

2011 Manning Centre Barometer



Barometer

- **Barometer designed and led by Allan Gregg and Andre Turcotte**
- **Barometer examines Canadians' attitudes towards government in general as well as certain values and policies**
- **This year, a total of 1000 interviews were conducted with adult Canadians between May 4th and May 11th, 2011. The project used stratified sampling to ensure that the online sample was representative across regions, age groups, household incomes, education levels and gender. The margin of error for a sample of this size is +/-3.1 percentage points within a 95% confidence interval.**



Government: Changing Times, Changing Roles

Turn to First/Last for Help?

Canadians most likely to rely on themselves

Turn to first:

I rely on myself

38%

Family

18%

Government

15%

Turn to last:

Government

20%

Church

15%

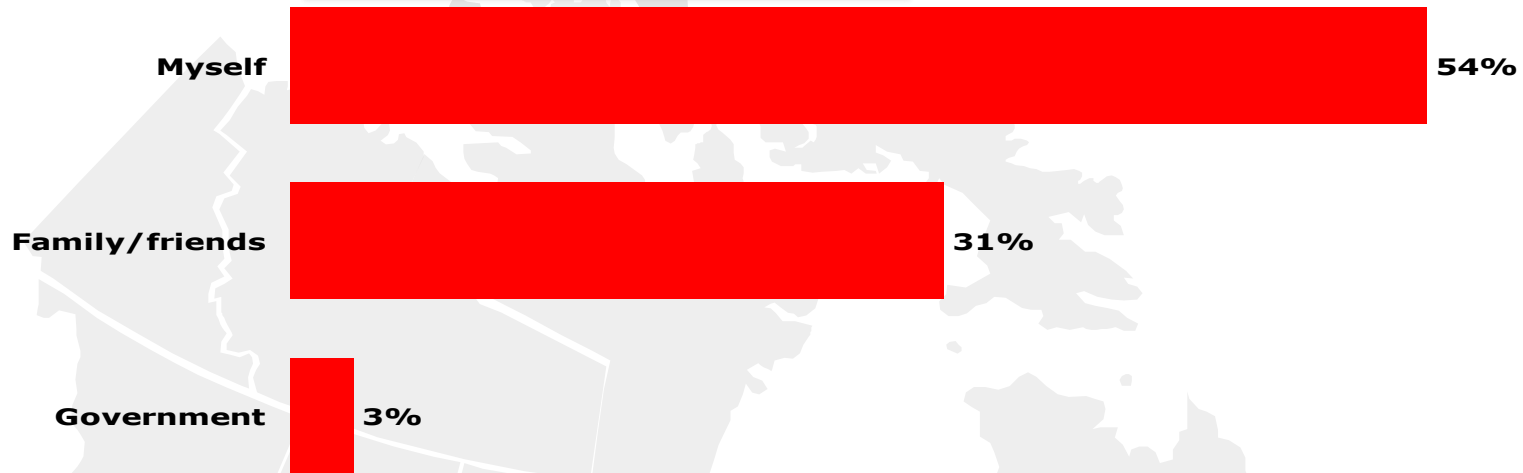
Large corporations

12%

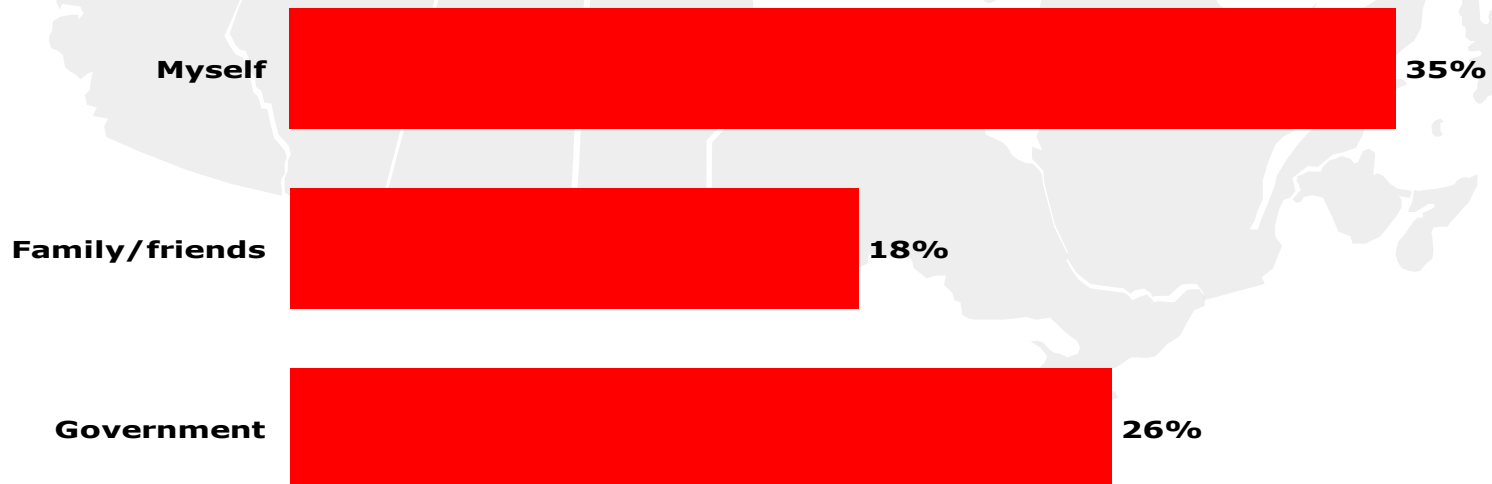
Turn to First on Issues

Canadians most likely to rely on themselves

Personal Economic Problems:

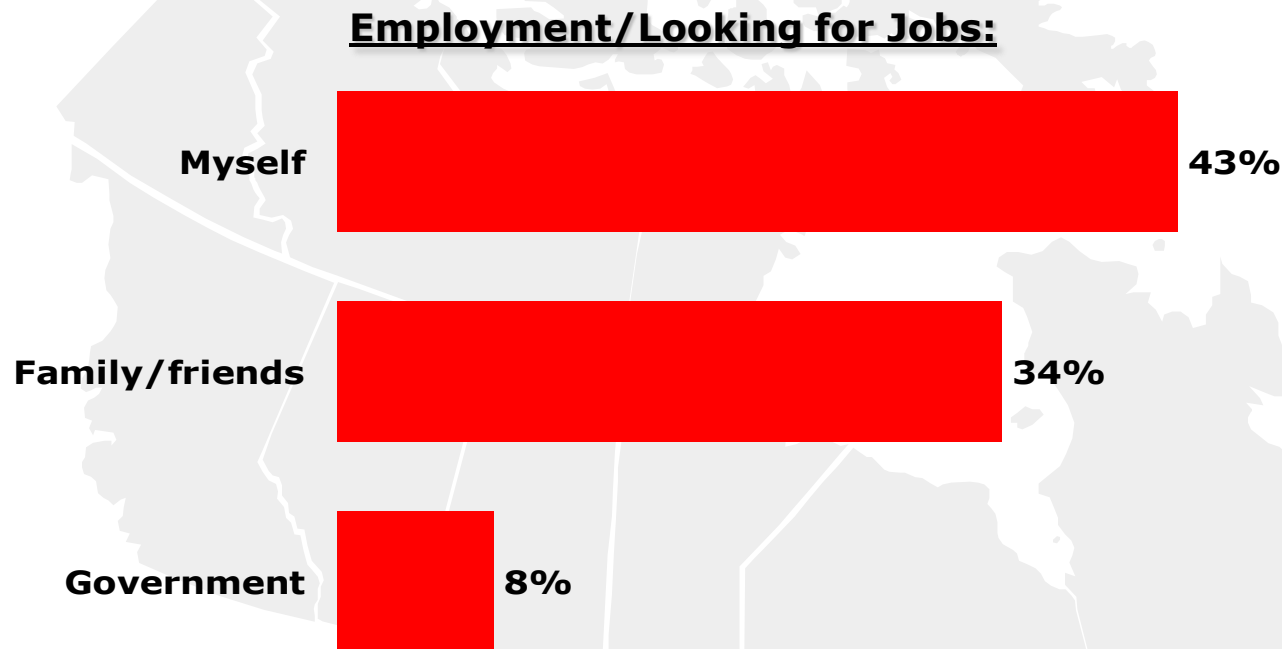


Health Care Issues:



