

**62% FEEL CANADA'S TAX SYSTEM IS UNFAIR & 89% SUPPORT A WEALTH TAX.**

**39% ARE VERY OR PRETTY WORRIED ABOUT THE RISING COST OF LIVING.**

**82% THINK NOW IS THE TIME TO DEAL WITH INCOME AND WEALTH INEQUALITY IN CANADA.**

**ABACUS DATA**

DETAILED RESULTS

# TAX FAIRNESS, PUBLIC POLICY & POLITICS IN CANADA

**CONDUCTED FOR THE BROADBENT INSTITUTE & THE PROFESSIONAL INSTITUTE OF THE PUBLIC SERVICE OF CANADA**

**RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS AND MARKET RESEARCH EXPERTS**

  
INSTITUT  
BROADBENT  
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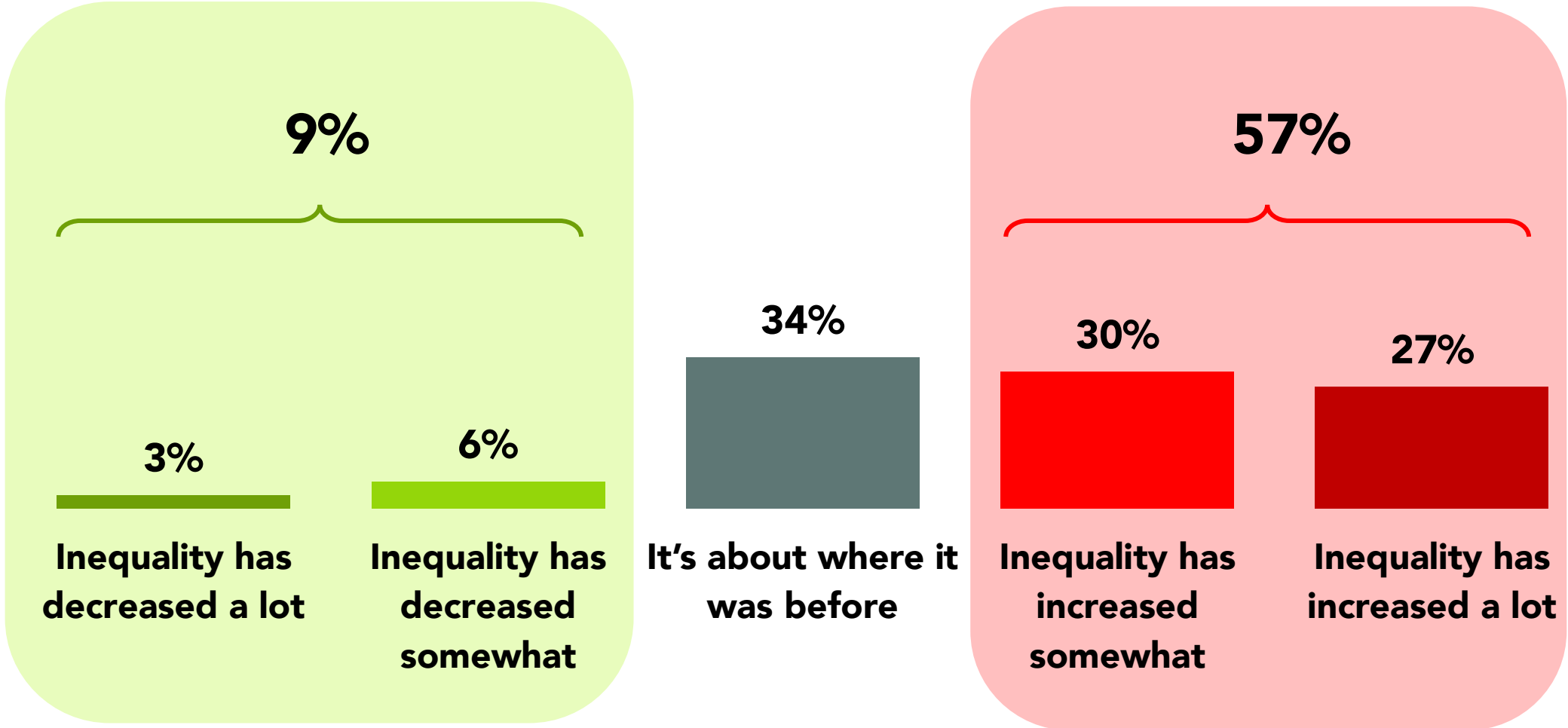
# METHODOLOGY

The survey was conducted with 1,500 Canadian adults from July 13<sup>th</sup> to 19<sup>th</sup>, 2021. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.5%, 19 times out of 20.

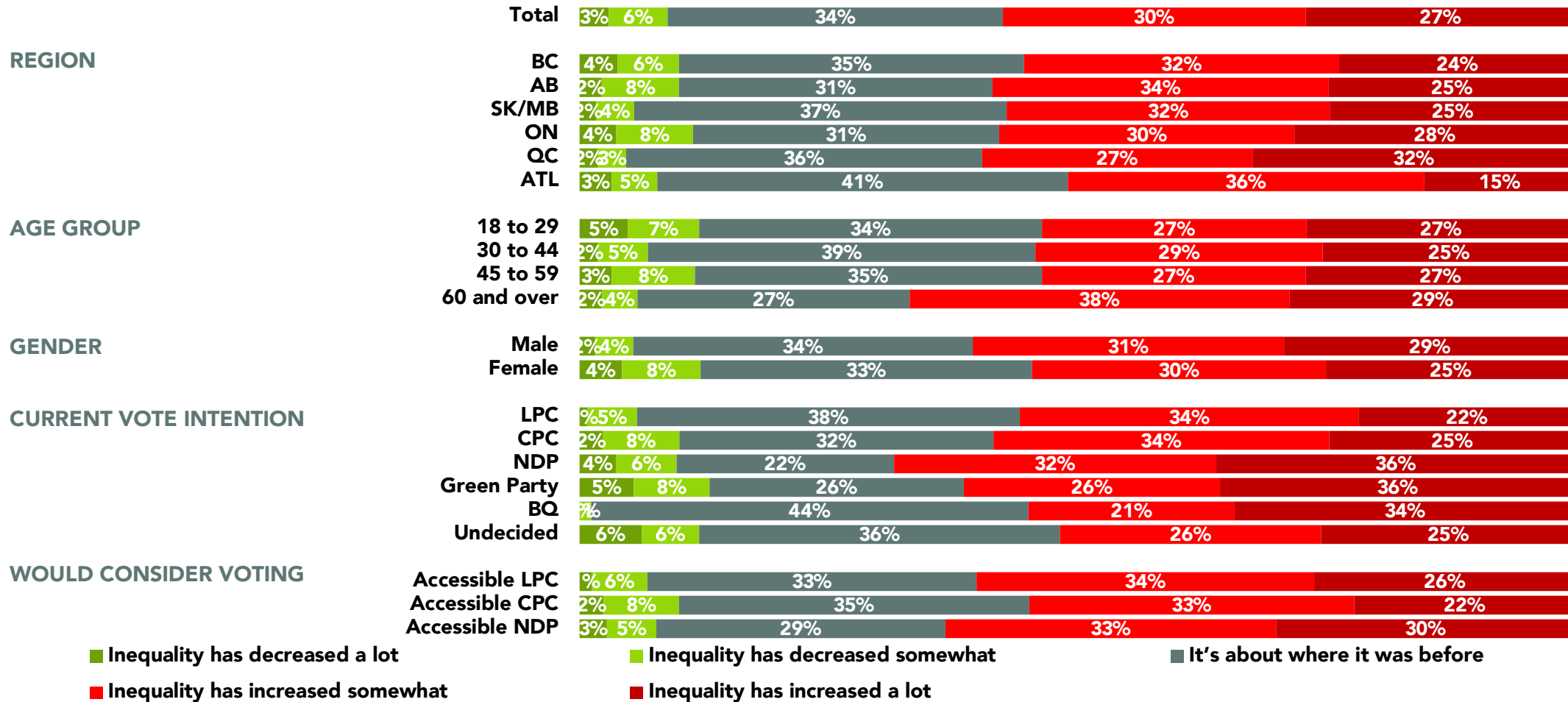
The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, official language, and region. Totals may not add up to 100 due to rounding.

# MORE THAN HALF THINK THAT PANDEMIC HAS LED TO A RISE IN WEALTH INEQUALITY IN CANADA



In your view, how has the pandemic impacted income and wealth inequality in Canada?

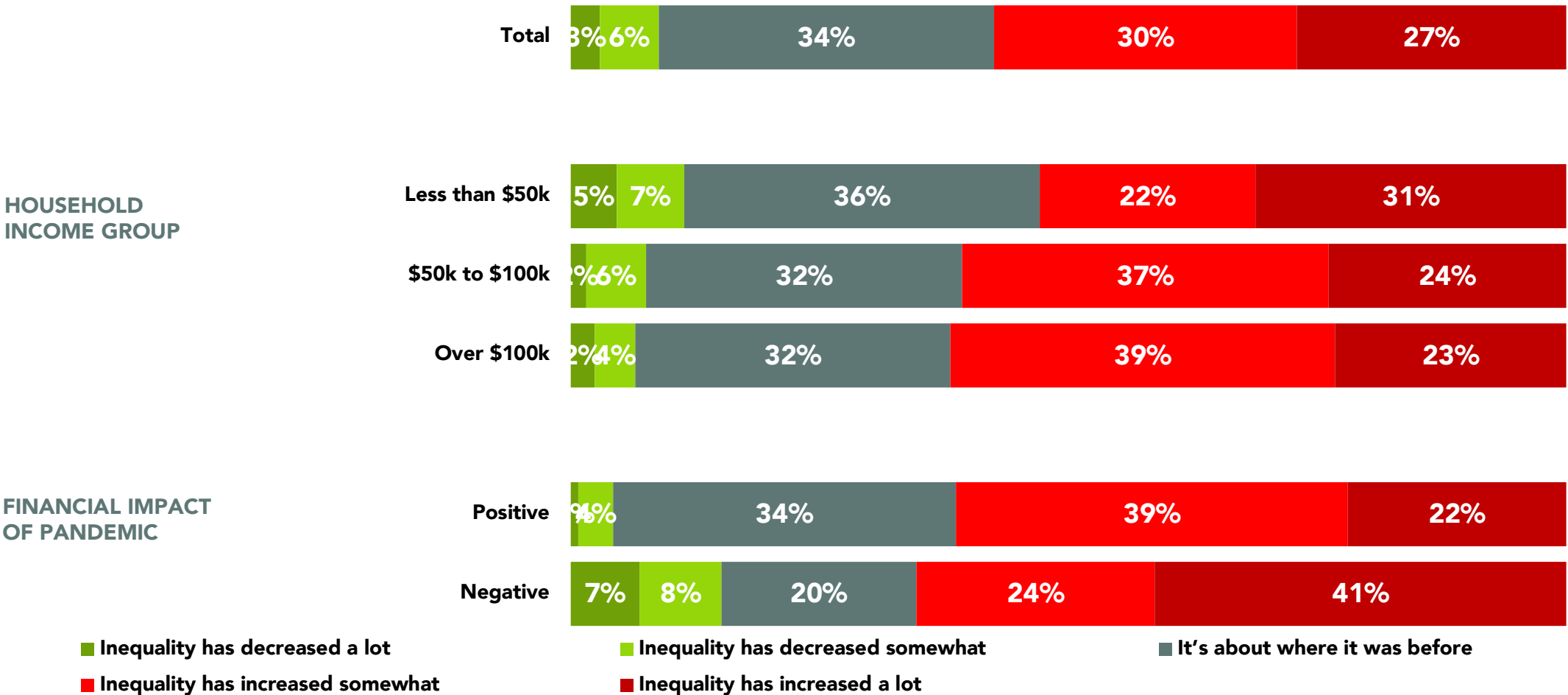
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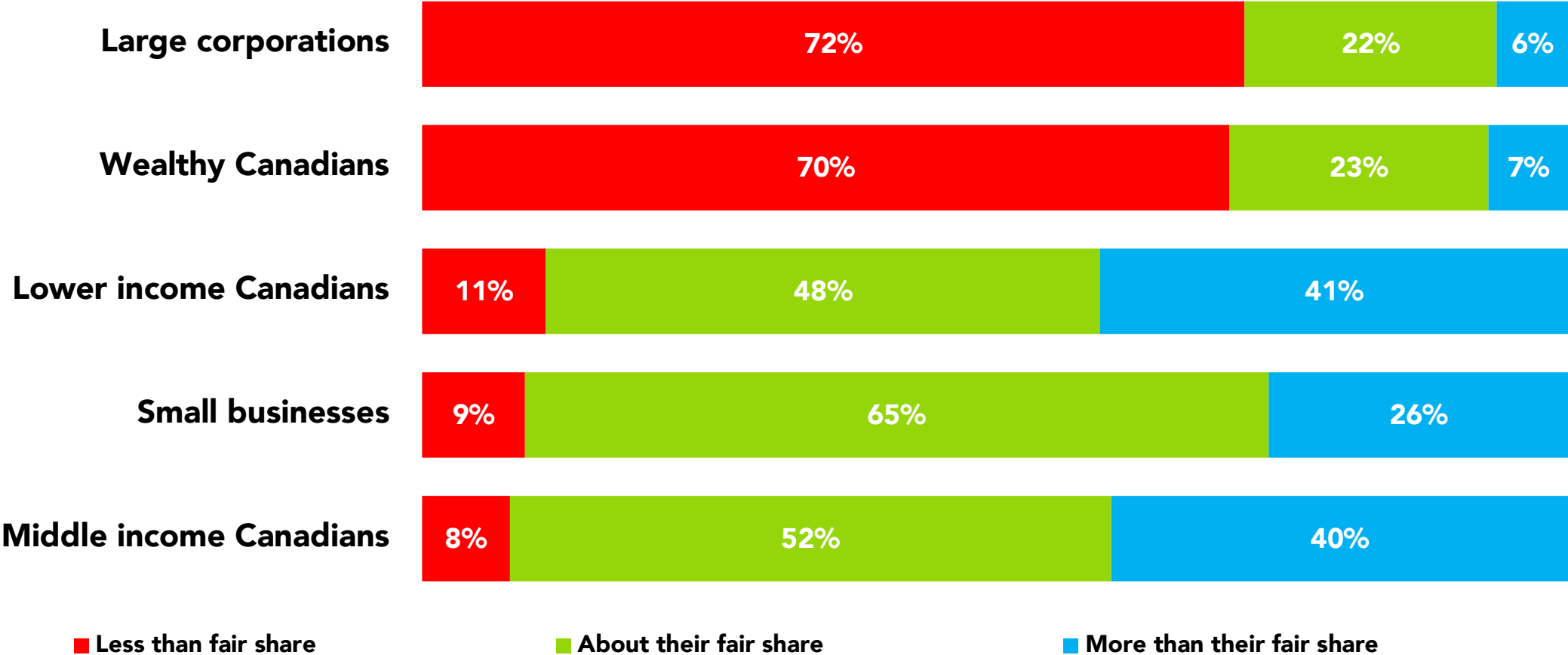


