

Federal-Provincial Relations Survey

Final Report

April 2026



Vox Pop Labs

Version 2026.1

Vox Pop Labs

Empowering informed decisions

The term “vox pop” comes from the Latin *vox populi*, which means “voice of the people.” At Vox Pop Labs, we use data science to revolutionize the vox pop. Vox Pop Labs also established a public opinion research practice. Since its creation, it has conducted hundreds of studies on public affairs and public policy for government institutions, media organizations, and university researchers.

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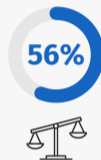
Key findings I

Strong regional grievance in Alberta



Albertans are far more likely than residents of other provinces to feel disadvantaged within the federation. **62%** say their province is treated as a lower priority by the federal government, and 55% believe the current federal-provincial balance disadvantages Alberta.

Albertans feel their province receives less than its fair share



Perceptions of fiscal fairness vary sharply across the country. In Alberta, **56%** say their province receives less than its fair share of federal spending, while only 18% say it receives about the right amount.

Support for secession remains a minority view



Even in provinces where dissatisfaction with the federation is strongest, most residents still prefer remaining in Canada. In Alberta, **30%** say they would vote to leave Canada, compared with 63% who would vote to remain. In Quebec, 26% support independence while 65% would vote to stay in Canada.

Equalization enjoys broad national support



Despite frequent political controversy, **74%** of Canadians support the equalization program, which transfers federal funds to provinces with weaker fiscal capacity.

Key findings II

Canadians want reforms to equalization



Support for equalization does not mean satisfaction with how the system works. **48%** say the program needs major reform, and 9% say it should be replaced entirely. Large majorities also favour stronger accountability and stronger economic incentives within the program.



Canadians favour updating equalization periodically



A strong majority of Canadians (**80%**) believe equalization payments should be renegotiated periodically to reflect current economic conditions. By contrast, only 12% support keeping payments stable over time.



Decisions about equalization should be made by experts



More than seven in ten Canadians (**71%**) support establishing an independent, expert commission to make decisions about equalization payments. Only 14% prefer leaving these decisions to elected politicians.



Canadians strongly favour accountability in equalization spending



About four in five Canadians (**81%**) believe provinces receiving equalization payments should be required to demonstrate that funds are used responsibly. In contrast, only 14% support allowing provinces to spend these funds freely without federal oversight. This position is less prevalent in Quebec (64%).



Key findings III

Canadians believe an Alberta exit from the CPP would weaken the system



Nationally, **67%** say Alberta leaving the CPP would negatively affect the plan's long-term financial health, suggesting widespread concern about the consequences of pension fragmentation.

Removing interprovincial trade barriers commands overwhelming support



Internal free trade is one of the few areas of near-consensus in Canadian federalism: **88%** say removing interprovincial trade barriers would help their province's economy, and 86% say goods approved in one province should be allowed to be sold anywhere in Canada.

Canada should function as one country



A clear majority of Canadians (**65%**) believe the country should function as a unified system with similar public services nationwide. In contrast, fewer than three in ten (29%) support greater provincial control over spending—even if it leads to unequal services.

Federal-provincial relations are nevertheless not a top public priority



Despite the prominence of federalism in political debates, only **8%** of Canadians list federal-provincial relations among the country's most important issues, far behind concerns such as cost of living (61%), health care (43%), and housing affordability (34%).



Study overview

Vox Pop Labs surveyed Canadian citizens aged 18 and over to understand their attitudes on a range of topics that relate to federal–provincial relations in Canada. These included:

- ▶ Attitudes toward the federal equalization program and its reform
- ▶ Attitudes toward interprovincial trade barriers
- ▶ Attitudes toward the Canada Pension Plan and the proposed Alberta Pension Plan
- ▶ Regional alienation
- ▶ Attachment to Canada
- ▶ Support for secession



The federal–provincial relations survey was conducted online with a sample of 5,020 adult Canadian citizens between February 9 and March 2, 2026. The survey was administered in both English and French. Participants were recruited from Vox Pop Labs' proprietary online panel. The sample was weighted to be representative of the adult Canadian citizen population.

The modeled error estimate for the national sample is 2.6 percent, 19 times out of 20. For regional samples, the modeled error estimate ranges between 4.8 percent and 6.8 percent, 19 times out of 20.



The content of the survey was developed by Vox Pop Labs in collaboration with academic advisors Trevor Tombe (School of Public Policy, University of Calgary), and Brooks DeCillia (School of Communication Studies, Mount Royal University).

The study was commissioned and funded by Stephen M. L. Anderson (Edmonton, Alberta). All final decisions relating to research design remained with Vox Pop Labs.

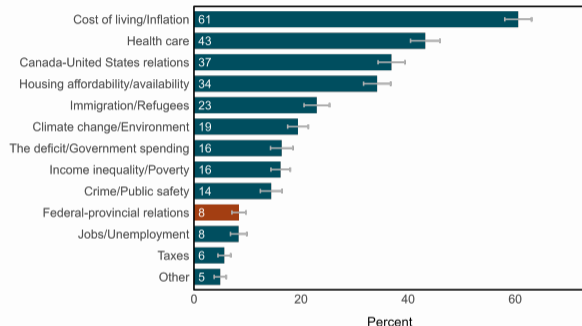




Most important issues

Most important issues – National

In your opinion, what are the most important issues facing Canada today?



Unweighted n = 5,020.

Whiskers show bootstrap confidence intervals.

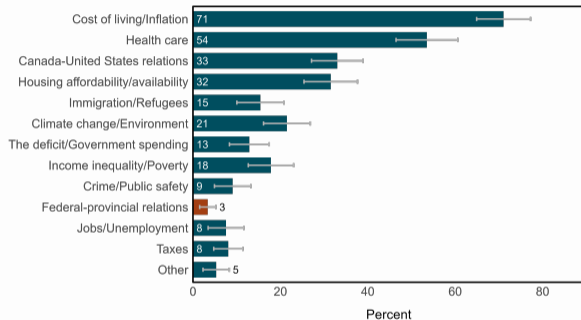
Key takeaway

Cost of living clearly dominates the issue agenda nationally (61%), with health care and housing well behind it. Federal-provincial relations register as a secondary concern for most Canadians (8%).



Most important issues – Atlantic Canada

In your opinion, what are the most important issues facing Canada today? (Atlantic Canada)



Unweighted n = 522.

Whiskers show bootstrap confidence intervals.

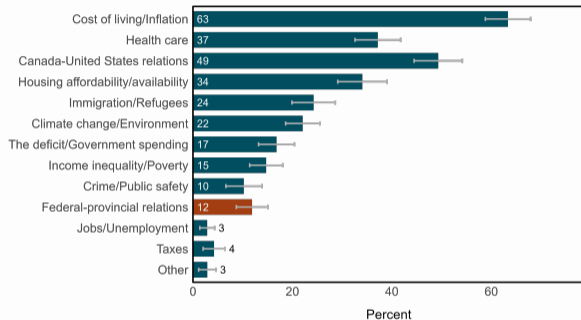
Key takeaway

In Atlantic Canada, cost of living is the top concern (71%), but health care is especially prominent relative to other regions. Federal-provincial relations remain a low-salience issue (3%).



Most important issues – Quebec

In your opinion, what are the most important issues facing Canada today? (Quebec)



Unweighted n = 955.

Whiskers show bootstrap confidence intervals.

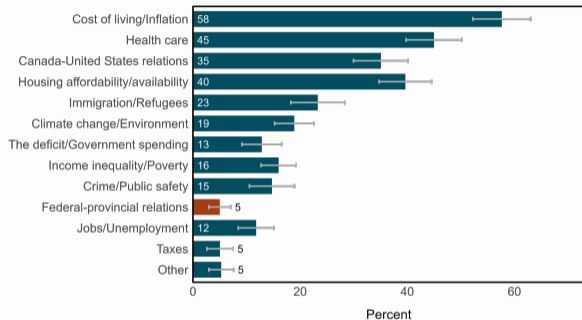
Key takeaway

In Quebec, cost of living leads by a wide margin (**63%**), while Canada-U.S. relations are comparatively salient. Federal-provincial relations matter to some Quebeckers (**12%**), but they are not a top-tier concern.



Most important issues – Ontario

In your opinion, what are the most important issues facing Canada today? (Ontario)



Unweighted n = 874.

Whiskers show bootstrap confidence intervals.

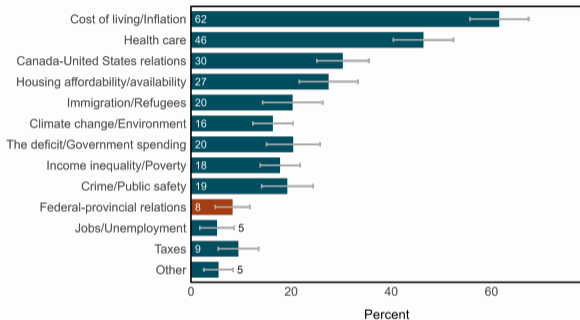
Key takeaway

Ontarians also put cost of living first (**58%**), with health care and housing affordability next. The pattern reflects broad-pocketbook pressure rather than a federalism-driven issue agenda (only **5%** mentioned federal-provincial relations).



Most important issues – Manitoba-Saskatchewan

In your opinion, what are the most important issues facing Canada today? (Manitoba-Saskatchewan)



Unweighted n = 688.

Whiskers show bootstrap confidence intervals.

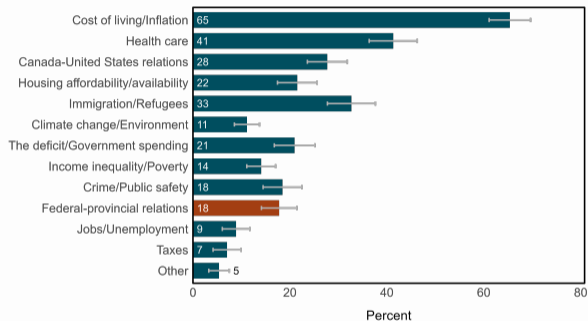
Key takeaway

In Manitoba-Saskatchewan, cost of living leads (62%), but concern about government spending and the deficit is somewhat more visible than in many other regions. Even here, federal-provincial relations are not a top priority (8%).



Most important issues – Alberta

In your opinion, what are the most important issues facing Canada today? (Alberta)



Unweighted n = 1,331.

Whiskers show bootstrap confidence intervals.

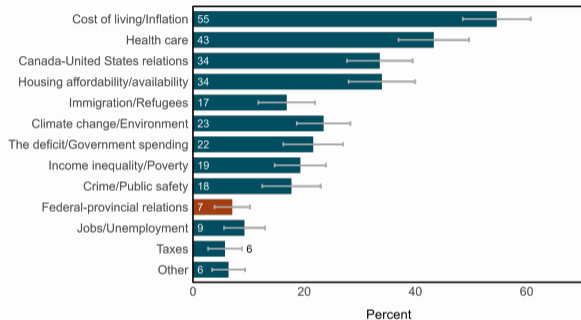
Key takeaway

Albertans rank cost of living first (65%), but immigration and federal-provincial relations are more salient here than elsewhere (18%). This points to a more politically charged regional issue mix.



Most important issues – British Columbia

In your opinion, what are the most important issues facing Canada today? (British Columbia)



Unweighted n = 650.

Whiskers show bootstrap confidence intervals.

Key takeaway

In British Columbia, cost of living remains dominant (55%), with health care, housing, and climate/environment also standing out. The agenda is more focused on affordability and environmental concerns than on federalism (only 7% mentioned federal-provincial relations).

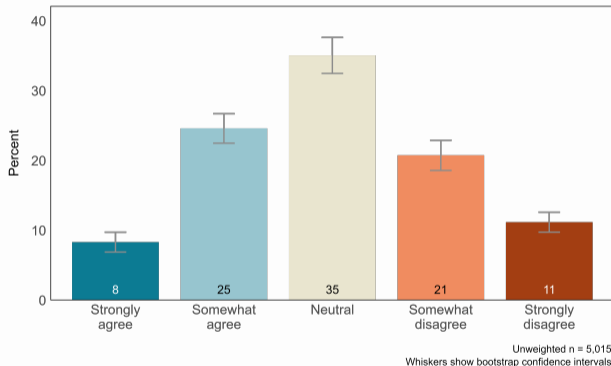




Federal–provincial relations

Balance of powers – National

Overall, the way powers and responsibilities are shared between the federal government and the provinces has more advantages for [PROVINCE] than disadvantages.



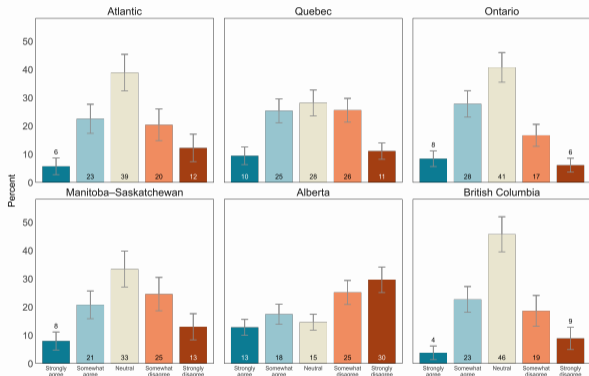
Key takeaway

Nationally, Canadians appear somewhat divided on the current balance of powers (33% agree that advantages outweigh disadvantages and 32% disagree), but the largest single group is neutral (35%).



Balance of powers – By region

Overall, the way powers and responsibilities are shared between the federal government and the provinces has more advantages for [PROVINCE] than disadvantages.



Unweighted n by panel: Atlantic = 522; Quebec = 953; Ontario = 874; Manitoba-Saskatchewan = 688; Alberta = 1,328; British Columbia = 650. Whiskers show bootstrap confidence intervals.

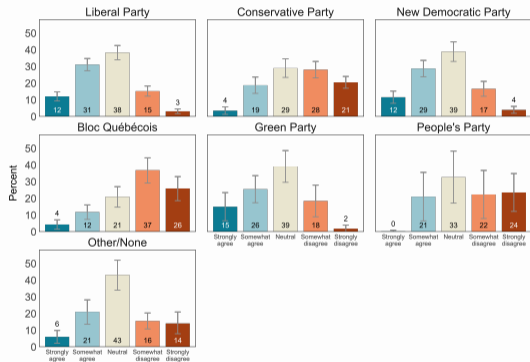
Key takeaway

The national average masks a sharp regional split: Albertans tend to disagree (55%) that the current balance of powers has more advantages than disadvantages, while people in other regions look somewhat less critical. Regional experience clearly shapes views of federalism.



Balance of powers – By federal party identification

Overall, the way powers and responsibilities are shared between the federal government and the provinces has more advantages for [PROVINCE] than disadvantages.



Unweighted n by panel: Liberal Party n=2,197; Conservative Party n= 650; New Democratic Party n= 909; Bloc Québécois n= 353; Green Party n= 311; People's Party n= 108; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

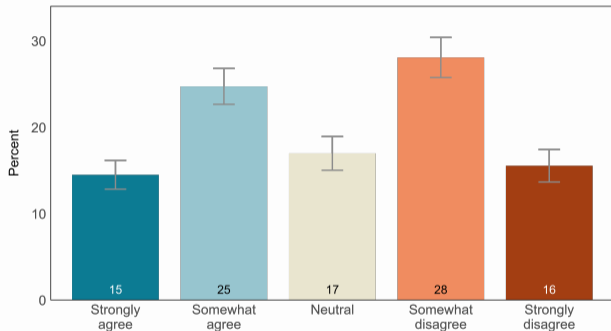
Key takeaway

Views are sharply polarized: disagreement over the benefits of the current balance of powers is especially pronounced among right-wing and regionalist parties, including supporters of the CPC (49%), PPC (46%), and BQ (65%).



Regional alienation – National

Do you agree or disagree with the following statement? No matter which party is in charge, people in [PROVINCE] always seem to be a lower priority for the federal government than people in other parts of Canada.



Unweighted n = 5,018.

Whiskers show bootstrap confidence intervals.

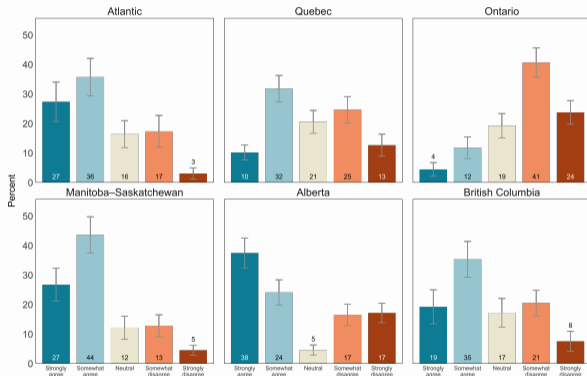
Key takeaway

Nationally, opinion on provincial grievance is divided: **40%** of Canadians agree that their province is a lower priority, while **44%** disagree.



Regional alienation – By region

Do you agree or disagree with the following statement? No matter which party is in charge, people in [PROVINCE] always seem to be a lower priority for the federal government than people in other parts of Canada.



