

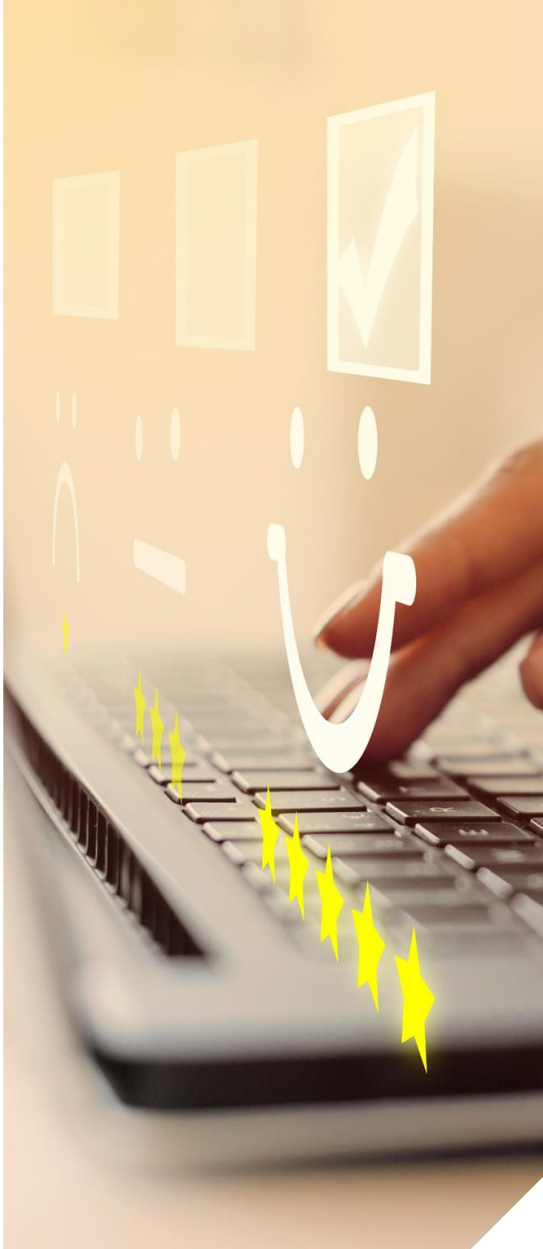
TAXATION IN CANADA MEI FISCAL 2024

Report

July 2024



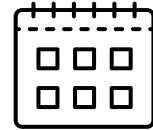
INTRODUCTION



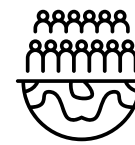
Methodology



These are the findings of an **online Ipsos poll** conducted on behalf of the Montreal Economic Institute.



A sample of **1,038 Canadian residents** 18 years of age and older was interviewed between **July 10 and 14, 2024**.



Weighting according to age, gender and region was employed to ensure that the sample's composition is representative of the overall population according to the latest census information.



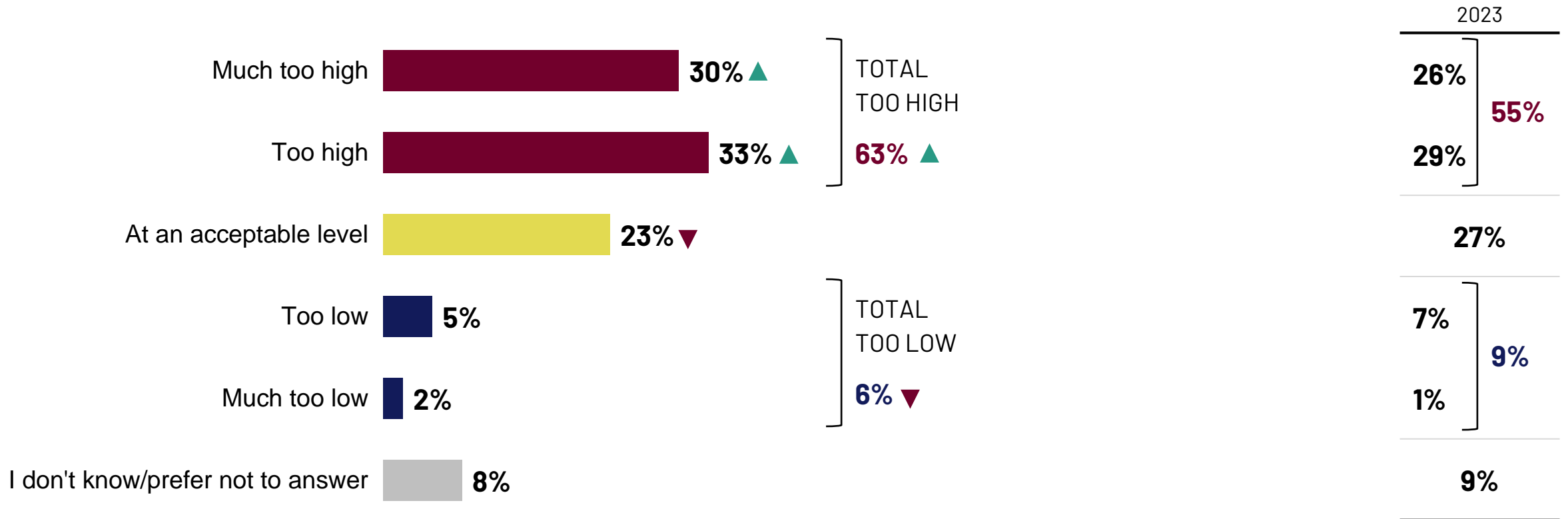
The precision of Ipsos online polls is measured using a credibility interval. In this case, the results are accurate to within **± 3.7 percentage points, 19 times out of 20**, of what the results would have been had all Canadian adults been polled. Some totals may not add up to 100% due to rounding.

