



Ideas to Build Canada

Public Support for Key National Initiatives

April 2025

pollara
strategic insights

Methodology

Field Window April 10 to 16, 2025

Sampling Online survey of randomly-selected sample of 2,502 adult (18+) Canadians.

Reliability* Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 2.0\%$, 19 times out of 20. The margin of error is larger for sub-segments.

Weighting Data has been weighted using the most current gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.

Research standards Pollara Strategic Insights is a member of the Canadian Research Insights Council (CRIC), and this research was conducted in compliance with CRIC standards.

Language The survey was fielded in both French and English.

Sponsor This survey was commissioned by Build Canada.

REGION	Number of Interviews (unweighted)	Margin of error*
Atlantic Canada	350	$\pm 5.2\%$
Quebec	500	$\pm 4.4\%$
Ontario	602	$\pm 4.0\%$
Saskatchewan	150	$\pm 8.0\%$
Manitoba	150	$\pm 8.0\%$
Alberta	350	$\pm 5.0\%$
British Columbia	399	$\pm 4.9\%$
CANADA	2,502	$\pm 2.0\%$

Executive Summary

The majority of Canadians support the following:

- Eliminating **interprovincial trade** and labour mobility barriers (83% support / 7% oppose)
- Creating a national **health data system** (82% / 9%)
- **Reducing government spending** by up to 25% as long as essential services are protected and service quality is maintained (80% / 11%)
- Allowing **more competition among wireless providers** in Canada (79% / 10%)
- **Increasing defense spending** to modernize Canada's military (75% / 16%)
- Creating a **Canadian Sovereign Wealth Fund** (72% / 11%)
- Fast-tracking major **energy export projects** (71% / 14%)
- Reducing government taxes and fees on the **construction of new houses** (71% / 18%)
- **Shifting to a skills-based immigration system** focused on economic contribution (68% / 18%)
- Initiatives to build national pride and **civic engagement** in Canada (64% / 23%)

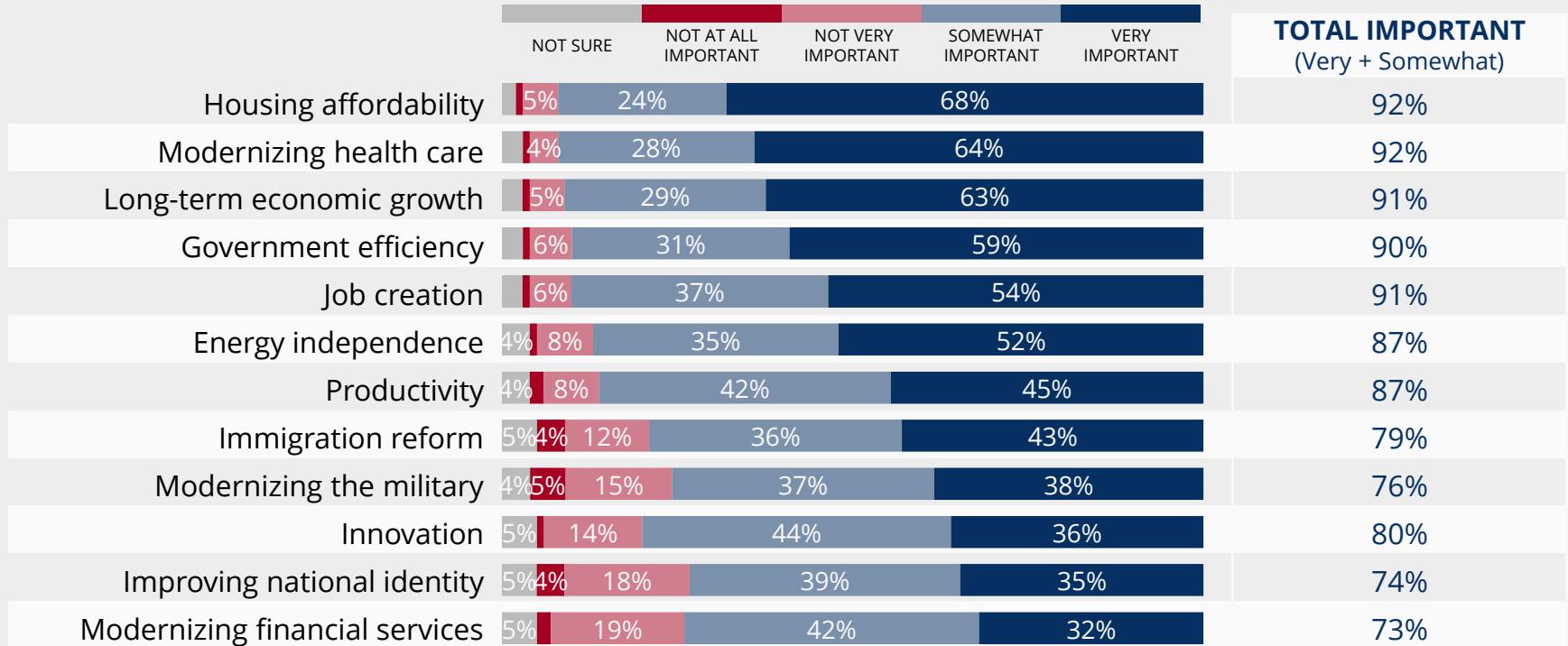
63%

of Canadians would support investments that build Canada through long-term economic growth, even if it means reduced spending on social programs in the short term