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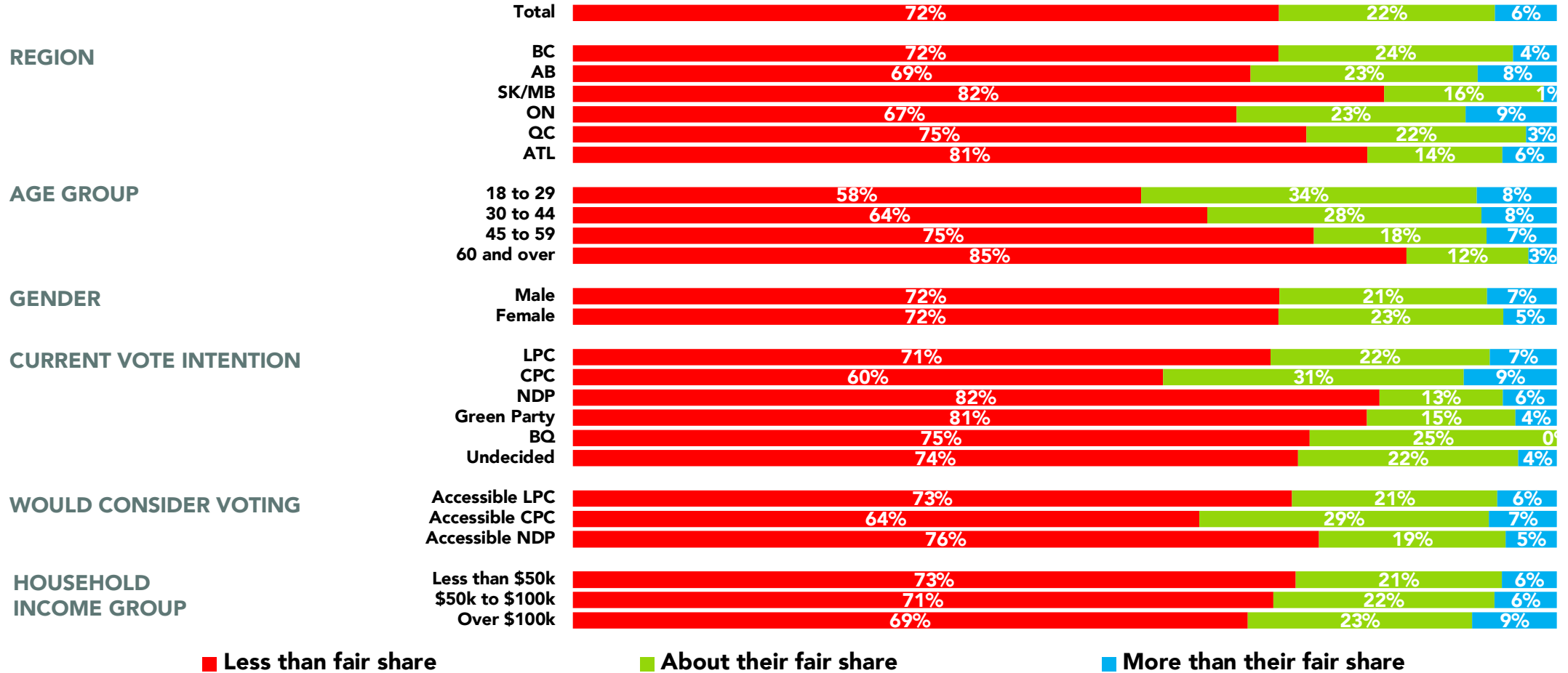
In your view, how has the pandemic impacted income and wealth inequality in Canada?

# 7 IN 10 BELIEVE THAT LARGE CORPORATIONS AND WEALTHY CANADIANS PAY LESS THAN THEIR FAIR SHARE, WHILE LOWER/MIDDLE INCOME FAMILIES PAY MUCH MORE



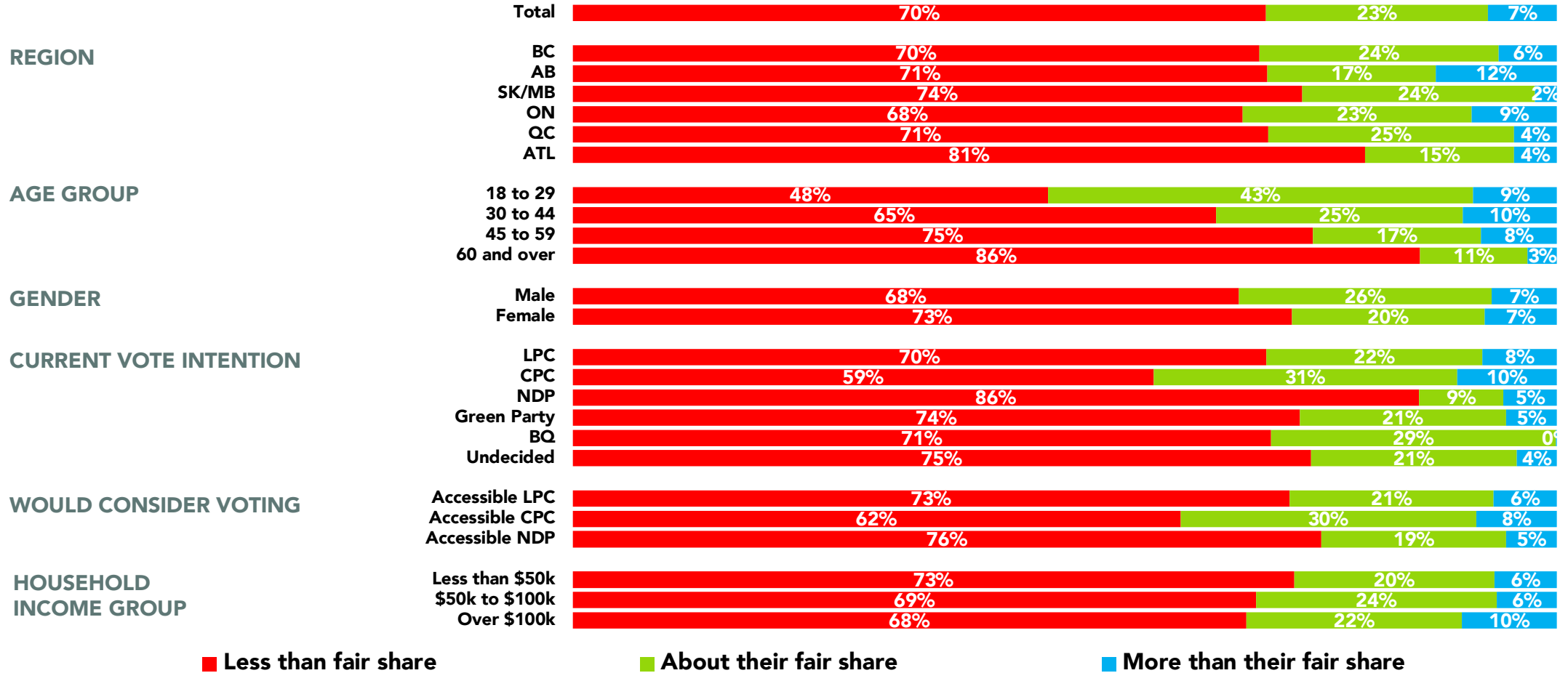
When it comes to the share of taxes the following groups pay in Canada, do you feel they pay less than their fair share, about their fair share, or more than their fair share in taxes?

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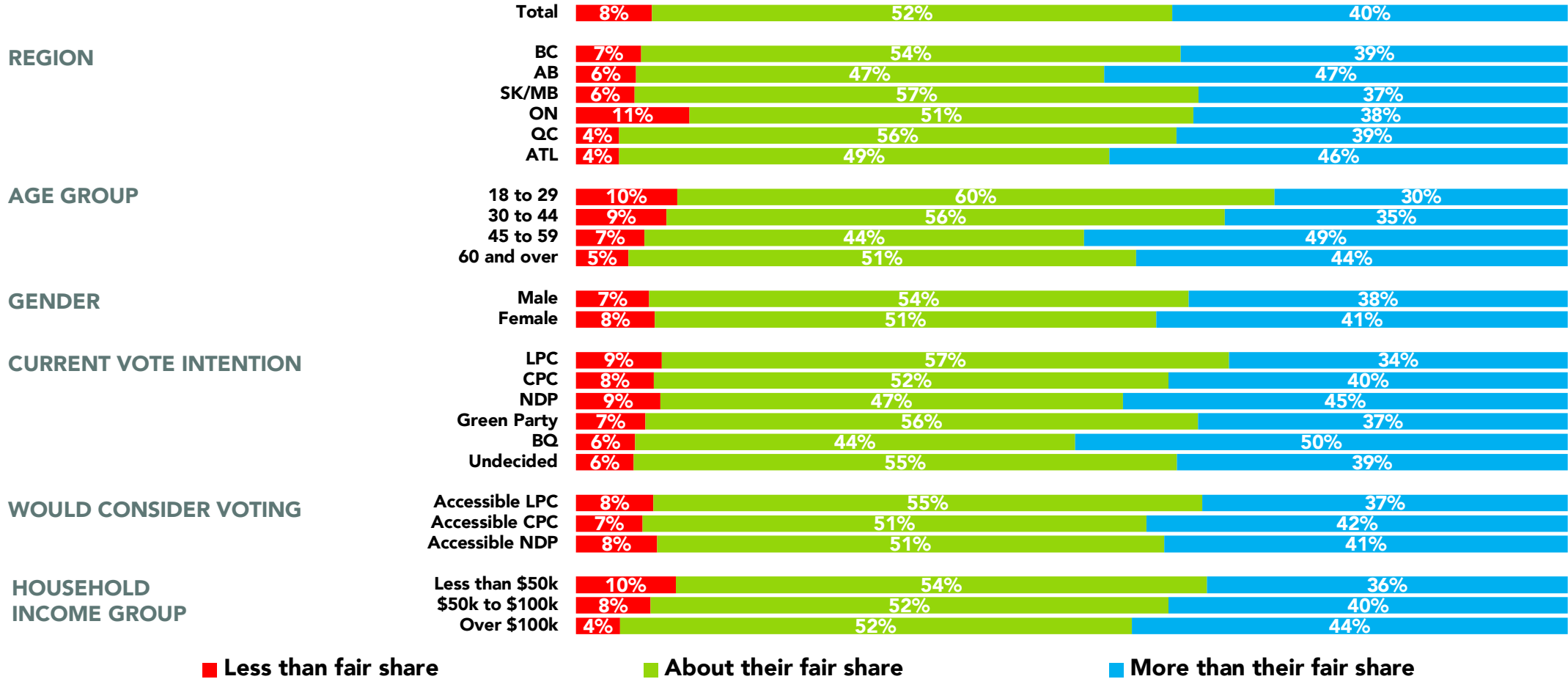
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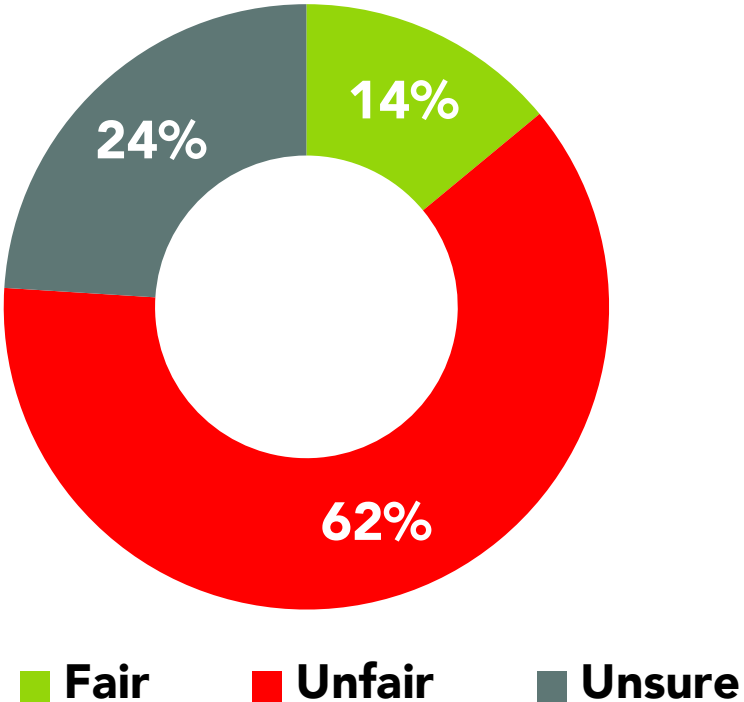
# 5 IN 10 BELIEVE THAT MIDDLE INCOME FAMILIES PAY FAIR SHARE OF TAXES, WHILE 4 IN 10 THINK THEY PAY MORE THAN FAIR



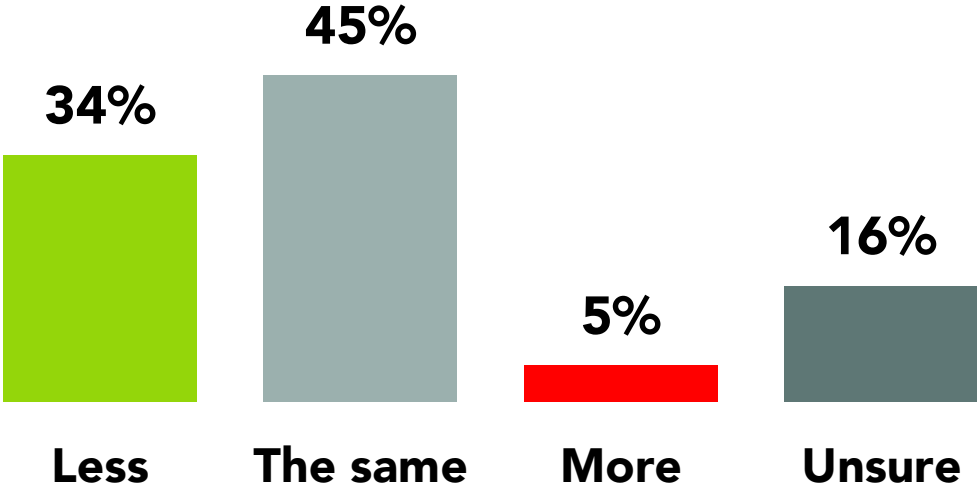
When it comes to the share of taxes the following groups pay in Canada, do you feel they pay less than their fair share, about their fair share, or more than their fair share in taxes?