Unweighted n by panel: Atlantic n= 522; Quebec n= 955; Ontario n= 872; Manitoba-Saskatchewan n= 688; Alberta n=1,331; British Columbia n= 650. Whiskers show bootstrap confidence intervals.

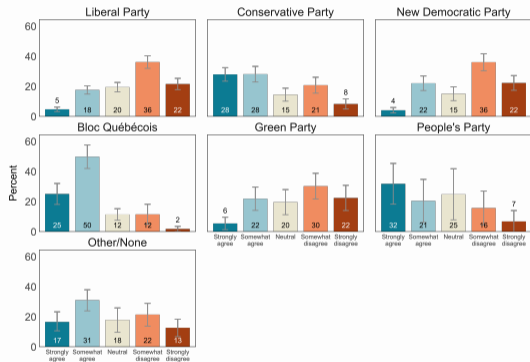
Key takeaway

Regional alienation is strongest in the Prairies (71% said they felt their province was treated as a lower priority), Atlantic Canada (63%), and Alberta (62%), and weakest in Ontario (16%). The graph shows that alienation is concentrated rather than evenly distributed across Canada.



Regional alienation – By federal party identification

Do you agree or disagree with the following statement? No matter which party is in charge, people in [PROVINCE] always seem to be a lower priority for the federal government than people in other parts of Canada.



Unweighted n by panel: Liberal Party n=2,196; Conservative Party n= 650; New Democratic Party n= 911; Bloc Québécois n= 354; Green Party n= 312; People's Party n= 108; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

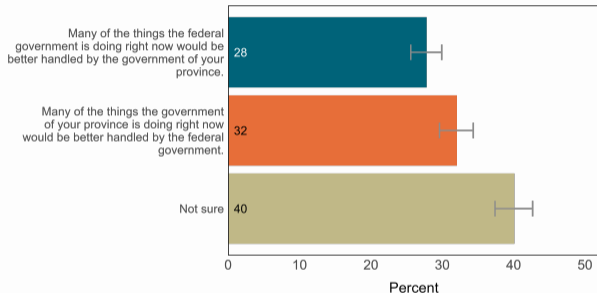
Key takeaway

Regional alienation is heavily partisan. PPC, CPC, and BQ supporters are much more likely to feel their province is sidelined (75%, 56%, 53%, respectively), while Liberals and New Democrats are least likely to share that view (23% and 26%, respectively).



Preferred level of government – National

Which of the following statements comes closest to your view? (A) Many of the things the federal government is doing right now would be better handled by the government of [PROVINCE]. (B) Many of the things the government of [PROVINCE] is doing right now would be better handled by the federal government.



Unweighted n = 5,005.

Whiskers show bootstrap confidence intervals.

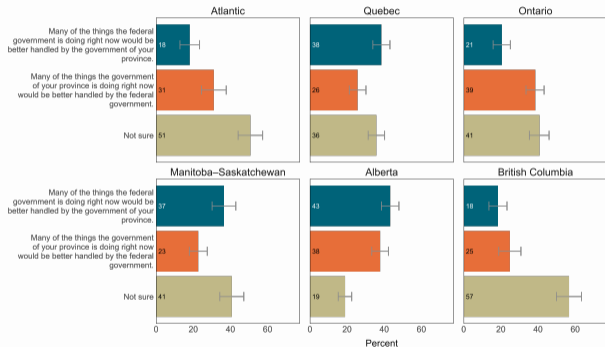
Key takeaway

Canadians appear divided on whether some federal responsibilities would be better handled by their province than the reverse. Just over a quarter (28%) agree that their province could better handle some of the responsibilities currently held by the federal government, while around 32% believe the opposite.



Preferred level of government – By region

Which of the following statements comes closest to your view? (A) Many of the things the federal government is doing right now would be better handled by the government of [PROVINCE]. (B) Many of the things the government of [PROVINCE] is doing right now would be better handled by the federal government.



Unweighted n by panel: Atlantic n= 520; Quebec n= 953; Ontario n= 869; Manitoba-Saskatchewan n= 687; Alberta n=1,327; British Columbia n= 649. Whiskers show bootstrap confidence intervals.

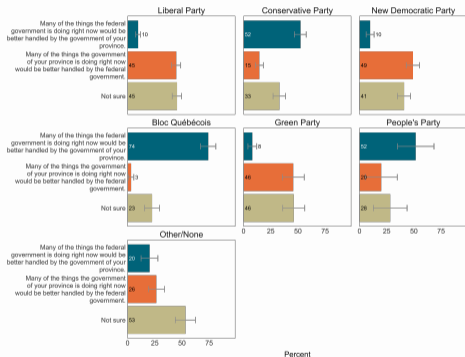
Key takeaway 📌

The strongest preference for provincial control appears in Alberta (43%), Quebec (38%), and the Prairies (37%), while other regions are more mixed. Uncertainty remains substantial across the country.



Preferred level of government – By federal party identification

Which of the following statements comes closest to your view? (A) Many of the things the federal government is doing right now would be better handled by the government of [PROVINCE]. (B) Many of the things the government of [PROVINCE] is doing right now would be better handled by the federal government.



Unweighted n by panel: Liberal Party n=2,190; Conservative Party n= 647; New Democratic Party n= 908; Bloc Québécois n= 353; Green Party n= 312; People's Party n= 108; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

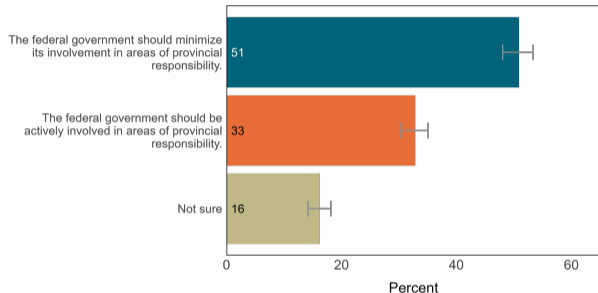
Key takeaway

BQ, CPC, and PPC supporters are much more likely to prefer shifting responsibilities to the provinces (**74%** among those who feel closest to the BQ and **28%** for both CPC and PPC supporters). Liberal, NDP, and Green supporters appear more open to a federal role.



Federal role in provincial areas – National

Which of the following statements comes closest to your view? (A) The federal government should minimize its involvement in areas of provincial responsibility. (B) The federal government should be actively involved in areas of provincial responsibility.



Unweighted n = 5,011.

Whiskers show bootstrap confidence intervals.

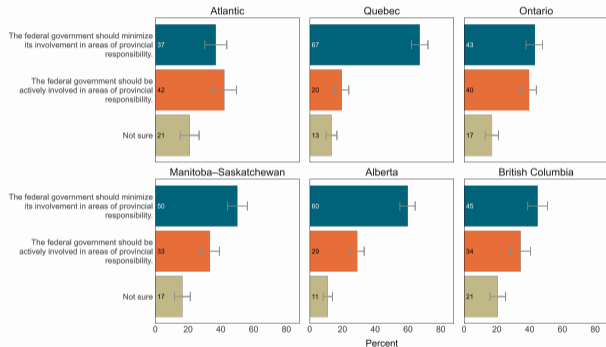
Key takeaway

A slim national majority (**51%**) believes the federal government should limit its involvement in areas under provincial jurisdiction. Support for a more active federal role remains a minority view, though it is still preferred by **33%** of Canadians.



Federal role in provincial areas – By region

Which of the following statements comes closest to your view? (A) The federal government should minimize its involvement in areas of provincial responsibility. (B) The federal government should be actively involved in areas of provincial responsibility.



Unweighted n by panel: Atlantic n= 522; Quebec n= 954; Ontario n= 872; Manitoba-Saskatchewan n= 686; Alberta n=1,329; British Columbia n= 648. Whiskers show bootstrap confidence intervals.

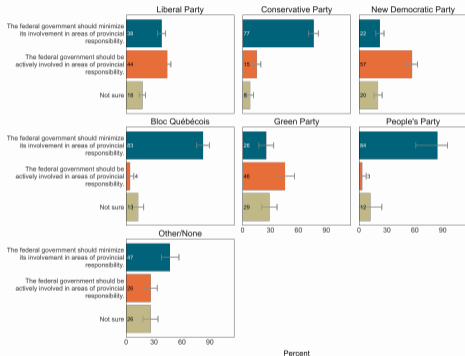
Key takeaway

This preference for a lighter federal touch is visible across most region, but it is especially strong in Quebec (67%) and Alberta (60%).



Federal role in provincial areas – By federal party identification

Which of the following statements comes closest to your view? (A) The federal government should minimize its involvement in areas of provincial responsibility. (B) The federal government should be actively involved in areas of provincial responsibility.



Unweighted n by panel: Liberal Party n=2,194; Conservative Party n= 649; New Democratic Party n= 909; Bloc Québécois n= 353; Green Party n= 312; People's Party n= 107; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

Key takeaway

Partisanship matters a lot here: PPC, BQ, and CPC supporters most strongly favour limiting federal involvement (**84%**, **83%**, and **77%**, respectively), while New Democrats are the most open to active federal engagement (**57%**).





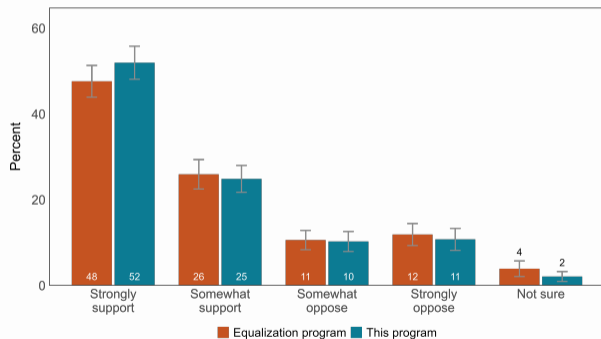
Credit: Parliament of Canada

Equalization

Support for equalization – National

Version A: As you may know, under the federal equalization program, the federal government transfers money to the poorer provinces in order to ensure that Canadians living in every province have access to similar levels of public services. How much do you support or oppose the **equalization program**?

Version B: As you may know, the federal government transfers money to the poorer provinces in order to ensure that Canadians living in every province have access to similar levels of public services. How much do you support or oppose **this program**?



Key takeaway

Support for equalization is broad and robust nationally, and the two wordings produce very similar results (74% and 77%). Opposition is clearly a minority view (23% and 21%).

Unweighted n = 5,019.

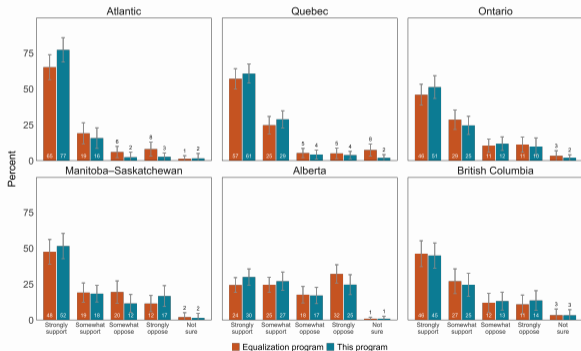
Whiskers show bootstrap confidence intervals.



Support for equalization – By region

Version A: As you may know, under the federal equalization program, the federal government transfers money to the poorer provinces in order to ensure that Canadians living in every province have access to similar levels of public services. How much do you support or oppose the **equalization program**?

Version B: As you may know, the federal government transfers money to the poorer provinces in order to ensure that Canadians living in every province have access to similar levels of public services. How much do you support or oppose **this program**?



Key takeaway

Support is strongest in Atlantic Canada (84%/93%) and Quebec (82%/90%), while Alberta is the most divided and least supportive region. Even so, equalization still retains meaningful backing there (49%/57%).

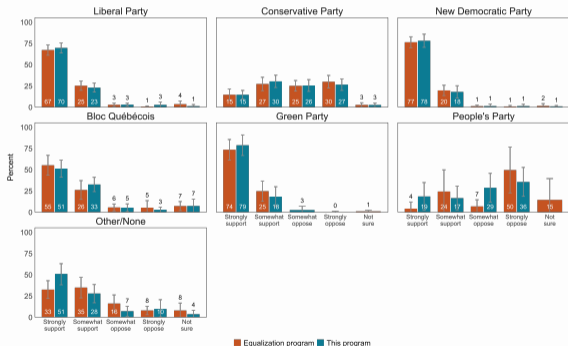
Unweighted n by panel: Atlantic n= 522; Quebec n= 955; Ontario n= 874; Manitoba-Saskatchewan n= 688; Alberta n=1,331; British Columbia n= 649. Whiskers show bootstrap confidence intervals.



Support for equalization – By federal party identification

Version A: As you may know, under the federal equalization program, the federal government transfers money to the poorer provinces in order to ensure that Canadians living in every province have access to similar levels of public services. How much do you support or oppose the **equalization program**?

Version B: As you may know, the federal government transfers money to the poorer provinces in order to ensure that Canadians living in every province have access to similar levels of public services. How much do you support or oppose **this program**?



Unweighted n by panel: Liberal Party n=2,197; Conservative Party n= 850; New Democratic Party n= 911; Bloc Québécois n= 354; Green Party n= 312; People's Party n= 108; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

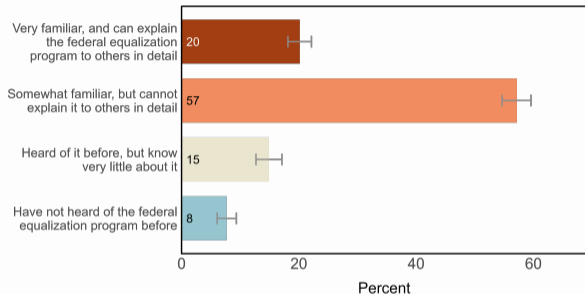
Key takeaway

Support for equalization is strongest among Liberals (92%/93%), New Democrats (97%/96%), and Green supporters (99%/97%) are the most supportive of equalization, while PPC and CPC supporters are the least supportive (28%/36% and 42%/45%, respectively).



Familiarity with equalization – National

Before this survey, how familiar would you say you were with Canada's equalization program?



Unweighted n = 5,003.

Whiskers show bootstrap confidence intervals.

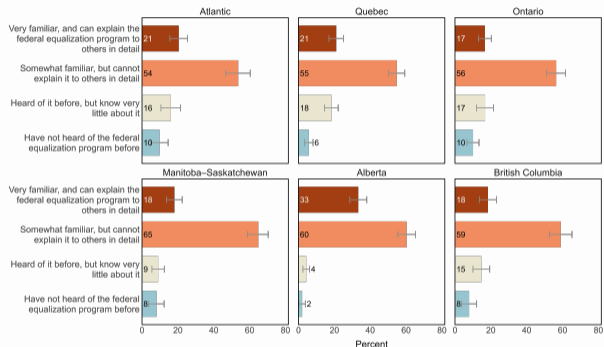
Key takeaway

Most Canadians (57%) say they were somewhat familiar with equalization before the survey, but could not explain it in detail. Deep understanding is limited, and complete unfamiliarity is less common than partial familiarity.



Familiarity with equalization – By region

Before this survey, how familiar would you say you were with Canada's equalization program?



Unweighted n by panel: Atlantic n= 518; Quebec n= 952; Ontario n= 871; Manitoba-Saskatchewan n= 686; Alberta n=1,326; British Columbia n= 650. Whiskers show bootstrap confidence intervals.

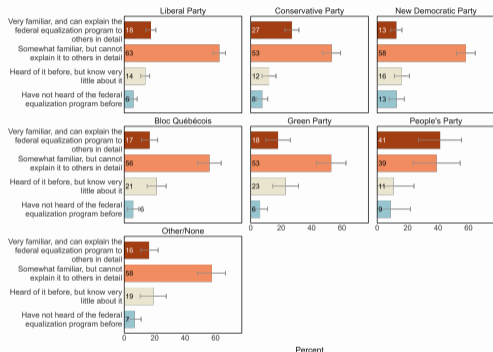
Key takeaway

Moderate familiarity is the dominant pattern in every region, but deeper perceived familiarity is somewhat higher in Alberta (33% say they are very familiar with equalization). This issue is widely recognized, but not widely mastered.



Familiarity with equalization – By federal party identification

Before this survey, how familiar would you say you were with Canada's equalization program?



Unweighted n by panel: Liberal Party n=2,190; Conservative Party n= 649; New Democratic Party n= 908; Bloc Québécois n= 352; Green Party n= 312; People's Party n= 107; Other/None n= 479.
Whiskers show bootstrap confidence intervals.

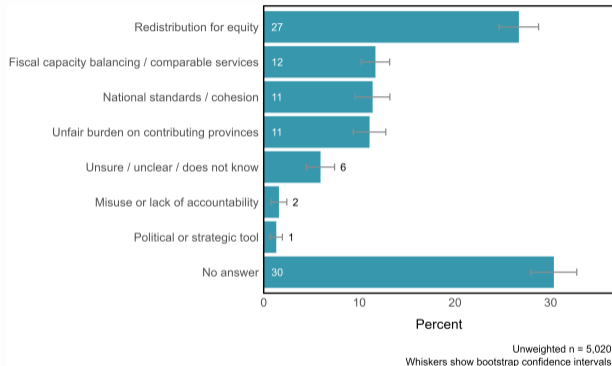
Key takeaway

Across party groups, most Canadians report partial familiarity rather than deep familiarity with equalization. Right-wing party supporters appear somewhat more knowledgeable (41% of PPC supporters and 27% of CPC supporters report high familiarity), but no group stands out for widespread mastery.



