



Canadians Don't Feel Effect of the Federal Stimulus Plan

A survey of 1,001 Canadians
Conducted from October 29 to November 1, 2010

www.abacusdata.ca

Methodology

From October 29 to November 3, 2010, Abacus Data Inc. conducted an online survey among 1,000 randomly selected Canadian adults from an online panel of over 400,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 3.1%, 19 times out of 20.

Results of the survey were statistically weighted by gender, education, age, region, and language using Census data from Statistics Canada. Totals may not add up to 100 due to rounding.

For more information on Abacus' methodology, visit the website at www.abacusdata.ca

Just the Facts: Abacus Data Inc.

Abacus Data Inc. is Ottawa's newest player in the public opinion and marketing research industry.

Whether its telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides strategic insight to our clients. What sets the team at Abacus Data apart is its fresh perspective on politics, business, and consumer behaviour and a commitment to its clients.

Abacus Data offers its clients a comprehensive research tool kit that includes:

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel (www.vertexpanel.ca)
- Omnibus surveys
- Focus groups
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis

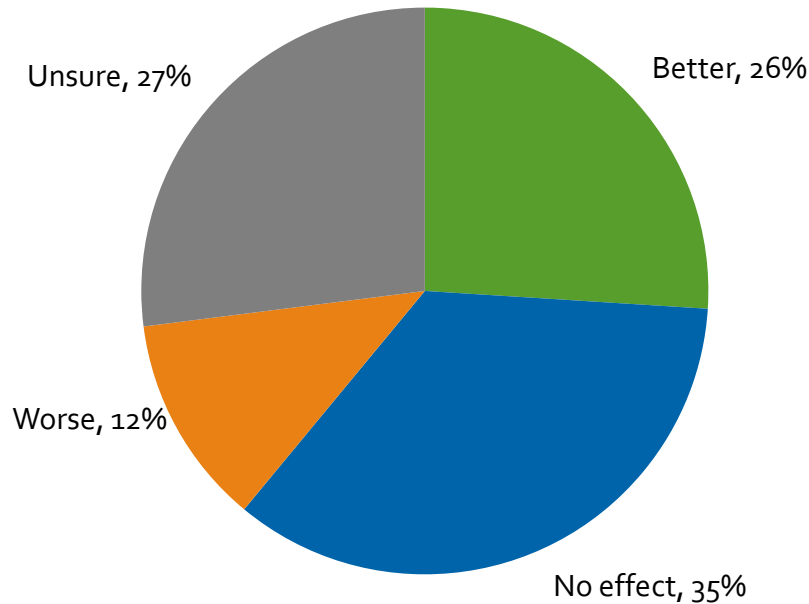


Dr. David Coletto, CEO

Coletto has over six years experience working in the marketing research industry. He has conducted research studies for organizations in many sectors including pharmaceutical, transportation, educational, telecommunications, media, arts and cultural, tourism, and retail. He has also advised elected officials and senior-level decision makers at the federal, provincial, and municipal government levels.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.

**Do you think the economic stimulus plan implemented by the federal government has made the Canadian economy as a whole better, had no effect, or made it worse?
(n=1,001, weighted)**