Canadians' Priorities

Priorities: Housing affordability, health care modernization and long-term economic growth are seen as very important priorities



Data >3% not shown



How important is it for political leaders in Canada to focus on each of the following things when designing policy?
Base: All Respondents (N=2,502)

Priorities – By Region

British Columbia

Housing affordability	72%
Long-term economic growth	66%
Modernizing health care	62%
Government efficiency	56%
Job creation	55%

Alberta

Housing affordability	72%
Long-term economic growth	70%
Government efficiency	66%
Modernizing health care	63%
Job creation	61%

Saskatchewan / Manitoba

Long-term economic growth	66%
Housing affordability	65%
Modernizing health care	64%
Government efficiency	63%
Job creation	57%

Ontario

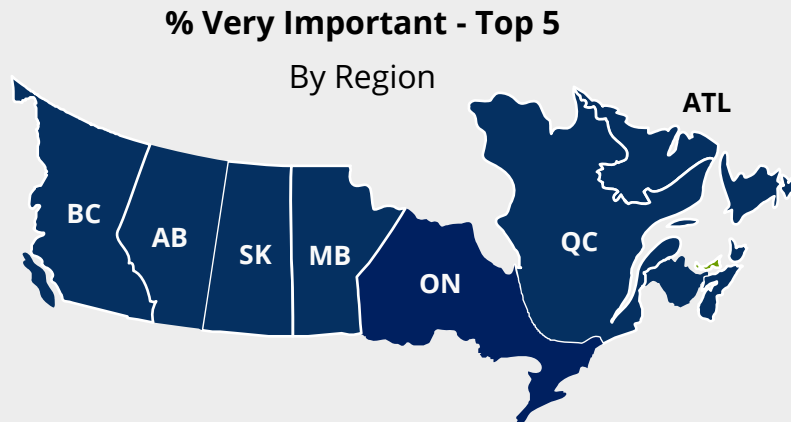
Housing affordability	69%
Modernizing health care	65%
Long-term economic growth	65%
Government efficiency	56%
Job creation	56%

Quebec

Housing affordability	63%
Modernizing health care	63%
Government efficiency	62%
Long-term economic growth	52%
Job creation	45%

Atlantic

Housing affordability	75%
Modernizing health care	72%
Long-term economic growth	67%
Government efficiency	57%
Job creation	56%

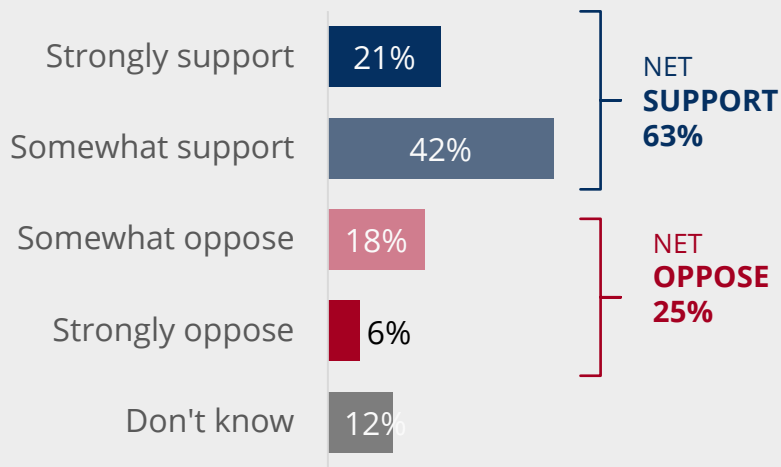


How important is it for political leaders in Canada to focus on each of the following things when designing policy?
Base: All Respondents (N=2,502)