DETAILED FINDINGS



Almost two-thirds (63%) think that the federal government's spending is too high, a significant increase since 2023.

Perceptions of the federal government's spending in Canada



Base: All respondents – 2024 (n=1038); 2023 (n=1020)
 Q1. In your opinion, is the federal government's spending in Canada ...?

▲ ▼ Significantly higher/lower than 2023.

Perceptions of the federal government's spending by socio-demographic group

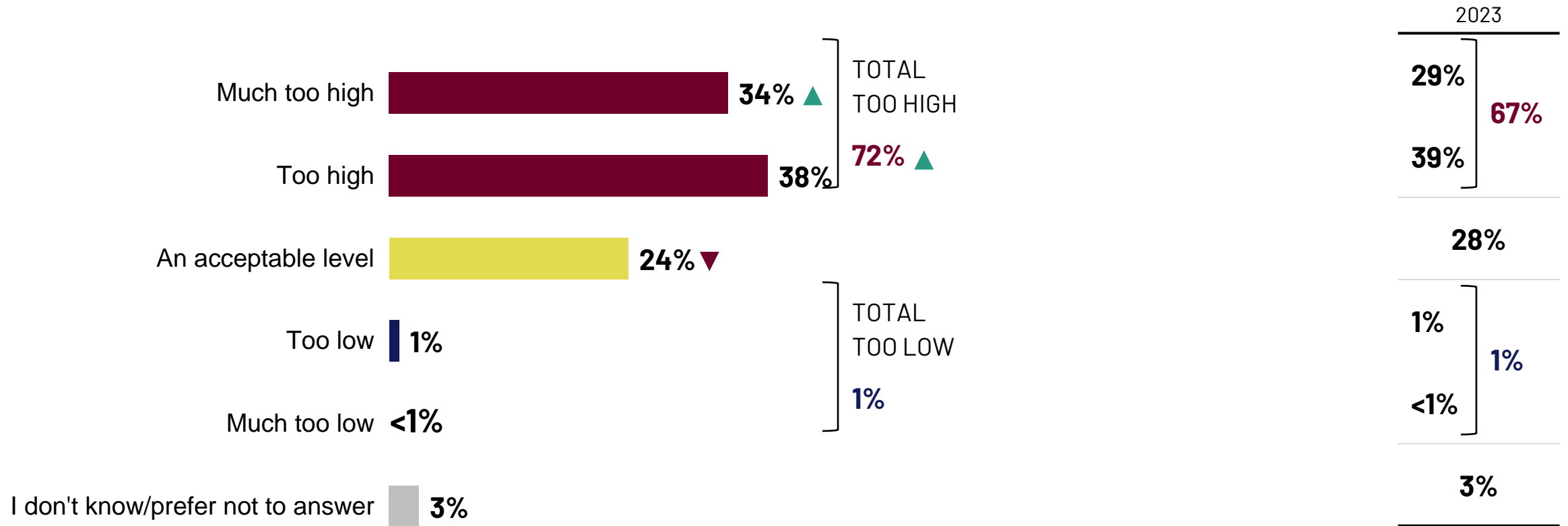
	TOTAL [A]	GENDER		AGE			REGION			
		Male [B]	Female [C]	18 to 34 years [D]	35 to 54 years [E]	55+ years [F]	West [G]	Ontario [H]	Quebec [I]	Atlantic [J]
Base:	1038	505	533	285	355	399	333	385	237	83
T2B TOTAL TOO HIGH	63%	65%	61%	57%	65% D	65% D	64% H	56%	74% GHJ	55%
Much too high	30%	33% C	27%	22%	30% D	36% D	33% J	27%	34% J	20%
Too high	33%	32%	33%	35%	35%	29%	31%	29%	41% GH	35%
At an acceptable level	23%	23%	22%	27%	20%	22%	22%	26% I	17%	26%
Too low	5%	4%	5%	6%	4%	4%	2%	7% GI	3%	4%
Much too low	2%	2%	1%	2%	2%	1%	2%	2%	1%	1%
B2B TOTAL TOO LOW	6%	6%	6%	9% F	7%	4%	4%	9% GI	4%	6%
I don't know/prefer not to answer	8%	5%	11% B	7%	9%	9%	10% I	9% I	4%	14% I