Analysis

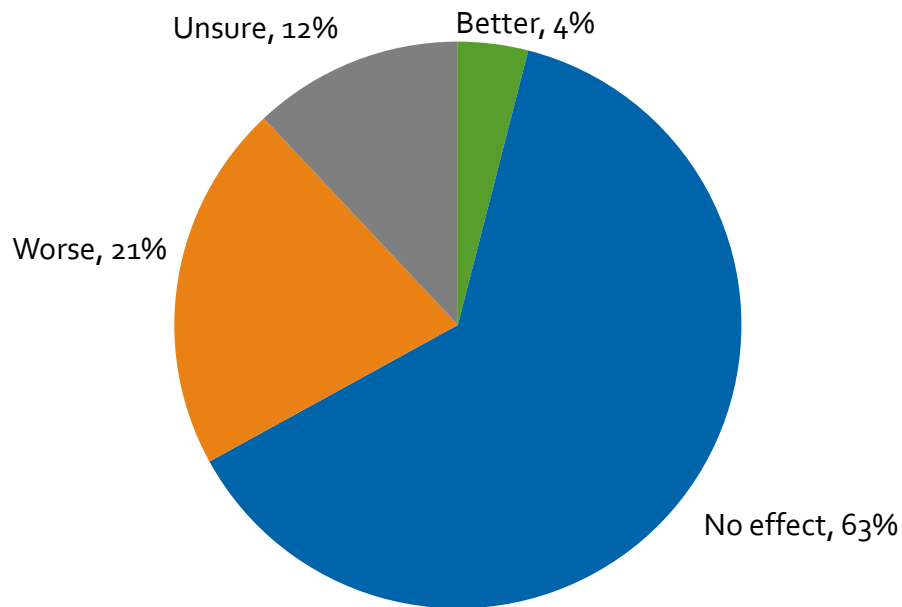
Overall, there does not appear to be a clear consensus from Canadians regarding the efficacy of the stimulus program. Only 26% of respondents felt that government stimulus efforts have made the economy better as a whole, versus 35% who felt it had no effect, and who said they were 27% unsure.

While older men were more likely to feel that the stimulus plan had a positive effect, responses were fairly consistent over the remaining demographic groups studied. In all groups but men over 60, the most common response was that the stimulus program had no effect on the economy.

Impact of Stimulus to Economy by Age Group, Gender, and Region

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Better	34%	18%	23%	24%	35%	27%	24%	29%	23%
No effect	38%	32%	35%	40%	28%	32%	41%	32%	36%
Worse	11%	12%	10%	14%	10%	8%	13%	13%	11%
Unsure	16%	37%	32%	23%	27%	32%	22%	27%	30%
N	483	518	369	392	240	74	242	384	300

**Do you think the economic stimulus plan implemented by the federal government has made your own financial situation better, had no effect, or made it worse?
(n=1,001, weighted)**



Analysis

When asked about the effect of the stimulus on their personal financial situation, the majority of Canadians (63%) responded it had no effect, with only 4% indicating that the stimulus improved their financial situation. Canadians were more likely to believe it made their personal situation worse.

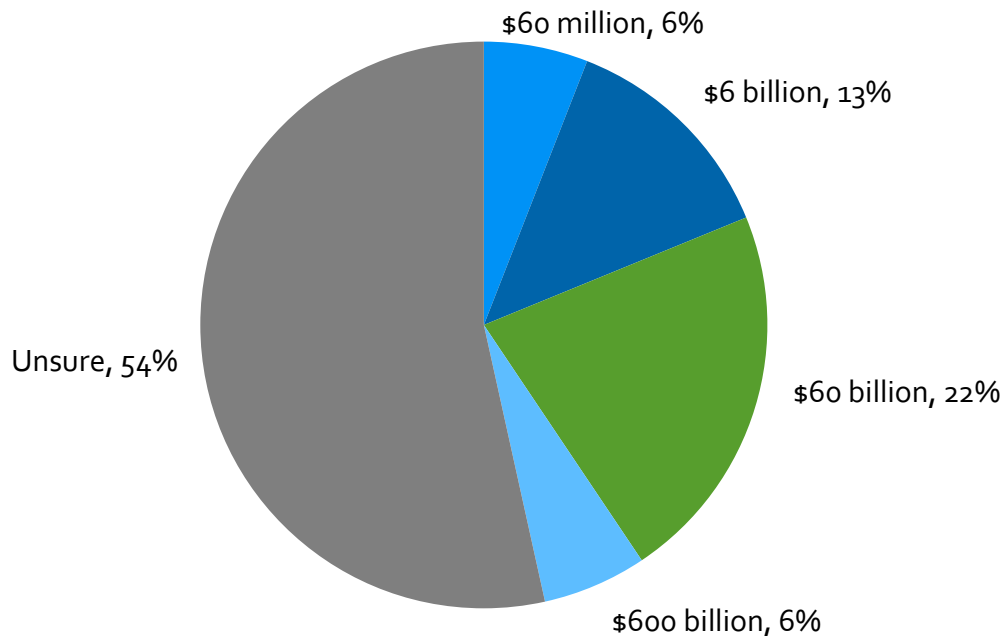
Respondents aged 40 and 59, and those living in Ontario and Western Canada were most likely to believe that the stimulus program had a negative effect, while Quebec residents were most likely to respond positively.