Meaning of equalization for Canadians — National

In your own words, what does Canada's equalization program mean to you? [open-ended responses recoded into topic categories]



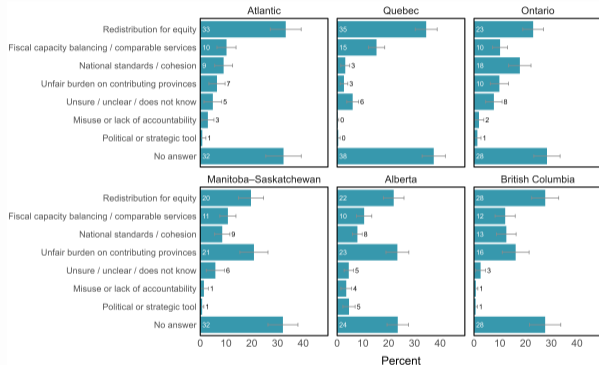
Key takeaway

About one in four Canadians (27%) describe equalization primarily as redistribution for equity. Other responses are mainly divided between fiscal capacity balancing/comparable services (12%), national standards/cohesion (11%), and unfair burden on contributing provinces (11%).



Meaning of equalization for Canadians — By region

In your own words, what does Canada's equalization program mean to you? [open-ended responses recoded into topic categories]



Unweighted n by panel: Atlantic n=522; Quebec n=955; Ontario n=874; Manitoba-Saskatchewan n=688; Alberta n=1,331; British Columbia n=650. Whiskers show bootstrap confidence intervals.

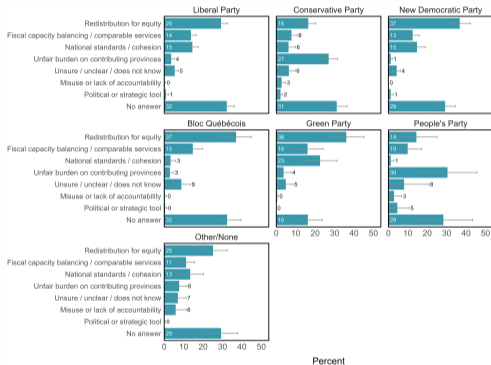
Key takeaway

Across regions, redistribution for equity remains the most common response, but is notably higher in Quebec (35%) and the Atlantic (33%), and lower in Manitoba-Saskatchewan (20%) and Alberta (22%). By contrast, viewing equalization as an unfair burden on contributing provinces is substantially more common in Alberta (23%) and Manitoba-Saskatchewan (21%) than elsewhere in the country.



Meaning of equalization for Canadians — By federal party identification

In your own words, what does Canada's equalization program mean to you? [open-ended responses recoded into topic categories]



Unweighted n by panel: Liberal Party n=2,198; Conservative Party n=650; New Democratic Party n=911; Green Party n=312; Bloc Québécois n=354; People's Party n=108; Other/None n=487. Whiskers show bootstrap confidence intervals.

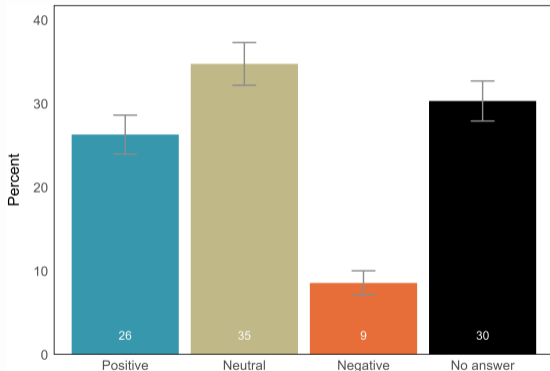
Key takeaway

Across federal party identification, redistribution for equity is most prominent among NDP (37%), BQ (37%), and Green (36%) supporters, compared to lower shares among Liberals (29%) and especially Conservatives (16%) and PPC supporters (14%). By contrast, viewing equalization as an unfair burden on contributing provinces is substantially higher among CPC (27%) and PPC supporters (30%) than among other groups.



Equalization meaning sentiment analysis — National

In your own words, what does Canada's equalization program mean to you? [open-ended responses recoded into sentiment categories]



Unweighted n = 5,020.

Whiskers show bootstrap confidence intervals.

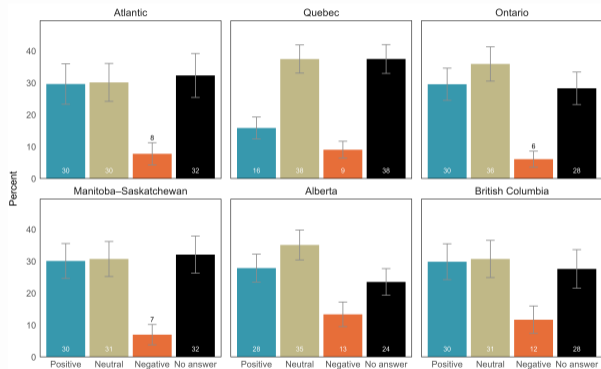
Key takeaway 📌

Excluding non-responses, Canadians' interpretations of equalization are most often neutral (35%), followed by positive sentiment (26%), while negative sentiment remains comparatively limited (9%).



Equalization meaning sentiment analysis — By region

In your own words, what does Canada's equalization program mean to you? [open-ended responses recoded into sentiment categories]



Unweighted n by panel: Atlantic n=522; Quebec n=955; Ontario n=874; Manitoba-Saskatchewan n=688; Alberta n=1,331; British Columbia n=650. Whiskers show bootstrap confidence intervals.

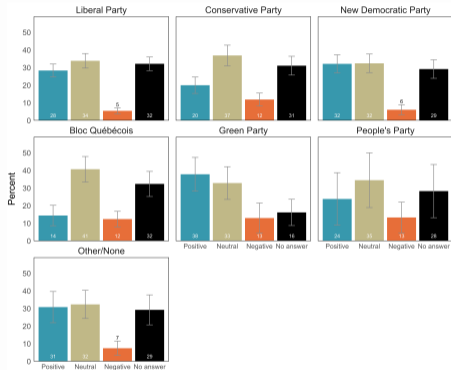
Key takeaway

Across regions, neutral and positive sentiment predominate. However, views in Quebec are notably less positive (only **16%**), largely reflecting a higher share of neutral assessments (**38%**) and non-responses (**38%**). Negative sentiment is also somewhat more pronounced in Alberta (**13%**) and British Columbia (**12%**).



Equalization meaning sentiment analysis — By federal party identification

In your own words, what does Canada's equalization program mean to you? [open-ended responses recoded into sentiment categories]



Unweighted n by panel: Liberal Party n=2,196; Conservative Party n=650; New Democratic Party n=911; Green Party n=312; Bloc Québécois n=354; People's Party n=108; Other/None n=487.
Whiskers show bootstrap confidence intervals.

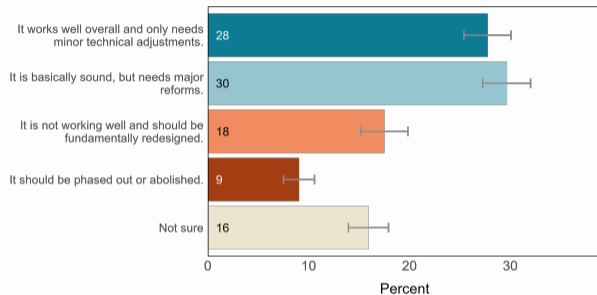
Key takeaway

Across federal party identification, neutral and positive sentiment predominate. However, supporters of the Bloc Québécois and right-leaning parties are less likely to attach a positive meaning to equalization: only **14%** of BQ supporters do so, compared to **20%** among Conservative supporters and **24%** among PPC supporters. That said, negative sentiment remains relatively limited across these groups.



Views of equalization – National

Thinking about the federal equalization program in Canada, which of these statements comes closest to your point of view?



Unweighted n = 5,015.

Whiskers show bootstrap confidence intervals.

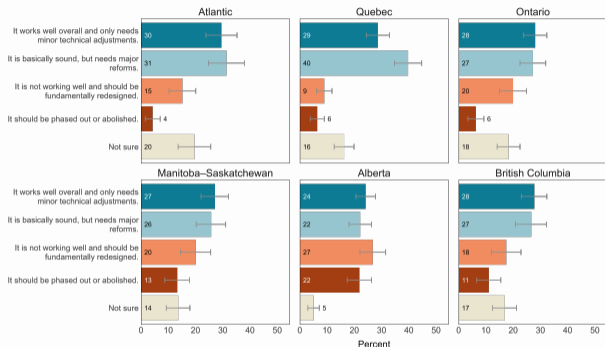
Key takeaway

Canadians are more likely to want reform than abolition (**76% vs 9%**). The modal view is that equalization is basically sound but needs major reforms (**30%**).



Views of equalization – By region

Thinking about the federal equalization program in Canada, which of these statements comes closest to your point of view?



Unweighted n by panel: Atlantic n= 522; Quebec n= 955; Ontario n= 873; Manitoba-Saskatchewan n= 687; Alberta n=1,330; British Columbia n= 648.
Whiskers show bootstrap confidence intervals.

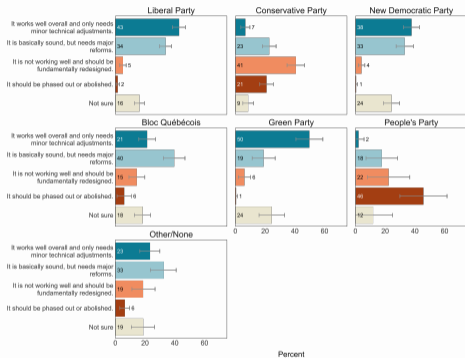
Key takeaway

Regional differences are sharp: Alberta stands out for being much more likely to favour abolition (**22%**) or major redesign (**27%**). Elsewhere, reform rather than repeal is the dominant instinct.



Views of equalization – By federal party identification

Thinking about the federal equalization program in Canada, which of these statements comes closest to your point of view?



Unweighted n by panel: Liberal Party n=2,195; Conservative Party n= 649; New Democratic Party n= 911; Bloc Québécois n= 354; Green Party n= 312; People's Party n= 108; Other/None n= 480.
Whiskers show bootstrap confidence intervals.

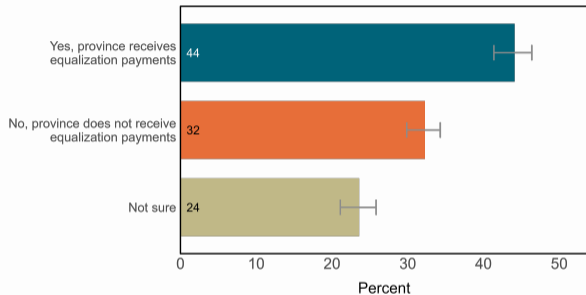
Key takeaway

Partisan divisions are clear. Liberals, New Democrats, Bloc Québécois, and Green supporters are more likely to see equalization as workable with reforms (between **61%** and **77%** depending on the region), while PPC and CPC supporters are much more inclined toward abolition (**46%** and **21%**, respectively) or major overhaul (**22%** and **41%**, respectively).



Knowledge of equalization status – National

As far as you know, does [PROVINCE] currently receive equalization payments from the federal government?



Unweighted n = 5,005.
Whiskers show bootstrap confidence intervals.

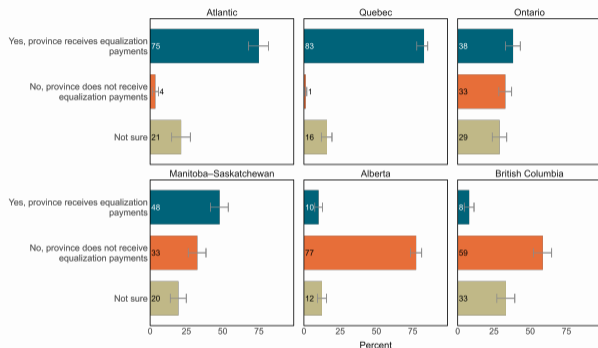
Key takeaway

Nationally, the largest group says their province receives equalization payments (44%), but a sizeable minority says it does not (32%) and many are unsure (24%). The graph points to widespread confusion about provincial status.



Knowledge of equalization status – By region

As far as you know, does [PROVINCE] currently receive equalization payments from the federal government?



Unweighted n by panel: Atlantic n= 520; Quebec n= 949; Ontario n= 873; Manitoba-Saskatchewan n= 685; Alberta n=1,330; British Columbia n= 648. Whiskers show bootstrap confidence intervals.

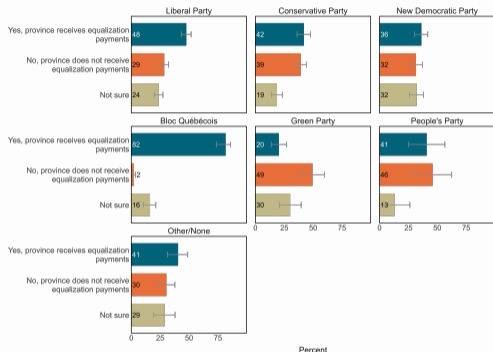
Key takeaway

Regional responses track real provincial status fairly well: recipient provinces mostly recognize that they receive payments (e.g., **83%** in Quebec and **75%** in Atlantic Canada), while Alberta and British Columbia mostly say they do not (**77%** and **59%**, respectively). Ontario stands out as comparatively mixed and uncertain.



Knowledge of equalization status – By federal party identification

As far as you know, does [PROVINCE] currently receive equalization payments from the federal government?



Unweighted n by panel: Liberal Party n=2,195; Conservative Party n= 647; New Democratic Party n= 909; Bloc Québécois n= 351; Green Party n= 312; People's Party n= 108; Other/None n= 477.
Whiskers show bootstrap confidence intervals.

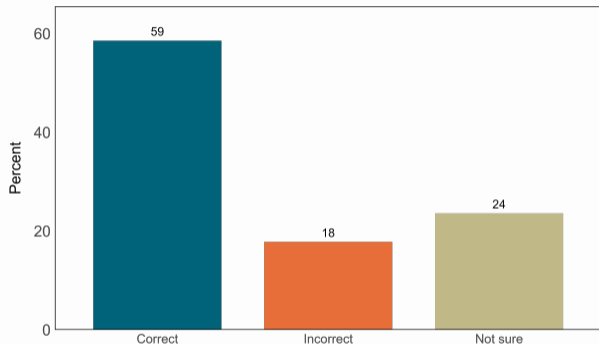
Key takeaway

Knowledge varies by party, but no partisan group is free of confusion, with the notable exception of BQ supporters (82% correctly recognize that Quebec receives equalization payments). Province-specific realities matter more than party identity, yet uncertainty remains substantial across the board.



Accuracy of equalization knowledge – National

Accuracy of respondents' knowledge about whether [PROVINCE] receives equalization payments.



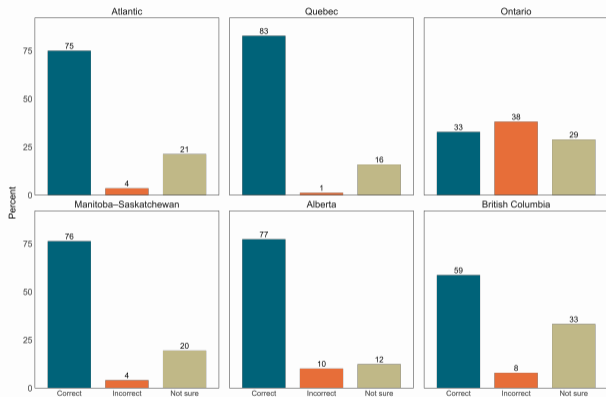
Key takeaway

Most Canadians answer the equalization-status question correctly (59%), but about four in ten are either wrong (18%) or unsure (24%).



Accuracy of equalization knowledge – By region

Accuracy of respondents' knowledge about whether [PROVINCE] receives equalization payments.



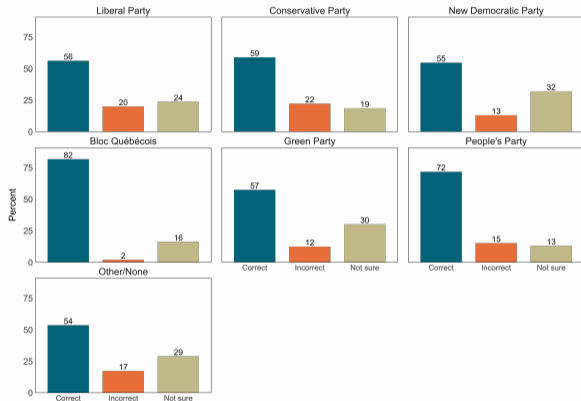
Key takeaway 📌

Accuracy seems highest in provinces where equalization status is politically salient (more than three quarters of people in Atlantic Canada, Quebec, the Prairies, and Alberta), and weakest in Ontario (only 33% provided a correct answer) and British Columbia (59%). Regional context clearly helps people get the answer right.