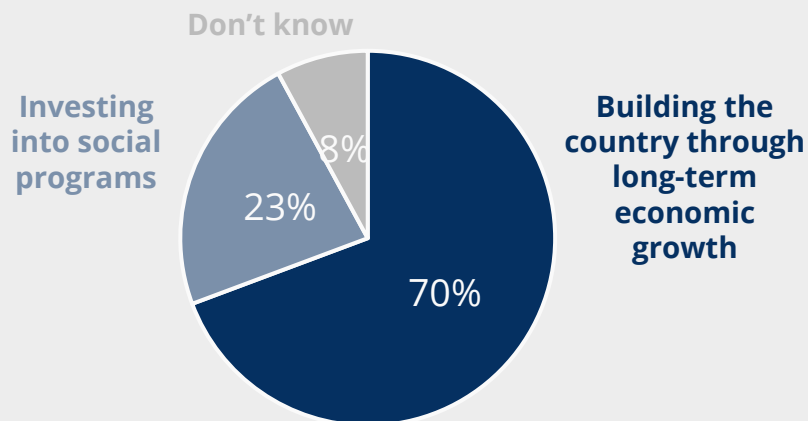
Long-term Economic Growth: Majority support focus on long-term economic growth, even if it means reduced social program spending

- When asked directly, 63% support and 25% oppose “investments that build Canada through long-term economic growth, even if it means reduced spending on social programs in the short-term”.
- When asked as a choice, 70% prefer “building the country through long-term economic growth” versus 23% who prefer “investing into social programs”.

Support Level to economic growth



Economic growth vs. social programs



Which of the following two items should the Canadian government prioritize? Split Sample (N=1,217)
Would you support or oppose investments that build Canada through long-term economic growth, even if it means reduced spending on social programs in the short-term? Split Sample (N=1,216)

Long-term Economic Growth – By Region: Economic growth prioritize over social program investments in all regions

British Columbia

Long-term economic growth **71%**

Investing into social programs **21%**

Alberta

Long-term economic growth **73%**

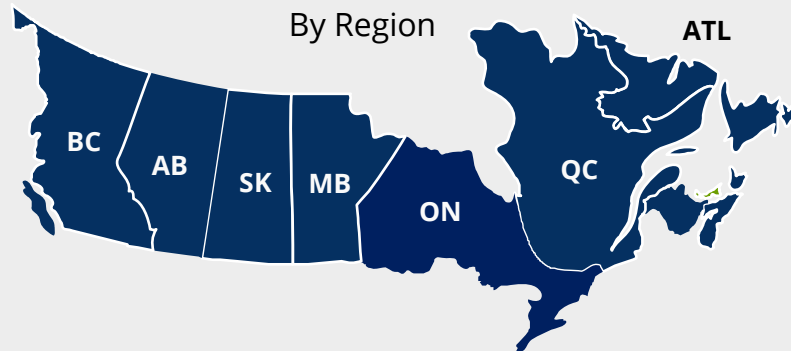
Investing into social programs **18%**

Saskatchewan / Manitoba

Long-term economic growth **75%**

Investing into social programs **19%**

Preference: Long-term growth vs. social programs



Atlantic

Long-term economic growth **74%**

Investing into social programs **16%**

Ontario

Long-term economic growth **70%**

Investing into social programs **22%**

Quebec

Long-term economic growth **64%**

Investing into social programs **29%**



Which of the following two items should the Canadian government prioritize? Split Sample (N=1,217)

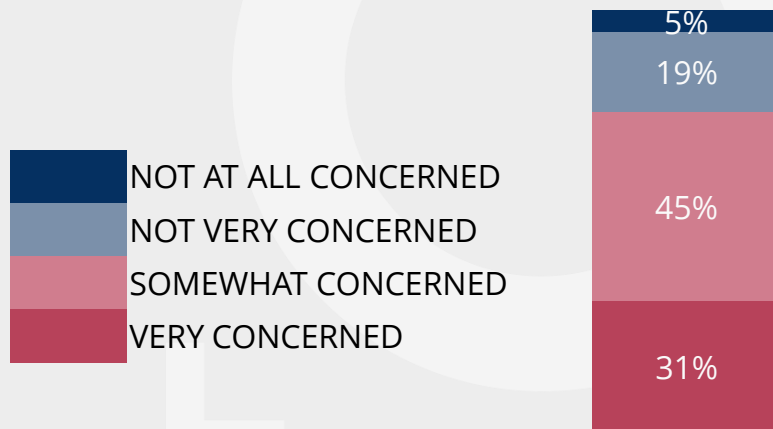
Business Climate: Majority concerned it's becoming harder to grow a business in Canada due to regulations

- Among those who own a business, 86% are concerned – including 40% who are very concerned.