Q1. In your opinion, is the federal government's spending in Canada ...?

ABCDEFGHIJ Significantly higher than subgroup indicated by letter.

Over 7 in 10 (72%) consider the amount they pay in income tax to be too high, significantly higher than in 2023; only 1 % continue to believe it is too low.

Perceptions of the amount paid in income tax in Canada



Base: All respondents – 2024 (n=1038); 2023 (n=1020)
 Q2. Overall, do you consider the amount you pay in income tax to be ...?

▲ ▼ Significantly higher/lower than 2023.

Perceptions of the amount paid in income tax in Canada by socio-demographic group

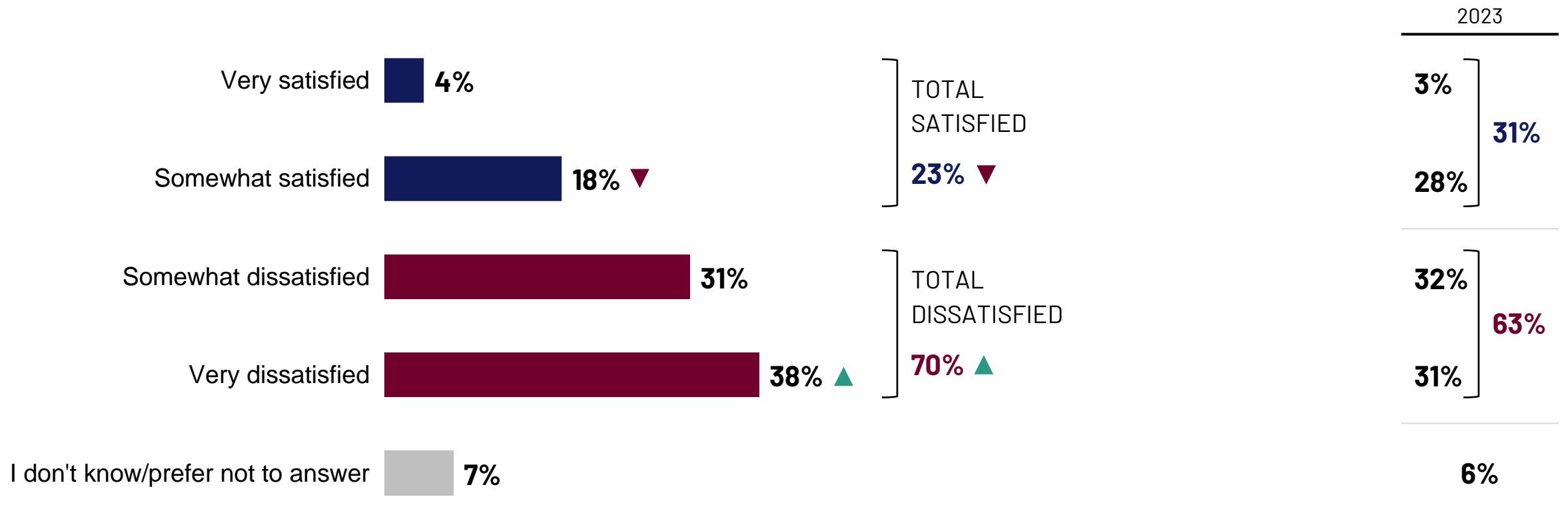
	TOTAL [A]	GENDER		AGE			REGION			
		Male [B]	Female [C]	18 to 34 years [D]	35 to 54 years [E]	55+ years [F]	West [G]	Ontario [H]	Quebec [I]	Atlantic [J]
Base:	1038	505	533	285	355	399	333	385	237	83
T2B TOTAL TOO HIGH	72%	72%	72%	77% F	77% F	65%	75%	69%	73%	70%
Much too high	34%	37% C	30%	33%	39% F	30%	34%	34%	33%	35%
Too high	38%	35%	42% B	43% F	38%	35%	41%	36%	40%	35%
At an acceptable level	24%	24%	23%	17%	19%	32% DE	20%	27% G	24%	24%
Too low	1%	1%	0%	1%	0%	0%	1%	0%	0%	-
Much too low	0%	0%	-	1%	-	-	-	0%	1%	-
B2B TOTAL TOO LOW	1%	1%	0%	2%	0%	0%	1%	1%	1%	-
I don't know/prefer not to answer	3%	2%	5% B	4%	4%	3%	4% I	3%	2%	6%