Accuracy of equalization knowledge – By federal party identification

Accuracy of respondents' knowledge about whether [PROVINCE] receives equalization payments.



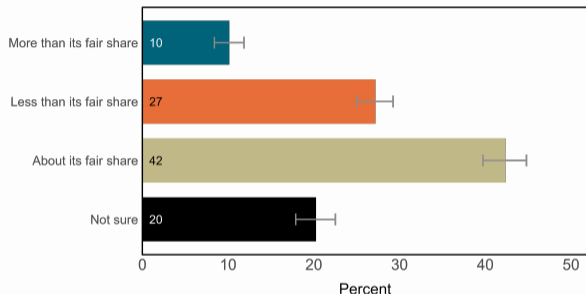
Key takeaway

Accuracy also varies by party: BQ and PPC supporters look relatively well informed on this item (**82%** and **72%**, respectively), while other party groups show more error or uncertainty. Still, correct responses remain the plurality in every camp.



Perceived provincial share – National

Taking into account all federal government spending, including programs and transfers to the provinces, do you think that [PROVINCE] receives...?



Unweighted n = 5,016.

Whiskers show bootstrap confidence intervals.

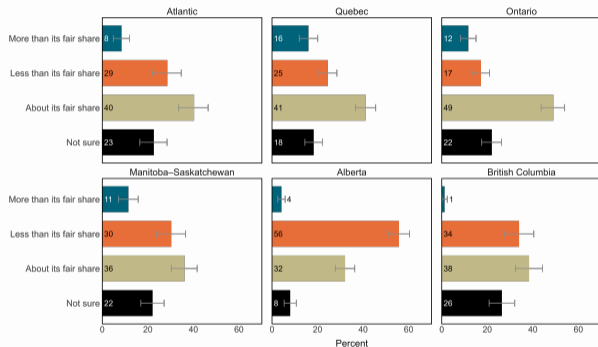
Key takeaway

The most common view is that provinces receive about their fair share of federal spending (42%), but many think their province gets less than it should (27%). Very few think their province gets more than its fair share (10%).



Perceived provincial share – By region

Taking into account all federal government spending, including programs and transfers to the provinces, do you think that [PROVINCE] receives...?



Unweighted n by panel: Atlantic n= 521; Quebec n= 955; Ontario n= 673; Manitoba-Saskatchewan n= 687; Alberta n=1,330; British Columbia n= 650. Whiskers show bootstrap confidence intervals.

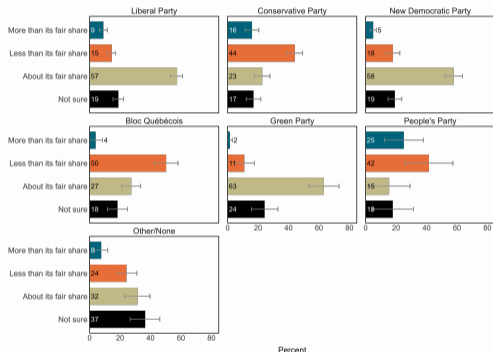
Key takeaway

Alberta stands out sharply: a majority (56%) says the province gets less than its fair share of federal spending. In recipient provinces, by contrast, the modal answer is usually that the province gets about the right amount.



Perceived provincial share – By federal party identification

Taking into account all federal government spending, including programs and transfers to the provinces, do you think that [PROVINCE] receives...?



Unweighted n by panel: Liberal Party n=2,197; Conservative Party n= 648; New Democratic Party n= 911; Bloc Québécois n= 354; Green Party n= 312; People's Party n= 108; Other/None n= 480.
Whiskers show bootstrap confidence intervals.

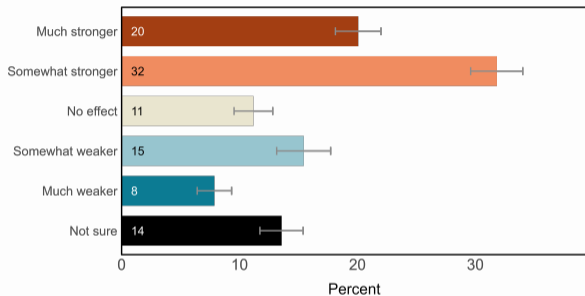
Key takeaway

Perceptions of unfair treatment are strongest among BQ supporters (50%) as well as Conservatives (44%) and PPC supporters (42%). Liberals and New Democrats are more likely to say their province receives about its fair share.



Economic effects of equalization – National

In your opinion, does Canada's system of equalization payments make the Canadian economy stronger or weaker?



Unweighted n = 5,016.
Whiskers show bootstrap confidence intervals.

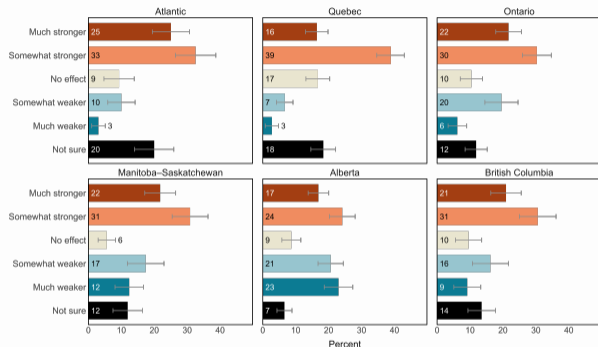
Key takeaway

On balance, Canadians are more likely to say equalization makes the economy stronger than weaker (52% vs 23%).



Economic effects of equalization – By region

In your opinion, does Canada's system of equalization payments make the Canadian economy stronger or weaker?



Unweighted n by panel: Atlantic n= 522; Quebec n= 953; Ontario n= 873; Manitoba-Saskatchewan n= 688; Alberta n=1,331; British Columbia n= 649. Whiskers show bootstrap confidence intervals.

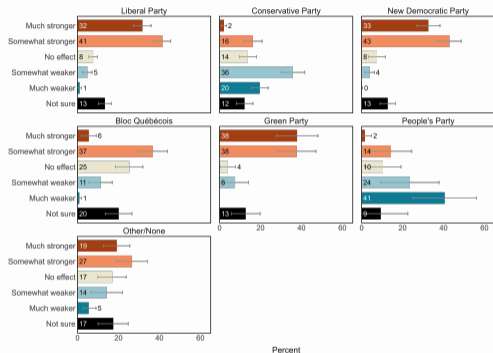
Key takeaway

This positive economic view holds in most regions, but Albertans are much more likely to say equalization weakens the economy (44%). Elsewhere, net assessments are generally positive.



Economic effects of equalization – By federal party identification

In your opinion, does Canada's system of equalization payments make the Canadian economy stronger or weaker?



Unweighted n by panel: Liberal Party n=2,196; Conservative Party n= 650; New Democratic Party n= 911; Bloc Québécois n= 353; Green Party n= 312; People's Party n= 108; Other/None n= 480.
Whiskers show bootstrap confidence intervals.

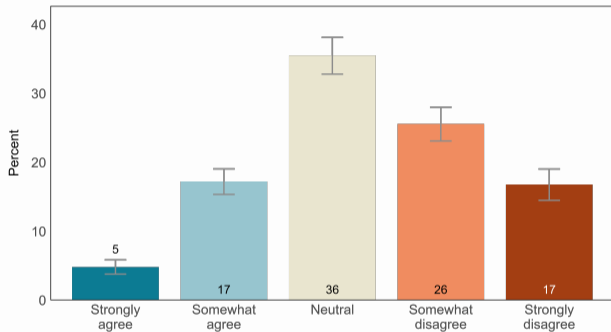
Key takeaway

Conservatives and People's Party supporters are the least likely to see equalization as beneficial: **56%** of CPC supporters believe equalization makes the Canadian economy somewhat or much weaker, a feeling that is shared by **65%** of PPC supporters.



Equalization transparency – National

The way the federal government makes decisions about equalization transfers to the provinces is transparent.



Unweighted n = 5,017.

Whiskers show bootstrap confidence intervals.

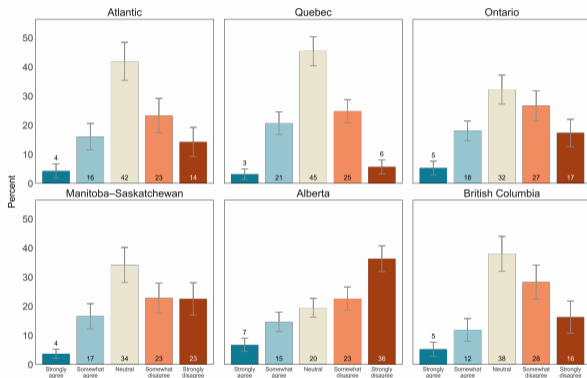
Key takeaway ↗

Overall, Canadians tend to disagree that equalization decisions are transparent: about two in five (43%) believe transparency is lacking, compared with only 23% who consider the process transparent.



Equalization transparency – By region

The way the federal government makes decisions about equalization transfers to the provinces is transparent.



Unweighted n by panel: Atlantic n= 522; Quebec n= 954; Ontario n= 873; Manitoba-Saskatchewan n= 688; Alberta n=1,331; British Columbia n= 649. Whiskers show bootstrap confidence intervals.

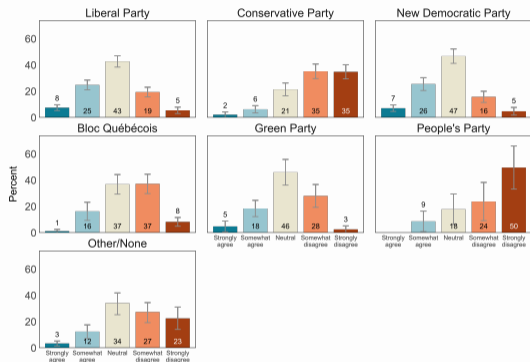
Key takeaway

No region expresses strong confidence in the transparency of equalization decisions, and this is especially pronounced in Alberta, where 59% disagree that these decisions are made transparently. Even in regions where views are somewhat less negative, neutrality and disagreement still predominate.



Equalization transparency – By federal party identification

The way the federal government makes decisions about equalization transfers to the provinces is transparent.



Unweighted n by panel: Liberal Party n=2,198; Conservative Party n= 650; New Democratic Party n= 910; Bloc Québécois n= 353; Green Party n= 312; People's Party n= 108; Other/None n= 480.
Whiskers show bootstrap confidence intervals.

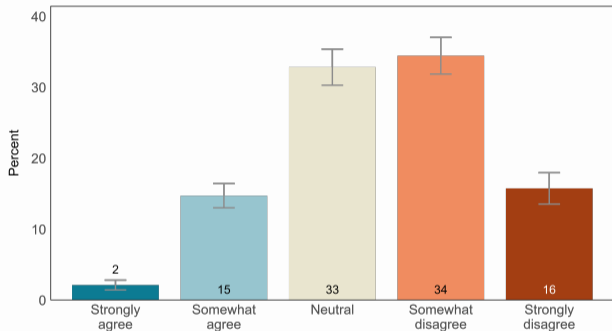
Key takeaway

Disagreement over the adequacy of transparency is strongest among PPC and CPC supporters (**75%** and **70%**, respectively). Liberal and NDP identifiers are somewhat less critical—fewer than one in four perceive a lack of transparency—but positive assessments remain limited across all groups.



Equalization understanding – National

The way the federal government makes decisions about equalization transfers to the provinces is easy to understand.



Unweighted n = 5,019.

Whiskers show bootstrap confidence intervals.

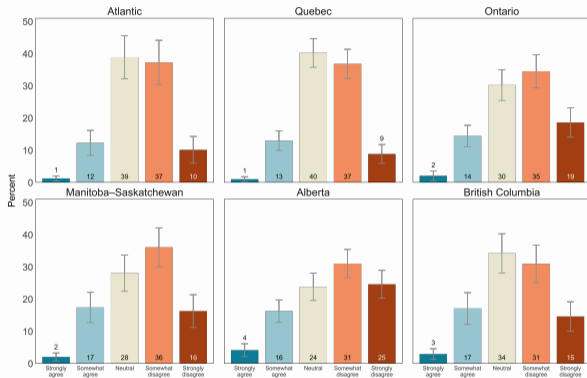
Key takeaway ↗

Canadians generally do not find equalization easy to understand. Disagreement outweighs agreement by a wide margin: **50%** say the federal government's decision-making process is not easy to grasp, while only **17%** agree that it is. Only a very small minority strongly believe the system is easy to follow.



Equalization understanding – By region

The way the federal government makes decisions about equalization transfers to the provinces is easy to understand.



Unweighted n by panel: Atlantic n= 522; Quebec n= 955; Ontario n= 874; Manitoba-Saskatchewan n= 688; Alberta n=1,331; British Columbia n= 649. Whiskers show bootstrap confidence intervals.

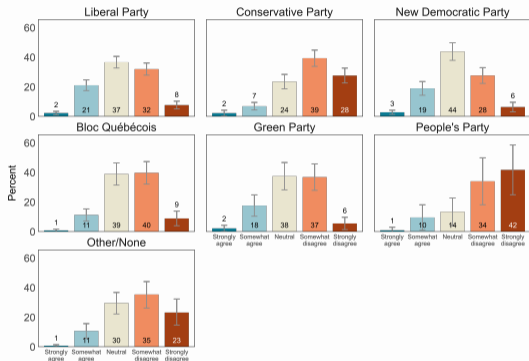
Key takeaway

This sense of complexity is consistent across regions. Nowhere does a majority say the system is easy to understand, and in no region does agreement exceed 20%.



Equalization understanding – By federal party identification

The way the federal government makes decisions about equalization transfers to the provinces is easy to understand.



Unweighted n by panel: Liberal Party n=2,198; Conservative Party n= 650; New Democratic Party n= 910; Bloc Québécois n= 354; Green Party n= 312; People's Party n= 108; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

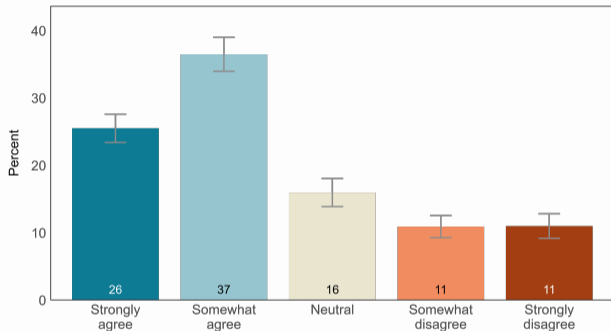
Key takeaway

Difficulty understanding equalization cuts across party lines, though the perceived opacity of decision making seems much higher among PPC and CPC identifiers (76% and 67%, respectively). Even among friendlier partisan groups, few say the system is easy to understand.



Equalization and national unity – National

The federal equalization program is important for Canadian national unity.



Unweighted n = 5,015.

Whiskers show bootstrap confidence intervals.

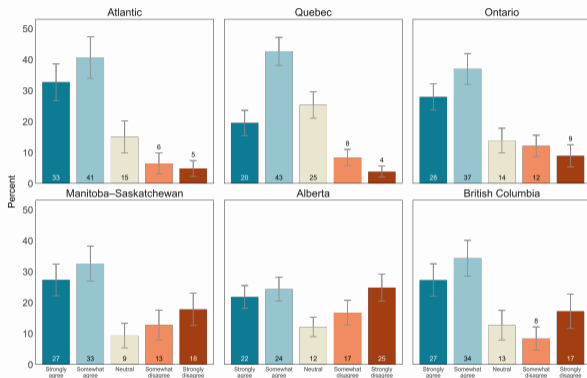
Key takeaway ↗

Nationally, more Canadians agree than disagree that equalization matters for Canadian unity (63% vs 22%). Disagreement is clearly a minority position.



Equalization and national unity – By region

The federal equalization program is important for Canadian national unity.



Unweighted n by panel: Atlantic n= 521; Quebec n= 952; Ontario n= 873; Manitoba-Saskatchewan n= 688; Alberta n=1,331; British Columbia n= 650. Whiskers show bootstrap confidence intervals.

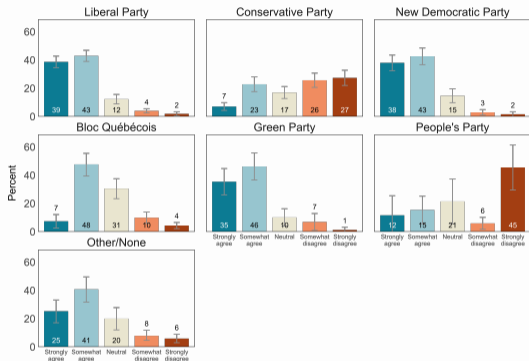
Key takeaway

Most regions lean toward viewing equalization as important for national unity, but Alberta stands out as more divided and less inclined to see the program this way—only **46%** consider it important for unity. Support for the program's unifying role also appears strongest outside the West.



Equalization and national unity – By federal party identification

The federal equalization program is important for Canadian national unity.