Turn to First on Issues

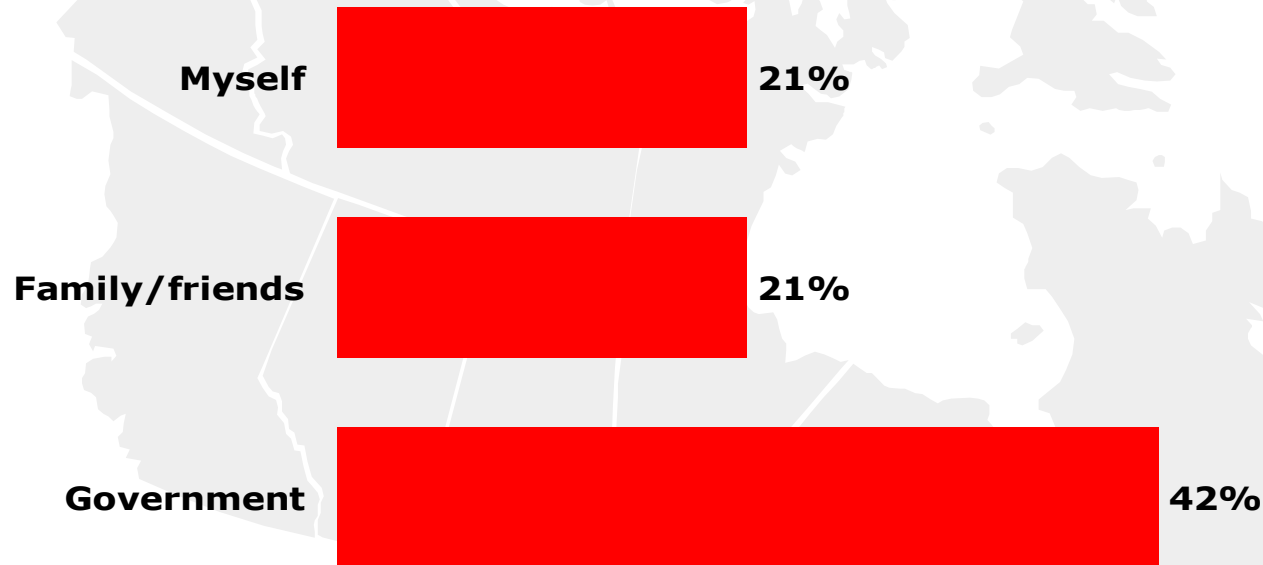
Canadians most likely to rely on themselves



Turn to First on Issues

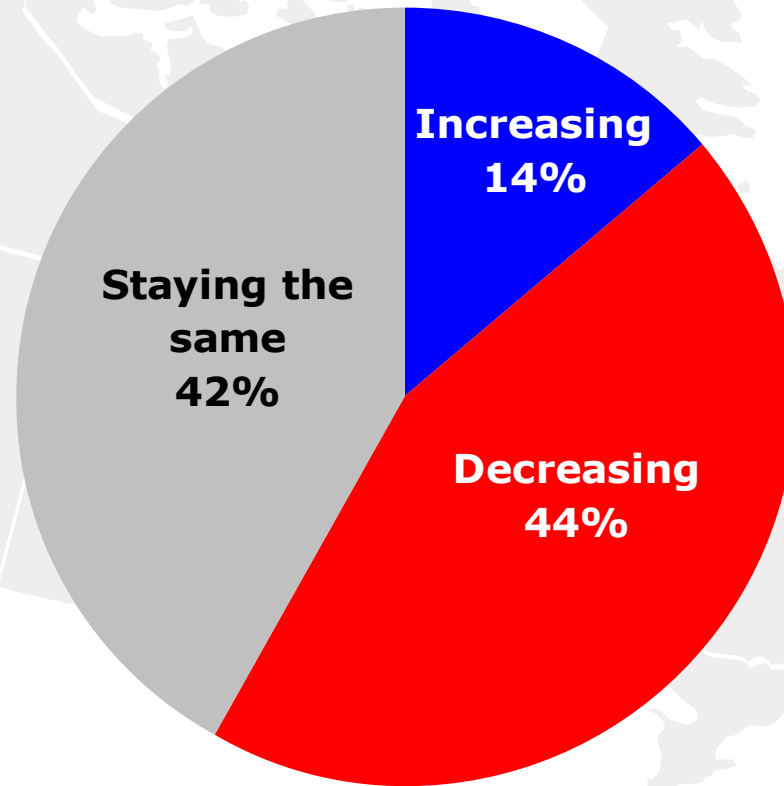
Canadians turn to gov't on crime/personal safety

Crime/Personal Safety Issues:



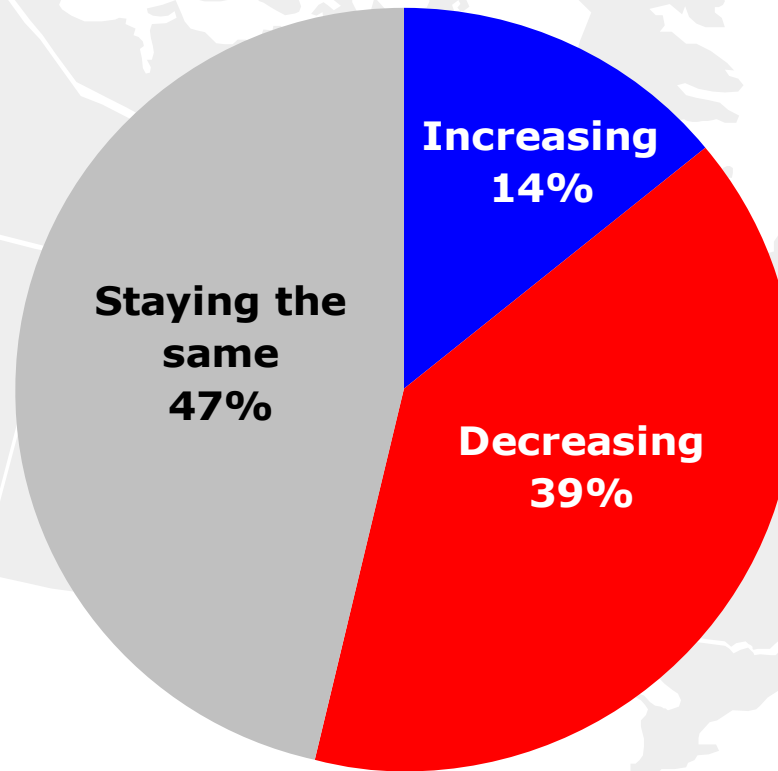
Tackling Social Challenges

Is your confidence in the ability of government to tackle big social challenges like welfare reform, improving health care and education...



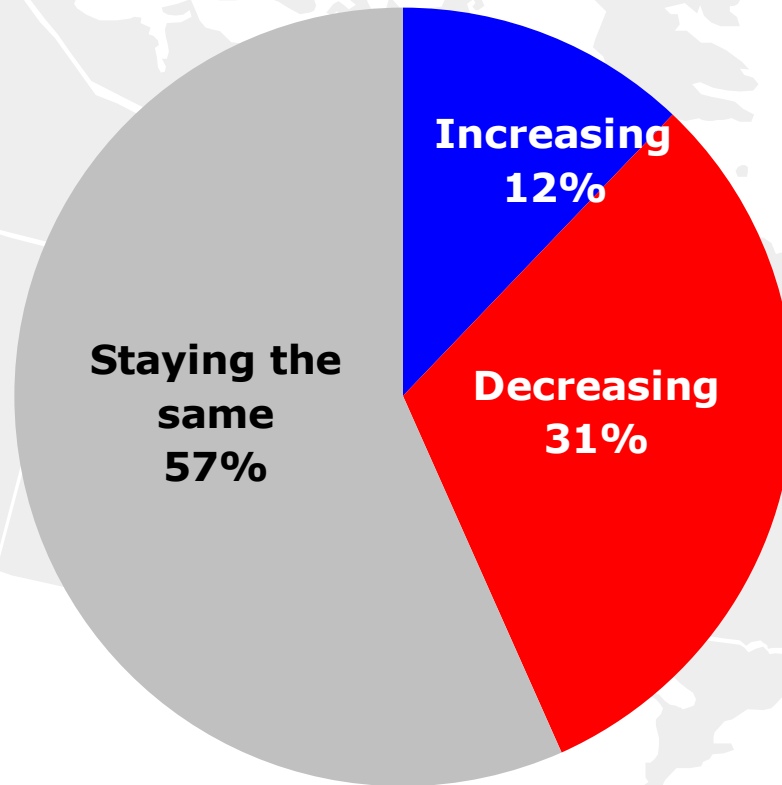
Tackling Environmental Challenges

Is your confidence in the ability of government to tackle big environmental challenges like climate change, pollution...