Q2. Overall, do you consider the amount you pay in income tax to be ...?

ABCDEFGHIJ Significantly higher than subgroup indicated by letter.

7 in 10 (70%) Canadians are dissatisfied with the accountability and transparency of the Canadian government's spending practices, a significant increase since 2023.

Accountability and transparency of the Canadian government's spending practices



Base: All respondents – 2024 (n=1038); 2023 (n=1020)

Q3. Overall, to what extent are you satisfied or dissatisfied with the accountability and transparency of the Canadian government's spending practices?

▲ ▼ Significantly higher/lower than 2023.

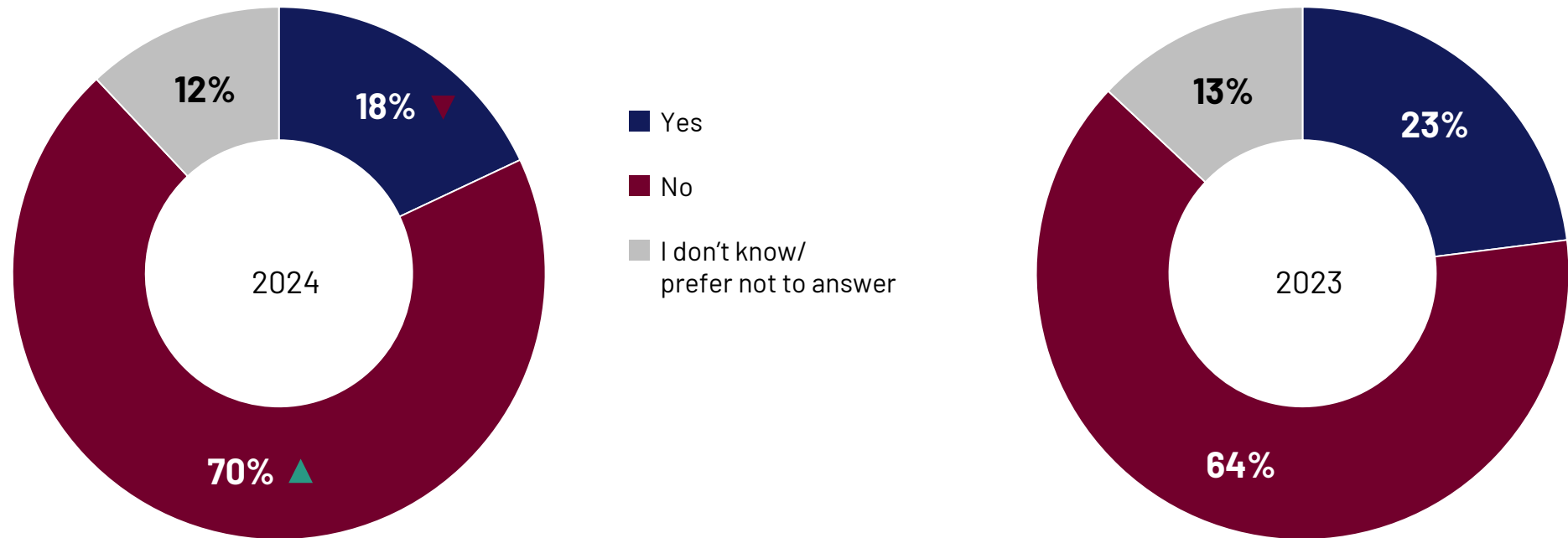
Accountability and transparency of the Canadian government's spending practices by socio-demographic group