# MAJORITY BELIEVE THAT TAX SYSTEM IN CANADA IS UNFAIR, AND A ALMOST ALL THINK A FAIRER SYSTEM WON'T MEAN THEY PAY MORE IN TAXES.

IS TAX SYSTEM IN CANADA FAIR?

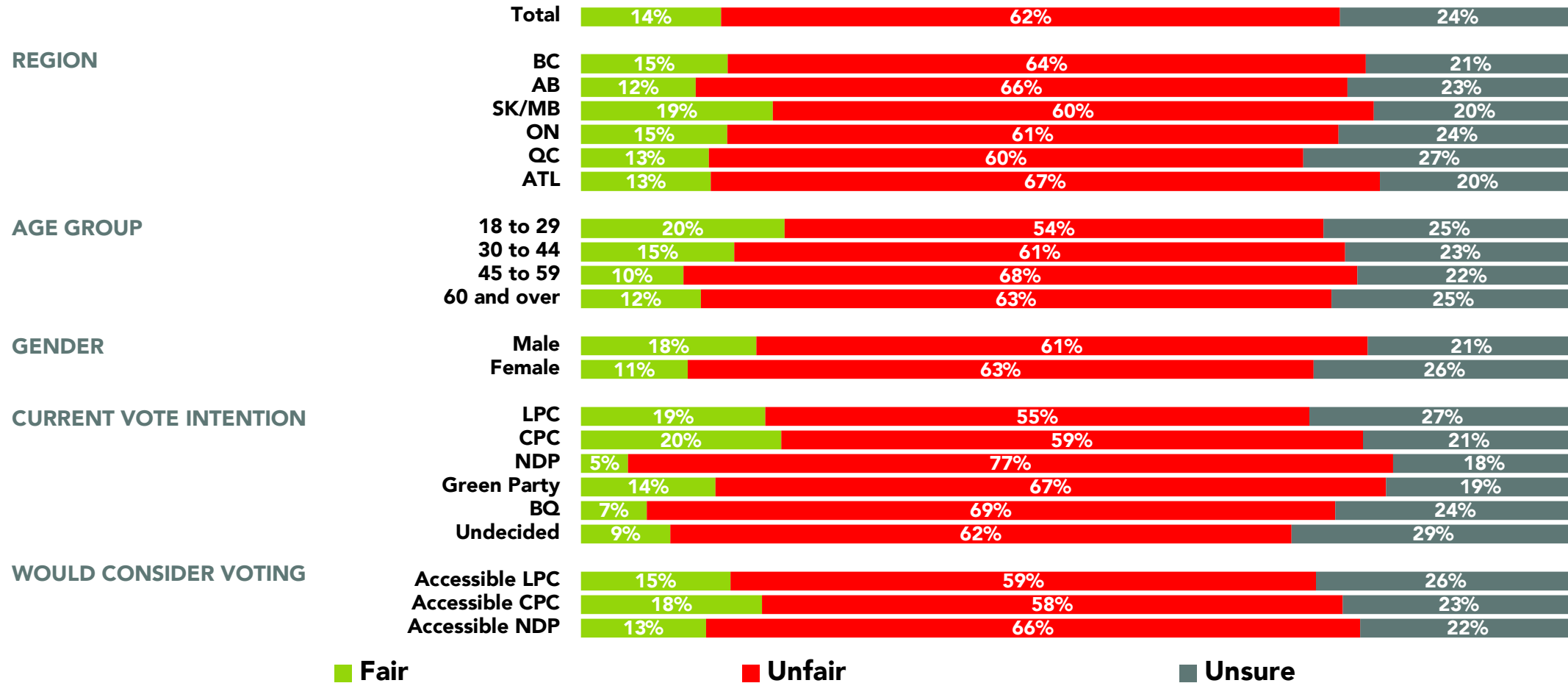


IF TAX SYSTEM BECOMES FAIRER, WOULD YOU PAY THE SAME, MORE, OR LESS IN TAXES?



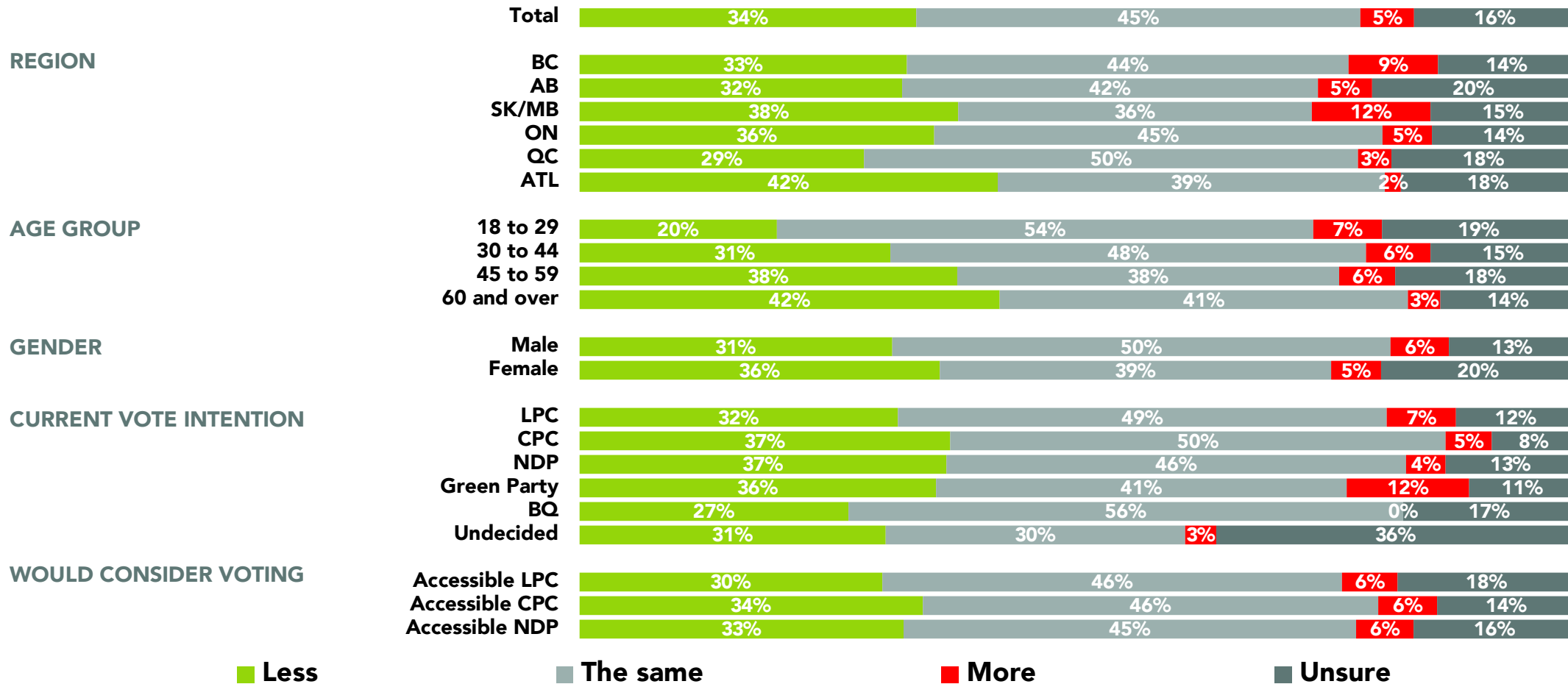
Thinking about the tax system in Canada – in terms of who and what they pay in taxes – do you think it is fair or unfair? | If Canada's tax system became fairer, would you pay the same in taxes, more in taxes, or less in taxes?

# MAJORITY BELIEVE THAT TAX SYSTEM IN CANADA IS UNFAIR



Thinking about the tax system in Canada – in terms of who and what they pay in taxes – do you think it is fair or unfair?

# ALMOST ALL FEEL THAT A FAIRER TAX SYSTEM WON'T INCREASE THE TAXES THEY PAY.



If Canada's tax system became fairer, would you pay the same in taxes, more in taxes, or less in taxes?



# MAJORITY CANADIANS FEEL THAT NOW IS THE TIME TO TACKLE INCOME INEQUALITY BY INCREASING TAXES ON WEALTHIER CANADIANS & LARGE, PROFITABLE CORPORATIONS

**Now is the time to tackle wealth and income inequality by increasing taxes on wealthier Canadians and large, profitable corporations**

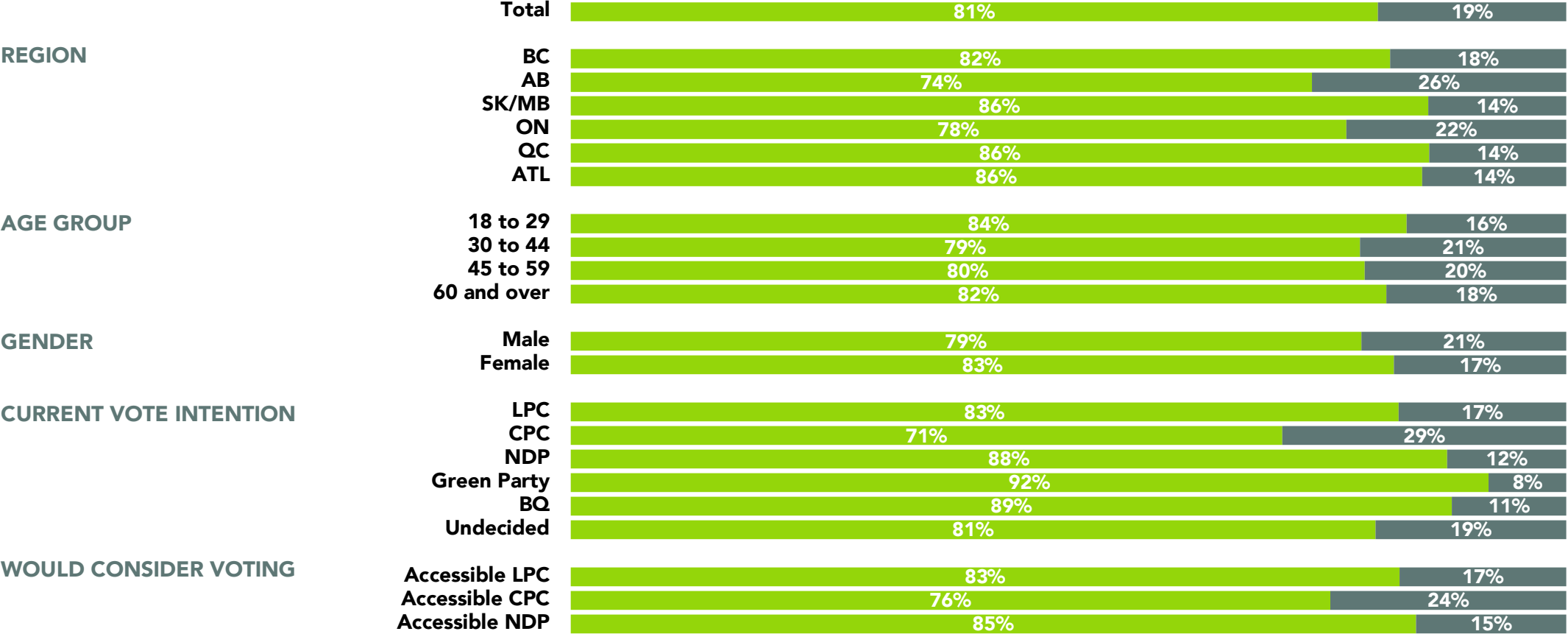
81%

**Now is not a good time to tackle wealth and income equality by increasing taxes on wealthier Canadians and large, profitable corporations**

19%

Some people feel that given the impact of the pandemic on wealth and income equality, now is the time to tackle the problem of inequality by increasing taxes on wealthier Canadians and large, profitable corporations. Others feel that now is not a good time, given uncertain economic conditions. Which of the following comes closest to your view?

# MAJORITY CANADIANS FEEL THAT NOW IS THE TIME TO TACKLE INCOME INEQUALITY BY INCREASING TAXES ON WEALTHIER CANADIANS & LARGE, PROFITABLE CORPORATIONS



- Now is the time to tackle wealth and income inequality by increasing taxes on wealthier Canadians and large, profitable corporations
- Now is not a good time to tackle wealth and income equality by increasing taxes on wealthier Canadians and large, profitable corporations

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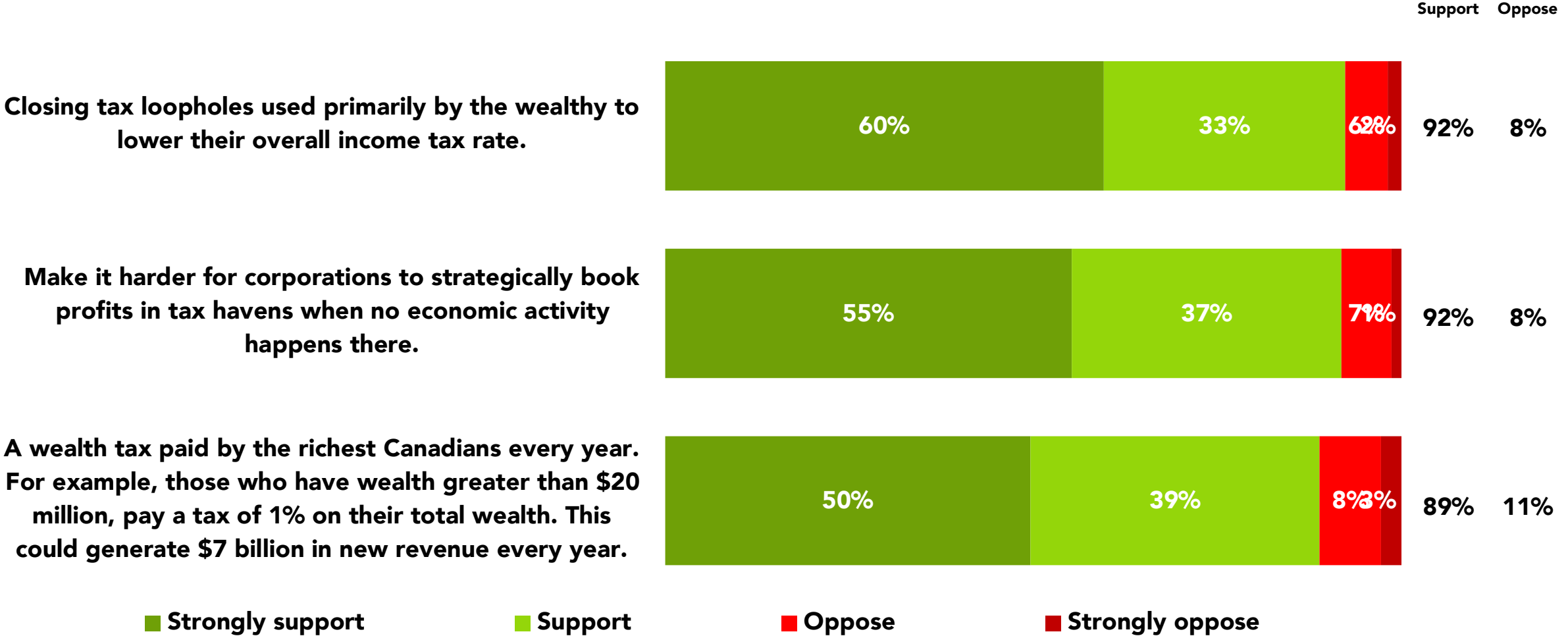




# IDEAS ON INCREASING REVENUE AND REDUCING INEQUALITY

WHAT DO CANADIANS THINK?