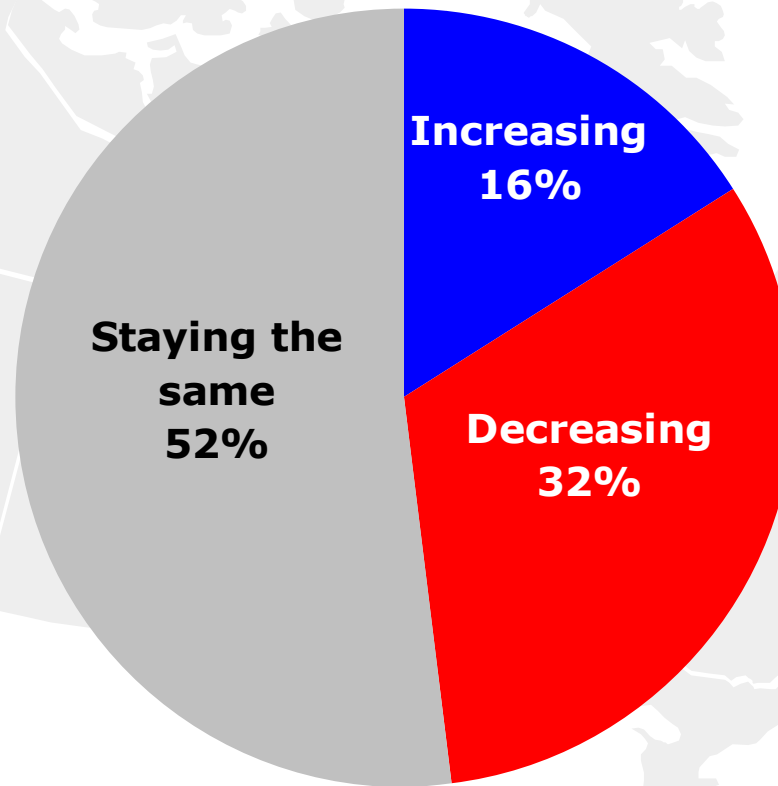
Tackling Moral Challenges

Is your confidence in the ability of government to tackle big moral challenges like abortion, euthanasia, stem-cell research...



Tackling Economic Challenges

Is your confidence in the ability of government to tackle big economic challenges like sustaining economic recovery or improving productivity....increasing, decreasing or staying the same?



Confidence in Government

Illustrating the Gap in Confidence (1)

Social Challenges

Increasing

14%

Gap = 30

Decreasing

44%

Environmental Challenges

Increasing

14%

Gap = 25

Decreasing

39%

Confidence in Government

Illustrating the Gap in Confidence (2)

Moral Challenges

Increasing

12%

Gap = 19

Decreasing

31%

Economic Challenges

Increasing

16%

Gap = 16

Decreasing

32%

Tackling Social Challenges

Corporations should play a larger role

- **Three in ten Canadians think large corporations should play a larger role in helping to tackle big social challenges.**