	TOTAL [A]	GENDER		AGE			REGION			
		Male [B]	Female [C]	18 to 34 years [D]	35 to 54 years [E]	55+ years [F]	West [G]	Ontario [H]	Quebec [I]	Atlantic [J]
Base:	1038	505	533	285	355	399	333	385	237	83
T2B TOTAL SATISFIED	23%	25%	21%	27% F	23%	20%	22%	22%	24%	27%
Very satisfied	4%	6%	3%	8% F	4%	3%	4%	5%	5%	6%
Somewhat satisfied	18%	20%	17%	19%	18%	18%	18%	17%	19%	21%
Somewhat dissatisfied	31%	30%	33%	33%	30%	32%	22%	33% G	41% GH	36% G
Very dissatisfied	38%	41%	35%	30%	41% D	42% D	48% HIJ	37% I	30%	33%
B2B TOTAL DISSATISFIED	70%	71%	69%	63%	71% D	73% D	69%	70%	71%	68%
I don't know/prefer not to answer	7%	4%	11% B	10%	6%	6%	8%	8% I	5%	5%

Q3. Overall, to what extent are you satisfied or dissatisfied with the accountability and transparency of the Canadian government's spending practices? **ABCDEFGHIJ** Significantly higher than subgroup indicated by letter.

Less than 2 in 10 (18%) believe that the federal government is effectively allocating funds to address the most important issues.

Federal government is effectively allocating funds to address the most important issues



Base: All respondents – 2024 (n=1038); 2023 (n=1020)

Q4. Overall, do you believe the federal government is effectively allocating funds to address the most important issues facing Canada today?

▲ ▼ Significantly higher/lower than 2023.

Federal government is effectively allocating funds by socio-demographic group

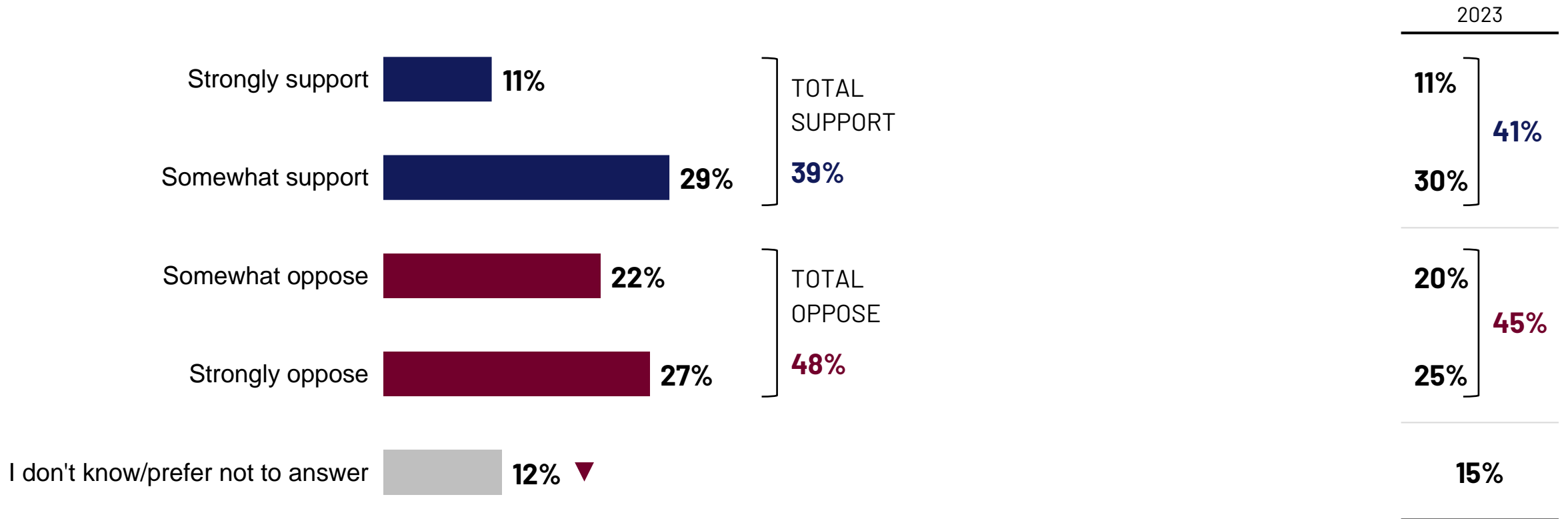
	TOTAL [A]	GENDER		AGE			REGION			
		Male [B]	Female [C]	18 to 34 years [D]	35 to 54 years [E]	55+ years [F]	West [G]	Ontario [H]	Quebec [I]	Atlantic [J]
Base:	1038	505	533	285	355	399	333	385	237	83
Yes	18%	21% C	16%	25% EF	16%	16%	17%	17%	24% GHJ	14%
No	70%	71%	68%	67%	72%	70%	73% I	70%	64%	72%
I don't know/prefer not to answer	12%	7%	16% B	8%	12%	14% D	10%	13%	11%	14%