Unweighted n by panel: Liberal Party n=2,197; Conservative Party n= 650; New Democratic Party n= 909; Bloc Québécois n= 352; Green Party n= 312; People's Party n= 108; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

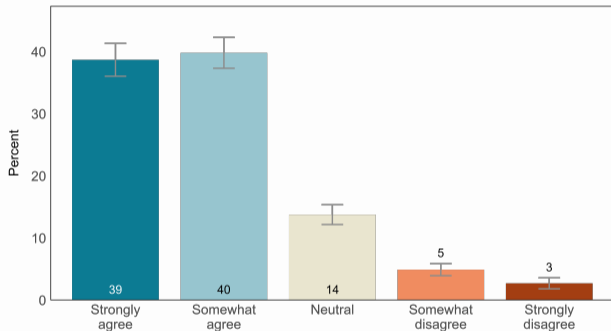
Key takeaway

Supporters of the Liberal Party (**82%**), NDP (**81%**), and Green Party (**81%**) are far more likely to link equalization to national unity. In contrast, CPC and PPC identifiers are much less inclined to do so, with only **30%** and **27%** expressing this view.



Equalization incentives – National

The equalization program should include incentives to encourage recipient provinces to grow their economies.



Unweighted n = 5,017.

Whiskers show bootstrap confidence intervals.

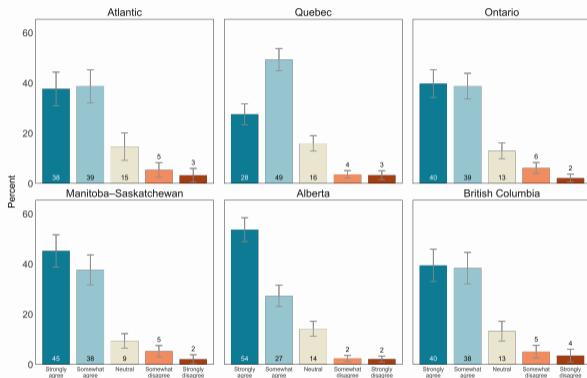
Key takeaway

There is overwhelming support for adding incentives that encourage recipient provinces to grow their economies (79%), while disagreement is minimal (8%).



Equalization incentives – By region

The equalization program should include incentives to encourage recipient provinces to grow their economies.



Unweighted n by panel: Atlantic n= 520; Quebec n= 955; Ontario n= 874; Manitoba-Saskatchewan n= 687; Alberta n=1,331; British Columbia n= 650. Whiskers show bootstrap confidence intervals.

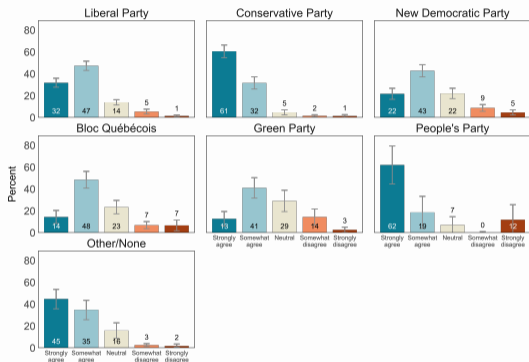
Key takeaway

This is one of the clearest points of consensus in the survey: every region strongly supports growth incentives within equalization. The disagreement is over design, not over whether incentives should exist. Agreement is especially high in Alberta (**81%**).



Equalization incentives – By federal party identification

The equalization program should include incentives to encourage recipient provinces to grow their economies.



Unweighted n by panel: Liberal Party n=2,197; Conservative Party n= 649; New Democratic Party n= 911; Bloc Québécois n= 354; Green Party n= 312; People's Party n= 108; Other/None n= 480.
Whiskers show bootstrap confidence intervals.

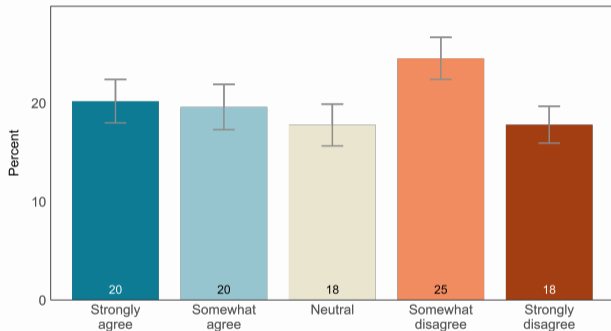
Key takeaway

Support for incentives is broad across party lines, but it is especially strong among CPC and PPC supporters (93% and 81%, respectively).



Fairness of recurring equalization – National

It is unfair that some provinces receive equalization payments year after year while other provinces never do.



Unweighted n = 5,019.

Whiskers show bootstrap confidence intervals.

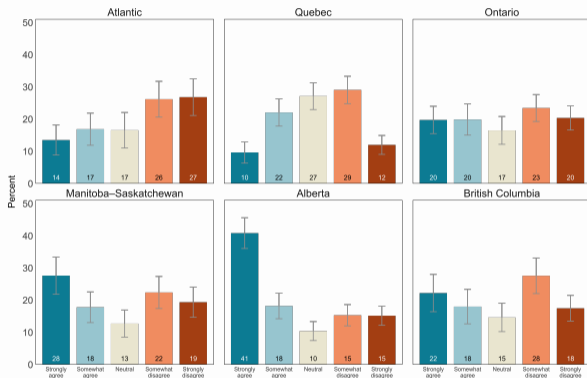
Key takeaway ↗

Views are closely divided on whether it is unfair that some provinces receive equalization year after year while others never do (**40%** agree and **43%** disagree). The public is split rather than clearly aligned on one side.



Fairness of recurring equalization – By region

It is unfair that some provinces receive equalization payments year after year while other provinces never do.



Unweighted n by panel: Atlantic n= 522; Quebec n= 954; Ontario n= 874; Manitoba-Saskatchewan n= 688; Alberta n=1,331; British Columbia n= 650. Whiskers show bootstrap confidence intervals.

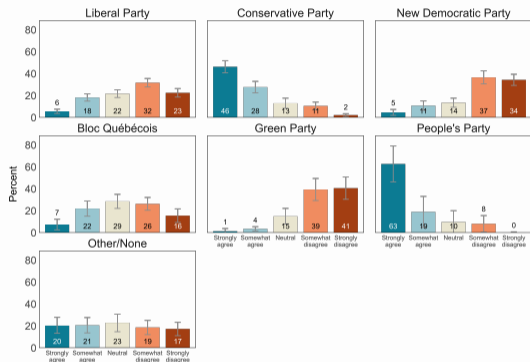
Key takeaway 📌

Regional tensions drive this divide. Alberta is far more likely to see recurring equalization as unfair (59% agree), while recipient regions are less likely to endorse that complaint (e.g., only 31% in Atlantic Canada and 32% in Quebec).



Fairness of recurring equalization – By federal party identification

It is unfair that some provinces receive equalization payments year after year while other provinces never do.



Unweighted n by panel: Liberal Party n=2,197; Conservative Party n= 650; New Democratic Party n= 911; Bloc Québécois n= 354; Green Party n= 312; People's Party n= 108; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

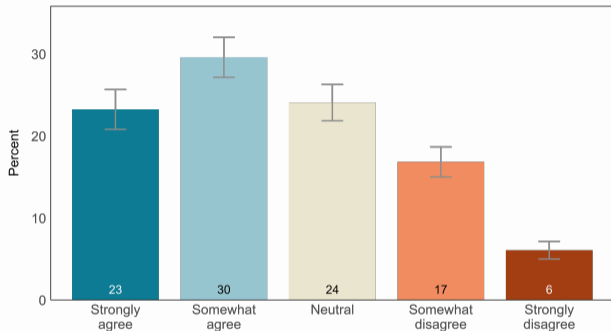
Key takeaway

Conservative and People's Party supporters are the most likely to view recurring equalization as unfair, with **74%** of CPC and **82%** of PPC identifiers expressing this view.



Regional fairness of equalization – National

Canada's current system of equalization payments puts the interests of some regions ahead of other regions.



Unweighted n = 5,015.

Whiskers show bootstrap confidence intervals.

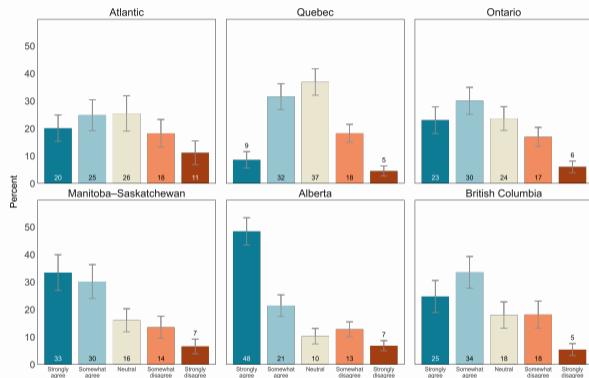
Key takeaway ↗

Nationally, more Canadians agree than disagree that equalization benefits some regions at the expense of others (53% vs 23%). The dominant reading is that the program is seen as regionally uneven.



Regional fairness of equalization – By region

Canada's current system of equalization payments puts the interests of some regions ahead of other regions.



Unweighted n by panel: Atlantic n= 520; Quebec n= 955; Ontario n= 872; Manitoba-Saskatchewan n= 688; Alberta n=1,330; British Columbia n= 650. Whiskers show bootstrap confidence intervals.

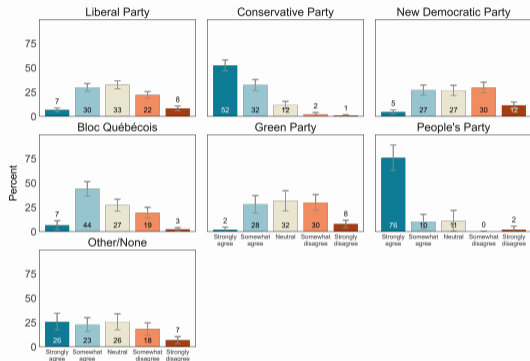
Key takeaway

This perception is strongest in Alberta (69%) and weaker in provinces that benefit more directly from equalization (e.g., 45% in Atlantic Canada and 41% in Quebec). The graph suggests that regional self-interest strongly structures fairness judgments.



Regional fairness of equalization – By federal party identification

Canada's current system of equalization payments puts the interests of some regions ahead of other regions.



Unweighted n by panel: Liberal Party n=2,196; Conservative Party n= 650; New Democratic Party n= 910; Bloc Québécois n= 354; Green Party n= 310; People's Party n= 108; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

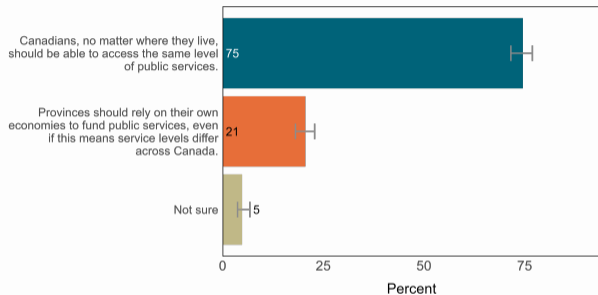
Key takeaway

Again, the strongest sense of regional unfairness appears among People's Party and Conservative supporters (**86%** and **84%**, respectively). Liberal, NDP, and Green supporters are considerably less likely to see the program as tilted toward some regions.



Preferences for equal public services – National

Which of these statements comes closest to your point of view?



Unweighted n = 4,998.

Whiskers show bootstrap confidence intervals.

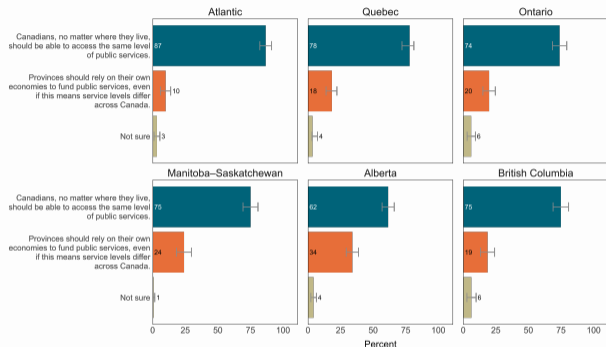
Key takeaway

There is overwhelming support for the principle that Canadians should have access to similar public services regardless of where they live, even if this requires transfers (**75%**). A smaller, but still notable, share of Canadians say the provinces should rely on their own economies to fund public services (**21%**).



Preferences for equal public services – By region

Which of these statements comes closest to your point of view?



Unweighted n by panel: Atlantic n= 521; Quebec n= 943; Ontario n= 873; Manitoba-Saskatchewan n= 685; Alberta n=1,328; British Columbia n= 648.
Whiskers show bootstrap confidence intervals.

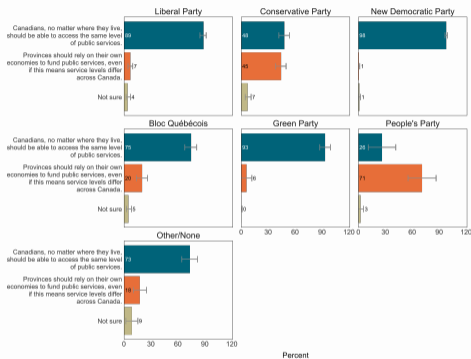
Key takeaway

Every region leans strongly toward equal public services, though Alberta is somewhat less emphatic (62%) than the rest of the country. Even there, the pro-equality option remains clearly ahead.



Preferences for equal public services – By federal party identification

Which of these statements comes closest to your point of view?



Unweighted n by panel: Liberal Party n=2,187; Conservative Party n= 646; New Democratic Party n= 910; Bloc Québécois n= 351; Green Party n= 311; People's Party n= 108; Other/None n= 479.
Whiskers show bootstrap confidence intervals.

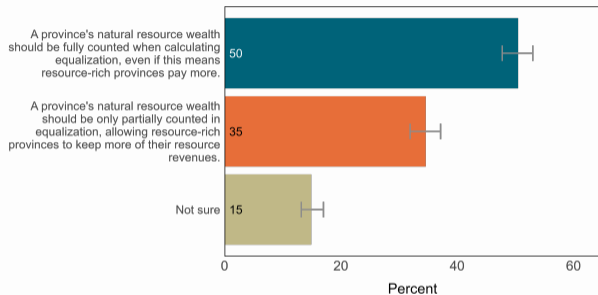
Key takeaway

Support for equal public services is broad across party groups, but it is strongest among Liberals (89%), New Democrats (98%), and Green supporters (93%) and much weaker among Conservatives (48%) and People's Party supporters (26%).



Natural resources in equalization — National

Which of these statements comes closest to your point of view?



Unweighted n = 4,999.

Whiskers show bootstrap confidence intervals.

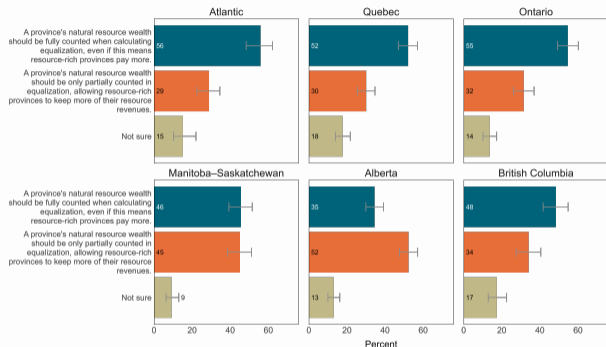
Key takeaway

Canadians lean toward fully counting natural-resource revenues when equalization payments are calculated (50% support that approach). Partial exclusion draws less support (35%).



Natural resources in equalization — By region

Which of these statements comes closest to your point of view?



Unweighted n by panel: Atlantic n= 518; Quebec n= 951; Ontario n= 872; Manitoba-Saskatchewan n= 684; Alberta n=1,329; British Columbia n= 645.
Whiskers show bootstrap confidence intervals.

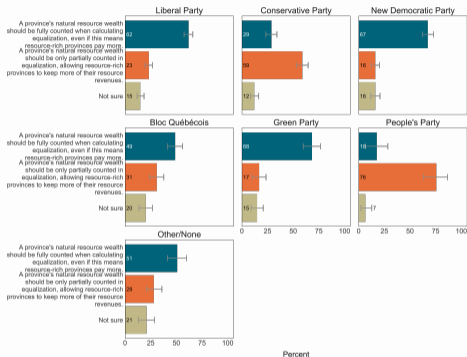
Key takeaway

Support for fully counting resource revenues is visible across regions, but it is notably weaker in western Canada. In Alberta, partial counting is the most preferred option (52%), and in Manitoba-Saskatchewan it draws support comparable to full counting (45% vs 46%). The pattern underscores that resource politics remains a key fault line in debates over federal transfers.



Natural resources in equalization — By federal party identification

Which of these statements comes closest to your point of view?