Large corporations

29%

Individuals

19%

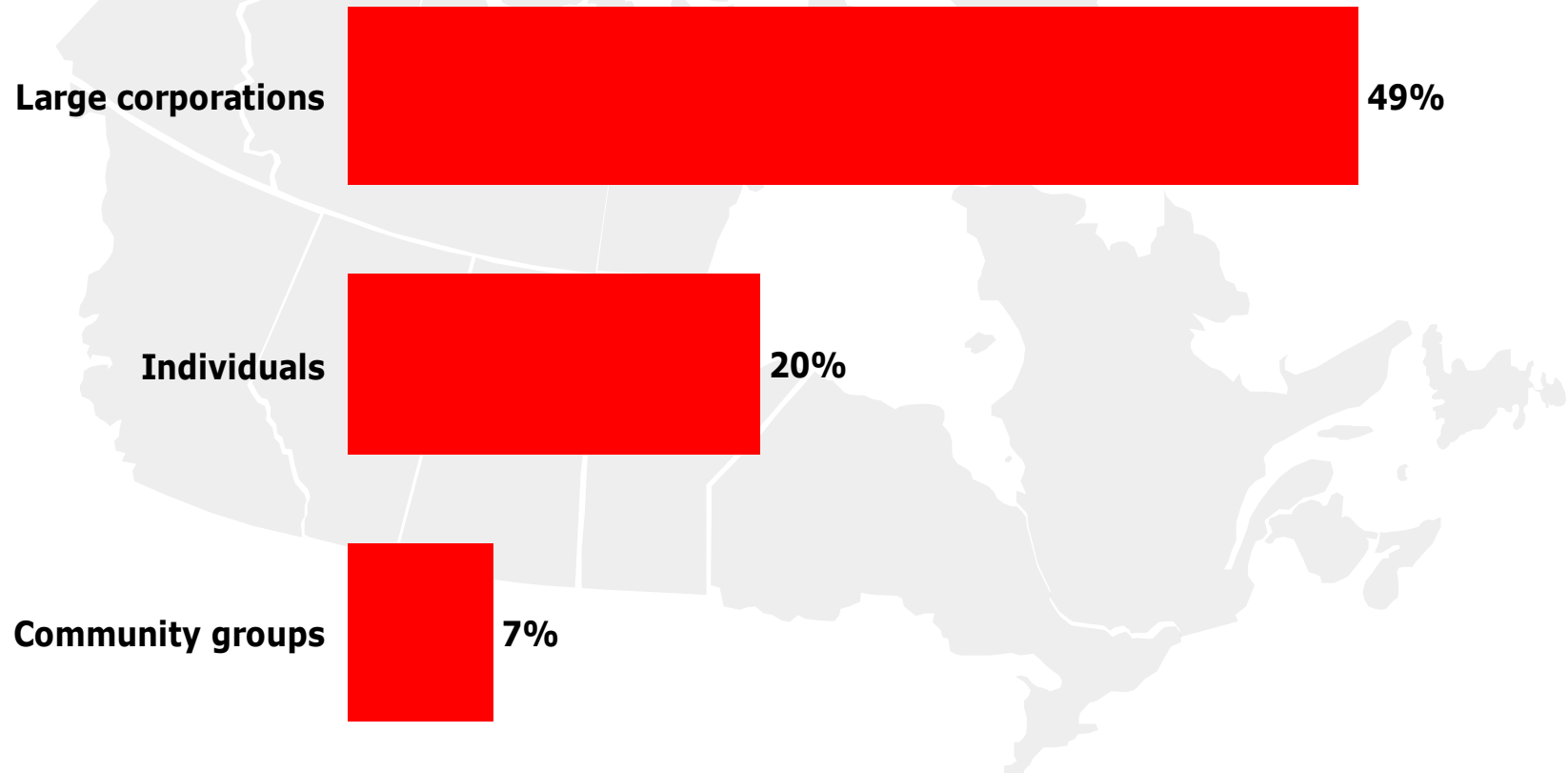
Community groups

18%

Tackling Environmental Challenges

Corporations should play a larger role

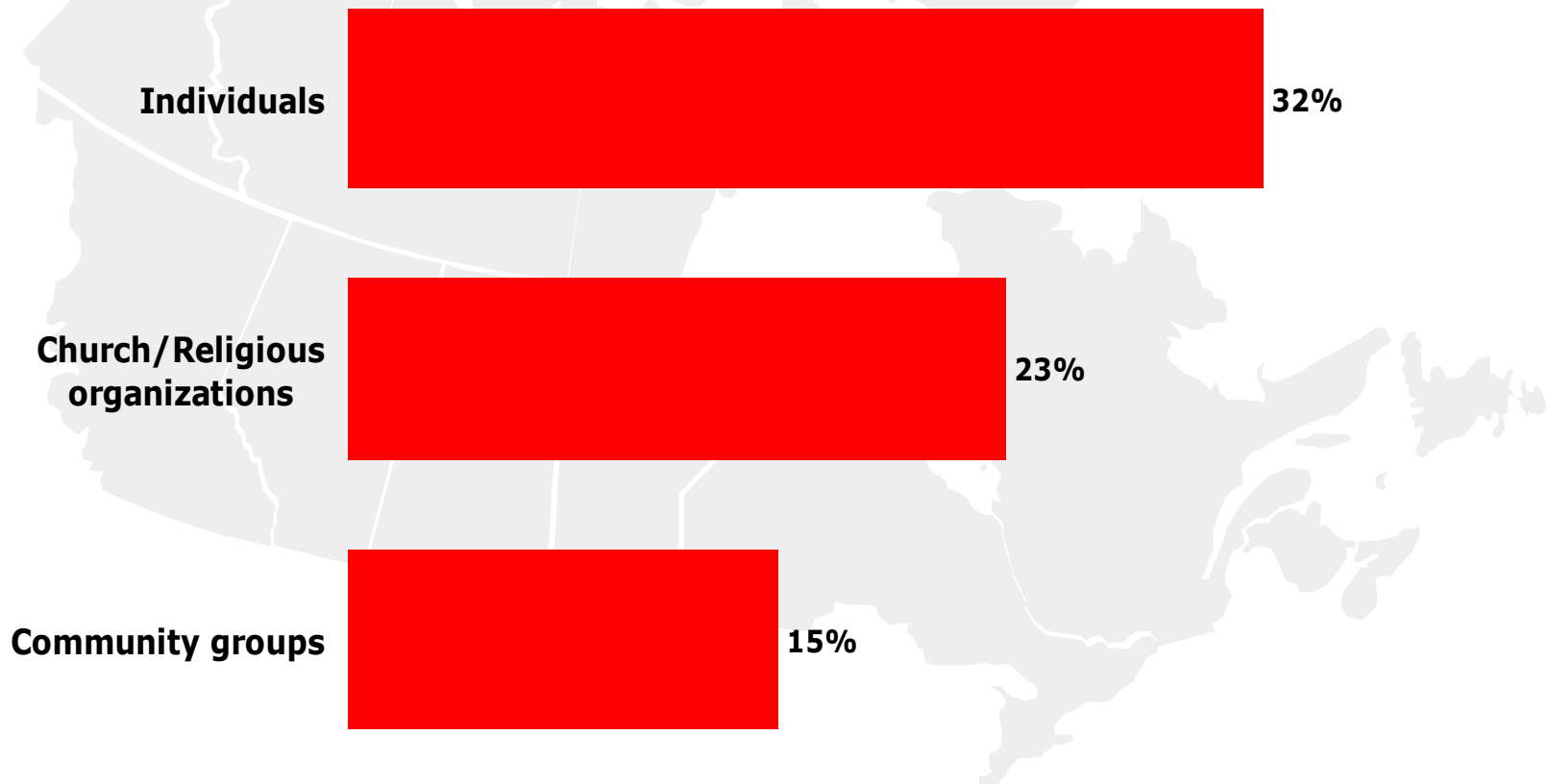
- Almost half of Canadians think that corporations should play a larger role in tackling the big environmental challenges we face.



Tackling Moral Challenges

“Individuals” should play a larger role

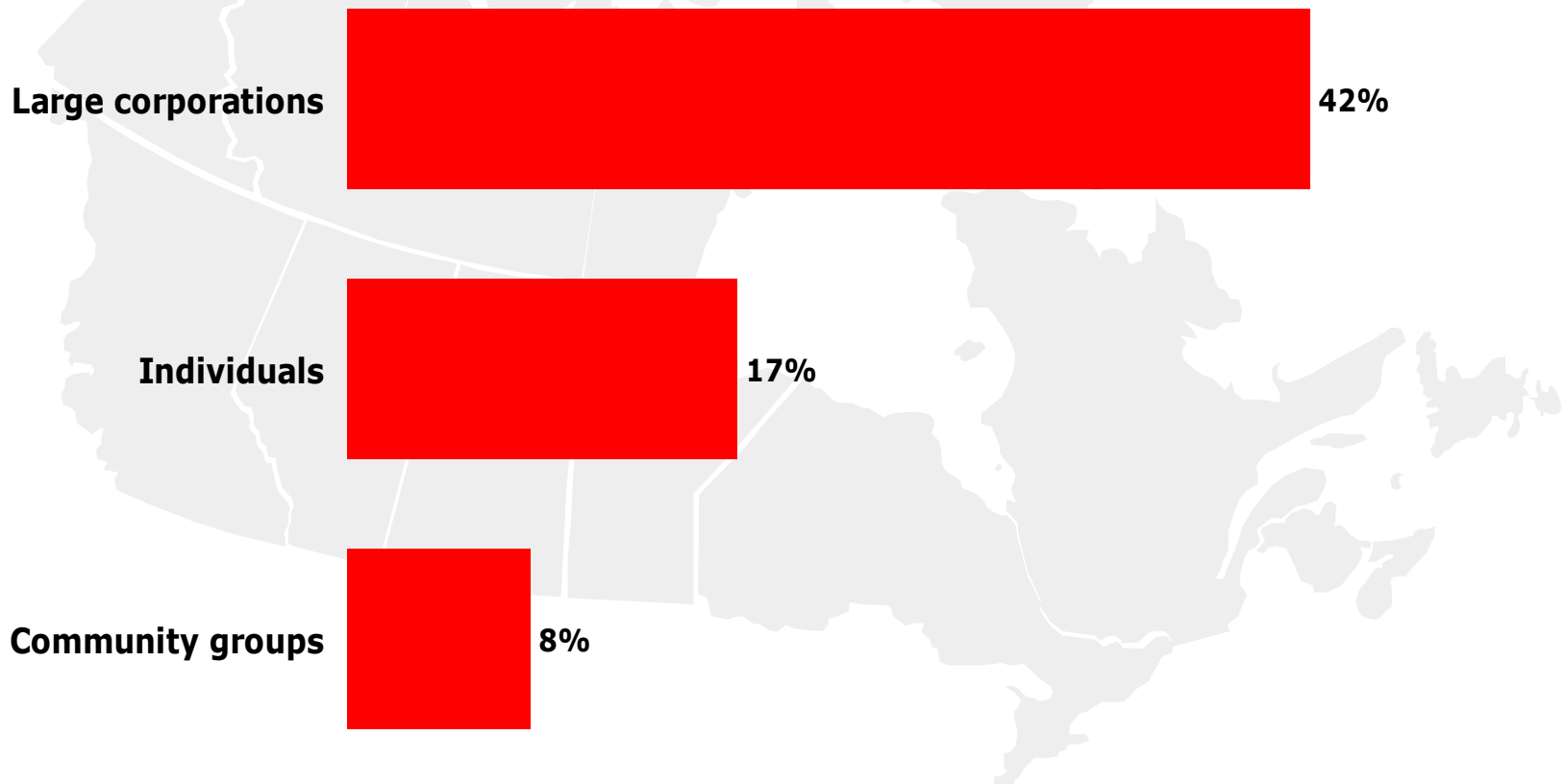
- About one in three Canadians think that “individuals” themselves should play a larger role in tackling our current moral challenges.



Tackling Economic Challenges

Corporations should play a larger role

- **Two in five Canadians think large corporations should play a larger role in helping to tackle big economic challenges.**



Expectations of Government

Survey question

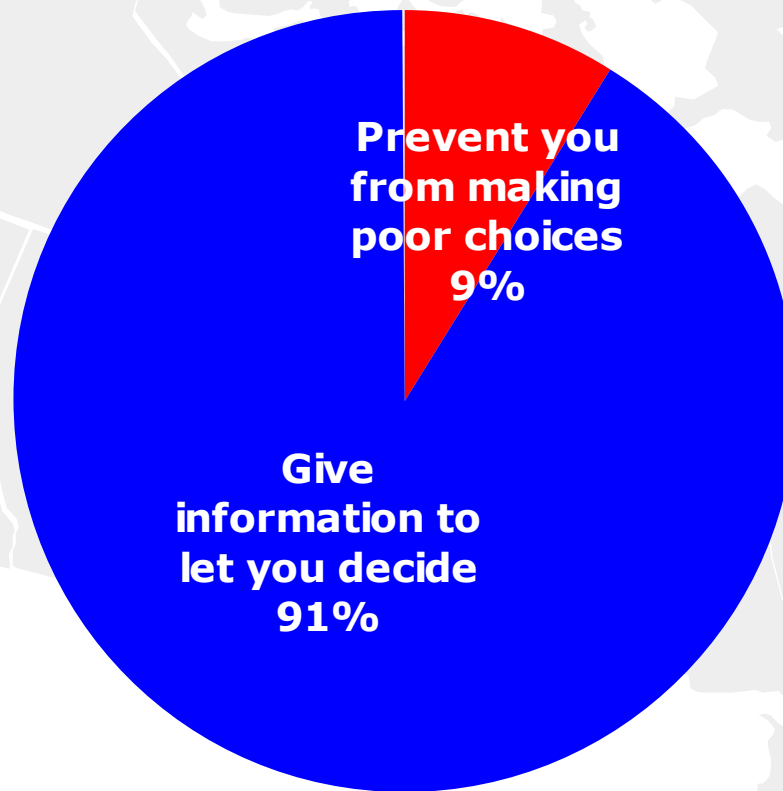
Now I would like you to think about how you would like to see government deal with you. We are presenting you with a series of pairings. For each pairing, identify the word or expression that is closest to your own view.

