

Canadians at Highest Confidence in 2021 that Economy Moving in the Right Direction

However, Pocketbooks from Last Month to Now Viewed as Worse Off

TORONTO, June 25, 2021—A new Yahoo/Maru Public Opinion poll released today finds Canadians at their highest level of confidence that the economy is moving in the right direction since measurements began in February 2021—but when it comes to their own personal pocketbook it's a different story of underperformance.

With Prime Minister Justin Trudeau contemplating an election in the not-too-distant future, the findings are worth contemplation.

Percentage point net-scores (+/-) measuring the sentiment on the economy were produced by subtracting the averaged weekly percentage of Canadians over the past month who believe the economy is “on the wrong track” from those who believe it is “moving in the right direction”.

The results reveal that Canadians are the most confident that the economy is moving in the right direction (**+14.5**) so far this year with that sentiment led by those in Québec (**+38**) and British Columbia (**+19**), while those in Manitoba/Saskatchewan (**+3**) and especially Alberta (**-14.5**) believe this premise least. Those who are most educated (**+32.75**) and older Canadians (**+24**) are most likely to agree with this view.

However, when it comes to whether or not Canadians believe their personal financial position has improved or worsened since a month ago (a single question without a monthly average), the country is in negative territory (**-3**) with only those living in Québec (**+6**) and the youngest Canadians (**+6**) who believe that their pocketbooks better off.

The Findings in Detail

Majority of Canadians Believe Economy is Moving in the Right Direction...

The findings reveal that an average majority (57.25%) of the Canadian public surveyed weekly over the past month believe the Canadian economy is “moving in the right direction” as opposed to a minority who conclude the economy is “on the wrong track” (42.75%) for a percentage point **net-score (+/-)** of +14.5, which is the highest monthly average to date since February 2021. The previous three monthly tracking averages were -1.5 in May, -11.5 in April, and +1 in March 2021.

Given the averaged monthly net-score percentage point difference, those most likely to believe the economy is ***moving in the right direction*** reside in:

Québec	+30
British Columbia	+19
Atlantic Canada	+14
Ontario	+13.5
Manitoba/Saskatchewan	+3
Alberta	-14.5

Notably, every demographic/socioeconomic measure is in positive territory with those who are ***most likely*** to believe that the economy is ***moving in the right direction*** being:

The most educated, university+	+32.75
Older Canadians aged 55+	+24
Middle income earners \$50,000 – \$99,000	+19
The highest income earners \$100,000+	+16.5
Women	+15.5
The youngest aged 18 – 34	+14.5
Those with immediate postsecondary education (college/technical school)	+8.5

Those ***less likely*** to believe the Canadian economy is moving ***in the right direction*** are:

Men	+13.5
Middle-aged 35 – 54	+3.5
Lowest income earners of less than \$50,000	+11
Lowest educated high school or less	+4

Financial position this month compared to last month: not so good...

When focused specifically on any change in their financial position over the last month, Canadians were asked to indicate if it had improved, worsened, or had stayed the same since then.

Demographic/socioeconomic wise, those with household earnings beyond \$100,000 per annum (23%) lead the way with a fuller pocketbook, followed by those who are the youngest Canadians (aged 18 – 34 21%), men (13%), women (12%), those who are middle-aged (35 – 54 12%), those who are middle income (\$50,000 – \$99,000 12%), those with the least amount of income (less than \$50,000 per annum 10%), and those who are oldest (55+ 7%).

Those who believe their financial position has ***become worse since last month*** (16%) are most likely to reside in Manitoba/Saskatchewan (29%), followed by those living in both Alberta (23%) and Atlantic Canada (23%), British Columbia (17%), Ontario (14%), and Québec (9%).

Demographically, those who believe their financial position has become worse are led by those who are the lowest income earners (less than \$50,000 per annum 20%), followed by those who are middle-aged (35 – 54 19%), men (17%), women (15%) and the youngest Canadians (aged 18 – 34 15%), middle income earners (\$50,000 – \$99,000 13%), the oldest Canadians (55+ 14%), and those who are the highest income earners (\$100,000+ 11%).

A **net-score (+/-)** percentage point difference was calculated by subtracting those who believe their financial position has become **worse** since last month from those who believe it has **improved**. The results are based on a single question from month to month, not an average of weekly responses.

Total Canada -3

Québec	+6
Ontario	-0-
British Columbia	-7
Alberta	-10
Atlantic Canada	-16
Manitoba/Saskatchewan	-23

Demographic/socioeconomic ranking:

Youngest Canadians aged 18 – 34	+6
Middle income earners \$50,000 – \$99,000	-1
Women	-3
Men	-4
Middle-aged 35 – 54	-7
Oldest Canadians 55+	-7
Lowest income earners less than \$50,000	-10
Highest income earners \$100,000 +	-12

-30-

Methodology

These are some of the findings released by Maru Public Opinion from a survey undertaken between June 18-21, 2021, by the sample and data management experts at Maru/Blue of 1,522 randomly selected 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.

Discrepancies in or between totals when compared to the data tables are due to rounding. These findings were then compared to and averaged with previous survey weekly findings of the same duration using the same questions and methodology for the months of March, April, and May.

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