Unweighted n by panel: Liberal Party n=2,184; Conservative Party n= 648; New Democratic Party n= 910; Bloc Québécois n= 353; Green Party n= 310; People's Party n= 107; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

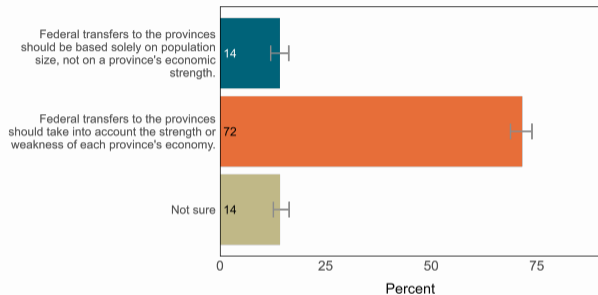
Key takeaway

Right-wing supporters stand out for their support of partially counting natural resource revenues: **59%** of Conservative supporters and **76%** of PPC identifiers favour that option.



Basis for federal transfers to provinces – National

Which of these statements comes closest to your point of view?



Unweighted n = 5,001.

Whiskers show bootstrap confidence intervals.

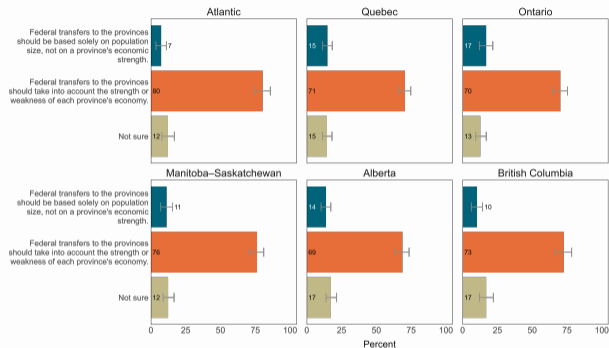
Key takeaway

There is a strong national consensus that federal transfers should be based on a province's fiscal needs and available resources (**72%**), rather than on its population size (**14%**).



Basis for federal transfers to provinces – By region

Which of these statements comes closest to your point of view?



Unweighted n by panel: Atlantic n= 520; Quebec n= 952; Ontario n= 871; Manitoba-Saskatchewan n= 684; Alberta n=1,326; British Columbia n= 648.
Whiskers show bootstrap confidence intervals.

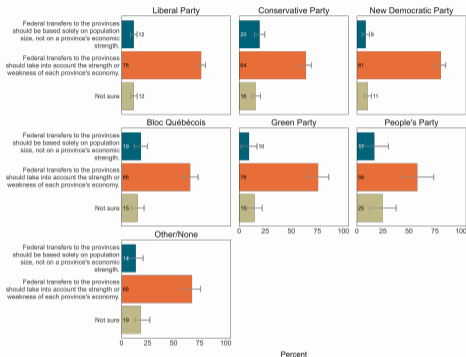
Key takeaway

This needs-based principle holds across every region and is even more pronounced in the smaller Atlantic provinces (**80%**). Despite their many differences, Canadians broadly favour a transfer formula grounded in provincial circumstances rather than population size.



Basis for federal transfers to provinces — By federal party identification

Which of these statements comes closest to your point of view?



Unweighted n by panel: Liberal Party n=2,189; Conservative Party n= 648; New Democratic Party n= 908; Bloc Québécois n= 353; Green Party n= 312; People's Party n= 108; Other/None n= 477.
Whiskers show bootstrap confidence intervals.

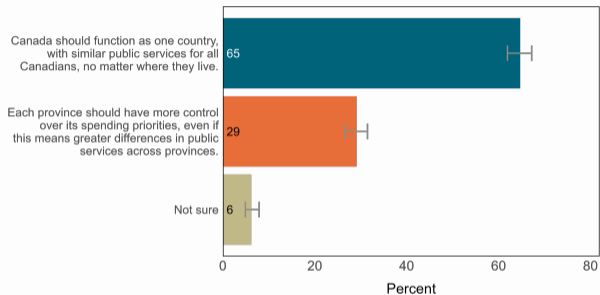
Key takeaway

The same pattern appears across party groups: most people favour need- and resource-based transfers. Support for this option is somewhat lower among Conservatives (64%) and PPC supporters (58%), the latter of whom include a notably higher share of unsure individuals (25%).



National standards vs provincial control – National

Which of these statements comes closest to your point of view?



Unweighted n = 5,005.

Whiskers show bootstrap confidence intervals.

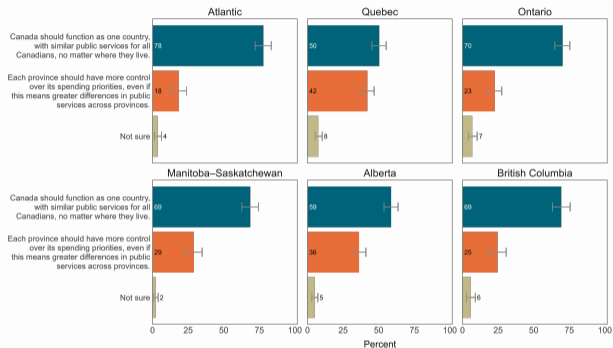
Key takeaway

Most Canadians prefer Canada-wide standards on key services (**65%**), even if this limits provincial variation. Provincial control without common national standards is clearly the minority view (**29%**).



National standards vs provincial control — By region

Which of these statements comes closest to your point of view?



Unweighted n by panel: Atlantic n= 519; Quebec n= 950; Ontario n= 870; Manitoba-Saskatchewan n= 687; Alberta n=1,330; British Columbia n= 649.
Whiskers show bootstrap confidence intervals.

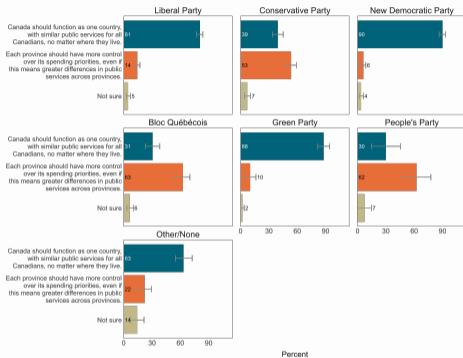
Key takeaway

Broad support for national standards is evident in every region, though it is noticeably weaker in Alberta (59%) and especially in Quebec (50%).



National standards vs provincial control — By federal party identification

Which of these statements comes closest to your point of view?



Unweighted n by panel: Liberal Party n=2,191; Conservative Party n= 647; New Democratic Party n= 907; Bloc Québécois n= 353; Green Party n= 312; People's Party n= 103; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

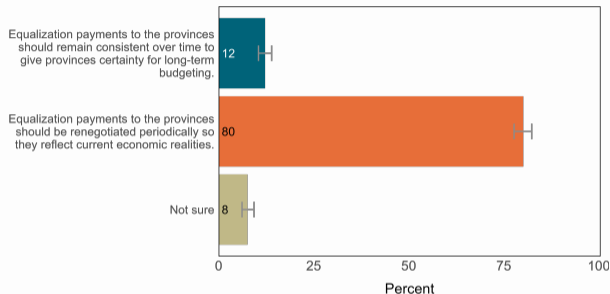
Key takeaway

Liberals and New Democrats, and Green supporters are especially supportive of national standards, while right-wing and regionalist party supporters are more favourable to provincial control. Among Conservatives, **53%** favour more provincial authority, as do **62%** of PPC supporters and **63%** of BQ supporters.



Renegotiation of equalization payments — National

Which of these statements comes closest to your point of view?



Unweighted n = 5,008.

Whiskers show bootstrap confidence intervals.

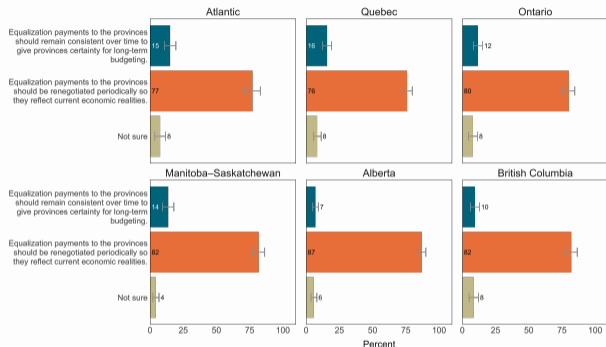
Key takeaway

A large majority of Canadians (**80%**) believe equalization payments should be renegotiated periodically to reflect current economic realities. Only **12%** prefer maintaining consistent payments over time for long-term budgeting certainty.



Renegotiation of equalization payments — By region

Which of these statements comes closest to your point of view?



Unweighted n by panel: Atlantic n= 521; Quebec n= 951; Ontario n= 873; Manitoba-Saskatchewan n= 687; Alberta n=1,329; British Columbia n= 647.
Whiskers show bootstrap confidence intervals.

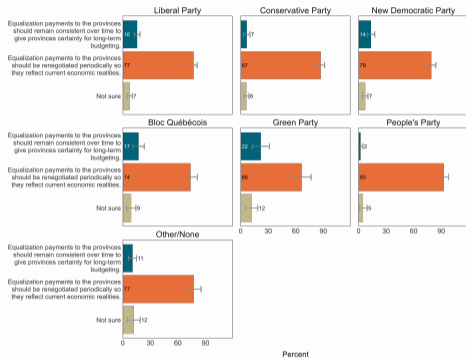
Key takeaway

Across all regions, there is overwhelming support for renegotiating equalization payments, with roughly three-quarters to nearly nine in ten respondents favouring periodic adjustments. This view is strongest in Alberta (87%).



Renegotiation of equalization payments — By federal party identification

Which of these statements comes closest to your point of view?



Unweighted n by panel: Liberal Party n=2,192; Conservative Party n= 648; New Democratic Party n= 911; Bloc Québécois n= 353; Green Party n= 311; People's Party n= 107; Other/None n= 480.
Whiskers show bootstrap confidence intervals.

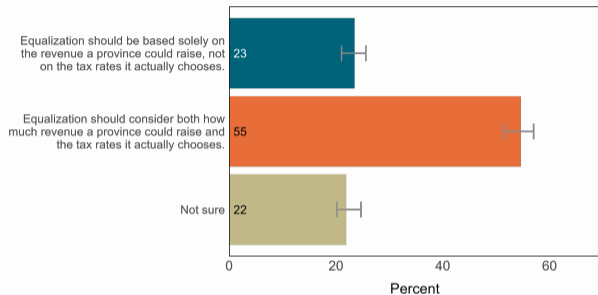
Key takeaway

No matter their political affiliation, most Canadians agree that equalization payments should be revisited on a regular basis. Support stretches from two-thirds of Green identifiers (66%) to overwhelming backing among People's Party supporters (93%). Conservatives also show strong support (87%), but the idea also holds majority favour among Liberals (77%), New Democrats (79%), and BQ supporters (74%).



Accounting for tax rates — National

Which of these statements comes closest to your point of view?



Unweighted n = 4,991.

Whiskers show bootstrap confidence intervals.

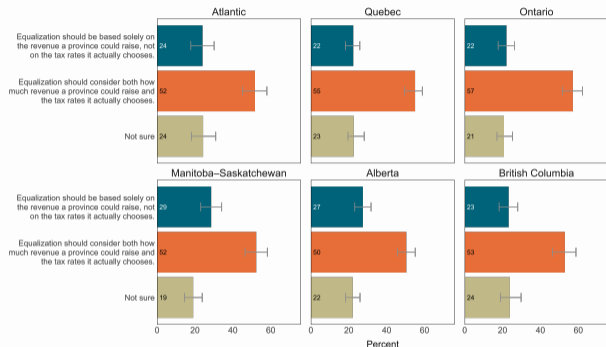
Key takeaway

A majority of Canadians (**55%**) believe equalization should consider both a province's revenue capacity and the tax rates it actually chooses, while almost a quarter (**23%**) favour a formula based solely on revenue-raising capacity.



Accounting for tax rates — By region

Which of these statements comes closest to your point of view?



Unweighted n by panel: Atlantic n= 519; Quebec n= 945; Ontario n= 868; Manitoba-Saskatchewan n= 685; Alberta n=1,326; British Columbia n= 648.
Whiskers show bootstrap confidence intervals.

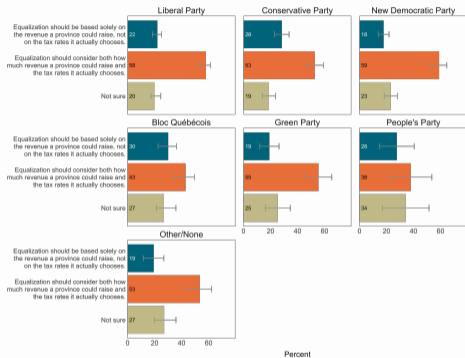
Key takeaway

Across all regions, a plurality favour an approach that considers both a province's revenue capacity and the tax rates it actually chooses, with support consistently around **50%–57%**. Roughly one-quarter in each region prefer a formula based solely on revenue-raising capacity.



Accounting for tax rates — By federal party identification

Which of these statements comes closest to your point of view?



Unweighted n by panel: Liberal Party n=2,180; Conservative Party n= 648; New Democratic Party n= 909; Bloc Québécois n= 351; Green Party n= 312; People's Party n= 107; Other/None n= 479.
Whiskers show bootstrap confidence intervals.

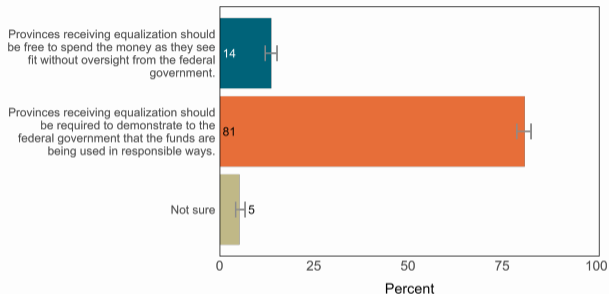
Key takeaway

Across party supporters, a plurality favour an approach that considers both a province's revenue capacity and its chosen tax rates, with support highest among Liberals (58%), New Democrats (59%), and Greens (55%), but lower among Bloc Québécois (43%) and People's Party supporters (38%).



Federal oversight — National

Which of these statements comes closest to your point of view?



Unweighted n = 5,006.

Whiskers show bootstrap confidence intervals.

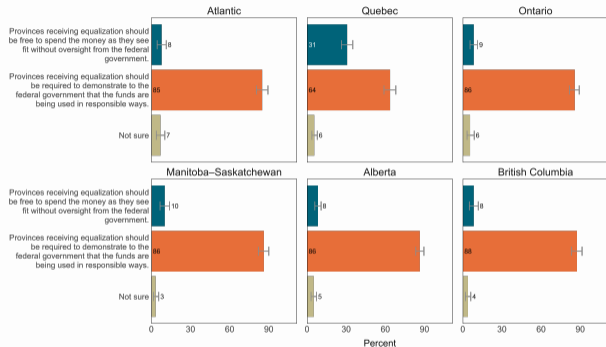
Key takeaway

A large majority of Canadians (**81%**) believe provinces receiving equalization should be required to demonstrate that funds are used responsibly, while only **14%** support allowing provinces to spend the money without federal oversight.



Federal oversight — By region

Which of these statements comes closest to your point of view?



Unweighted n by panel: Atlantic n= 521; Quebec n= 952; Ontario n= 871; Manitoba-Saskatchewan n= 685; Alberta n=1,329; British Columbia n= 648.
Whiskers show bootstrap confidence intervals.

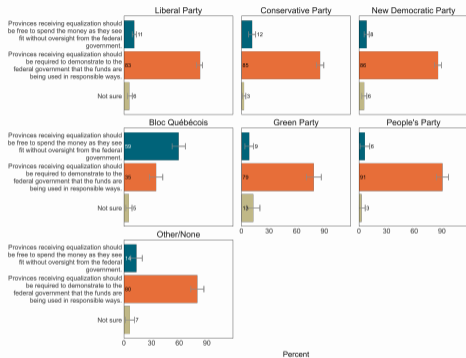
Key takeaway

Support for requiring provinces to demonstrate responsible use of equalization funds reaches at least **85%** in every region, with the notable exception of Quebec, where it drops to roughly two-thirds (**64%**).



Federal oversight — By federal party identification

Which of these statements comes closest to your point of view?



Unweighted n by panel: Liberal Party n=2,187; Conservative Party n= 649; New Democratic Party n= 909; Bloc Québécois n= 354; Green Party n= 312; People's Party n= 108; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

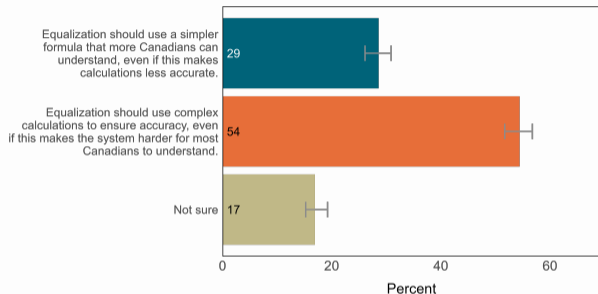
Key takeaway

Requiring provinces to demonstrate responsible use of equalization funds receives overwhelming support from most party groups—**83%** of Liberals, **85%** of Conservatives, **86%** of New Democrats, **79%** of Greens, and **91%** of PPC supporters. BQ supporters stand out as the exception, with support dropping to just **35%**.