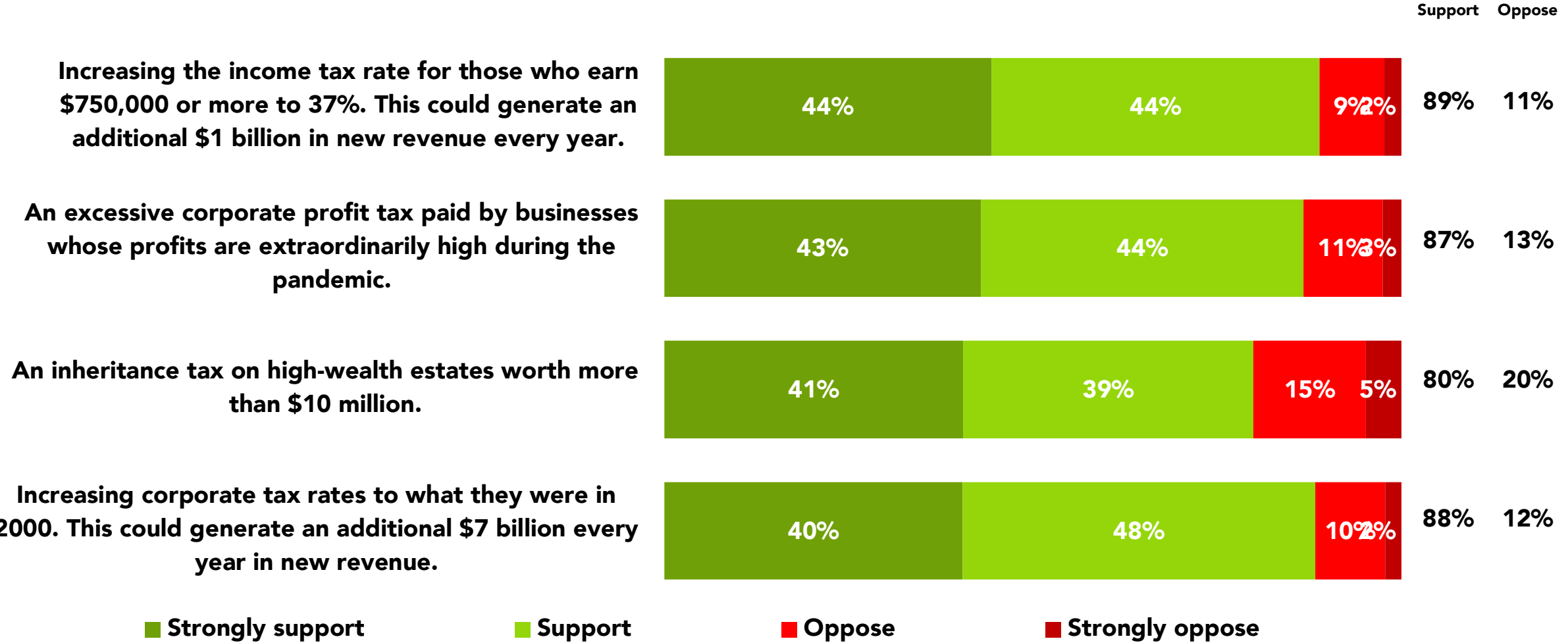
# POSITION ON IDEAS TO RAISE REVENUE TO PAY FOR THE PANDEMIC AND POST-PANDEMIC RECOVERY...(1/2)



Now we are going to show you some ideas for raising revenue to help pay for the pandemic and post-pandemic recovery. For each one, tell us whether you would support or oppose the federal government doing it.



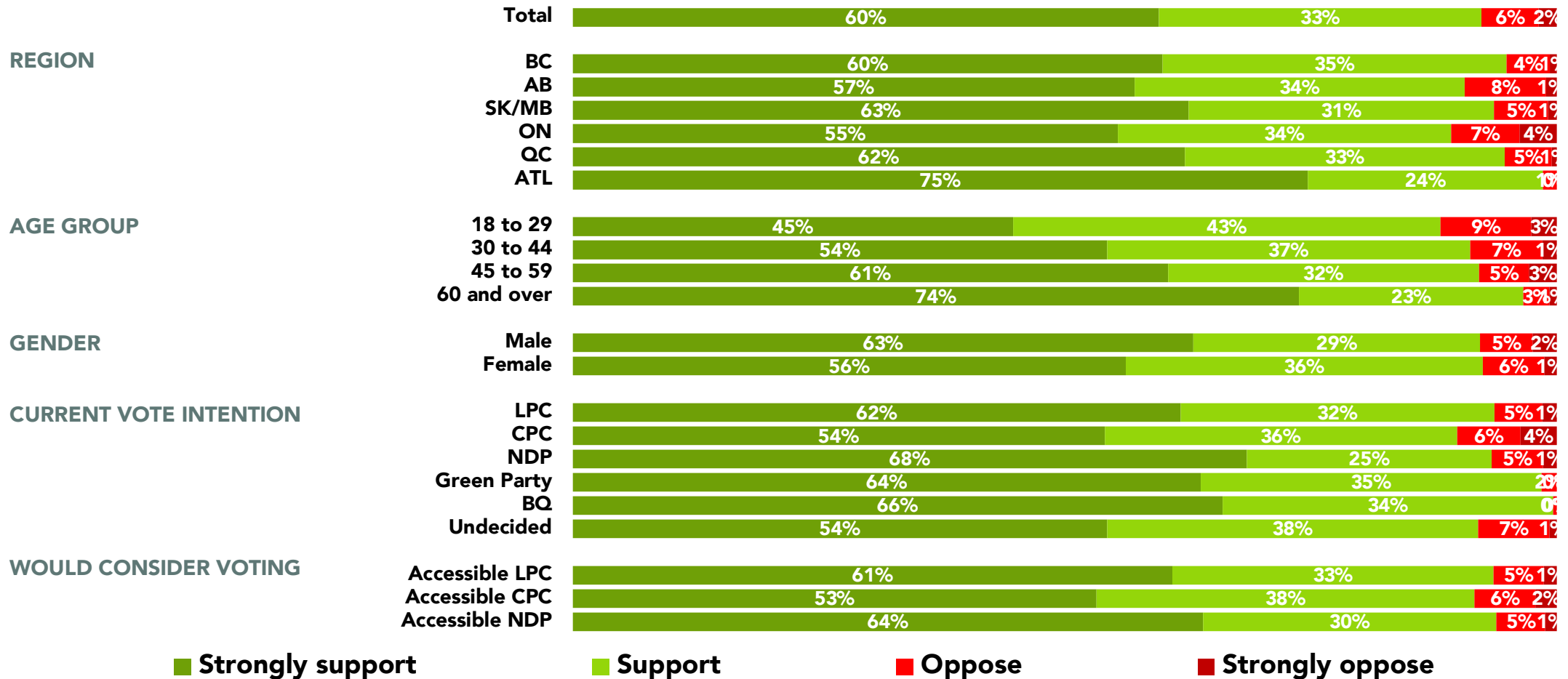
# POSITION ON IDEAS TO RAISE REVENUE TO PAY FOR THE PANDEMIC AND POST-PANDEMIC RECOVERY...(2/2)



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# POSITION ON IDEAS TO RAISE REVENUE TO PAY FOR THE PANDEMIC AND POST-PANDEMIC RECOVERY

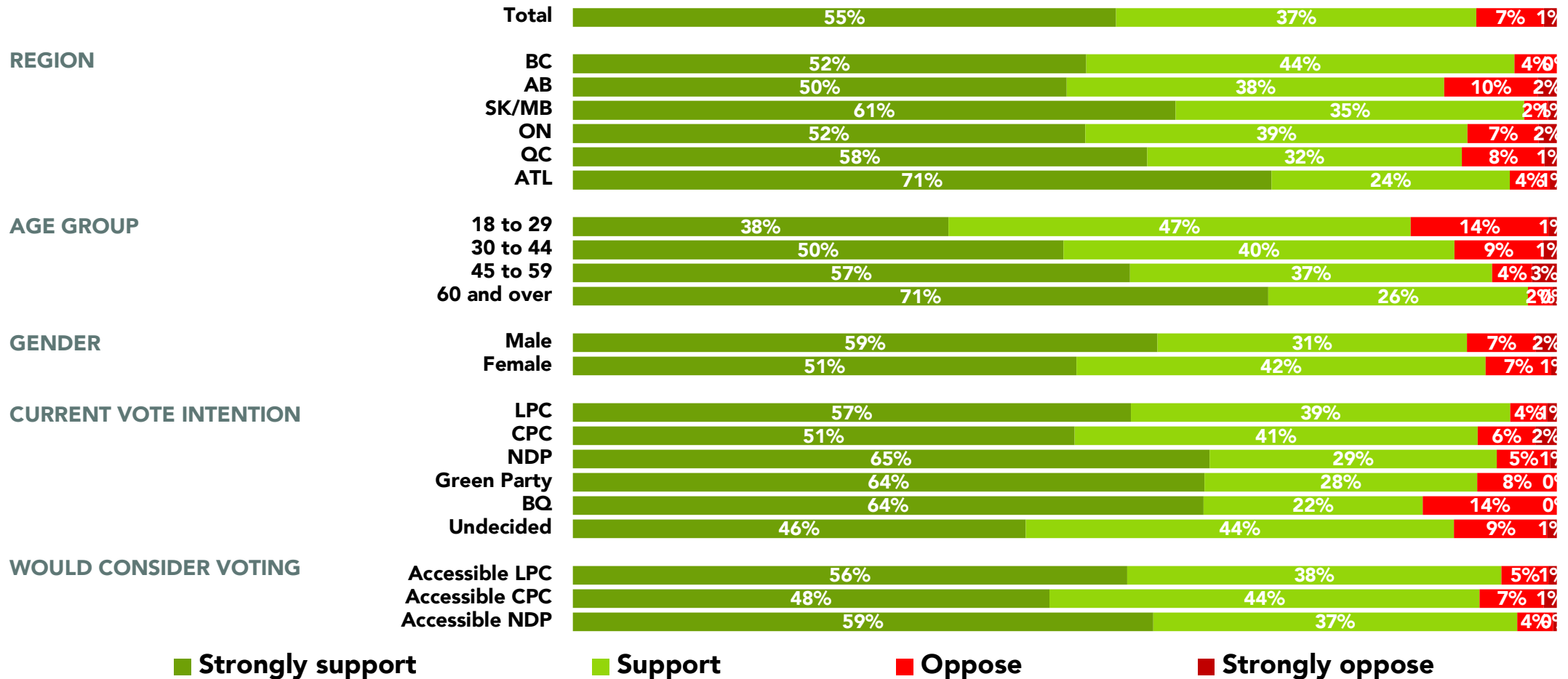
*CLOSING TAX LOOPHOLES USED PRIMARILY BY THE WEALTHY TO LOWER THEIR OVERALL INCOME TAX RATE*



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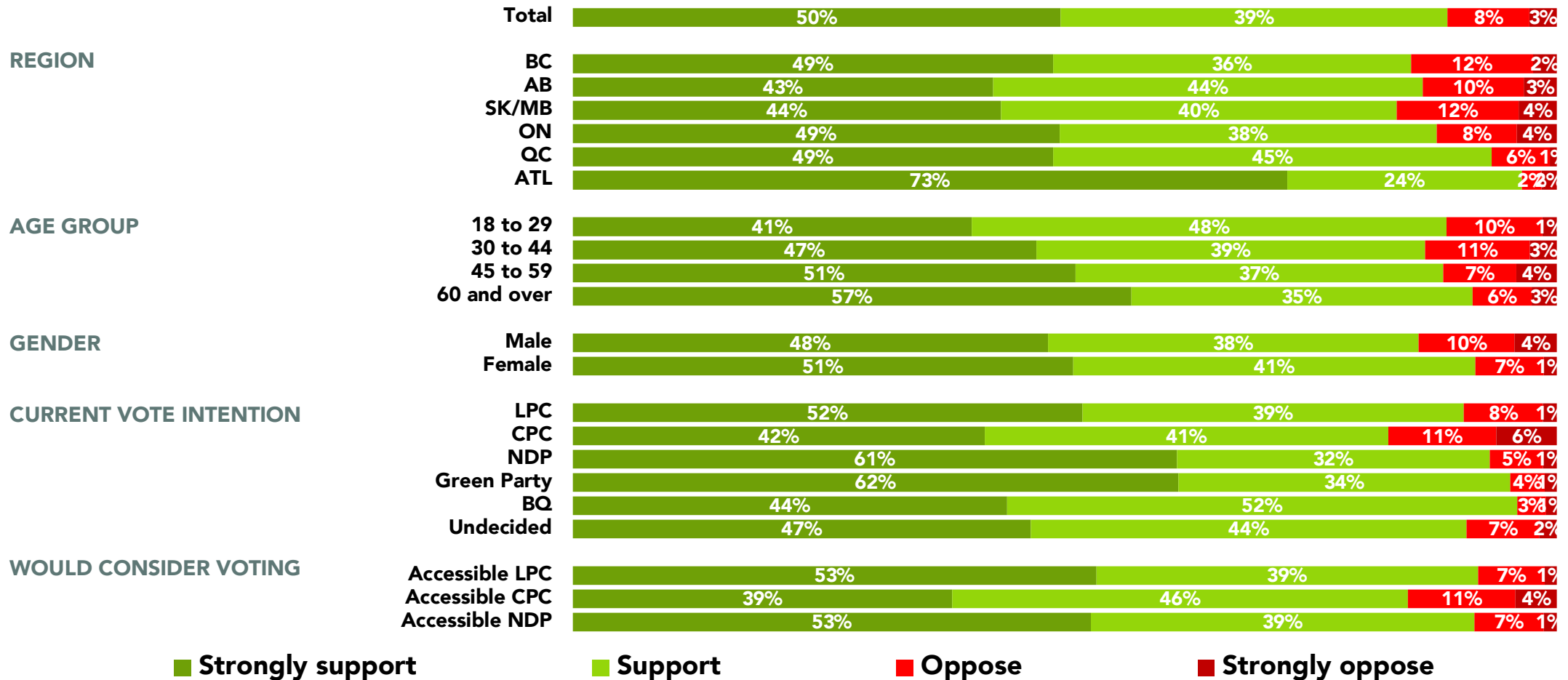
*MAKE IT HARDER FOR CORPORATIONS TO STRATEGICALLY BOOK PROFITS IN TAX HAVENS WHEN NO ECONOMIC ACTIVITY HAPPENS THERE*



