable homes to buy	24%	15%	24%	27%	26%	23%	22%	26%	23%	29%	23%	22%	27%	24%	21%

15

Preferences for Managing New Government Spending

Q7. The government of Canada has already announced new spending ahead of this year's budget. The government will have the choice of offsetting these new spending items either by making cuts somewhere else, running a larger deficit or increase revenue (taxes). Which of these three choices would you prefer?
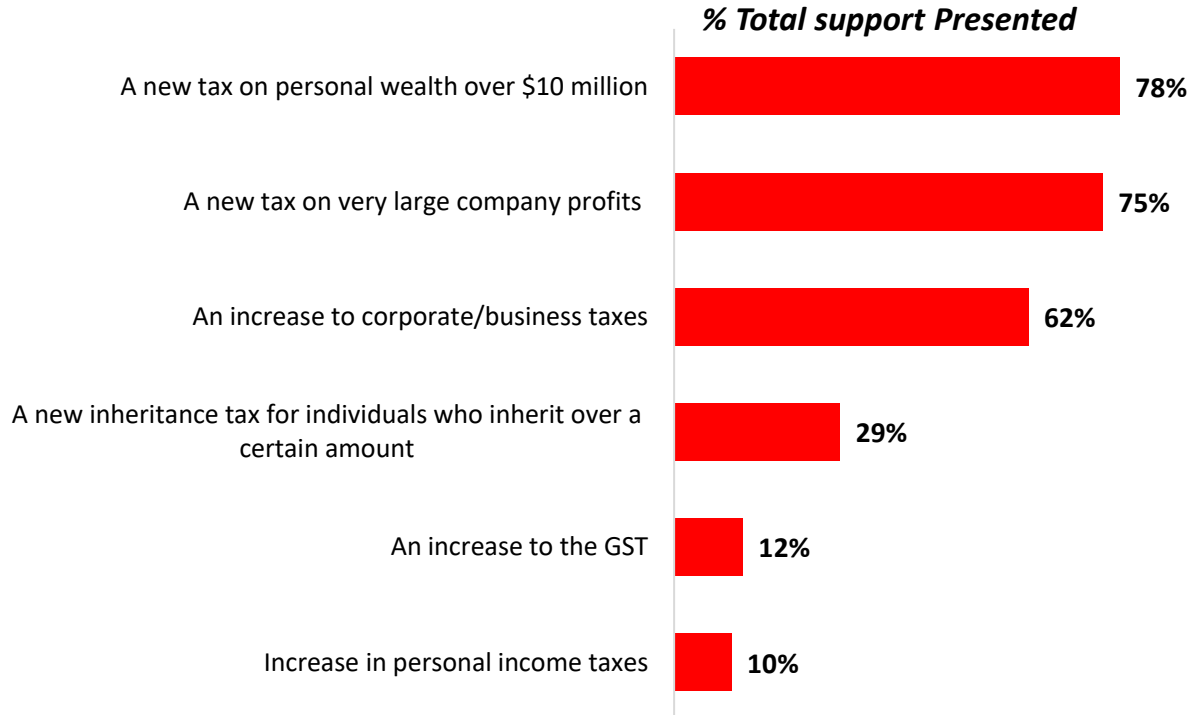Base: All respondents (n=1,525)

	Total Canada	**ATL**	**QC**	**ON**	**MB/SK**	**AB**	**BC**	**Male**	**Female**	**18-34**	**35-54**	**55+**	**Urban**	**Sub-Urban**	**Rural**
Weighted n=	*1,525*	*103*	*352*	*590*	*98*	*170*	*212*	*744*	*781*	*407*	*491*	*628*	*577*	*637*	*301*
Unweighted n=	*1,525*	*100*	*419*	*601*	*125*	*126*	*154*	*757*	*768*	*371*	*532*	*622*	*613*	*609*	*294*
Making cuts somewhere else	**66%**	60%	72%	63%	65%	71%	61%	64%	67%	63%	65%	69%	64%	65%	68%
Running a larger deficit	**26%**	36%	19%	27%	22%	25%	31%	25%	26%	29%	25%	24%	25%	27%	25%
Increase revenue (taxes)	**8%**	4%	9%	10%	12%	4%	8%	11%	6%	8%	11%	7%	11%	7%	7%

Support for Tax Increase Measures (1/2)

Q8. If the government elects to increase its revenue (taxes), which of these would you support or oppose?
Base: All respondents (n=1,525)

% Total support Presented

Measure	%
A new tax on personal wealth over $10 million	78%
A new tax on very large company profits	75%
An increase to corporate/business taxes	62%
A new inheritance tax for individuals who inherit over a certain amount	29%
An increase to the GST	12%
Increase in personal income taxes	10%

Support for Tax Increase Measures (2/2)

Q8. If the government elects to increase its revenue (taxes), which of these would you support or oppose?
Base: All respondents

% Total Support Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-Urban	Rural
Weighted n=	*1,525*	*103*	*352*	*590*	*98*	*170*	*212*	*744*	*781*	*407*	*491*	*628*	*577*	*637*	*301*
Unweighted n=	*1,525*	*100*	*419*	*601*	*125*	*126*	*154*	*757*	*768*	*371*	*532*	*622*	*613*	*609*	*294*
A new tax on personal wealth over $10 million	**78%**	82%	77%	76%	70%	79%	83%	76%	80%	**70%**	79%	**81%**	77%	79%	76%
A new tax on very large company profits	**75%**	79%	76%	76%	66%	73%	75%	**71%**	**79%**	**68%**	74%	**80%**	76%	75%	73%
An increase to corporate/business taxes	**62%**	71%	**67%**	64%	54%	53%	56%	60%	64%	**56%**	62%	**66%**	**66%**	61%	**55%**
A new inheritance tax for individuals who inherit over a certain amount	**29%**	35%	**22%**	30%	34%	27%	35%	31%	27%	29%	31%	27%	**34%**	26%	25%
An increase to the GST	**12%**	18%	12%	13%	**21%**	10%	**7%**	14%	11%	15%	10%	12%	14%	11%	11%
Increase in personal income taxes	**10%**	10%	10%	11%	12%	7%	9%	**13%**	**7%**	11%	10%	10%	12%	9%	9%

18

Detailed Methodology

Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	**1,525**	**1,525**
British Columbia	154	212
Alberta	126	170
Manitoba/Saskatchewan	125	98
Ontario	601	590
Quebec	419	352
Atlantic	100	103

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	**1,525**	**1,525**
Male	757	744
Female	768	781
Age	**1,525**	**1,525**
18 to 34	371	407
35 to 54	532	491
55+	622	628
Language (Mother tongue)	**1,525**	**1,525**
English	971	1,038
French	365	301
Other	188	185

Our Services

- **Leger**
  Marketing research and polling

- **Customer Experience (CX)**
  Strategic and operational customer experience consulting services

- **Leger Analytics (LEA)**
  Data modelling and analysis

- **Leger Opinion (LEO)**
  Panel management

- **Leger Communities**
  Online community management

- **Leger Digital**
  Digital strategy and user experience

- **International Research**
  Worldwide Independent Network (WIN)

600
EMPLOYEES

185
CONSULTANTS

8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG

EDMONTON | CALGARY | VANCOUVER | NEW YORK

Leger

Our Commitments to Quality

Leger is a member of the Canadian Research Insights Council (CRIC), the industry association for the market/survey/insights research industry.

Leger is a member of ESOMAR (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the international ICC/ESOMAR code of Market, Opinion and Social Research and Data Analytics.

Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

Leger is a sponsor of CAIP Canada, Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.