Equalization formula — National

Which of these statements comes closest to your point of view?



Unweighted n = 5,001.

Whiskers show bootstrap confidence intervals.

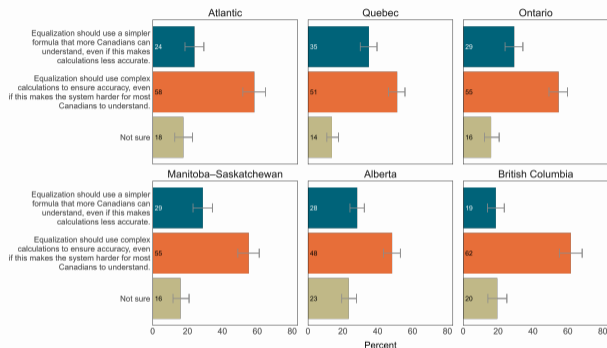
Key takeaway

A majority of Canadians (**54%**) believe equalization should use complex calculations to ensure accuracy, even if this makes the system harder to understand. Fewer (**29%**) prefer a simpler formula that is easier for Canadians to grasp, even at the cost of precision.



Equalization formula — By region

Which of these statements comes closest to your point of view?



Unweighted n by panel: Atlantic n= 520; Quebec n= 951; Ontario n= 868; Manitoba-Saskatchewan n= 687; Alberta n=1,326; British Columbia n= 649.
Whiskers show bootstrap confidence intervals.

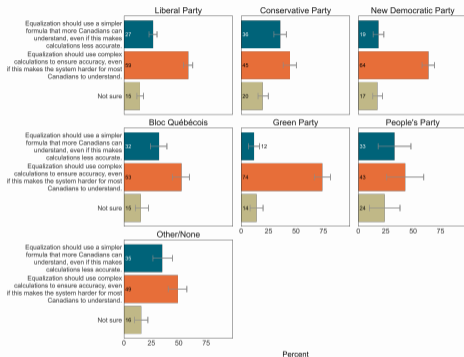
Key takeaway

Across all regions, more respondents favour using complex calculations to ensure accuracy than a simpler, more understandable formula. Support for complexity ranges from about half in Alberta (**48%**) and Quebec (**51%**) to over 60% in British Columbia (**62%**), while support for simplicity remains lower across the board.



Equalization formula — By federal party identification

Which of these statements comes closest to your point of view?



Unweighted n by panel: Liberal Party n=2,192; Conservative Party n= 644; New Democratic Party n= 909; Bloc Québécois n= 351; Green Party n= 312; People's Party n= 108; Other/None n= 480.
Whiskers show bootstrap confidence intervals.

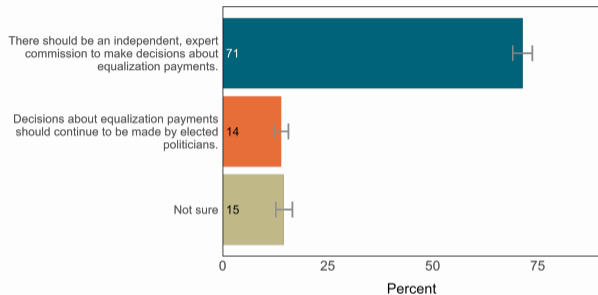
Key takeaway

Across party supporters, more favour using complex calculations to ensure accuracy than a simpler formula, though the gap varies considerably. Support for complexity is strongest among Green (74%) and NDP (64%) supporters, and also leads among Liberals (59%) and the Bloc Québécois (53%), while there is more division among Conservatives (45% vs. 36%) and PPC supporters (43% vs. 33%).



Decisions be experts vs politicians – National

Which of these statements comes closest to your point of view?



Unweighted n = 5,012.

Whiskers show bootstrap confidence intervals.

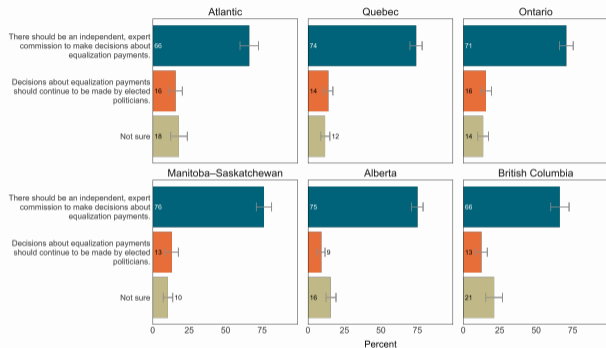
Key takeaway

A strong majority (**71%**) support establishing an independent, expert commission to make decisions about equalization payments, while only **14%** prefer leaving these decisions to elected politicians.



Decisions be experts vs politicians – By region

Which of these statements comes closest to your point of view?



Unweighted n by panel: Atlantic n = 520; Quebec n = 952; Ontario n = 874; Manitoba-Saskatchewan n = 687; Alberta n = 1,329; British Columbia n = 650. Whiskers show bootstrap confidence intervals.

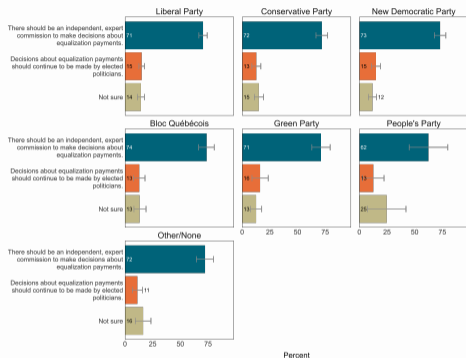
Key takeaway 📌

Across all regions, clear majorities support creating an independent, expert commission to make decisions about equalization payments, with support ranging from about two-thirds in Atlantic Canada and British Columbia (66%) to roughly three-quarters in Quebec (74%), Manitoba-Saskatchewan (76%), and Alberta (75%). Only small minorities in each region prefer leaving decisions to elected politicians.



Decisions be experts vs politicians — By federal party identification

Which of these statements comes closest to your point of view?



Unweighted n by panel: Liberal Party n=2,195; Conservative Party n= 647; New Democratic Party n= 911; Bloc Québécois n= 353; Green Party n= 312; People's Party n= 108; Other/None n= 480.
Whiskers show bootstrap confidence intervals.

Key takeaway

Across party supporters, strong majorities favour an independent, expert commission to make decisions about equalization payments, with support around 70% among Liberals (71%), Conservatives (72%), New Democrats (73%), BQ supporters (74%), and Greens (71%). Support is somewhat lower among PPC supporters, though still a clear majority at 62%.

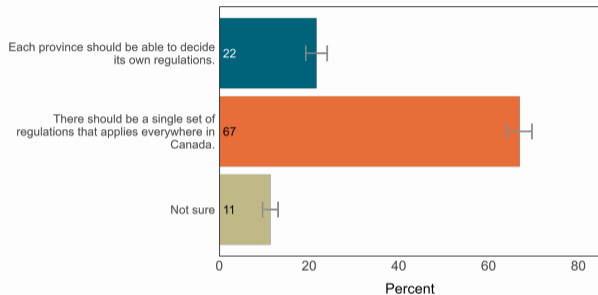




Interprovincial trade

Trade rules across provinces – National

Thinking about the regulations that govern trade in Canada, which statement comes closest to your point of view?



Unweighted n = 5,015.

Whiskers show bootstrap confidence intervals.

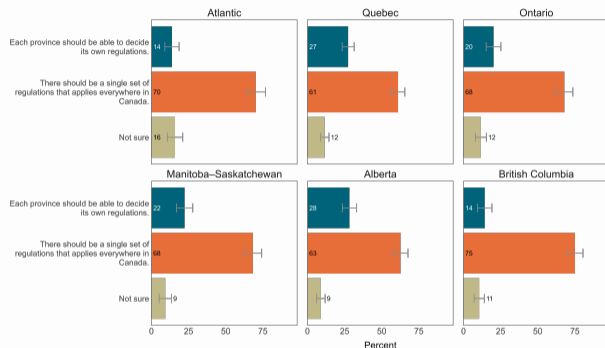
Key takeaway

Canadians strongly prefer harmonized trade rules across provinces, with **67%** supporting a unified approach. Only **22%** favour allowing each province to set its own rules on major economic issues.



Trade rules across provinces – By region

Thinking about the regulations that govern trade in Canada, which statement comes closest to your point of view?



Unweighted n by panel: Atlantic n= 522; Quebec n= 954; Ontario n= 871; Manitoba-Saskatchewan n= 688; Alberta n=1,330; British Columbia n= 650.
Whiskers show bootstrap confidence intervals.

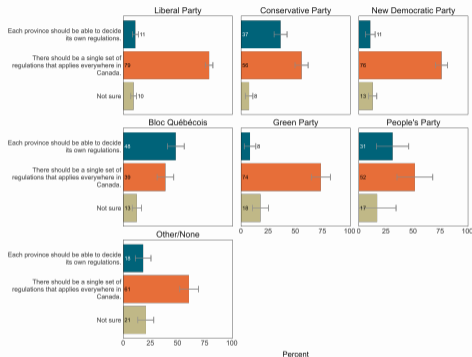
Key takeaway

This is another area of broad interregional agreement: every region leans heavily toward fewer internal trade frictions and more common rules. Regional differences are modest relative to the size of the consensus. Nonetheless, support for a single set of regulations across Canada is somewhat lower in Quebec (61%) and Alberta (63%).



Trade rules across provinces – By federal party identification

Thinking about the regulations that govern trade in Canada, which statement comes closest to your point of view?



Unweighted n by panel: Liberal Party n=2,197; Conservative Party n= 649; New Democratic Party n= 908; Bloc Québécois n= 354; Green Party n= 312; People's Party n= 108; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

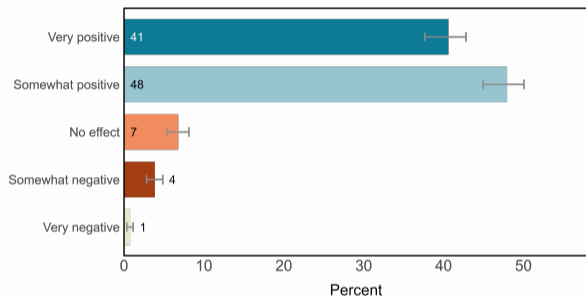
Key takeaway

Support for harmonized trade rules cuts across party lines. Even groups that often disagree on federalism issues back reducing regulatory fragmentation within Canada. However, support is noticeably lower among right-wing party supporters (**56%** for CPC supporters and **52%** for PPC supporters) and lowest among BQ supporters (**39%**).



Economic effects of removing trade barriers – National

If trade barriers between provinces were removed, what effect would this have on the [PROVINCE] economy? Would it be...?



Unweighted n = 4,979.

Whiskers show bootstrap confidence intervals.

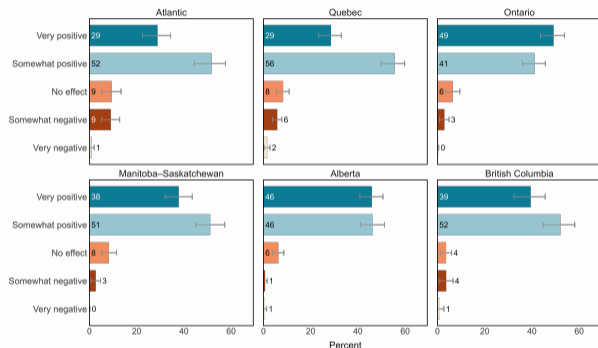
Key takeaway

There is near-consensus that removing inter-provincial trade barriers would benefit provincial economies (89%). Almost no one anticipates serious negative effects (5%), and only a small share expects no impact at all (7%).



Economic effects of removing trade barriers – By region

If trade barriers between provinces were removed, what effect would this have on the [PROVINCE] economy? Would it be...?



Unweighted n by panel: Atlantic n= 514; Quebec n= 941; Ontario n= 869; Manitoba-Saskatchewan n= 686; Alberta n=1,322; British Columbia n= 647. Whiskers show bootstrap confidence intervals.

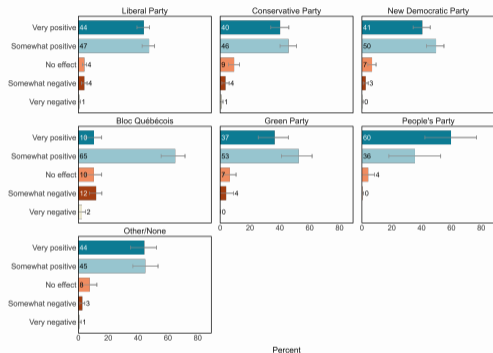
Key takeaway

The expectation of economic benefit is overwhelming in every region. Internal trade liberalization is one of the rare issues in the survey that produces almost no regional dissent. Positive assessments are lowest in Atlantic Canada (81%) and highest in Alberta (92%). Very positive assessments are less frequent in Atlantic Canada and Quebec (only 29% in each region).



Economic effects of removing trade barriers – By federal party identification

If trade barriers between provinces were removed, what effect would this have on the [PROVINCE] economy? Would it be...?



Unweighted n by panel: Liberal Party n=2,181; Conservative Party n= 645; New Democratic Party n= 905; Bloc Québécois n= 346; Green Party n= 310; People's Party n= 107; Other/None n= 479.
Whiskers show bootstrap confidence intervals.

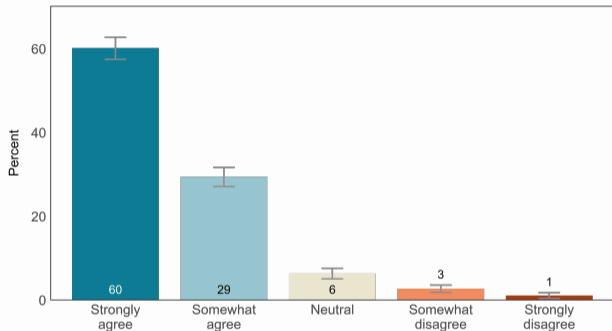
Key takeaway

The same broad consensus appears across party groups. Whatever their partisan differences, Canadians overwhelmingly expect fewer trade barriers to help rather than hurt provincial economies. Interestingly, although a majority of BQ supporters anticipate a positive effect (75%), only 10% describe the potential impact as “very positive,” a much lower share than in other partisan groups.



Interprovincial product sales – National

All goods that are approved for sale in one province should be allowed to be sold anywhere in Canada.



Unweighted n = 5,012.

Whiskers show bootstrap confidence intervals.

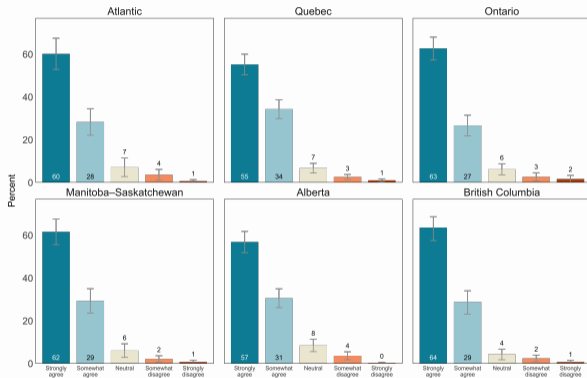
Key takeaway

Support is overwhelming for allowing goods approved in one province to be sold anywhere in Canada (89%).



Interprovincial product sales – By region

All goods that are approved for sale in one province should be allowed to be sold anywhere in Canada.



Unweighted n by panel: Atlantic n= 522; Quebec n= 954; Ontario n= 871; Manitoba-Saskatchewan n= 688; Alberta n=1,329; British Columbia n= 648. Whiskers show bootstrap confidence intervals.

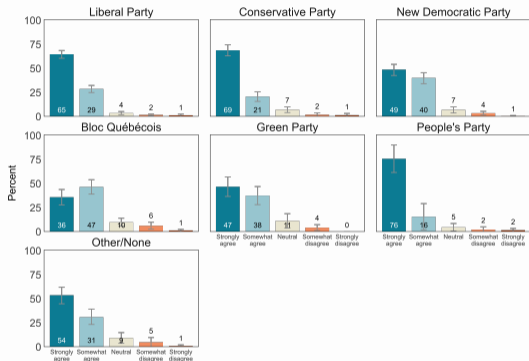
Key takeaway

The regional pattern is remarkably consistent: strong majorities in every part of the country back national market access for provincially approved goods. It reaches **93%** in British Columbia. Opposition is minimal everywhere.



Interprovincial product sales – By federal party identification

All goods that are approved for sale in one province should be allowed to be sold anywhere in Canada.



Unweighted n by panel: Liberal Party n=2,194; Conservative Party n= 650; New Democratic Party n= 907; Bloc Québécois n= 354; Green Party n= 312; People's Party n= 108; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

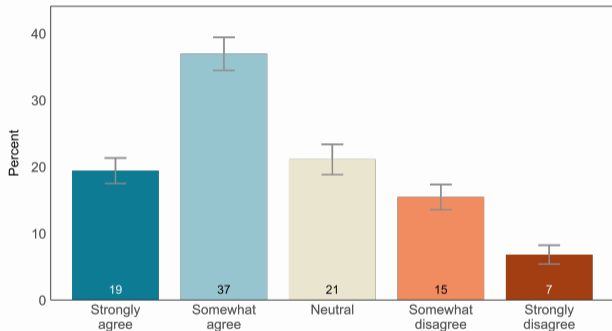
Key takeaway

This issue is barely partisan at all. Every party group shows strong support for letting goods approved in one province be sold across Canada. Agreement is lowest among BQ supporters (83%) and highest among those who identify with the Liberal Party (94%).