Responses of "no effect" remained above 50% across all demographic groups, ranging from 55 to 70%.

Personal Impact of Stimulus by Age Group, Gender, and Region

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Better	5%	4%	4%	4%	4%	1%	7%	5%	2%
No effect	70%	55%	59%	62%	69%	64%	69%	57%	64%
Worse	19%	23%	18%	25%	20%	14%	18%	24%	21%
Unsure	6%	18%	19%	9%	8%	21%	7%	14%	13%
N	483	518	368	392	241	73	244	384	299

Approximately how much money did the federal government spend over two years to try and stimulate the Canadian economy through infrastructure spending and tax cuts?
(n=1,001, weighted)



Analysis

Methodology for this question was not to test specific knowledge of dollar amounts, but rather to assess if respondents were aware of the amount of stimulus spending when presented with options separated by orders of magnitude.

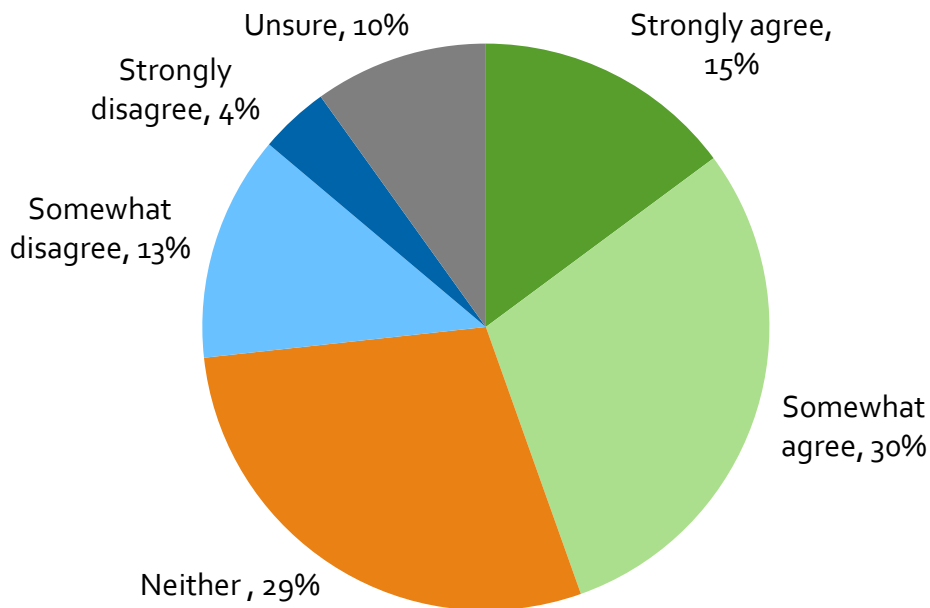
Just over half (54%) of Canadians were unsure about how much money the federal government spent through the stimulus program.

Results were fairly evenly distributed over all demographic groups. Further, there did not appear to be a strong correlation between party affiliation and awareness of levels of stimulus spending.

Stimulus Knowledge by Gender, Age, Party Support

	Male	Female	18-39	40 - 59	60 +	Conservative	Liberal	NDP	BQ
\$60 billion (right answer)	32%	13%	20%	23%	24%	29%	27%	24%	16%
\$60 million	6%	5%	6%	5%	6%	5%	7%	5%	8%
\$6 billion	15%	11%	12%	12%	14%	15%	15%	10%	18%
\$600 billion	6%	5%	4%	5%	8%	4%	7%	5%	8%
Unsure	41%	66%	58%	54%	48%	47%	44%	57%	50%
N	483	517	370	392	240	275	212	178	84

Agree/Disagree: The economic stimulus plan focused too much on infrastructure spending and not enough on tax reductions.
(n=1,001, weighted)