77%

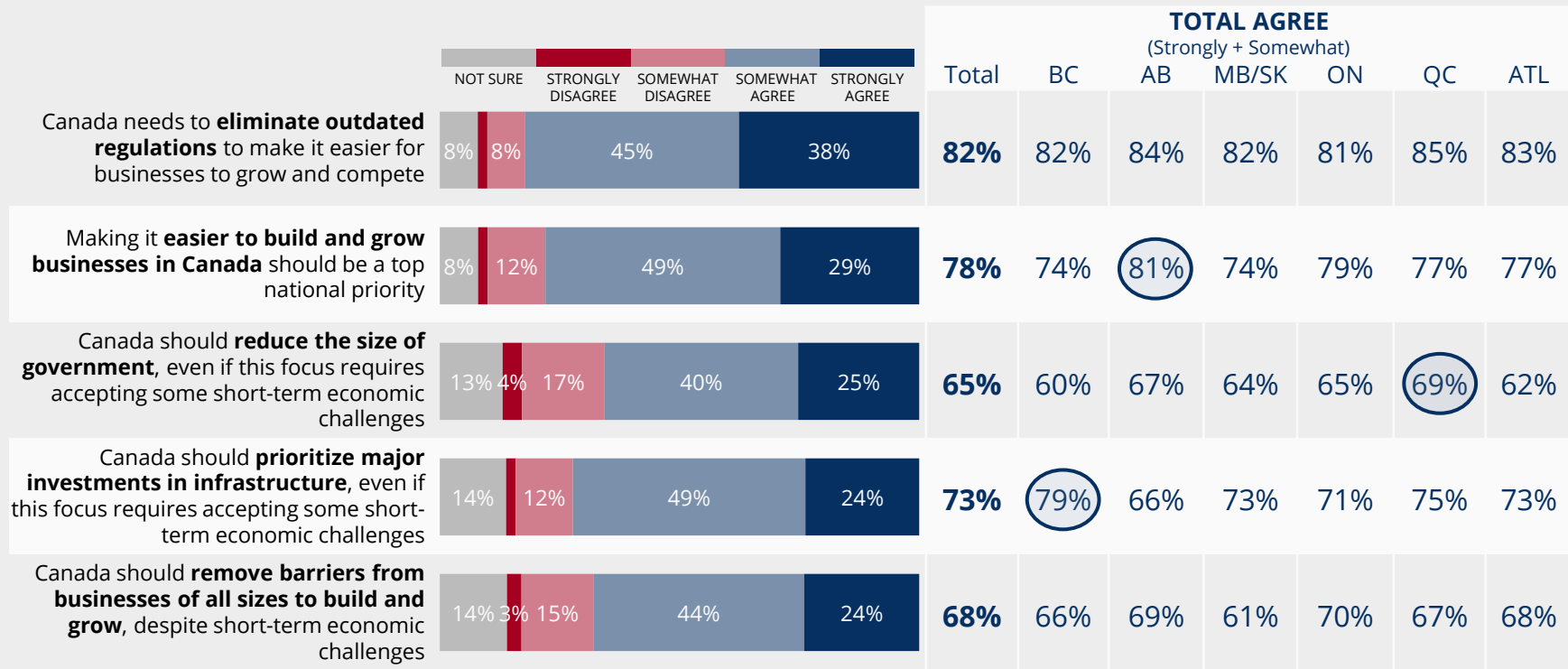
of Canadians are concerned about complex regulations, red tape, and high compliance costs for businesses

Building / Growing Business in Canada



How concerned are you that it's becoming harder to start and grow a business in Canada due to complex regulations, red tape, and high compliance costs?
Base: All Respondents (N=2,502)

Canada's Economy: Eight in ten agree that removing outdated regulations is key to enabling business growth and competitiveness in Canada



Data >3% not shown



Do you agree or disagree with each of the following statements?
Base: All Respondents (N=2,502)

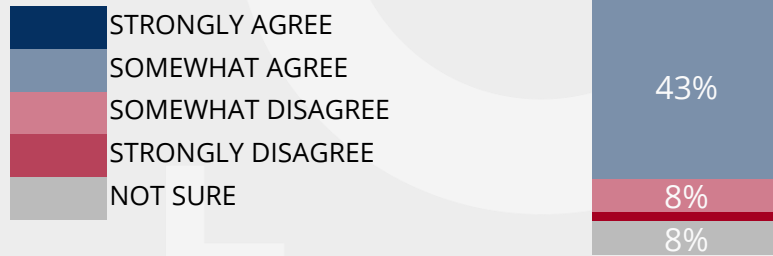
Improving Productivity: Widespread support for improving productivity and efficiency

- Enthusiasm for improving productivity increases with age, from 72% of 18-to-34 year olds who agree with the sentiment, up to 91% of seniors.

81%

of Canadians agree that improving productivity should be a national priority

Preamble: "Improving productivity and efficiency within government should be a national priority, just like improving productivity in the private sector."