Q4. Overall, do you believe the federal government is effectively allocating funds to address the most important issues facing Canada today?

ABCDEFGHIJ Significantly higher than subgroup indicated by letter.

Canadians remain divided about supporting carbon pricing, with the population slightly more likely to oppose (48%) than support (39%).

Support for carbon pricing



Base: All respondents – 2024 (n=1038); 2023 (n=1020)
 Q5. To what extent do you support or oppose carbon pricing?

▲ ▼ Significantly higher/lower than 2023.

Support for carbon pricing by socio-demographic group

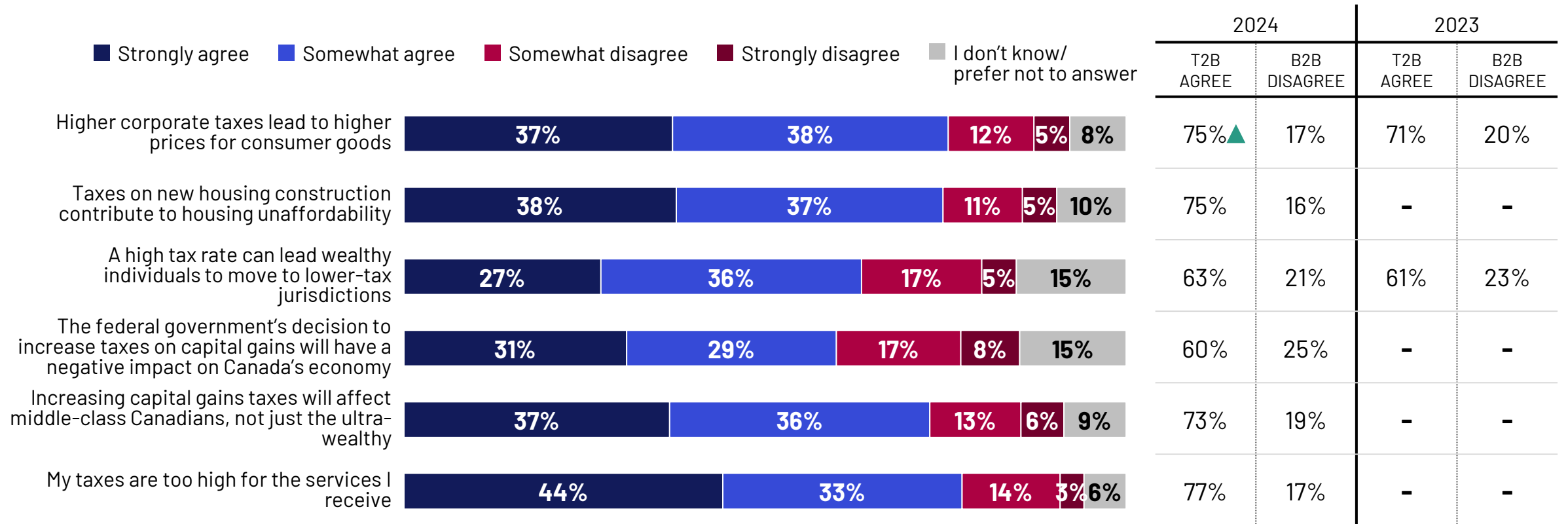
	TOTAL [A]	GENDER		AGE			REGION			
		Male [B]	Female [C]	18 to 34 years [D]	35 to 54 years [E]	55+ years [F]	West [G]	Ontario [H]	Quebec [I]	Atlantic [J]
Base:	1038	505	533	285	355	399	333	385	237	83
T2B TOTAL SUPPORT	39%	43% C	36%	42%	39%	38%	38%	39%	44%	38%
Strongly support	11%	14% C	8%	12%	9%	12%	9%	11% J	16% GJ	4%
Somewhat support	29%	29%	28%	31%	30%	26%	29%	27%	28%	34%
Somewhat oppose	22%	19%	24%	25%	22%	20%	23%	23%	19%	20%
Strongly oppose	27%	30% C	23%	20%	26%	31% D	32% I	26% I	15%	39% HI
B2B TOTAL OPPOSE	48%	50%	47%	45%	48%	51%	55% I	48% I	34%	59% I
I don't know/prefer not to answer	12%	7%	17% B	13%	13%	11%	7%	13% GJ	22% GHJ	3%

Q5. To what extent do you support or oppose carbon pricing?