Analysis

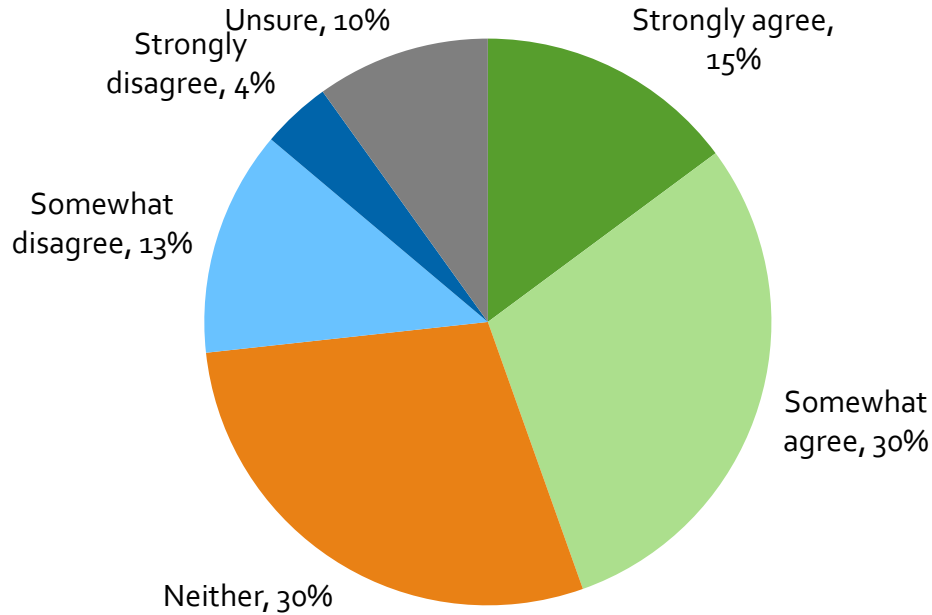
A combined 45% of Canadians agreed, while 17% disagreed, that the stimulus plan focused too much on infrastructure spending and not enough on reducing tax burdens.

Regionally, highest in Quebec and lowest in Atlantic Canada. Older respondents (40 and up) were also more likely to answer that the stimulus focused too much on infrastructure.

Age Group, Gender, and Region

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Agree	45%	45%	38%	48%	44%	31%	50%	46%	42%
Neither	30%	28%	34%	24%	22%	31%	28%	29%	29%
Disagree	21%	13%	18%	15%	28%	20%	12%	18%	18%
Unsure	4%	15%	10%	12%	7%	19%	9%	8%	11%
N	484	518	368	391	241	74	244	383	300

Agree/Disagree: The economic stimulus plan has had little impact because the health of Canada's economy is tied to the health of the U.S.
(n=1,001, weighted)



Analysis

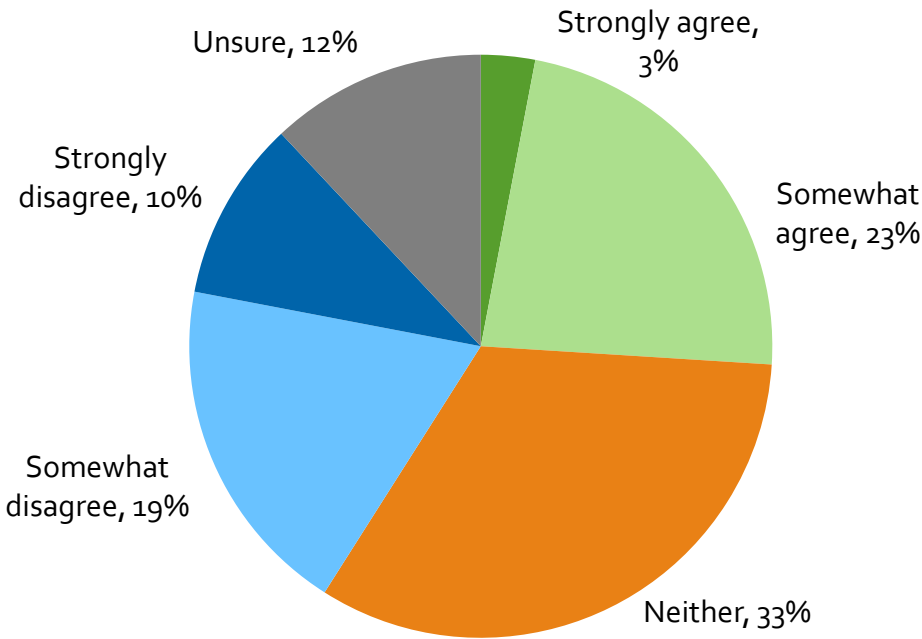
Canadians were split when asked if the effects of the Canadian stimulus plan were lessened because of ties Canada's economic ties to the U.S. economy. 35% of respondents agreed this was the case, 30% neither agreed nor disagreed, and 20% disagreed.