To what extent do you agree or disagree with the following statement:
Base: All Respondents (N=2,502)



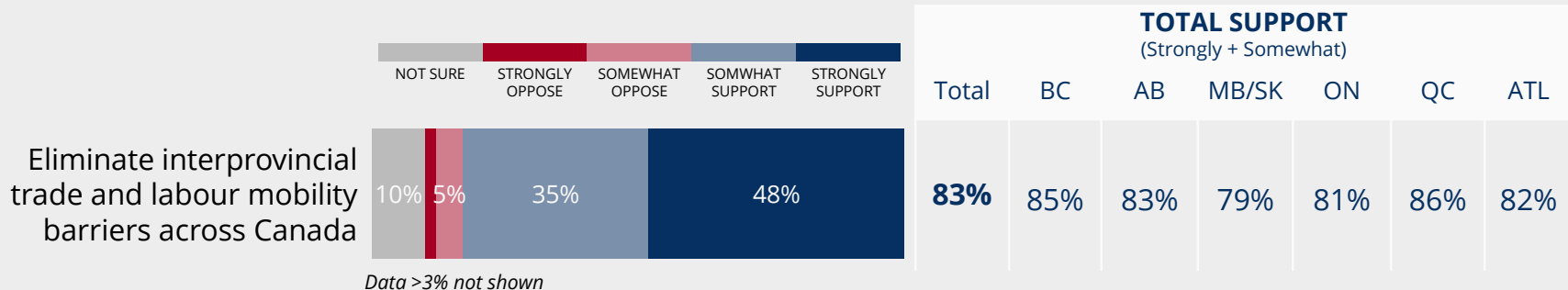
Policy Proposals

Interprovincial Trade: Strong support for eliminating interprovincial trade barriers across all regions

- There is slightly more enthusiasm for this idea among men (support 86% / oppose 6%) than women (81% / 6%).
- Support increases with age, from 73% among 18-to-34 year olds, up to 93% among seniors.

Preamble: “Some people say that Canada’s economy is being held back by internal trade barriers—rules that prevent goods, services, and professional credentials from being recognized across provinces. A proposed plan would:

- Automatically recognize licenses and accreditations across all provinces
- Allow products approved for sale in one province to be sold in any other
- Harmonize provincial regulations in areas like transportation, food safety, and financial services
- Provide financial incentives to provinces that remove trade barriers.”

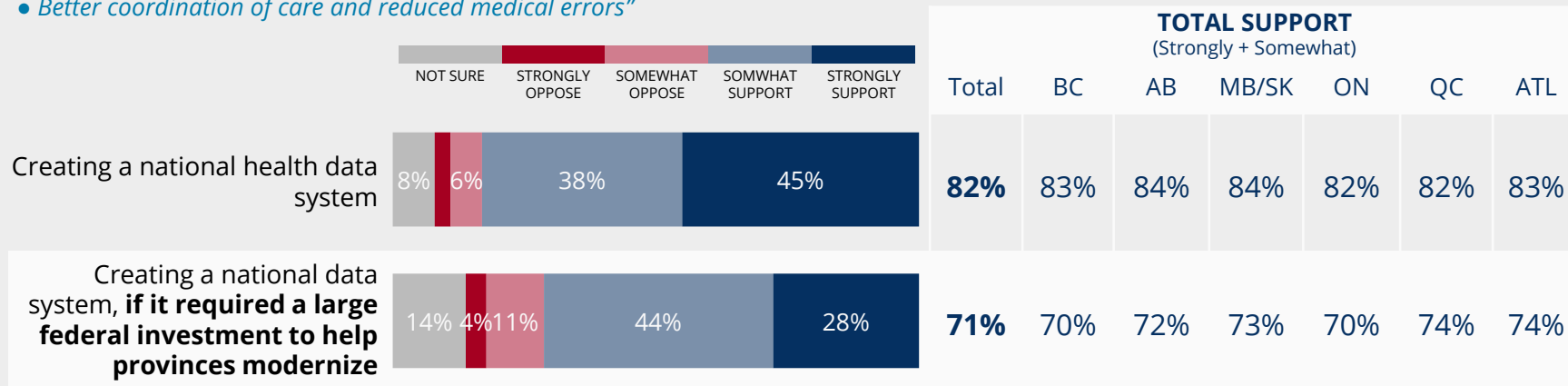


National Health Data System: Widespread support, even if it “requires a large federal investment”

- Support increases with age across both versions of the question.

