

# Two-thirds (66%) of Canadians believe the State of the Economy is on the wrong track—up from last month

**TORONTO, April 11, 2024**—As Finance Minister Chrystia Freeland readies for her federal budget to be brought down on Tuesday, April 16, 2024, a new Maru Public Opinion released today finds that that two-thirds (66% up from 64% last month) of Canadians believe the state of the Canadian economy is **on the wrong track** versus the one-third (34% down from 36% last month) who think the economy is **moving in the right direction**. Most Canadians have consistently believed that the state of their economy is on the wrong track since November 2021, with the highest level of pessimism (70%) last reported in September and October of 2023 and before that in October 2022.

Those most likely to believe the state of the Canadians economy is on the wrong track reside in Alberta (74% +7 percentage points\*), followed by those living in Atlantic Canada (72% -2), Ontario (70% + 6), British Columbia (55% +2), Québec (63% +1), Manitoba/Saskatchewan (58% -12).

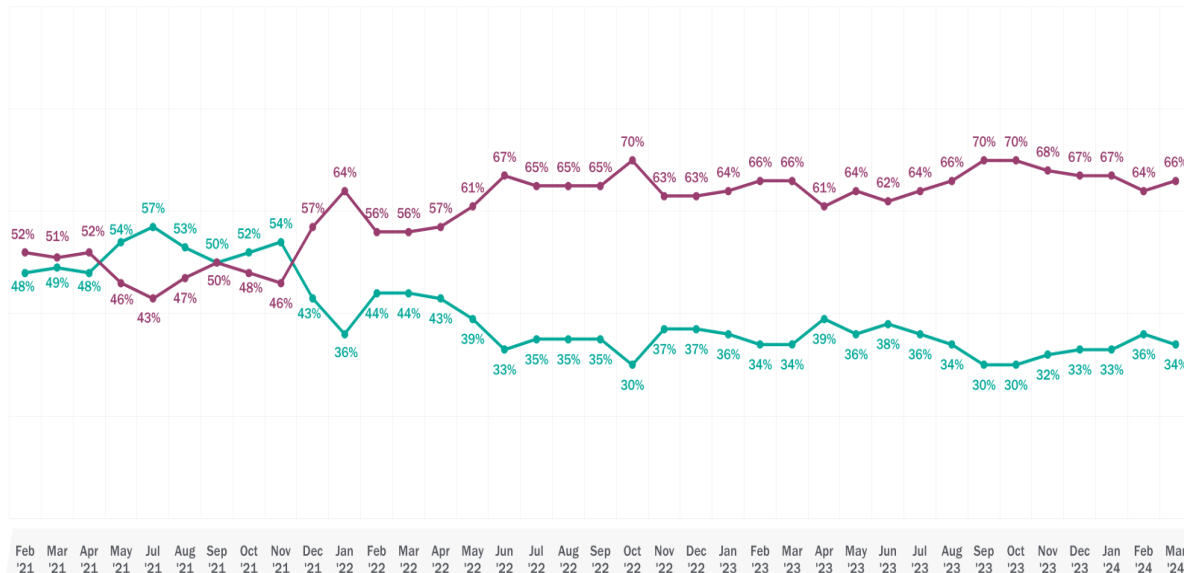
Demographically, this wrong track economy group is led almost equally by women (70% +2 versus men 62% +2), those who are middle-aged (35-54 69% +1 versus the youngest aged 18-34 67% +7/oldest 55+ 63% N/C), and those with middle to lower income (less than \$99K 68% +2 versus those with the highest earnings \$100k+ 60% +5).

Those who believe that the Canadian economy is moving in the right direction (34%) are led by those British Columbia (45% -2) and Manitoba/Saskatchewan (42% +12), men (38% -3 versus women 30% -2), the oldest Canadians (37% N/C), and those with the highest earnings (\$100K+ 40% -5).