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# POSITION ON IDEAS TO RAISE REVENUE TO PAY FOR THE PANDEMIC AND POST-PANDEMIC RECOVERY

A WEALTH TAX PAID BY THE RICHEST CANADIANS EVER

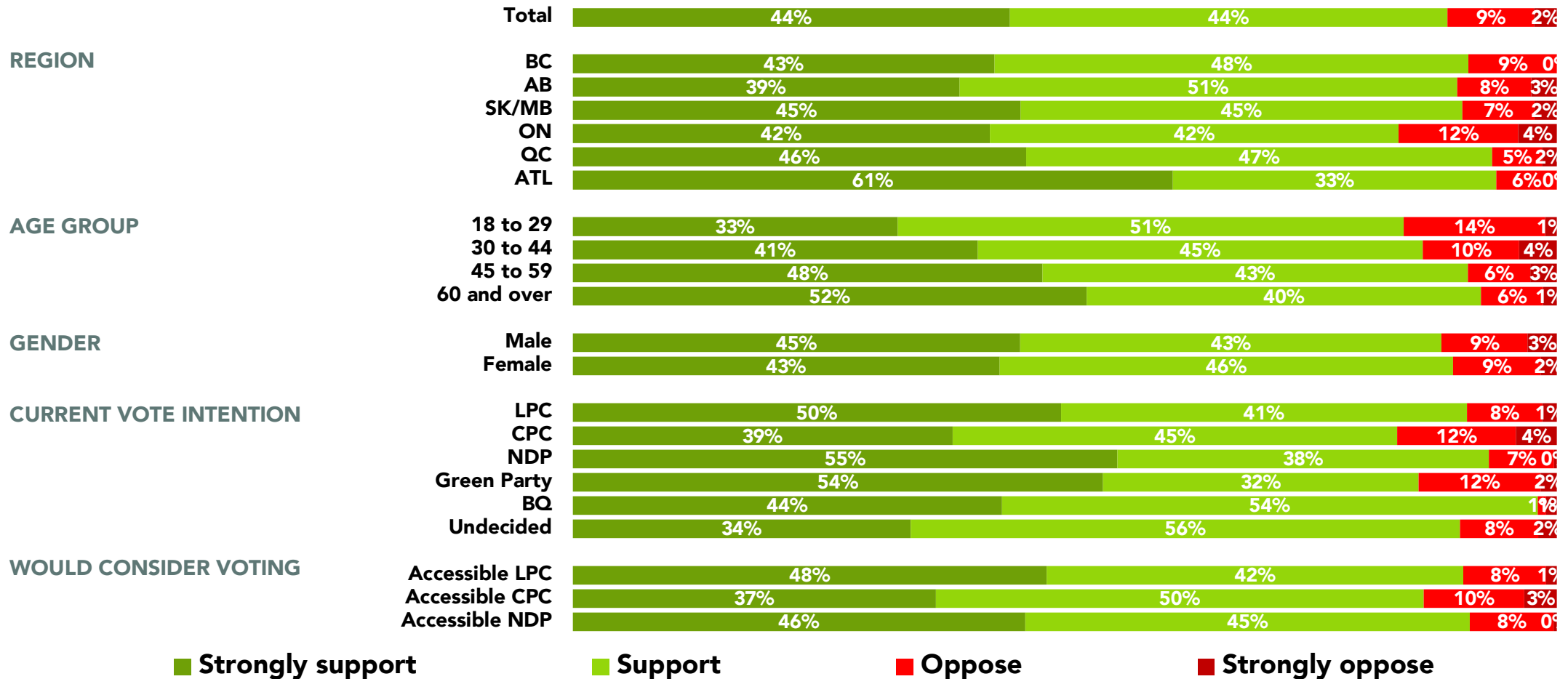


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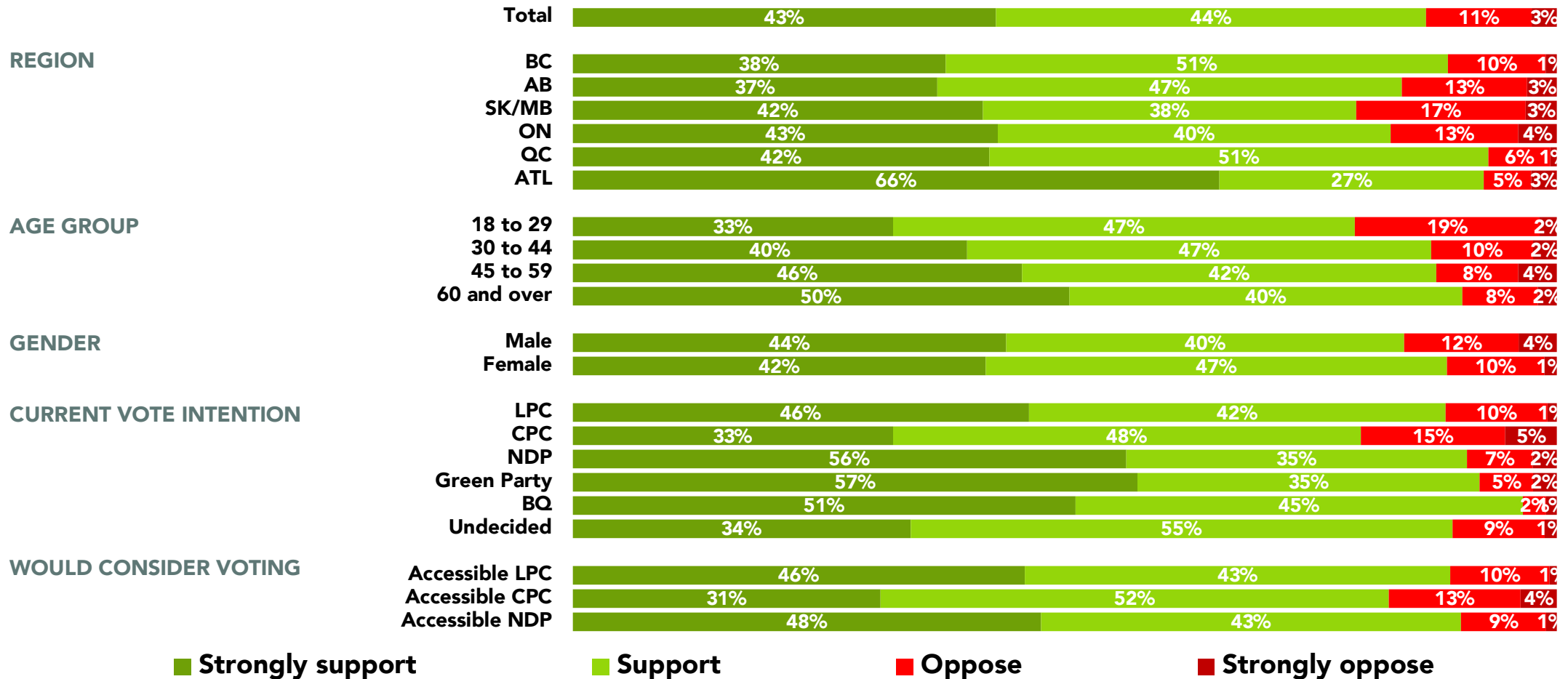
*INCREASING THE INCOME TAX RATE FOR THOSE WHO EARN \$750,000 OR MORE TO 37%*



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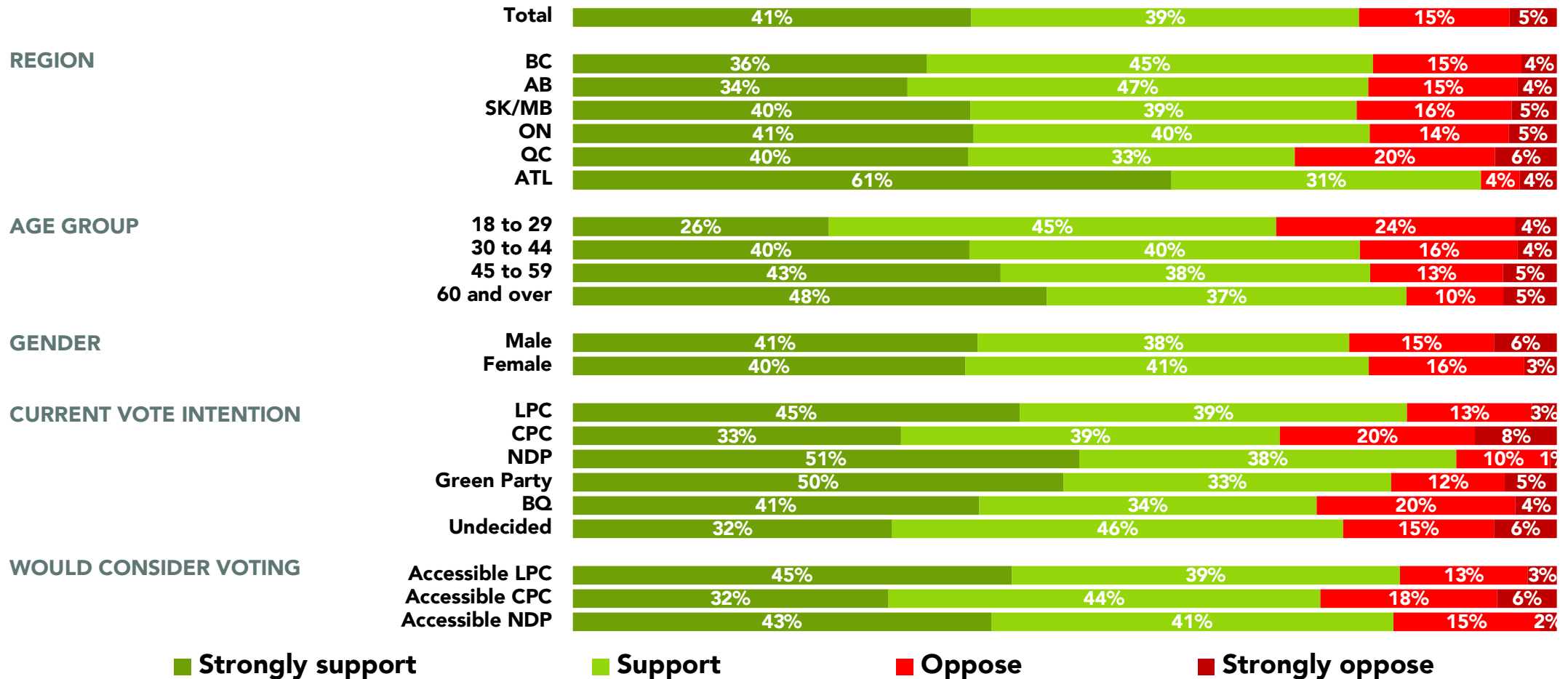
*AN EXCESSIVE CORPORATE PROFIT TAX PAID BY BUSINESSES WHOSE PROFITS ARE EXTRAORDINARILY HIGH DURING THE PANDEMIC*



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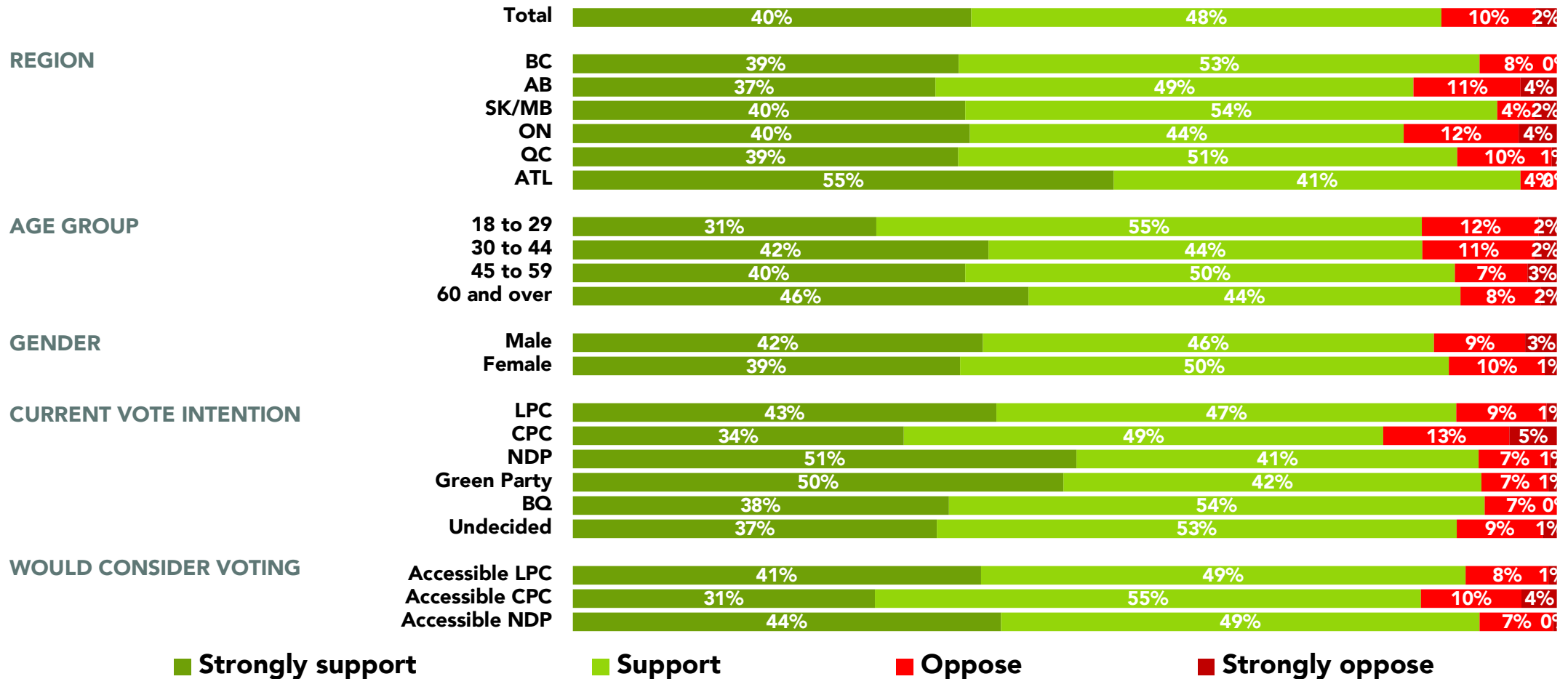
*AN INHERITANCE TAX ON HIGH-WEALTH ESTATES WORTH MORE THAN \$10 MILLION*