Should government...

Expectations of Government (1)

Nine in ten Canadians: "I will decide"

Prevent you from making poor choices OR Give the information and let you decide?



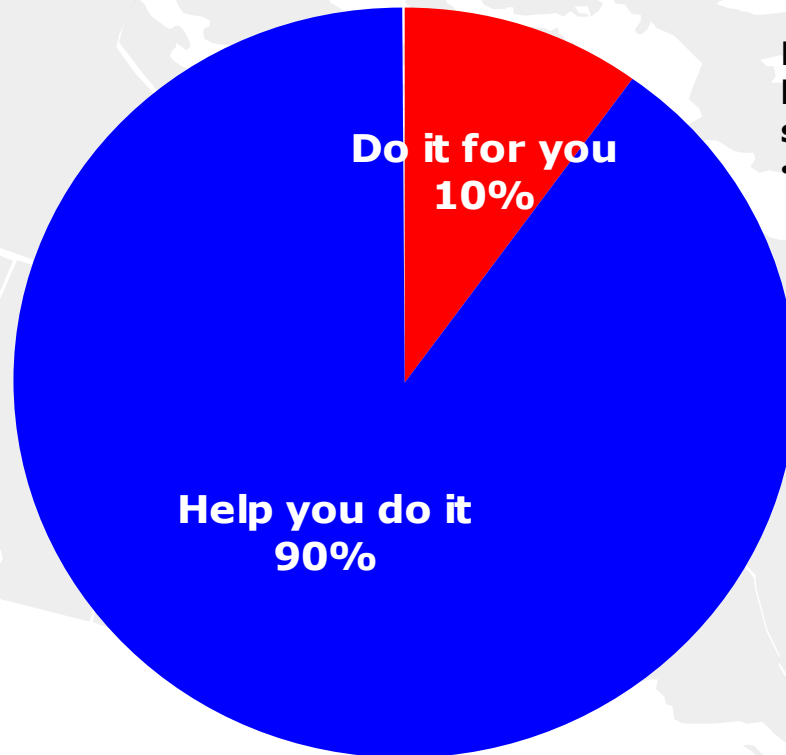
Key socio-demographic breakdowns – groups more likely to say **"Prevent you from making poor choices"**:

- Young people (aged 18-30) (17% compared to just 5% of individuals aged 51-64 and those aged 65+);
- Alberta residents (16%, compared to just 6% in Quebec).

Expectations of Government (2)

Vast majority expect only "Help"

Do it for you OR Help you do it?



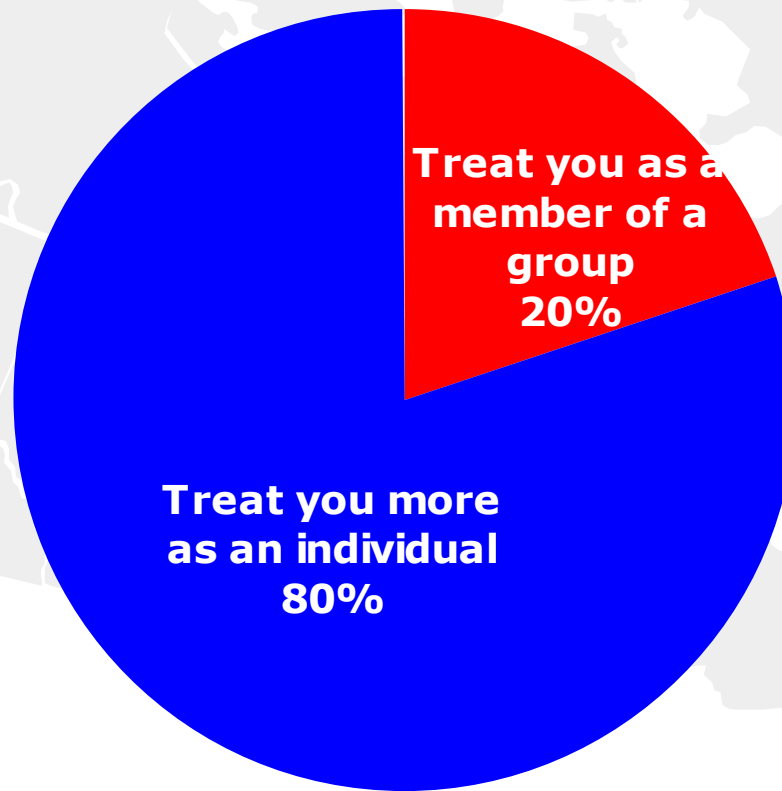
Key socio-demographic breakdowns – groups more likely to say **"Do it for you"**:

- Young people (aged 18-30) (20% compared to just 4% of those aged 51-64 and those aged 65+).

Expectations of Government (3)

Four in five Canadians: "Treat me as an individual"

Treat you more as a member of a group OR
Treat you more as an individual?



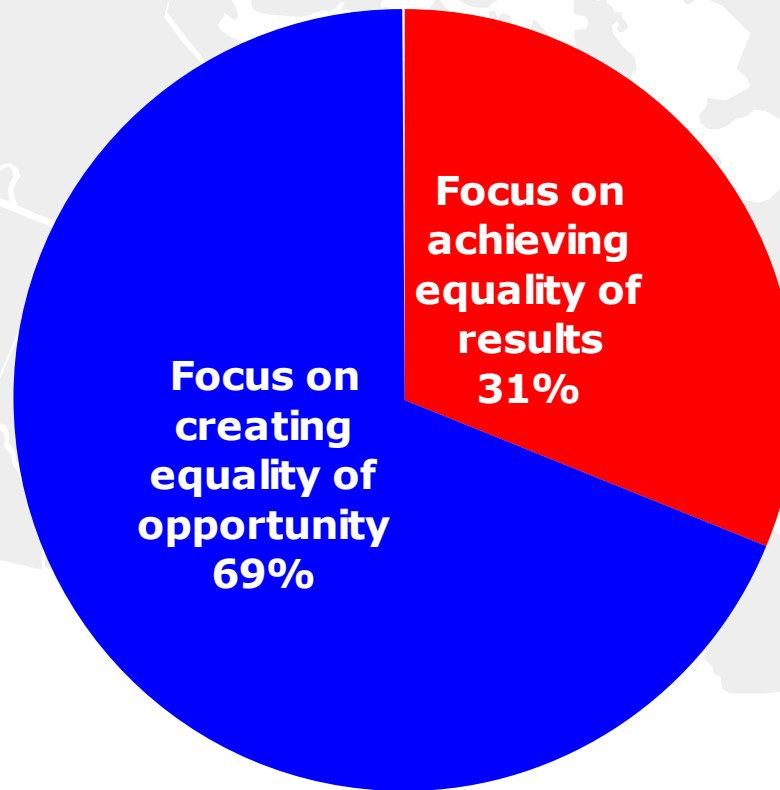
Key socio-demographic breakdowns - groups more likely to choose **"Treat you more as a member of a group"**:

- Young people (aged 18-30) (33% compared to just 10% of those aged 51-64 and those aged 65+);
- Men (23%, compared to 16% of women);
- Individuals with post-graduate education (31%, compared to 14% of college educated respondents);
- Prairie residents (27%, compared to 17% in Quebec, and just 13% in Atlantic Canada).

Expectations of Government (4)

Majority say "Focus on equality of opportunity"

Focus on creating equality of opportunity OR
Focus on achieving equality of results?