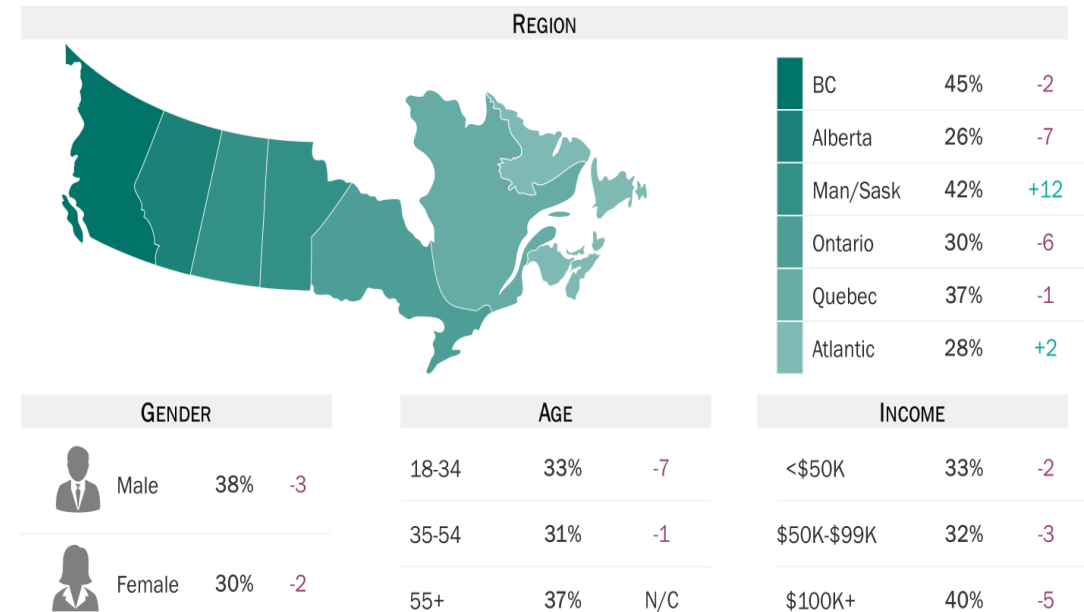
-30-

\* Note +/- indicates percentage point difference from the previous month:

State of the Canadian Economy  
Right Direction Wrong Track



State of the Canadian Economy: Right Direction

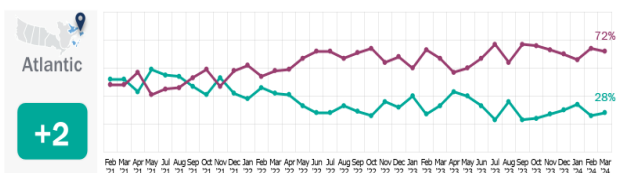
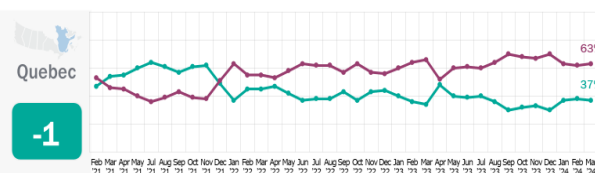
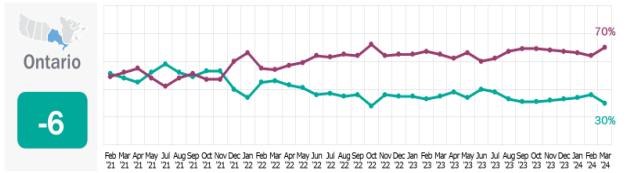
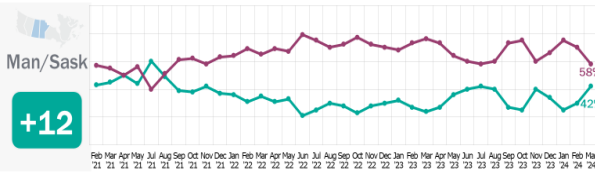
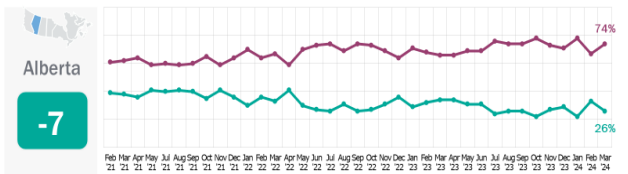
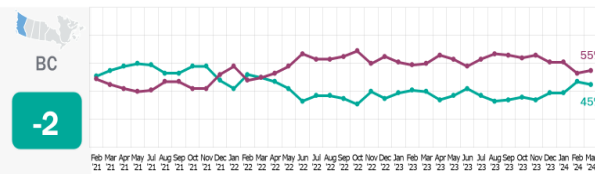