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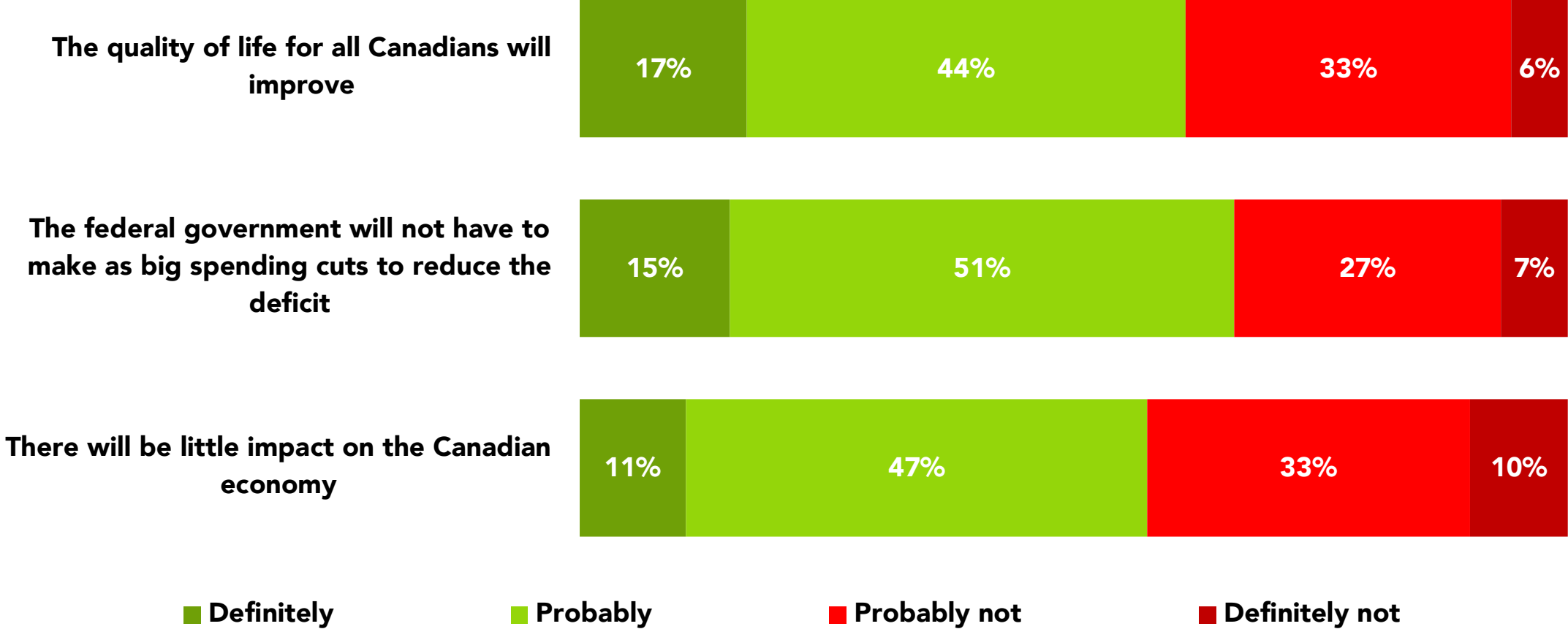
INCREASING CORPORATE TAX RATES TO WHAT THEY WERE IN 2000



Now we are going to show you some ideas for raising revenue to help pay for the pandemic and post-pandemic recovery. For each one, tell us whether you would support or oppose the federal government doing it.



# PERCEIVED IMPACT IF FEDERAL GOVERNMENT INCREASED TAXES PAID BY THE WEALTHIEST CANADIANS & LARGE, PROFITABLE CORPORATIONS



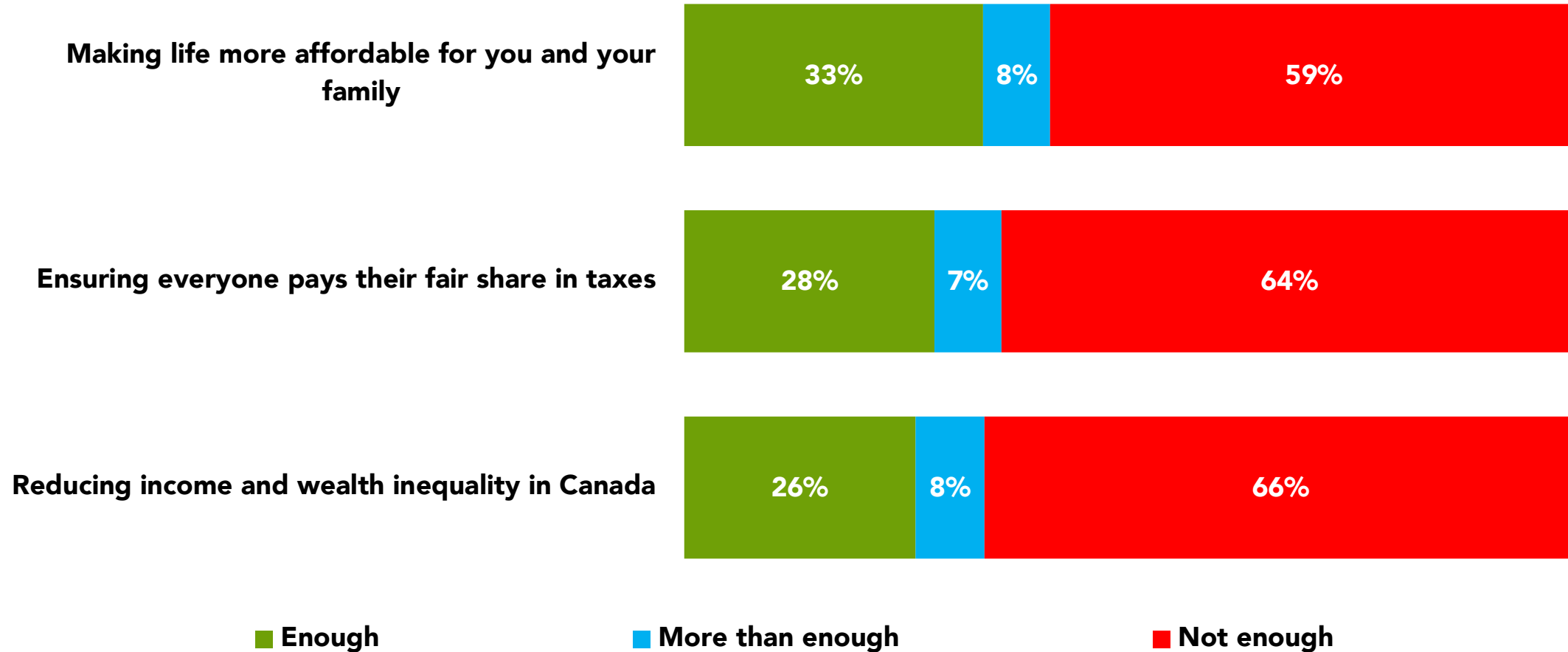
If the federal government increased taxes paid by the wealthiest Canadians and large, profitable corporations, do you think the following outcomes will definitely, probably, probably not, or definitely not happen?

The background of the entire image is a dense, overlapping field of various coins, including pennies, nickels, and quarters, in shades of copper, silver, and gold. The coins are scattered across the frame, creating a textured, metallic appearance.

# **THE POLITICAL IMPLICATIONS OF TAX FAIRNESS**

**WILL IT DRIVE VOTERS?**

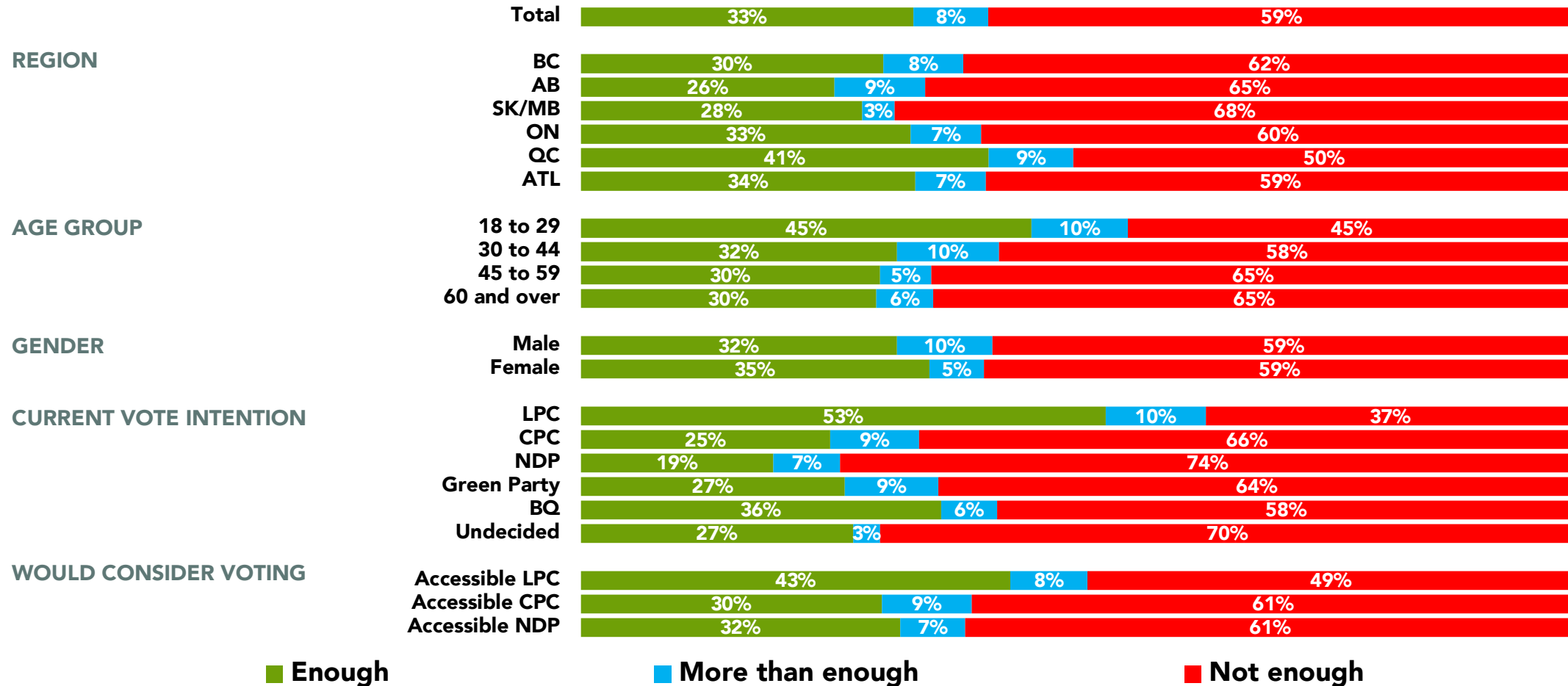
# OUTLOOK ON FEDERAL GOVERNMENT LED BY JUSTIN TRUDEAU



Do you think the current federal government led by Justin Trudeau has done enough, more than enough, or not enough when it comes to...