Respondents in Ontario and Western Canada were most likely to feel that the health of the Canadian economy is tied to that of the U.S., while respondents over 60 were more likely to disagree with the idea, albeit a plurality still agreed.

Age Group, Gender, and Region

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Agree	46%	41%	38%	48%	44%	39%	35%	45%	47%
Neither	27%	27%	34%	24%	22%	23%	30%	28%	25%
Disagree	23%	16%	18%	16%	27%	20%	24%	18%	16%
Unsure	5%	16%	11%	14%	7%	18%	12%	9%	11%
N	484	519	368	392	239	74	244	383	300

Agree/Disagree: The federal government's response to the economic crisis was measured, appropriate, and effective (n=1,001, weighted)



Analysis

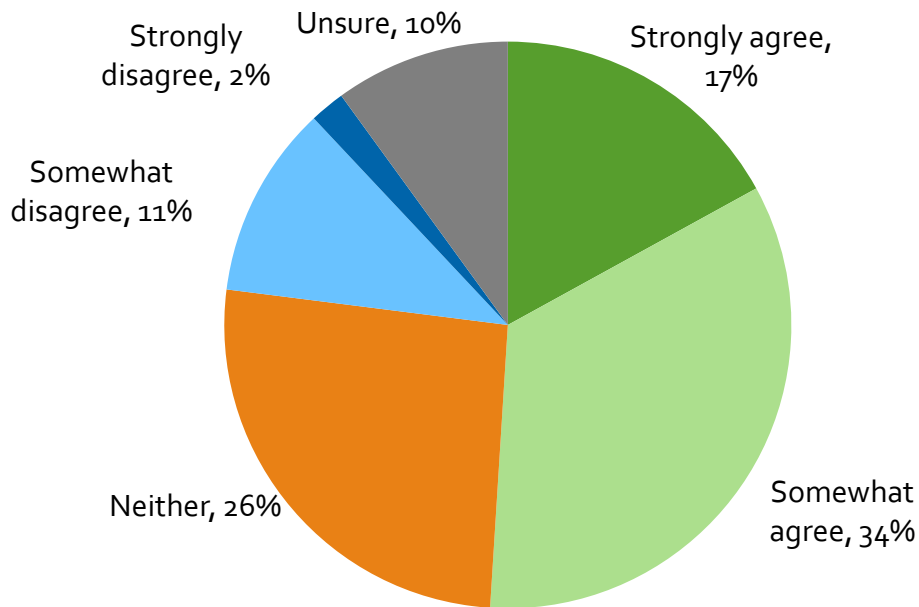
Division over the nation's economic situation was again evident when Canadians were asked if the government's response to the economic crisis was measured, appropriate, and effective. Combined, 26% of respondents agreed, 33% neither agreed nor disagreed, and 29% disagreed.

With the exception of respondents in Atlantic Canada, who were marginally less likely to disagree with the statement, feelings were fairly evenly distributed across demographic groups.