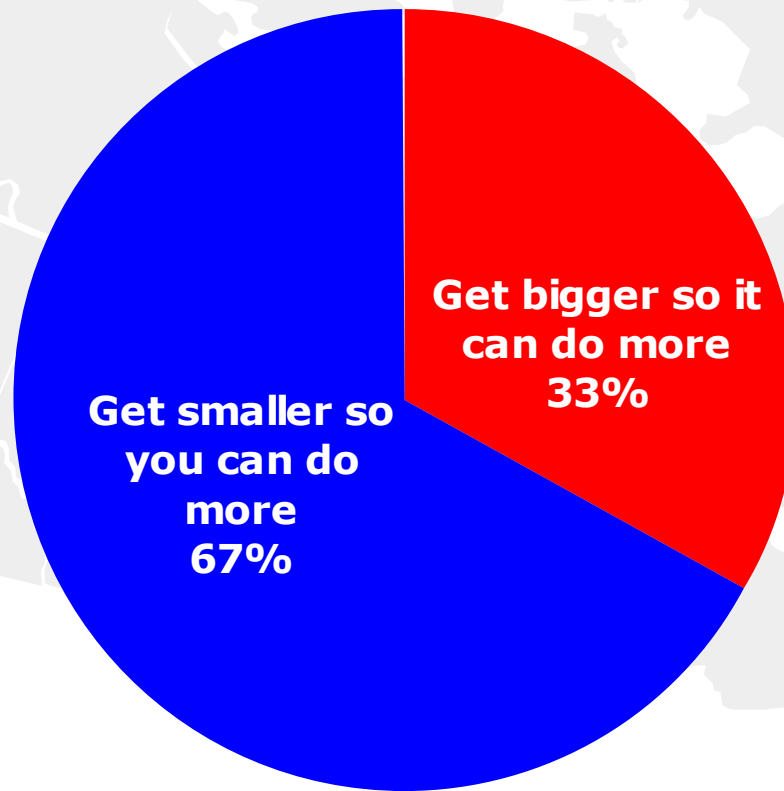
Key socio-demographic breakdowns - groups more likely to choose **"Focus on achieving equality of results"**:

- Young people (aged 18-30) (37% compared to 23% of individuals aged 31-40);
- Residents of Ontario (37%, compared to 31% of Albertans).

Expectations of Government (5)

Two in three Canadians: "Get smaller so I can do more"

Get bigger so they can do more OR Get smaller so you can do more?



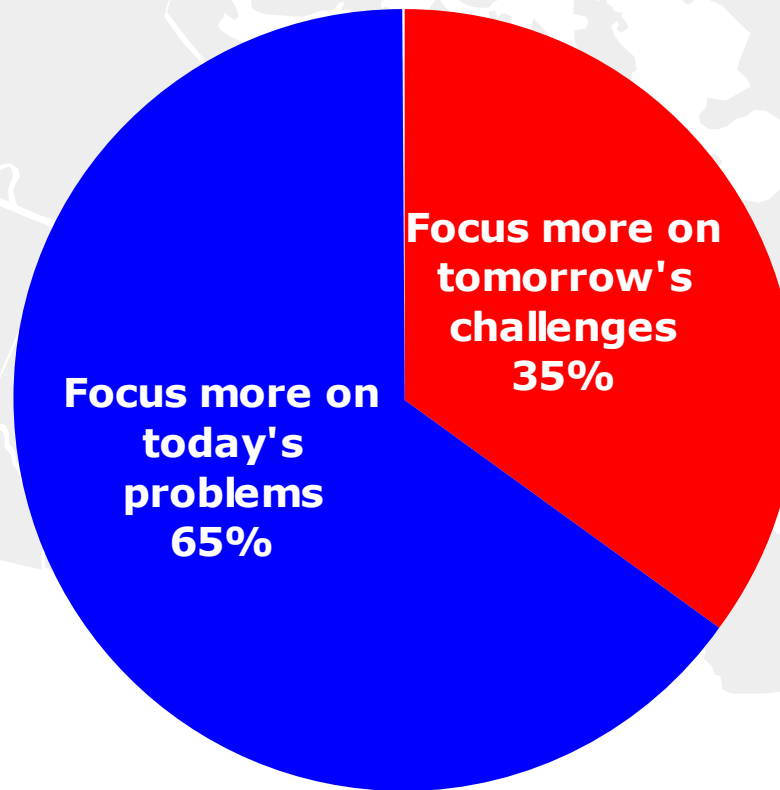
Key socio-demographic breakdowns
- groups more likely to choose "Get bigger so they can do more":

- Young people (aged 18-30) (47%, compared to 19% of those aged 65+).

Expectations of Government (6)

Two-thirds say "Focus more on today's problems"

Focus more on today's problems OR Focus more on tomorrow's challenges?



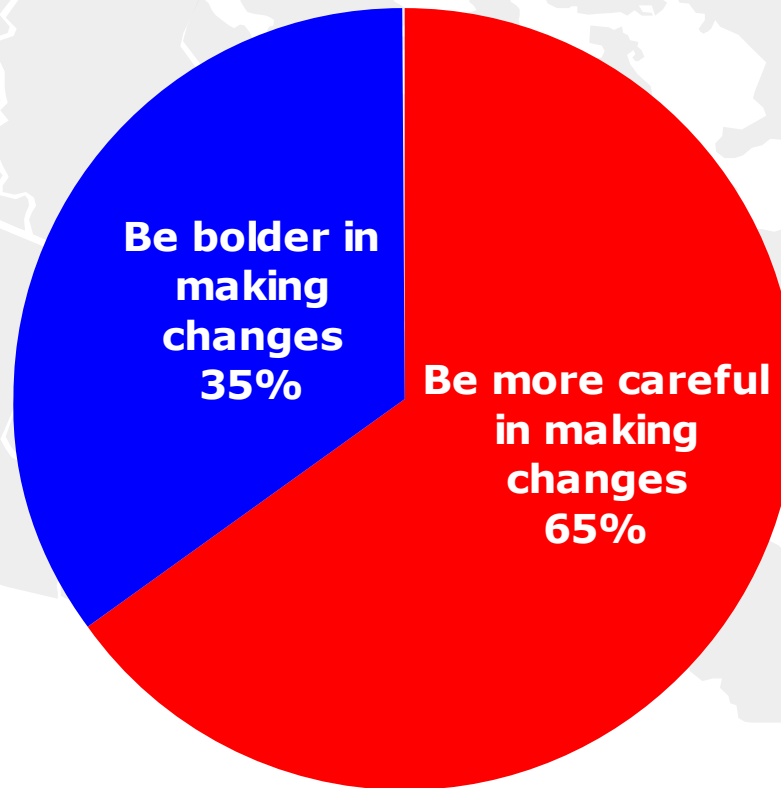
Key socio-demographic breakdowns - groups more likely to choose "**Focus more on tomorrow's challenges**":

- Young people (aged 18-30) (45% compared to just 30% of those aged 31-40 and those aged 41-50);
- Individuals with household incomes of \$50K-\$80K (45%, compared to 26% of those with incomes of \$20K-\$50K).
- Residents of Alberta (44%, compared to 32% of Quebec residents);

Expectations of Government (7)

Two-thirds say "Be more careful in making changes"

Be more careful in making changes OR Be bolder in making changes?



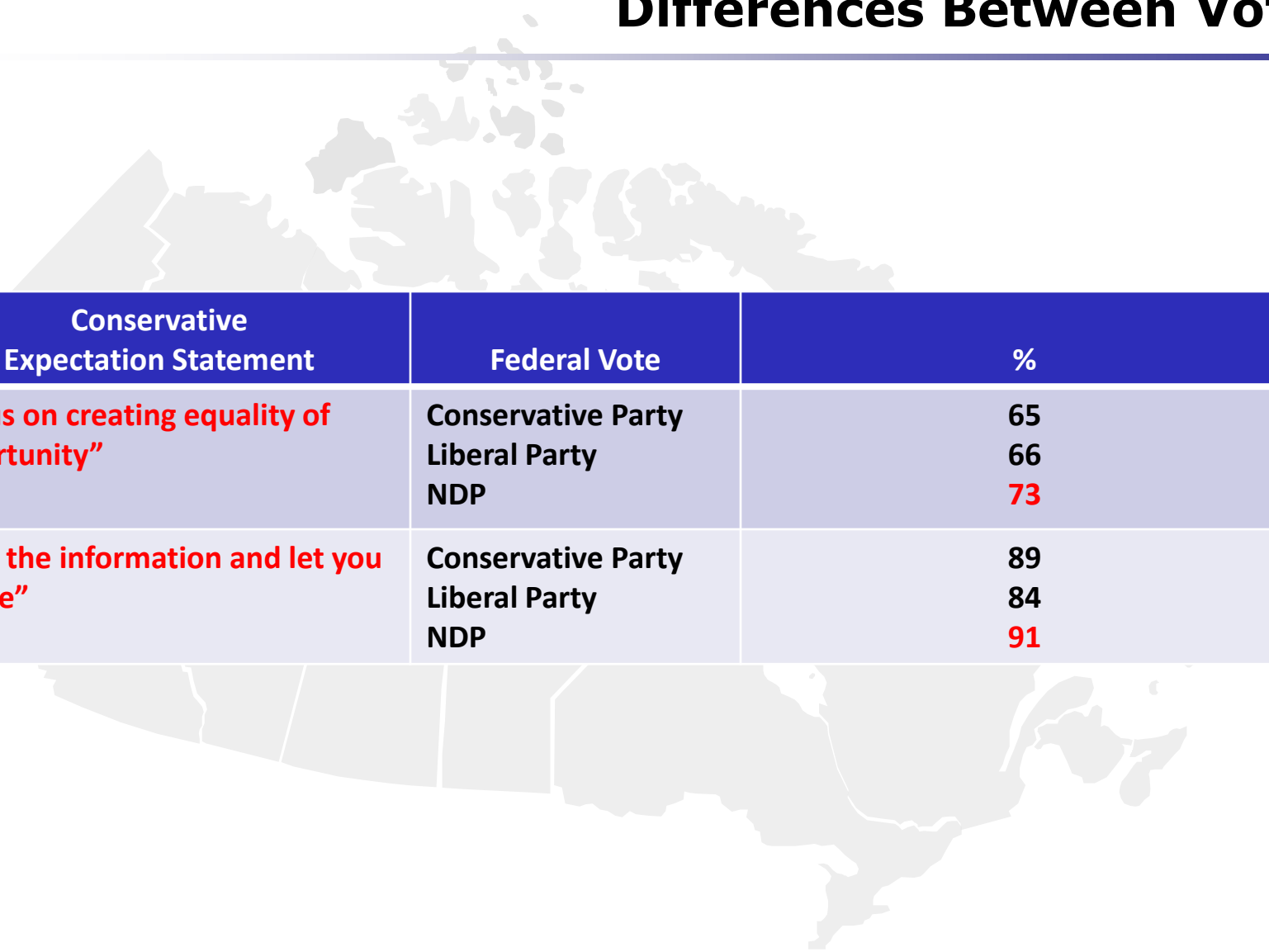
Key socio-demographic breakdowns - groups more likely to choose "**Be bolder in making changes**":