Preamble: “Some people have proposed creating a national health data system that would allow:

- Patients and doctors to securely access medical records anywhere in Canada
- Replacement of paper records and fax machines with digital systems
- Better coordination of care and reduced medical errors”



Data >3% not shown

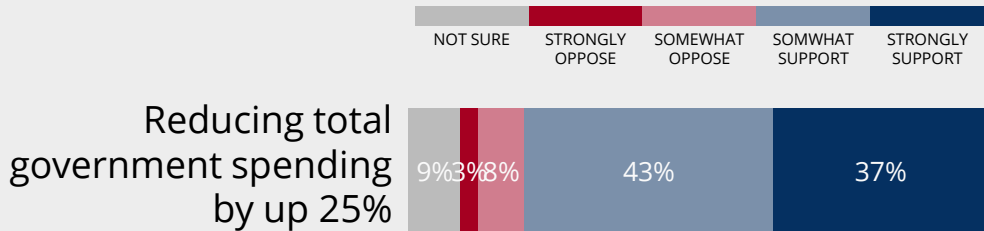
Would you support or oppose creating a national health data system that would require all healthcare providers to adopt standardized digital health records that can be securely shared?
 Would you support or oppose creating this national health data system if it required a large, one-time federal investment to help provinces modernize?
 Base: All respondents (N=2,502)



25% Government Spending Reduction: Eight-in-ten support spending cut if essential services and quality are maintained

- Support levels are similar among men (81%) and women (80%). Seniors are the most supportive (87%).

Preamble: "A plan to reduce total government spending by up to 25% as long as essential services are protected and service quality is maintained."



TOTAL SUPPORT (Strongly + Somewhat)						
Total	BC	AB	MB/SK	ON	QC	ATL
80%	80%	85%	78%	80%	79%	78%

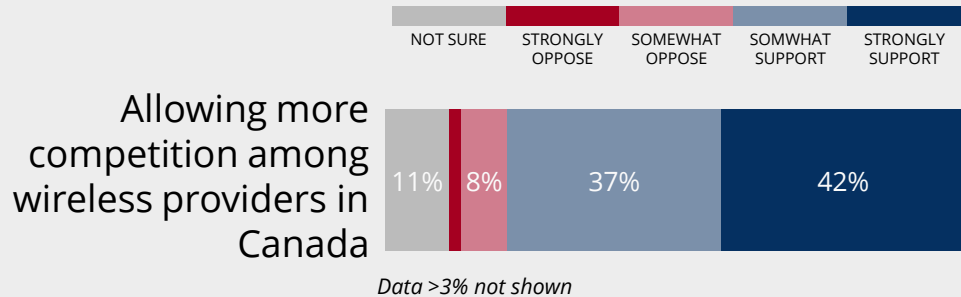


Would you support or oppose a plan to reduce total government spending by up to 25% as long as essential services are protected and service quality is maintained?
Base: All respondents (N=2,502)

Wireless Providers Competition: Eight in ten support allowing more competition among wireless providers in Canada

- Support increases with age, from 70% among 18-to-34 year olds up to 84% among seniors.

Preamble: "Some people have proposed allowing more wireless providers to enter the Canadian market and requiring big telecom companies to share their networks. They argue that this would lead to more competition and lower wireless prices."

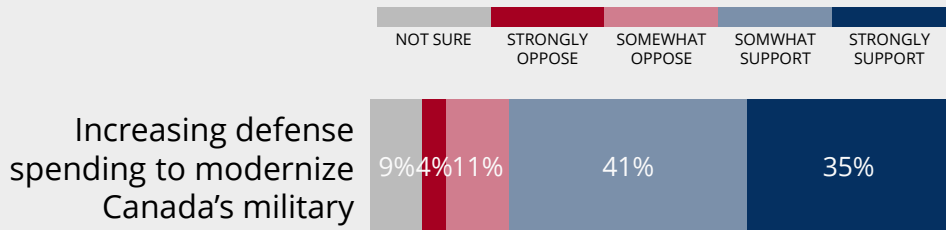


TOTAL SUPPORT (Strongly + Somewhat)						
Total	BC	AB	MB/SK	ON	QC	ATL
79%	81%	79%	74%	78%	79%	81%

Canada's Military Modernization: Three in four support increasing defense spending to modernize Canada's military

- Men are more supportive of increasing defense spending (support 80% / oppose 14%) than women (71% / 17%).
- Support increases with age, from 63% among 18-to-34 year olds, up to 87% among seniors.

Preamble: "Canada's military has aging equipment, unfilled positions, and slow procurement systems. Some people propose increasing defense spending, investing in Canadian-made military tech, and modernizing our forces to better protect Canada's security and sovereignty."