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*MAKING LIFE MORE AFFORDABLE FOR YOU AND YOUR FAMILY*

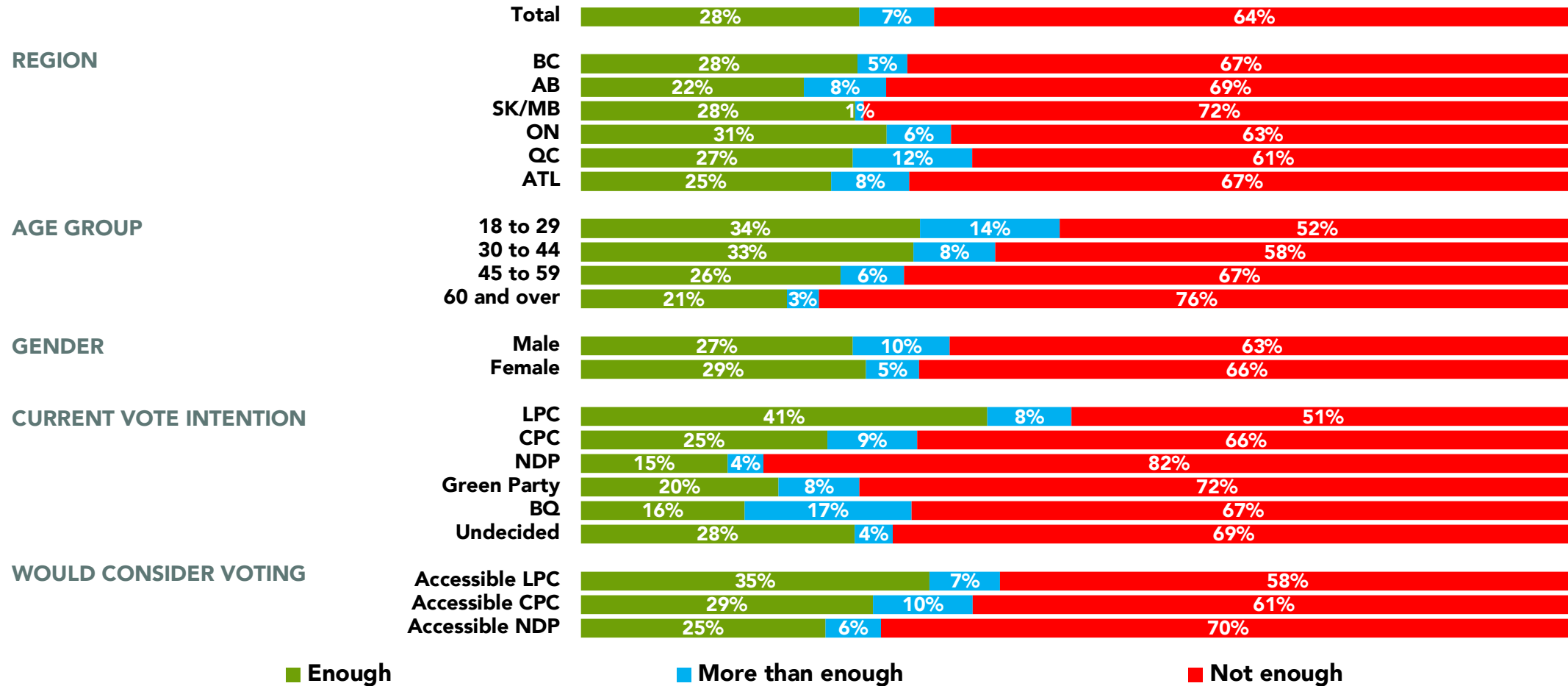


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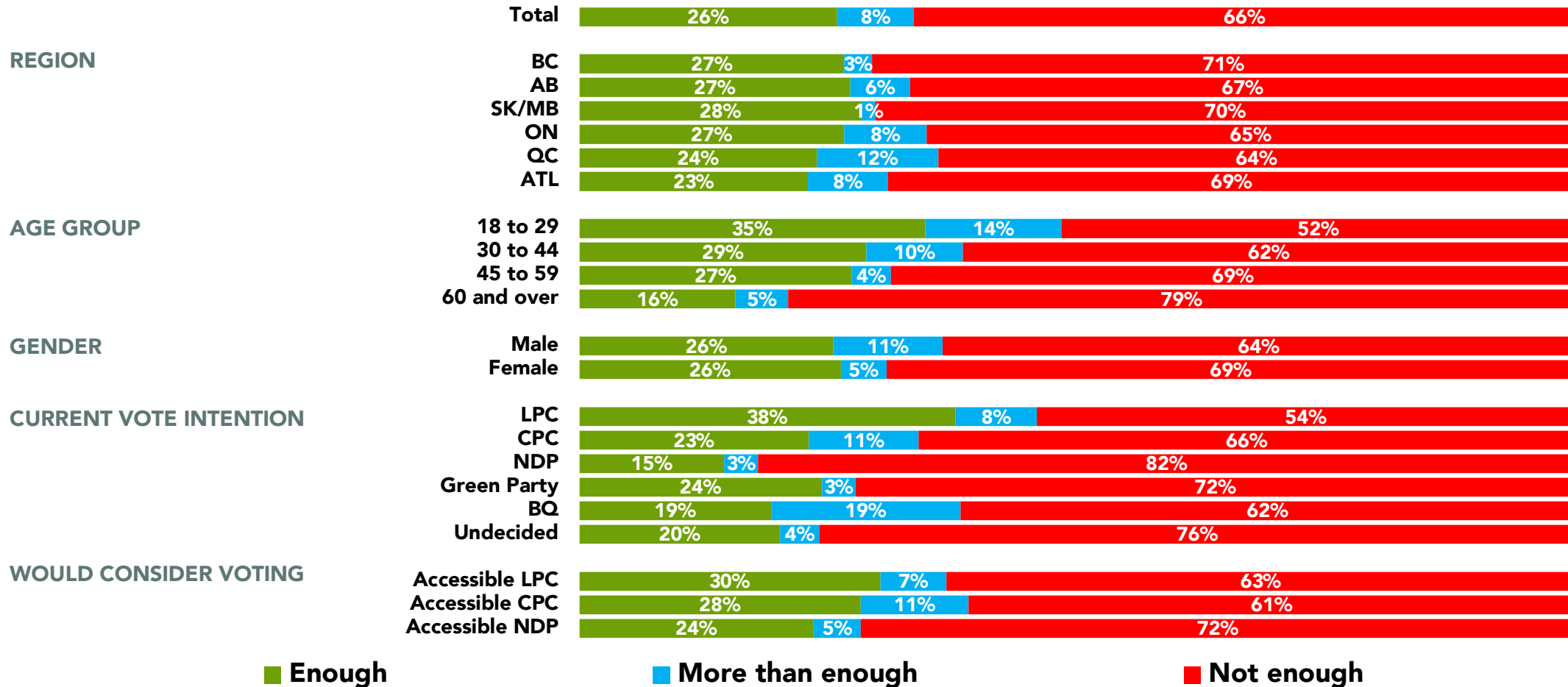
*ENSURING EVERYONE PAYS THEIR FAIR SHARE IN TAXES*



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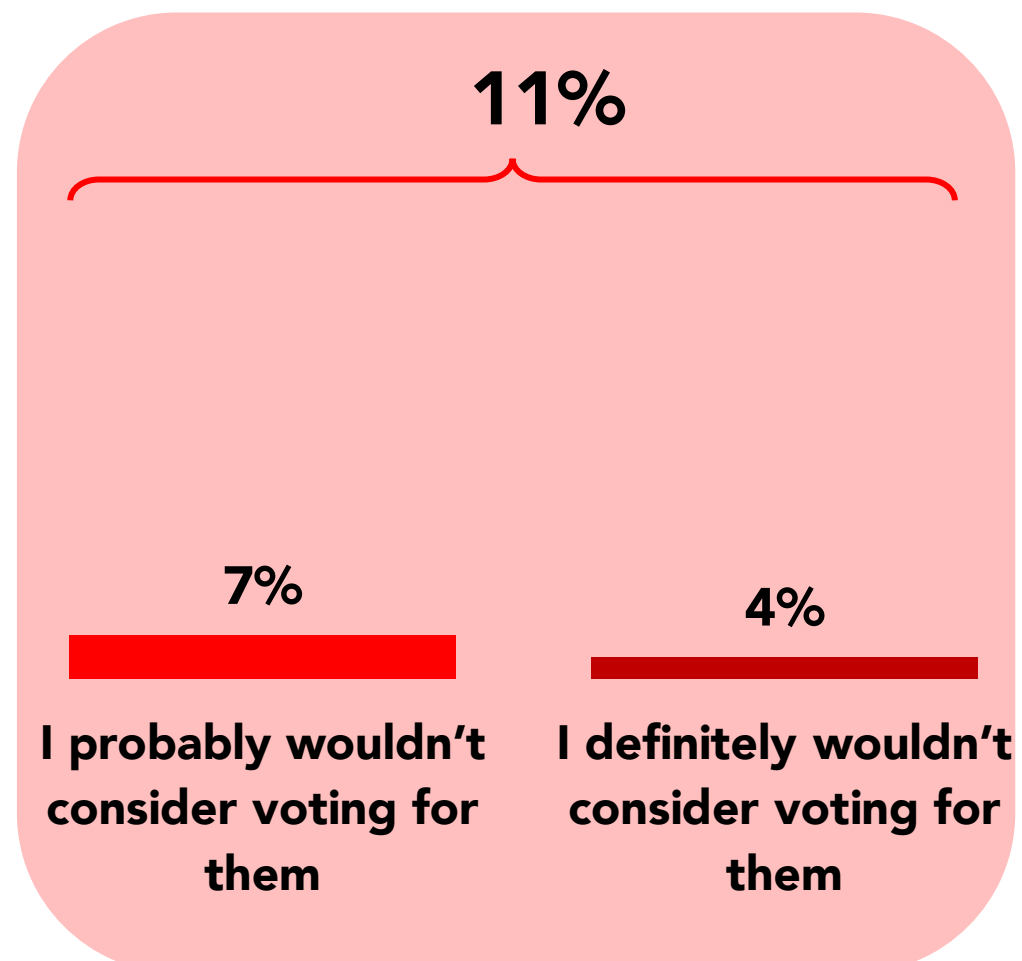
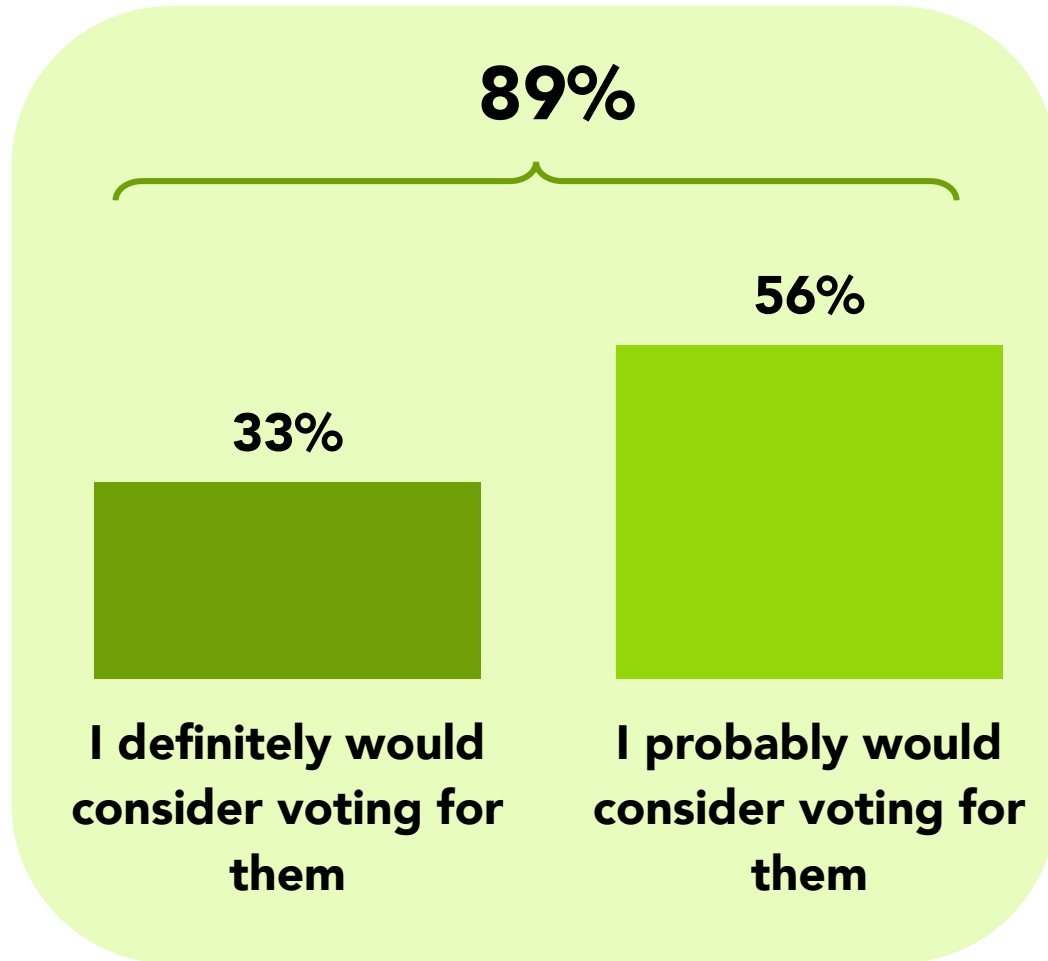
REDUCING INCOME AND WEALTH INEQUALITY IN CANADA



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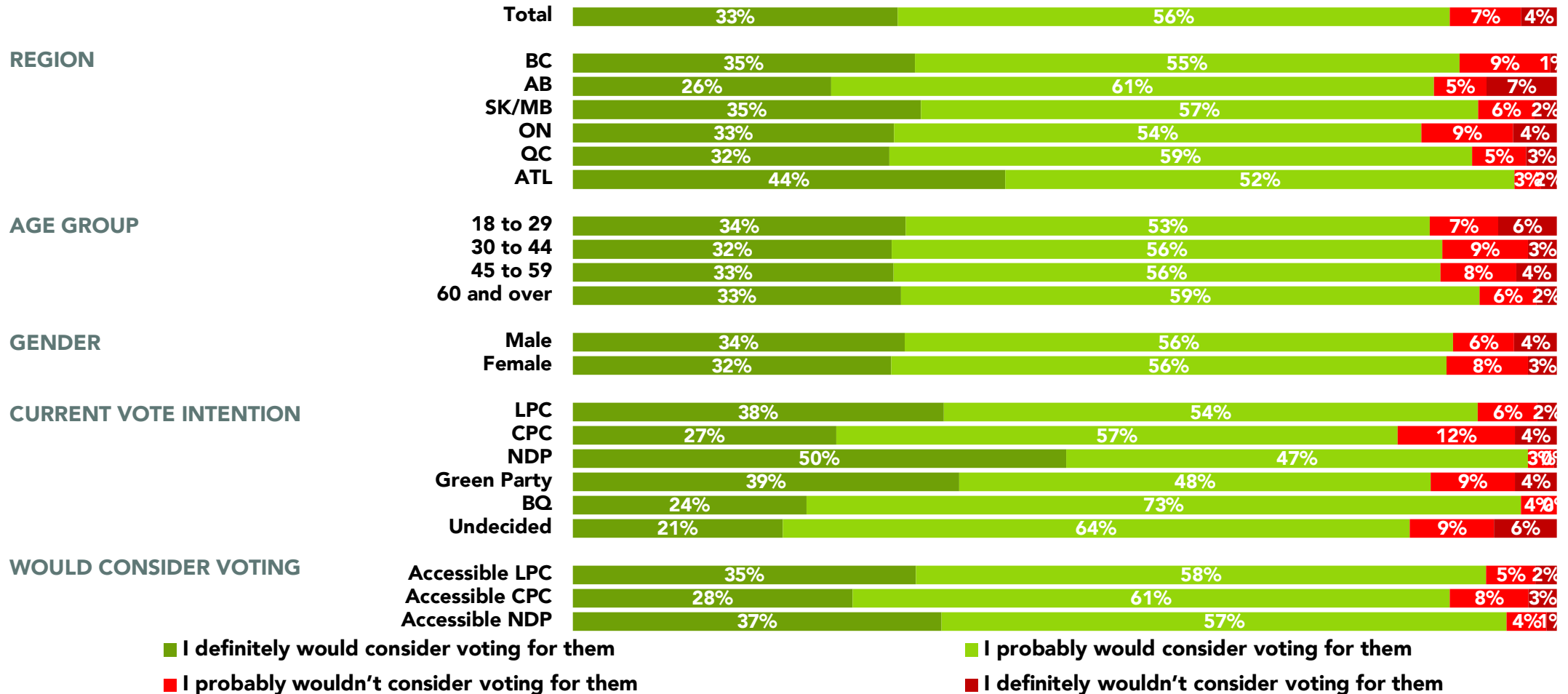