ABCDEFGHIJ Significantly higher than subgroup indicated by letter.

Three-quarters of Canadians agree that higher corporate taxes lead to higher prices for consumers and that taxes on new housing contribute to unaffordability.

Perceptions and impact of tax rates



Base: All respondents – 2024 (n=1038); 2023 (n=1020)
 Q6. To what extent do you agree or disagree with the following statements?

▲ ▼ Significantly higher/lower than 2023.

Perceptions and impact of tax rates by socio-demographic group (1/6)

Higher corporate taxes lead to higher prices for consumer goods

	TOTAL [A]	GENDER		AGE			REGION			
		Male [B]	Female [C]	18 to 34 years [D]	35 to 54 years [E]	55+ years [F]	West [G]	Ontario [H]	Quebec [I]	Atlantic [J]
Base:	1038	505	533	285	355	399	333	385	237	83
T2B TOTAL AGREE	75%	76%	75%	74%	77%	75%	75%	77%	72%	80%
Strongly agree	37%	38%	36%	38%	40%	34%	38%	37%	32%	48% I
Somewhat agree	38%	38%	39%	35%	37%	41%	37%	40%	40%	32%
Somewhat disagree	12%	13%	11%	13%	10%	13%	11%	11%	15%	11%
Strongly disagree	5%	6%	4%	5%	5%	5%	5%	5%	5%	5%
B2B TOTAL DISAGREE	17%	19%	15%	18%	15%	18%	16%	16%	19%	16%
I don't know/prefer not to answer	8%	5%	10% B	9%	7%	7%	9%	7%	9%	4%

Q6. To what extent do you agree or disagree with the following statements?

ABCDEFGHIJ Significantly higher than subgroup indicated by letter.

Perceptions and impact of tax rates by socio-demographic group (2/6)

Taxes on new housing construction contribute to housing unaffordability

	TOTAL [A]	GENDER		AGE			REGION			
		Male [B]	Female [C]	18 to 34 years [D]	35 to 54 years [E]	55+ years [F]	West [G]	Ontario [H]	Quebec [I]	Atlantic [J]
Base:	1038	505	533	285	355	399	333	385	237	83
T2B TOTAL AGREE	75%	75%	74%	74%	77%	73%	74%	75%	71%	82% I
Strongly agree	38%	40%	35%	39%	38%	36%	39%	37%	34%	44%
Somewhat agree	37%	35%	39%	35%	39%	37%	35%	38%	37%	38%
Somewhat disagree	11%	13% C	9%	11%	11%	11%	11%	11%	11%	11%
Strongly disagree	5%	5%	4%	5%	3%	6% E	4%	5%	6%	3%
B2B TOTAL DISAGREE	16%	19% C	13%	17%	14%	17%	15%	16%	18%	13%
I don't know/prefer not to answer	10%	6%	13% B	9%	9%	10%	11%	9%	11% J	5%

Q6. To what extent do you agree or disagree with the following statements?

ABCDEFGHIJ Significantly higher than subgroup indicated by letter.

Perceptions and impact of tax rates by socio-demographic group (3/6)

A high tax rate can lead wealthy individuals to move to lower-tax jurisdictions

	TOTAL [A]	GENDER		AGE			REGION			
		Male [B]	Female [C]	18 to 34 years [D]	35 to 54 years [E]	55+ years [F]	West [G]	Ontario [H]	Quebec [I]	Atlantic [J]
Base:	1038	505	533	285	355	399	333	385	237	83
T2B TOTAL AGREE	63%	69% C	58%	65%	63%	63%	63%	66%	62%	60%
Strongly agree	27%	32% C	23%	28%	30%	24%	30%	27%	25%	25%
Somewhat agree	36%	37%	35%	38%	32%	38%	33%	39%	38%	34%
Somewhat disagree	17%	16%	17%	16%	18%	16%	13%	17%	21% G	19%
Strongly disagree	5%	5%	5%	4%	5%	5%	6% J	5%	5%	1%
B2B TOTAL DISAGREE	21%	21%	22%	21%	23%	21%	18%	21%	26% G	20%
I don't know/prefer not to answer	15%	10%	20% B	14%	15%	16%	19% HI	13%	12%	20%

Q6. To what extent do you agree or disagree with the following statements?