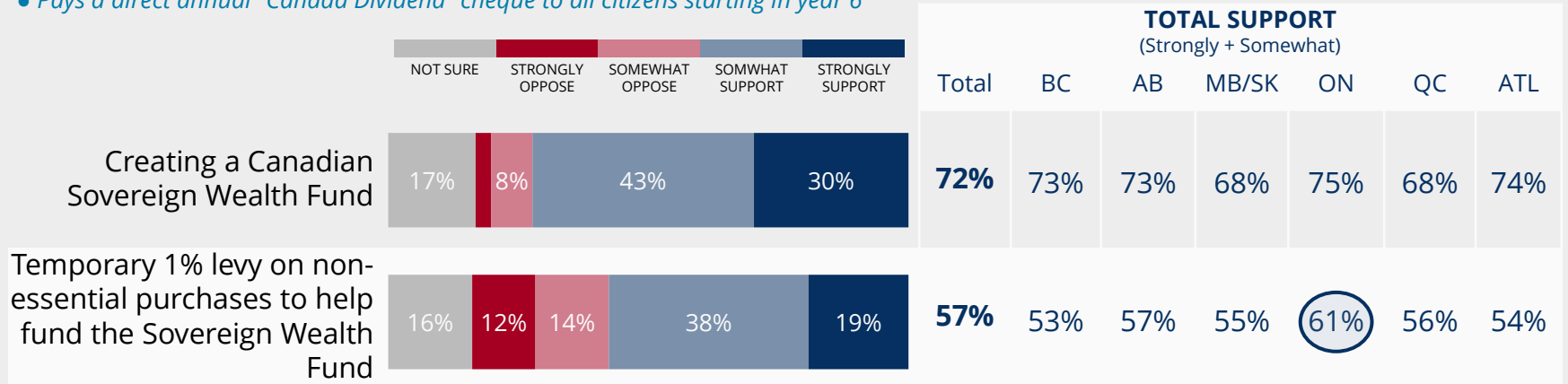
Total	TOTAL SUPPORT (Strongly + Somewhat)					
	BC	AB	MB/SK	ON	QC	ATL
75%	77%	78%	76%	75%	72%	77%

Canadian Sovereign Wealth Fund: Majority support Sovereign Wealth Fund – even if it’s funded via 1% levy

- Despite its long-term nature, seniors are the most supportive of creating a Sovereign Wealth Fund (support 76% / oppose 9%).

Preamble: “Some places, like Norway and Alaska, have Sovereign Wealth Funds - national savings funds that invest natural resource revenues and pay annual dividends to citizens. Would you support or oppose creating a Canadian Sovereign Wealth Fund that does the following:

- Is funded using a portion of federal and provincial resource revenues and temporary windfall profit taxes
- Is independently managed and protected from political interference
- Aims to grow to \$500 billion
- Pays a direct annual “Canada Dividend” cheque to all citizens starting in year 6”



Data >3% not shown

Would you support or oppose creating a Canadian Sovereign Wealth Fund that does the following:

Would you support or oppose a temporary 1% levy on non-essential purchases (excluding groceries, kids’ goods, and healthcare) to help fund this Sovereign Wealth Fund, if the money was invested and returned to Canadians through future dividends?

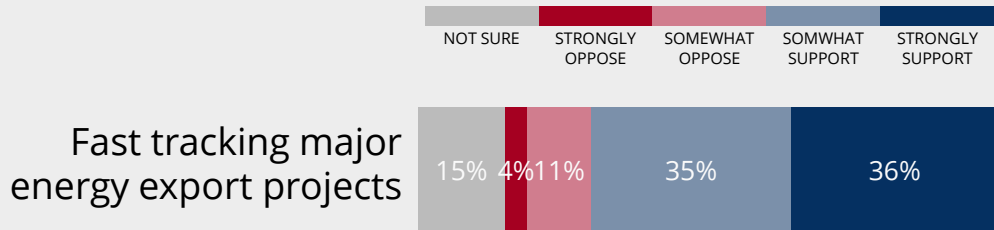
Base: All respondents (N=2,502)



Fast Tracking Energy Export Projects: Majority support in all regions for fast-tracking energy projects

- Support is highest in Alberta (78%) and the Prairies (76%). Support is lowest in Quebec, but even there, more than three times as many people support than oppose this (67% / 20%).
- Support is higher among men (support 77% / oppose 14%) than women (66% / 14%). Support increases with age, from 67% among 18-to-34 year olds, up to 76% among seniors.

Preamble: "Canada exports 96% of its oil to the U.S., leaving Canada vulnerable to foreign policy decisions. Some people have proposed fast-tracking energy infrastructure projects — like pipelines and Liquefied Natural Gas (LNG) terminals — to grow exports to Asia and Europe and improve energy security."

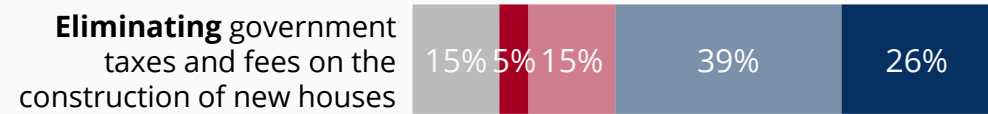
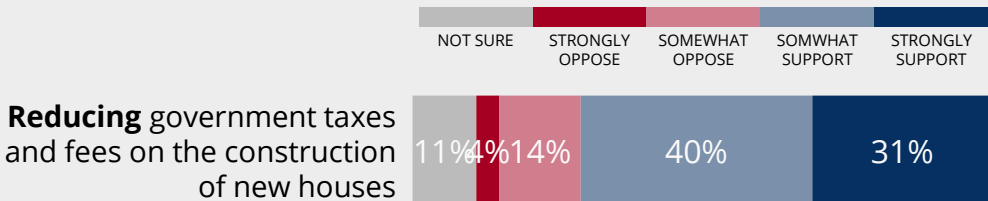