- Young people (aged 18-30) (43% compared to just 30% of those aged 31-40);
- Women (71%, compared to 58% of men);
- Individuals with household incomes of >\$80K (42%, compared to 30% of those with incomes of \$20K-\$50K);
- Individuals with post-graduate education (44%, compared to 32% of those with high school education);
- Residents of BC and Quebec (45% and 41%, respectively compared to 17% of Atlantic Canada residents).

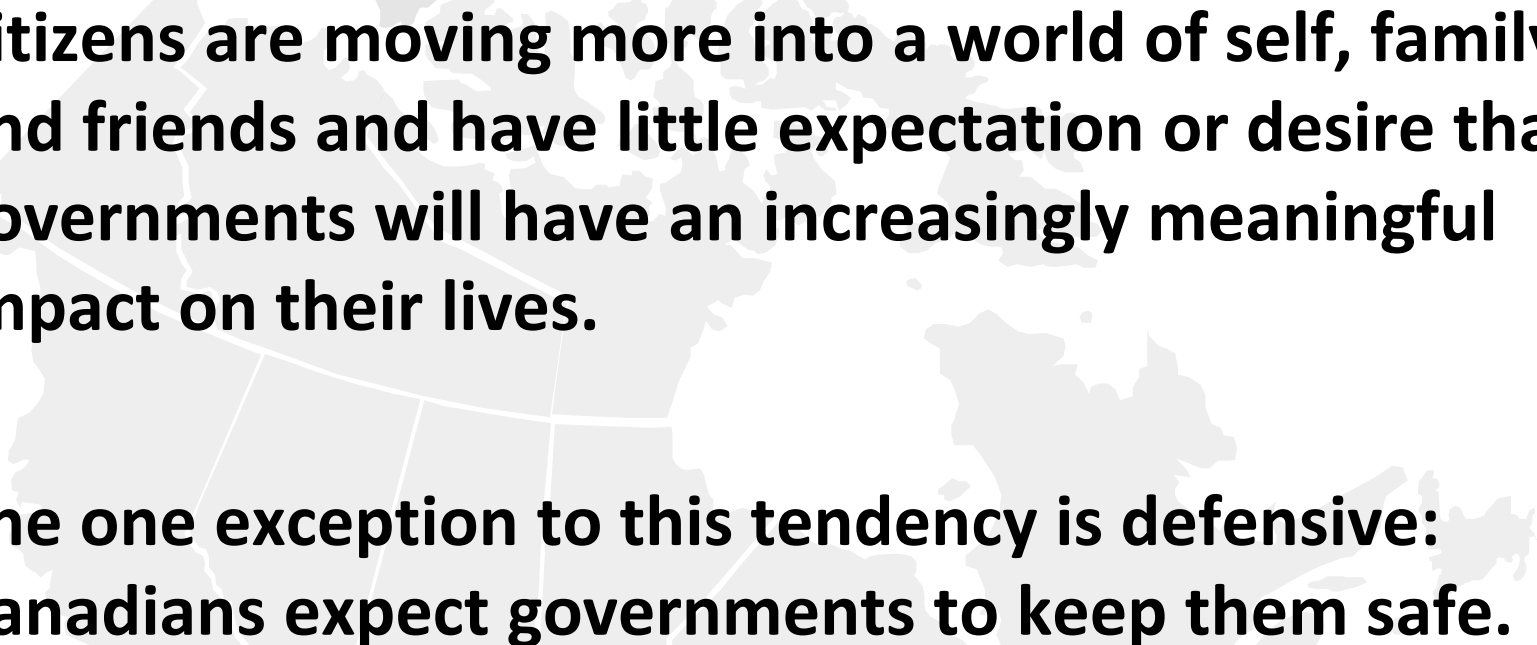
Expectations of Government: Commonalities Among Voters

| Conservative Expectation Statement | Federal Vote | % |
|--|--------------------|----|
| "Help you do it" | Conservative Party | 88 |
| | Liberal Party | 85 |
| | NDP | 91 |
| "Treat you more as an individual" | Conservative Party | 79 |
| | Liberal Party | 82 |
| | NDP | 80 |
| "Get smaller so you can do it" | Conservative Party | 66 |
| | Liberal Party | 67 |
| | NDP | 65 |
| "Focus more on today's problems" | Conservative Party | 65 |
| | Liberal Party | 66 |
| | NDP | 63 |
| "Be more careful in making changes" | Conservative Party | 60 |
| | Liberal Party | 66 |
| | NDP | 66 |

Expectations of Government: Differences Between Voters



| Conservative Expectation Statement | Federal Vote | % |
|--|--------------------|----|
| “Focus on creating equality of opportunity” | Conservative Party | 65 |
| | Liberal Party | 66 |
| | NDP | 73 |
| “Give the information and let you decide” | Conservative Party | 89 |
| | Liberal Party | 84 |
| | NDP | 91 |

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- **Citizens are moving more into a world of self, family and friends and have little expectation or desire that governments will have an increasingly meaningful impact on their lives.**
 - **The one exception to this tendency is defensive: Canadians expect governments to keep them safe.**

- This is not to say that governments are seen to have no major place in Society. That role today however is to serve as a facilitator of individual and community initiatives and a partner with other stakeholders to respond to citizen and community demands.
- Governments are expected to respond – cautiously and with the benefit of past learning – to problems as they arise, not to pursue “grand visions” or force “grand designs” on the population.

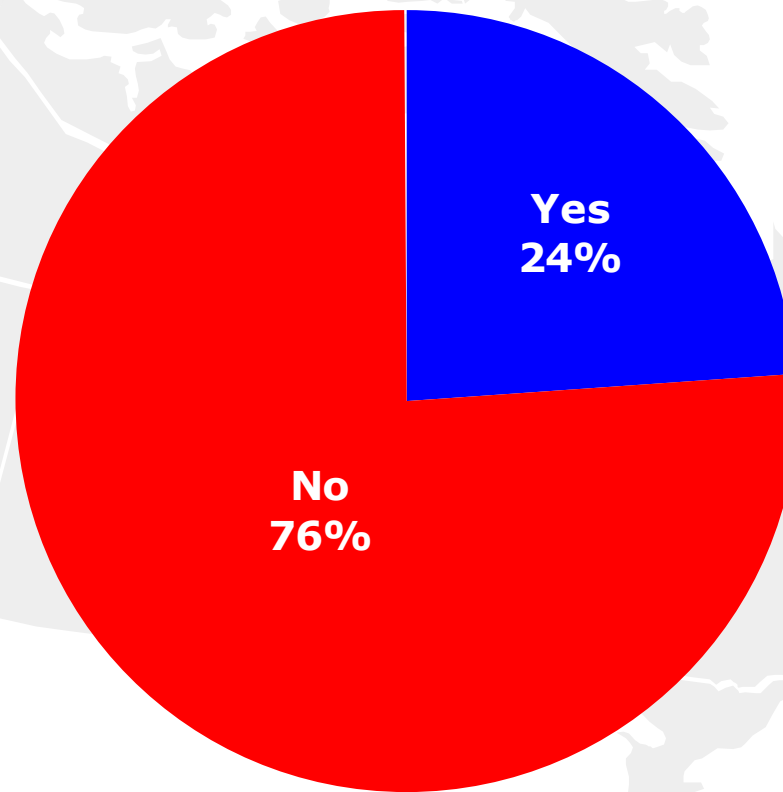


The Disgruntled Voter

Do Politicians Share Your View?