# VOTERS WOULD CONSIDER VOTING FOR A POLITICAL LEADER IF THEY TAKE REAL ACTION IN MAKING SURE EVERYONE "PAYS THEIR FAIR SHARE"



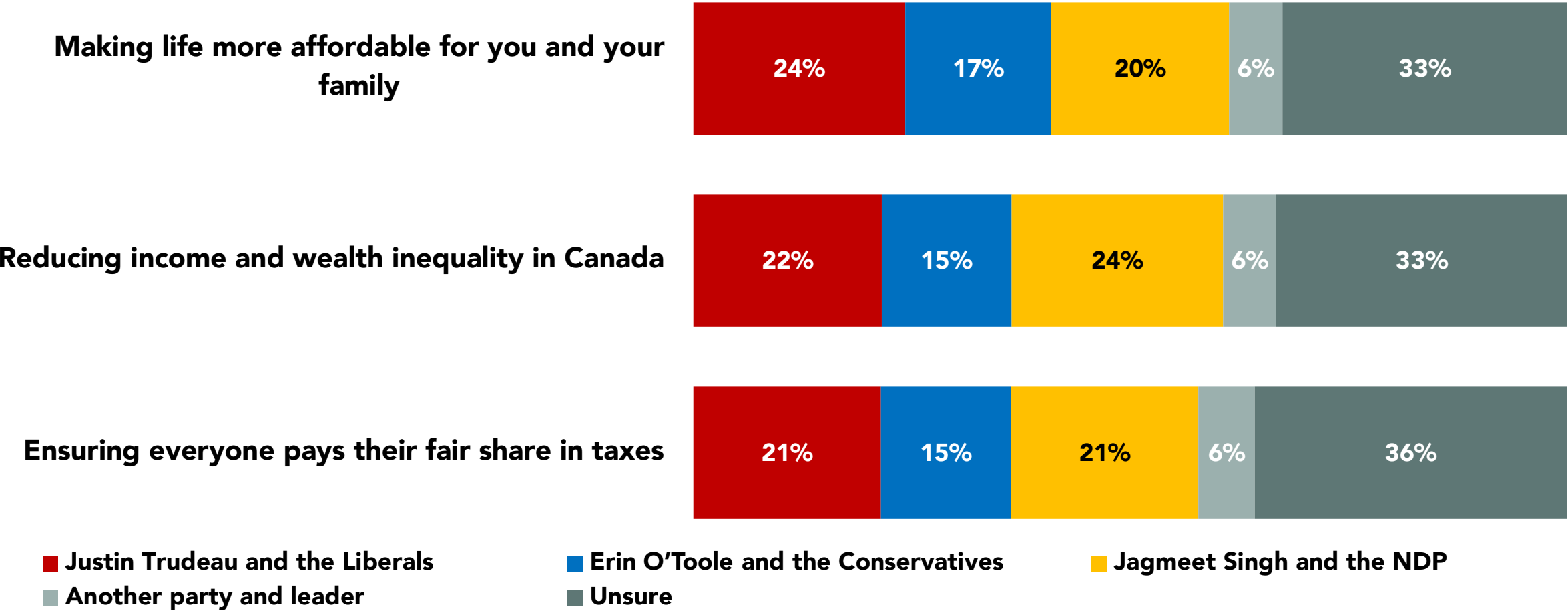
If a political leader promised to take real and concrete action in making sure everyone pays their fair share and increasing taxes paid by the wealthiest Canadians and large, profitable corporations... how would that impact your vote?

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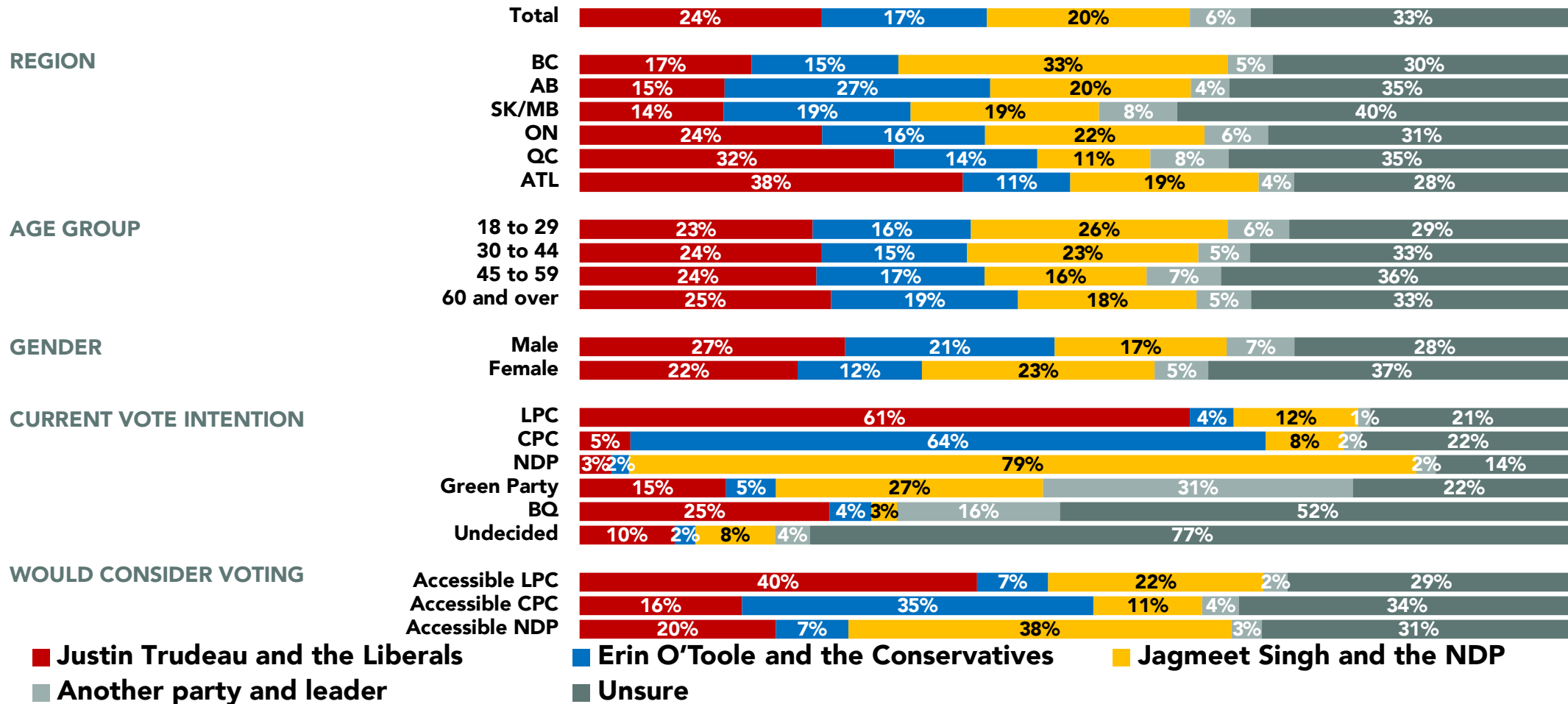
# WHICH PARTY AND LEADER WOULD DO THE BEST JOB FOR THE FOLLOWING IDEAS



Which party and leader do you feel would do the BEST job on each of these?

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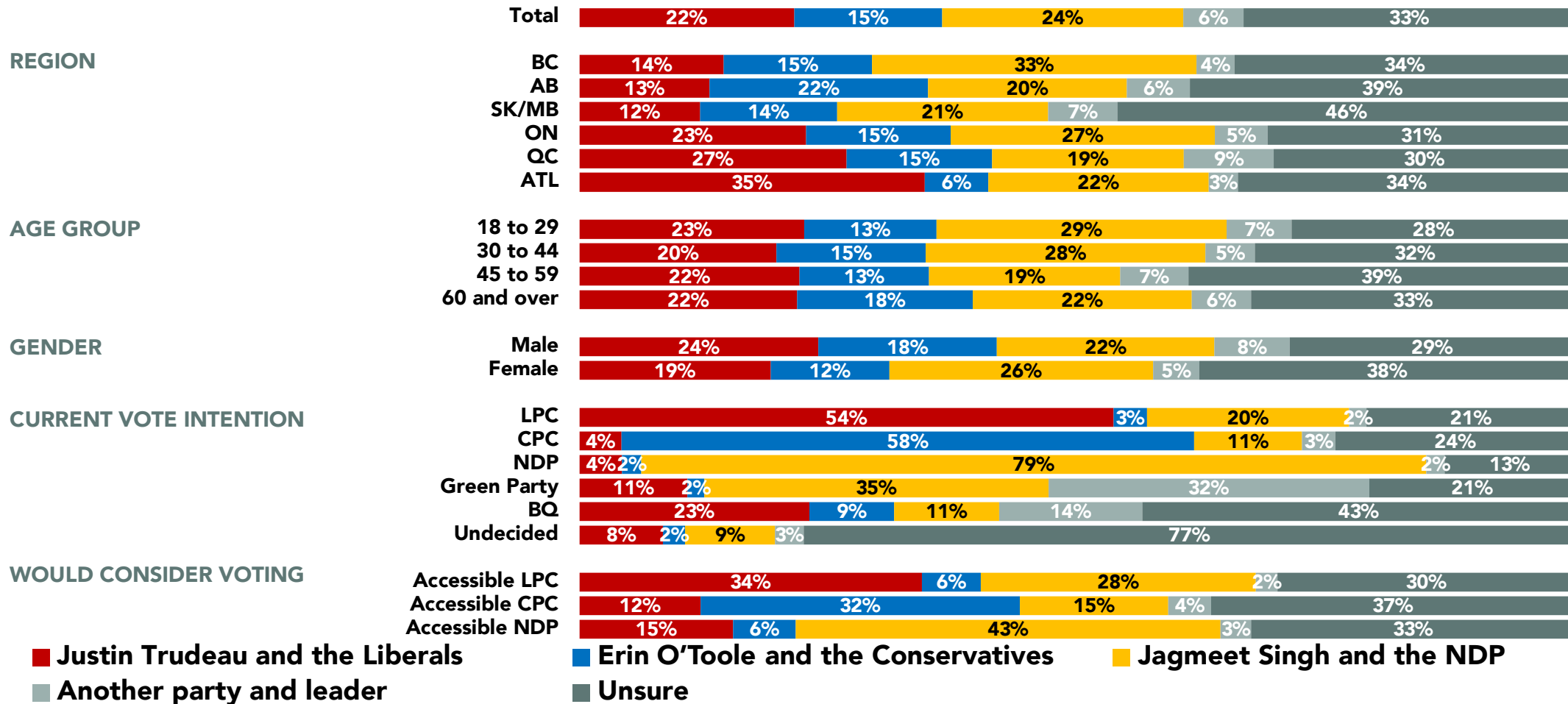
*MAKING LIFE MORE AFFORDABLE FOR YOU AND YOUR FAMILY*



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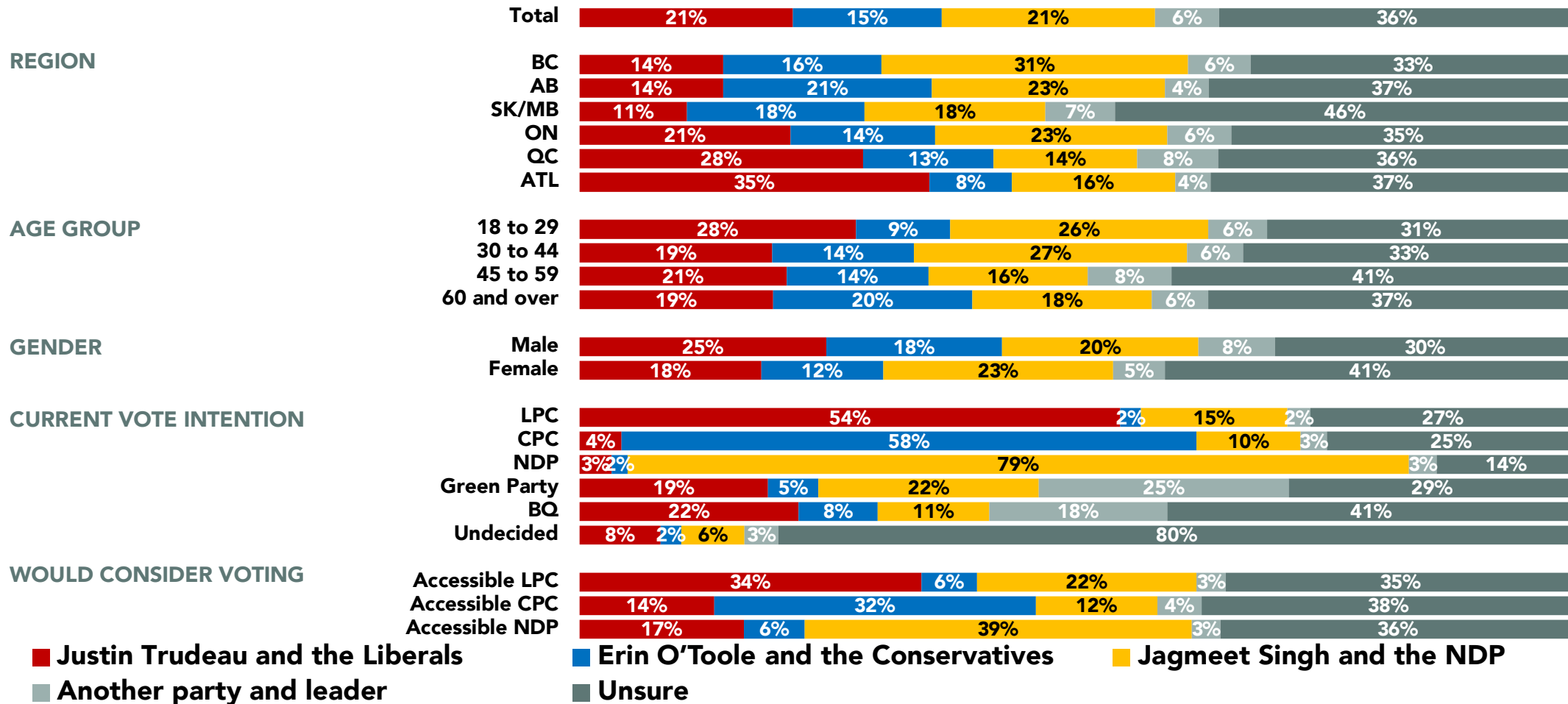
## REDUCING INCOME AND WEALTH INEQUALITY IN CANADA



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## ENSURING EVERYONE PAYS THEIR FAIR SHARE IN TAXES



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