Age Group, Gender, and Region

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Agree	30%	24%	23%	24%	37%	19%	24%	30%	27%
Neither	33%	32%	38%	30%	27%	39%	35%	30%	31%
Disagree	32%	26%	26%	31%	26%	20%	30%	29%	28%
Unsure	7%	18%	13%	14%	9%	22%	11%	10%	14%
N	482	518	368	392	241	74	244	383	300

Agree/Disagree: The economic stimulus plan did not do enough to create jobs and prepare Canada for its post-recession economy (n=1,001, weighted)



Analysis

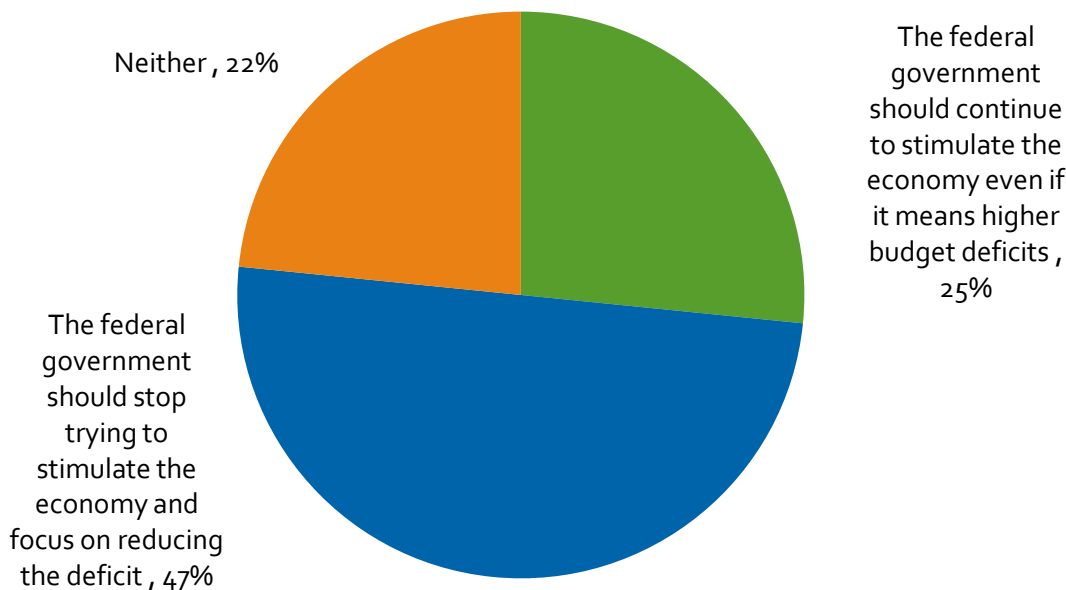
Designed to measure the tangible effects of the economic stimulus program, this question examines whether the stimulus did enough to create jobs and prepare Canada for a post-recession economy. Just over half of respondents (51%) felt that the stimulus program was not effective enough in these ways, while 13% disagreed, believing that the stimulus has been effective at creating jobs and preparing Canada.

Results were fairly evenly dispersed across demographic groups with men more likely to disagree with the statement than women.

Age Group, Gender, and Region

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Agree	48%	53%	46%	56%	50%	48%	46%	51%	55%
Neither	29%	24%	32%	22%	25%	27%	26%	29%	23%
Disagree	16%	10%	12%	11%	17%	5%	13%	13%	13%
Unsure	6%	15%	11%	11%	8%	19%	14%	7%	10%
N	484	519	369	393	241	73	244	385	300

The federal government's stimulus plan expires in March 2011, meaning that no more stimulus funds will be sent out. Which statement, if either, comes closest to your views on this issue?
(n=1,001, weighted)



Analysis

Nearly half of respondents (47%) felt that the government should stop trying to stimulate the economy, using its resources to reduce the deficit instead. 25% held the opposite opinion, advocating continued stimulus spending despite the risk of higher budget deficits.

Quebec residents were most likely to support continued stimulus spending, while Atlantic Canadians and respondents over 60 were most likely to support deficit reduction.

Responses were fairly evenly distributed, with desire to reduce the deficit ranging from 43 to 58% across all demographic groups.

Age Group, Gender, and Region

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Continue to stimulate	26%	23%	26%	25%	23%	12%	31%	24%	24%
Reduce deficit	50%	45%	46%	43%	58%	57%	43%	46%	50%
Neither	24%	32%	28%	33%	20%	31%	27%	30%	26%
N	484	517	370	392	240	74	244	383	300

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To read our analyses and blog, find us online at www.abacusdata.ca

Abacus Data also runs the Vertex Panel
An online research panel of Canada's leading public policy practitioners and scholars.



Find out more at www.vertexpanel.ca