# Two-thirds (66%) of Canadians believe the State of the Economy is on the wrong track—up from last month

## State of the Canadian Economy

Right Direction Wrong Track

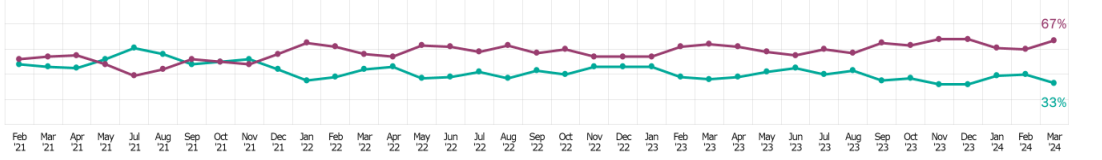
REGION



AGE

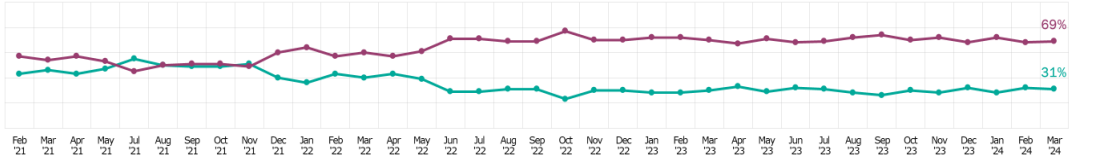
**18-34**

**-7**



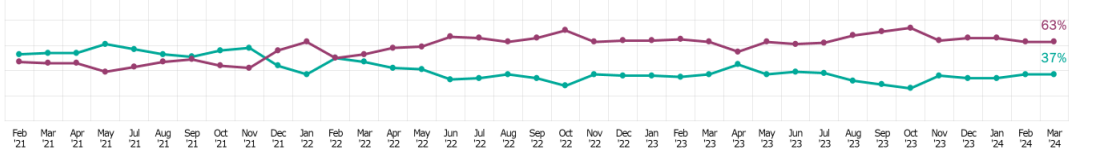
**35-54**

**-1**



**55+**

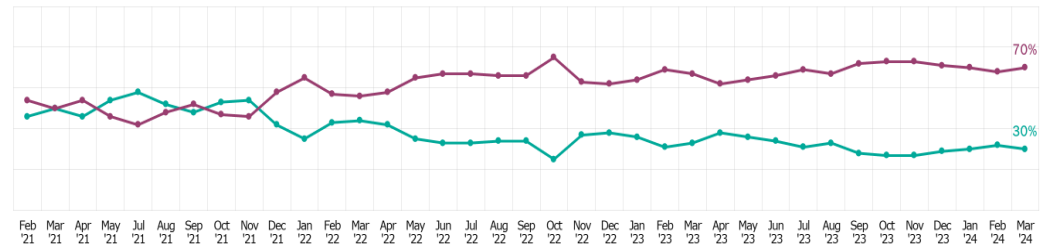
**N/C**



GENDER

**Female**

**-2**



## Methodology

These are some of the findings from a study released by Maru Public Opinion undertaken by its sample and data collection experts at Maru/Blue on March 28-29, 2024, among a random selection of 1,531 Canadian adults who are Maru Voice Canada online panelists. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender, and region (and, in Quebec, language) to match the population according to Census data which ensures the sample is representative of the entire adult population of Canada.

## Reporting Notes

Discrepancies in or between totals when compared to the data tables are due to rounding. Panel and data services provider Maru/Blue is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Maru Public Opinion is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology. Maru Public Opinion publicly released Canadian polls with supporting detailed tables are found here: Maru Public Opinion Canada. Corporate information can be accessed here: Maru Group. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion does not carry out any polling for any political party and follows the Canadian Research and Insights Council (CRIC) standards and disclosure requirements

### Question asked:

Thinking of the state of the economy, would you say it is...?  
 (Choose one)  
 Moving in the right direction  
 On the wrong track



## The experience & insights platform

Maru Public Opinion is a proud member of the Stagwell Marketing Cloud

NEW YORK / CHICAGO / SAN FRANCISCO / LOS ANGELES / LONDON / SOUTHAMPTON / EDINBURGH / BUENOS AIRES / TORONTO / VANCOUVER

### For more information contact:

John Wright  
 Executive Vice President  
 Maru Public Opinion  
 351 King St. E, Suite 600  
 M5A 0L6  
 D: 1-416-700-4218  
[john.wright@marublue.com](mailto:john.wright@marublue.com)