



PRESS RELEASE | Canada

Methodology:

Results are based on an online survey conducted from January 6 to January 8, 2024, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error – which measures sample variability – is +/- 3.1 percentage points, 19 times out of 20.

How would you rate the economic conditions in Canada today?

Very good / Good – 35% (-6)
Bad / Very bad – 61% (+5)
Not sure – 4% (+1)

Over the next six months, do you think the Canadian economy will improve, remain the same, or decline?

Improve – 14% (-2)
Remain the same – 41% (-4)
Decline – 37% (+5)
Not sure – 7% (=)

Positive Perceptions of National Economy Decline in Canada

More Canadians trust Pierre Poilievre to do the right thing to help the economy (42%) than Justin Trudeau (38%).

Vancouver, BC [January 12, 2024] – Just over a third of Canadians think the country's finances are doing well at the start of 2024, a new Research Co. poll has found.

In the online survey of a representative national sample, 35% of Canadians rate the economic conditions in Canada as “very good” or “good”, down six points since a similar Research Co. poll [conducted in June 2023](#).

Just over three-in-five Canadians (61%, +5) think the national economy is in “bad” or “very bad” shape.

“More than seven-in-ten Albertans (72%) are dissatisfied with the state of the Canadian economy,” says Mario Canseco, President of Research Co. “Majorities feel the same way in Saskatchewan and Manitoba (66%), British Columbia (63%), Atlantic Canada (62%), Ontario (59%) and Quebec (55%).”

More than a third Canadians (37%, +5) expect the nation's finances to decline over the next six months. Only 14% (+2) predict a recovery, while 41% (-4) foresee no changes.

More than two-in-five Canadians (43%, +7) trust federal Leader of the Opposition Pierre Poilievre to do the right thing to help the economy, while 38% (-5) feel the same way about Prime Minister Justin Trudeau. The rating is lower for Governor of the Bank of Canada Tiff Macklem (34%, +1).

Trudeau's best numbers as an economic manager are observed in Quebec (48%), Ontario (38%) and Atlantic Canada (34%). Poilievre fares best in Alberta (56%) and British Columbia (47%) and Ontario (44%).

A majority of Canadians (54%, +2) rate their own personal finances today as “very good” or “good”, while 42% (-4) consider them as “poor” or “very poor.”

Concerns about inflation are slightly lower now than they were in 2023, with more than three-in-five Canadians expecting to pay more for a week's worth of groceries (74%, -5), gasoline (65%, -8) and a new car (63%, -3) in the next six months. Fewer Canadians predict higher prices for real estate (51%, -4) or a new television set (47%, -4).



Fewer than half of Canadians say they have worried “frequently” or “occasionally” in the past couple of months about the safety of their savings (47%, =), the value of their investments (46%, -2), being able to pay their mortgage or rent (34%, =), themselves or someone in their household becoming unemployed (34%, =) or their employer encountering serious financial trouble (28%, +1).

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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