TOTAL SUPPORT (Strongly + Somewhat)						
Total	BC	AB	MB/SK	ON	QC	ATL
71%	71%	78%	76%	70%	67%	75%

Homebuilding Fees: Majority support for reducing or eliminating government fees and taxes on construction of new homes

- Though housing is seen as a “young person issue”, there is support across all age groups for reducing or eliminating taxes and fees on the construction of new homes. When it comes to reducing fees, 70% of 18-to-34 year olds, 73% of 35-to-49 year olds, 69% of 50-to-64 year olds, and 72% of seniors are supportive.

Preamble: “Governments apply taxes and fees to the construction of new homes, like municipal development charges and the federal GST. These can account for over one-third of new home construction costs. These charges make housing more expensive, but the tax revenue raised from them helps fund infrastructure and services.”



TOTAL SUPPORT (Strongly + Somewhat)						
Total	BC	AB	MB/SK	ON	QC	ATL
71%	73%	74%	69%	69%	72%	73%
65%	62%	66%	62%	68%	64%	63%

Governments apply taxes and fees to the construction of new homes, like municipal development charges and the federal GST. These can account for over one-third of new home construction costs. These charges make housing more expensive, but the tax revenue raised from them helps fund infrastructure and services. To encourage the construction of more homes, would you support or oppose [SPLIT] reducing / eliminating government taxes and fees on the construction of new housing?
 Base: Split Sample (N=1,250)

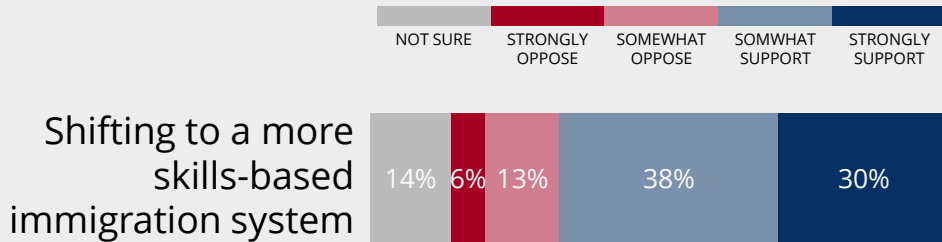


Skills-Based Immigration: Over two-thirds support a shift to a more skills-based immigration system focusing on economic contribution

- 72% of immigrants themselves support shifting to a skills-based approach.

Preamble: “Canada’s current immigration system admits newcomers through a mix of economic, family, refugee, and temporary worker streams, with limited prioritization based on long-term economic impact. Some people propose modernizing Canada’s immigration system to focus on attracting high-skilled newcomers by:

- Prioritizing applicants based on education, income, and job creation
- Using AI tools to speed up processing
- Capping humanitarian immigration at 5% of total immigration
- Pausing low-wage temporary foreign worker programs”



TOTAL SUPPORT (Strongly + Somewhat)						
Total	BC	AB	MB/SK	ON	QC	ATL
68%	65%	72%	69%	69%	65%	67%



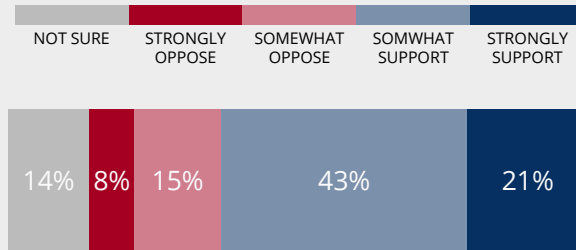
Would you support or oppose a shift like this to a more skills-based immigration system focused on economic contribution?
Base: All Respondents (N=2,502)

National Unity: Nearly two thirds support new initiatives to help build national pride in Canada

- Support for initiatives to build national pride and civic engagement is higher among immigrants (support 71% / oppose 17%) than among those born in Canada (62% / 24%).

Preamble: "Some people say Canada is facing a crisis of national identity and declining civic pride, especially among young people. One proposed solution is to invest in programs that strengthen national unity—such as funding for Canadian content creators, national pride campaigns, or a national service program."

Initiatives to help build national pride and civic engagement in Canada



Total	TOTAL SUPPORT (Strongly + Somewhat)					
	BC	AB	MB/SK	ON	QC	ATL
64%	62%	61%	63%	66%	62%	65%



Ideas to Build Canada

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