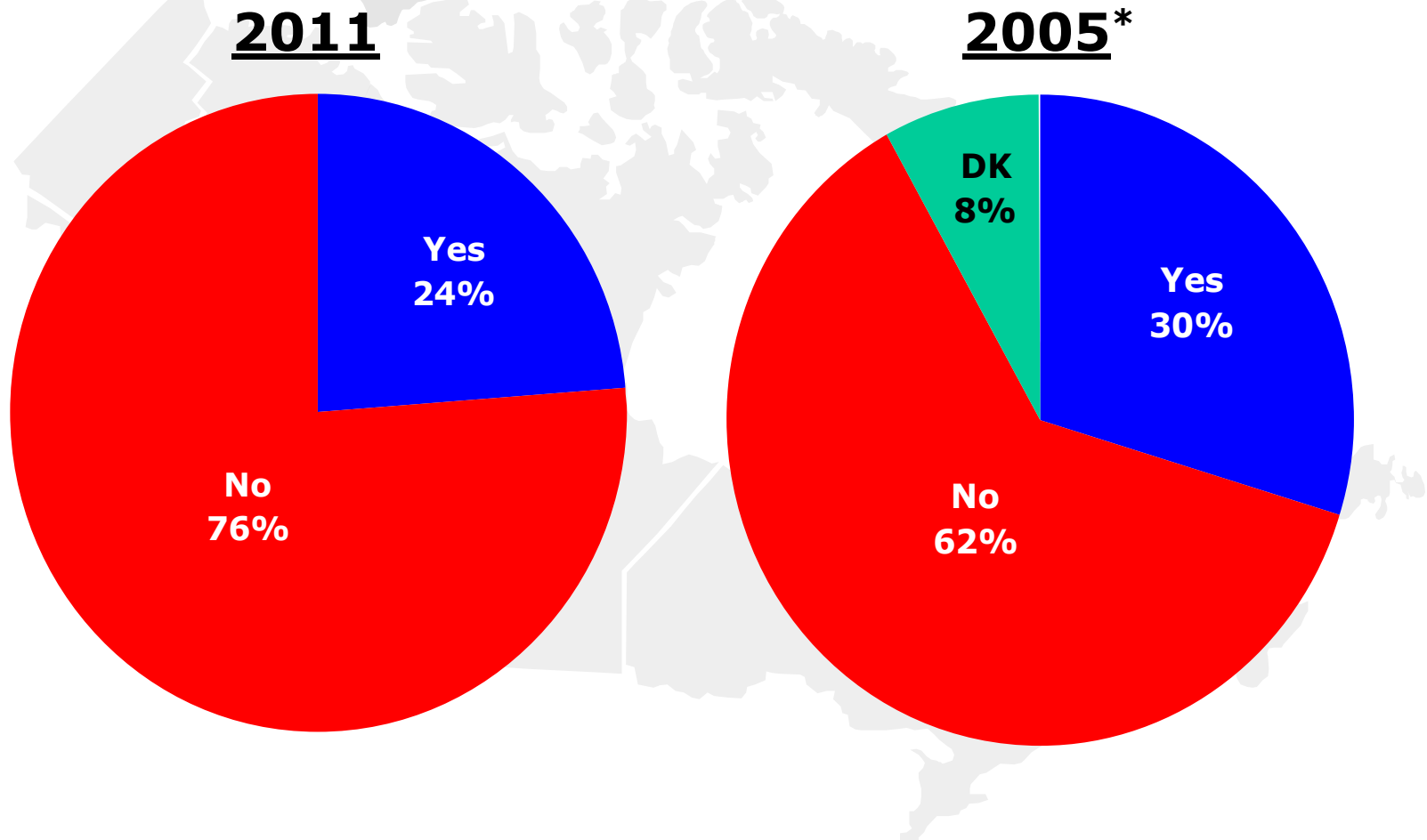
Large majority of Canadians say “No”

- **Three in four Canadians say that politicians do not share their views as to the most important issues currently facing the country.**

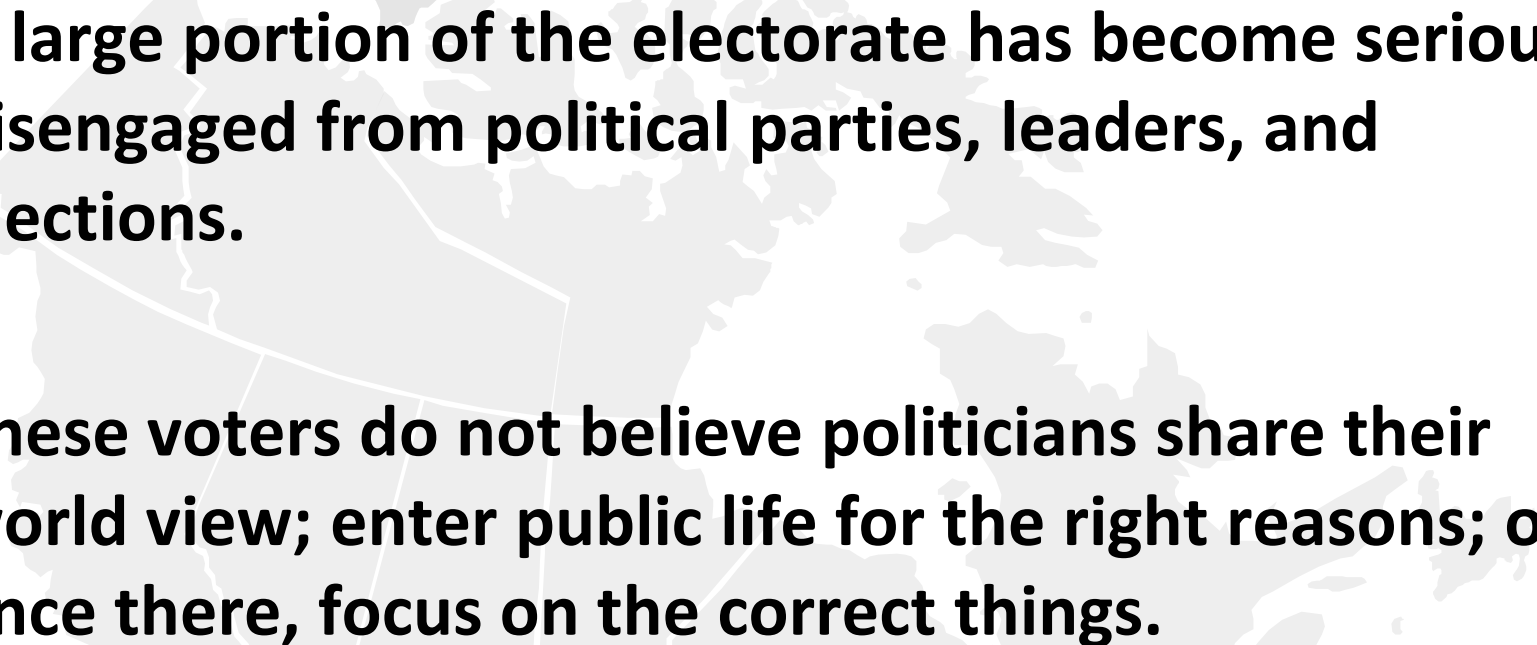


Do Politicians Share Your View?

Large majority of Canadians say "No"



*Source: The Strategic Counsel

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- **A large portion of the electorate has become seriously disengaged from political parties, leaders, and elections.**
 - **These voters do not believe politicians share their world view; enter public life for the right reasons; or once there, focus on the correct things.**

Re-engagement of these voters will require:

- Re-alignment of governments as facilitators and partners of citizens' initiatives.
- Economic policies that connect better with the *personal* dimensions of citizens' economic concerns.
- Democratic reforms that increase governmental accountability, meaningful debate in elected assemblies, and better service to constituents by elected representatives.