ABCDEFGHIJ Significantly higher than subgroup indicated by letter.

Perceptions and impact of tax rates by socio-demographic group (4/6)

The federal government's decision to increase taxes on capital gains will have a negative impact on Canada's economy

	TOTAL [A]	GENDER		AGE			REGION			
		Male [B]	Female [C]	18 to 34 years [D]	35 to 54 years [E]	55+ years [F]	West [G]	Ontario [H]	Quebec [I]	Atlantic [J]
Base:	1038	505	533	285	355	399	333	385	237	83
T2B TOTAL AGREE	60%	63% C	57%	64% F	63% F	55%	64% I	60% I	52%	64% I
Strongly agree	31%	34% C	28%	31%	33%	29%	33% I	31% I	24%	39% I
Somewhat agree	29%	29%	29%	33% F	30%	26%	31%	29%	28%	25%
Somewhat disagree	17%	16%	18%	18%	17%	17%	14%	18%	21% G	15%
Strongly disagree	8%	10% C	6%	6%	8%	10%	7%	7%	13% GH	6%
B2B TOTAL DISAGREE	25%	26%	25%	23%	25%	27%	20%	26%	34% GHJ	21%
I don't know/prefer not to answer	15%	11%	19% B	13%	12%	19% E	16%	14%	15%	14%

Q6. To what extent do you agree or disagree with the following statements?

ABCDEFGHIJ Significantly higher than subgroup indicated by letter.

Perceptions and impact of tax rates by socio-demographic group (5/6)

Increasing capital gains taxes will affect middle-class Canadians, not just the ultra-wealthy

	TOTAL [A]	GENDER		AGE			REGION			
		Male [B]	Female [C]	18 to 34 years [D]	35 to 54 years [E]	55+ years [F]	West [G]	Ontario [H]	Quebec [I]	Atlantic [J]
Base:	1038	505	533	285	355	399	333	385	237	83
T2B TOTAL AGREE	73%	73%	72%	73%	75%	71%	72%	74%	69%	79% I
Strongly agree	37%	36%	38%	35%	37%	38%	39%	36%	34%	41%
Somewhat agree	36%	38%	35%	38%	38%	33%	33%	38%	35%	38%
Somewhat disagree	13%	13%	12%	12%	11%	14%	11%	14%	15%	9%
Strongly disagree	6%	8% C	4%	5%	6%	7%	6%	4%	10% H	6%
B2B TOTAL DISAGREE	19%	21% C	16%	18%	17%	21%	17%	17%	24% GH	15%
I don't know/prefer not to answer	9%	5%	12% B	10%	8%	8%	11% I	8%	7%	6%

Q6. To what extent do you agree or disagree with the following statements?

ABCDEFGHIJ Significantly higher than subgroup indicated by letter.



Perceptions and impact of tax rates by socio-demographic group (6/6)

My taxes are too high for the services I receive

	TOTAL [A]	GENDER		AGE			REGION			
		Male [B]	Female [C]	18 to 34 years [D]	35 to 54 years [E]	55+ years [F]	West [G]	Ontario [H]	Quebec [I]	Atlantic [J]
Base:	1038	505	533	285	355	399	333	385	237	83
T2B TOTAL AGREE	77%	77%	77%	79% F	82 F%	72%	81% I	76%	74%	79%
Strongly agree	44%	46%	42%	44%	49% F	40%	46%	43%	42%	48%
Somewhat agree	33%	31%	35%	35%	32%	32%	35%	33%	32%	31%
Somewhat disagree	14%	16%	12%	12%	11%	16% E	10%	16% H	15%	15%
Strongly disagree	3%	3%	3%	2%	2%	5%	4%	3%	3%	-
B2B TOTAL DISAGREE	17%	19%	15%	15%	14%	21% DE	14%	19%	18%	15%
I don't know/prefer not to answer	6%	4%	8% B	7%	4%	7%	5%	5%	7%	7%

Q6. To what extent do you agree or disagree with the following statements?

ABCDEFGHIJ Significantly higher than subgroup indicated by letter.

THANK YOU

Derek Brasier
Vice President
Derek.Brasier@Ipsos.com

Hyejin Park
Account Manager
Hyejin.Park@Ipsos.com