Buy-local procurement – National

The government of [PROVINCE] should prioritize buying goods and services from businesses in [PROVINCE] over those from elsewhere in Canada.



Unweighted n = 5,006.

Whiskers show bootstrap confidence intervals.

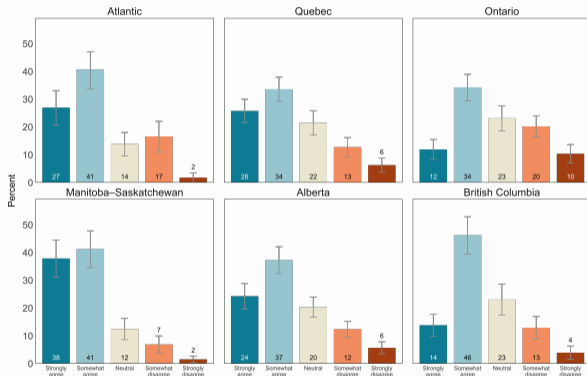
Key takeaway ↗

At the same time, Canadians also support provincial buy-local procurement preferences (56%). The graph suggests that Canadians are comfortable backing internal free trade while still favouring some local economic preference.



Buy-local procurement – By region

The government of [PROVINCE] should prioritize buying goods and services from businesses in [PROVINCE] over those from elsewhere in Canada.



Unweighted n by panel: Atlantic n= 519; Quebec n= 954; Ontario n= 870; Manitoba-Saskatchewan n= 688; Alberta n=1,327; British Columbia n= 648. Whiskers show bootstrap confidence intervals.

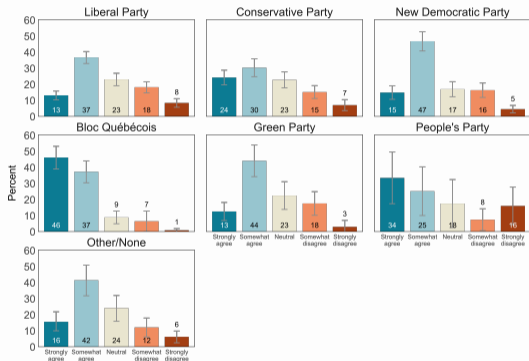
Key takeaway

Support for buy-local procurement appears in every region, though the intensity varies. Almost half of Ontarians (46%) agree that priority should be given to goods and services from their own province (compared to 30% who disagree), while 79% agree in Manitoba-Saskatchewan (with only 9% disagreeing). This is a broadly shared instinct rather than a niche regional position.



Buy-local procurement – By federal party identification

The government of [PROVINCE] should prioritize buying goods and services from businesses in [PROVINCE] over those from elsewhere in Canada.



Unweighted n by panel: Liberal Party n=2,188; Conservative Party n= 650; New Democratic Party n= 910; Bloc Québécois n= 353; Green Party n= 312; People's Party n= 108; Other/None n= 479.
Whiskers show bootstrap confidence intervals.

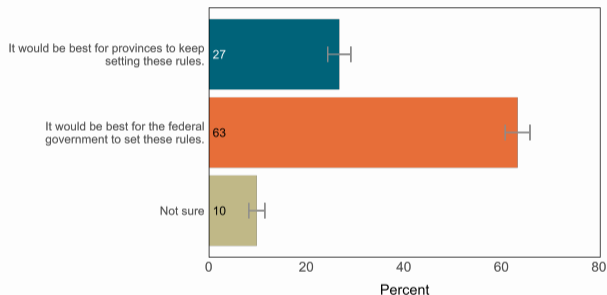
Key takeaway

Across all party groups, there is broad support for prioritizing in-province purchasing. Support is especially strong among Bloc Québécois and People's Party supporters, who show the highest levels of "strongly agree" (**46%** and **34%**, respectively). By contrast, Liberal, NDP, and Green supporters tend to express more moderate agreement, while opposition remains relatively low overall.



Professional accreditation – National

Many jobs have rules about who can do the job and what training or licences are needed (for example, doctors, nurses, lawyers, accountants, engineers, and teachers). Right now, these rules are usually set by the province where someone works. Some people prefer this because it can reflect local needs; others prefer national rules, which can provide consistency across Canada and make it easier for someone to work in different provinces. Which statement comes closest to your point of view?



Unweighted n = 5,017.

Whiskers show bootstrap confidence intervals.

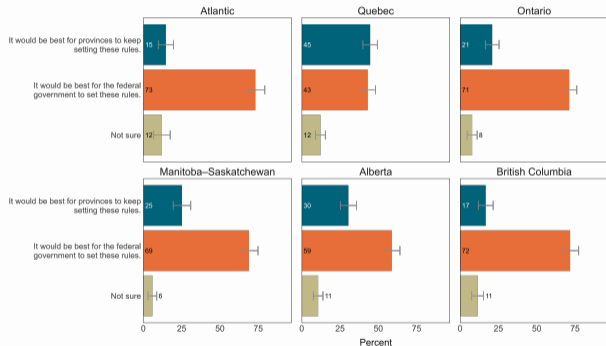
Key takeaway

Most Canadians favour making it easier for people with professional licences to work across provinces by letting the federal government set the accreditation rules (63%). Keeping the current province-specific rules is a minority preference (27%).



Professional accreditation – By region

Many jobs have rules about who can do the job and what training or licences are needed (for example, doctors, nurses, lawyers, accountants, engineers, and teachers). Right now, these rules are usually set by the province where someone works. Some people prefer this because it can reflect local needs; others prefer national rules, which can provide consistency across Canada and make it easier for someone to work in different provinces. Which statement comes closest to your point of view?



Unweighted n by panel: Atlantic n= 522; Quebec n= 954; Ontario n= 874; Manitoba-Saskatchewan n= 688; Alberta n=1,330; British Columbia n= 649. Whiskers show bootstrap confidence intervals.

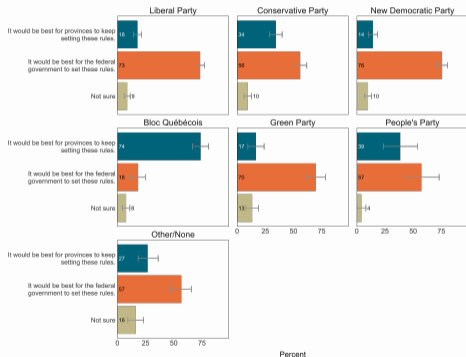
Key takeaway

This more open approach to labour mobility appears across all regions. No region shows majority support for maintaining the current patchwork of licensing rules, but there is less support for allowing the federal government to set the rules in Quebec (43%) and, to a lesser extent, Alberta (59%).



Professional accreditation – By federal party identification

Many jobs have rules about who can do the job and what training or licences are needed (for example, doctors, nurses, lawyers, accountants, engineers, and teachers). Right now, these rules are usually set by the province where someone works. Some people prefer this because it can reflect local needs; others prefer national rules, which can provide consistency across Canada and make it easier for someone to work in different provinces. Which statement comes closest to your point of view?



Unweighted n by panel: Liberal Party n=2,196; Conservative Party n= 650; New Democratic Party n= 910; Bloc Québécois n= 354; Green Party n= 312; People's Party n= 108; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

Key takeaway

Support for easier cross-province professional mobility is broad across party groups. Differences lie mostly in intensity rather than direction, with the notable exception of BQ supporters, who are far more likely to say provinces should continue setting the rules (74%) than to let the federal government do so (18%). Support for Ottawa stepping in is also lower among CPC and PPC supporters (56% and 57%, respectively).

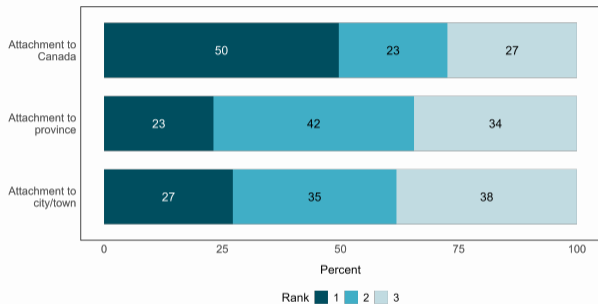




Attachment to Canada

Attachment to Canada, province, and city/town – National

Do you feel most attached to Canada, to your province, or to your city/town? Please drag and drop these from 1 to 3, where 1 means you feel most attached and 3 means you feel least attached.



Unweighted n = 4,390.

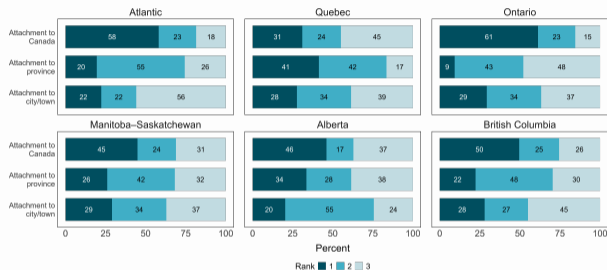
Key takeaway 📌

Attachment to Canada is clearly strongest, with **50%** of Canadians ranking it first, well ahead of provincial and local attachments. While provinces occupy a middle position, attachment to city/town closely rivals it—showing similar levels of top rankings.



Attachment to Canada, province, and city/town – By region

Do you feel most attached to Canada, to your province, or to your city/town? Please drag and drop these from 1 to 3, where 1 means you feel most attached and 3 means you feel least attached.



Unweighted n by panel: Atlantic n=427; Quebec n=837; Ontario n=766; Manitoba-Saskatchewan n=591; Alberta n=1,193; British Columbia n=576.

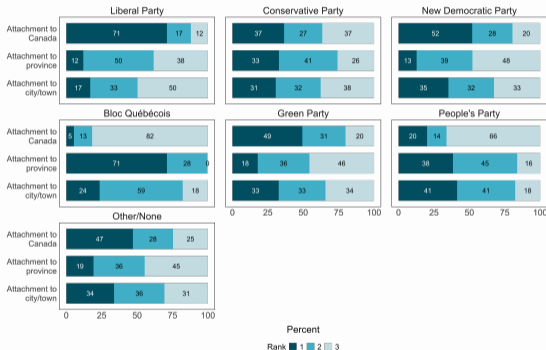
Key takeaway

Canada ranks first in every region except Quebec, where provincial attachment comes out on top (41% vs 31%). Outside Quebec, provincial attachment is somewhat stronger in Alberta (34%) than elsewhere, while it is far less likely to rank first in Ontario (9%).



Attachment to Canada, province, and city/town – By federal party identification

Do you feel most attached to Canada, to your province, or to your city/town? Please drag and drop these from 1 to 3, where 1 means you feel most attached and 3 means you feel least attached.



Unweighted n by panel: Liberal Party n=1,858; Conservative Party n=560; New Democratic Party n=831; Bloc Québécois n=315; Green Party n=294; People's Party n=98; Other/None n=430.

Key takeaway

National attachment is especially strong among Liberal supporters, ranking first for **71%** of them. Among BQ supporters, Quebec overwhelmingly leads in first-rank choices (**71%**), compared with just **5%** for Canada. None of the BQ supporters ranked provincial attachment last. PPC supporters also appear less attached to Canada than to their province or city/town.

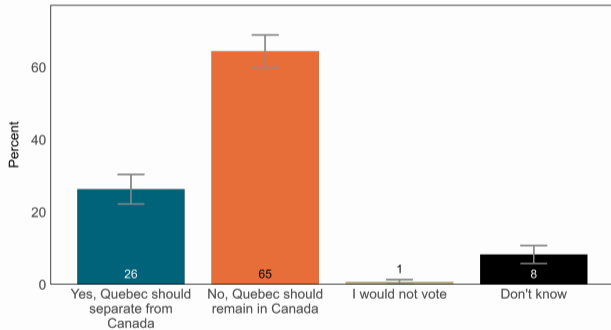




Secession from Canada

Quebec secession referendum – Quebec

If a referendum were held today in Quebec on whether it should separate from Canada and form an independent country, how would you vote? (Quebec)



Unweighted n = 954.

Whiskers show bootstrap confidence intervals.

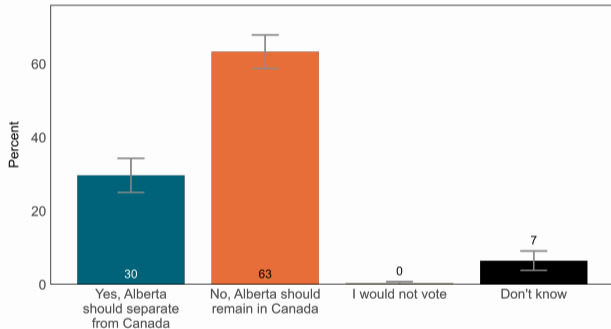
Key takeaway

In Quebec, support for remaining in Canada is much stronger than support for independence (65% vs 26%). Whatever the province's history, current secession support is a minority view here as well.



Alberta secession referendum – Alberta

If a referendum were held today in Alberta on whether it should separate from Canada and form an independent country, how would you vote? (Alberta respondents)



Unweighted n = 1,331.

Whiskers show bootstrap confidence intervals.

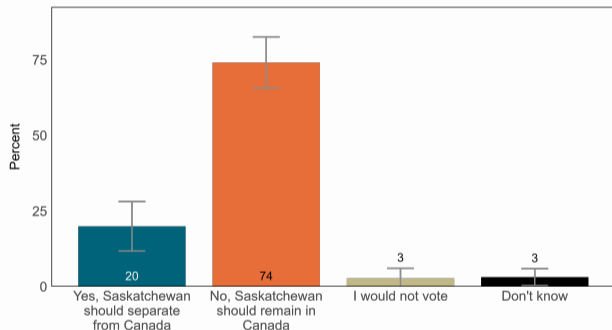
Key takeaway

When asked whether their province should separate from Canada and form an independent country, the dominant preference in Alberta is to remain within Canada (63%). Nonetheless, support for secession is still sizable (30%).



Saskatchewan secession referendum – Saskatchewan

If a referendum were held today in Saskatchewan on whether it should separate from Canada and form an independent country, how would you vote? (Saskatchewan)



Unweighted n = 280.

Whiskers show bootstrap confidence intervals.

Key takeaway ↗

People in Saskatchewan are even less supportive of separation than Albertans or Quebeckers. The pro-Canada position is dominant (74%), though secession still receives support from 20% of Saskatchewanians.



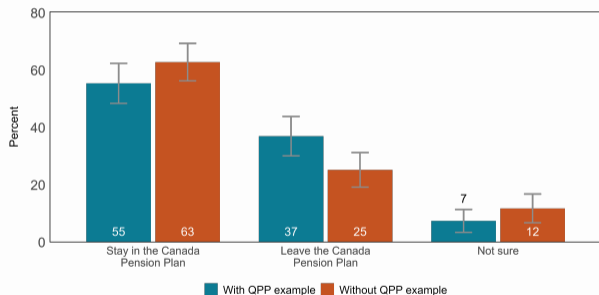


Canada Pension Plan

Alberta Pension Plan referendum – Alberta

Version A: There has been discussion in Alberta about the possibility of leaving the Canada Pension plan and creating an Alberta Pension Plan **that would work much the same way that the Quebec Pension Plan does**. If a referendum were held to leave the Canada Pension Plan and create an Alberta Pension Plan, how would you vote? (Alberta)

Version B: There has been discussion in Alberta about the possibility of leaving the Canada Pension plan and creating an Alberta Pension Plan. If a referendum were held to leave the Canada Pension Plan and create an Alberta Pension Plan, how would you vote? (Alberta)



Unweighted n = 1,331.
Whiskers show bootstrap confidence intervals.

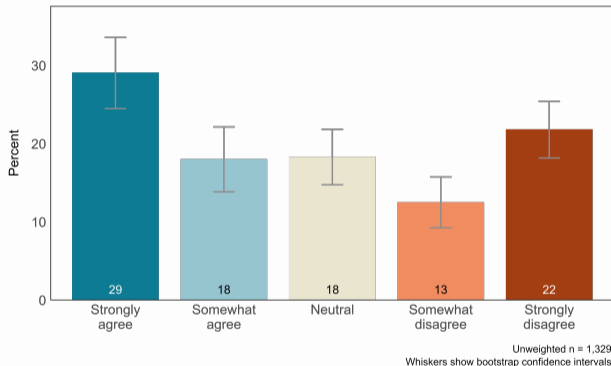
Key takeaway

Among Albertans, support for a provincial pension plan is substantial in both wordings and is stronger when the proposal is framed in terms similar to Quebec's model (55%/63%). Wording likely matters, but majority support is present either way.



Alberta CPP contribution fairness – Alberta

Do you agree or disagree with the following statement? The contributions of Albertans to the Canada Pension Plan are greater than the value of the benefits they receive from it. (Alberta)



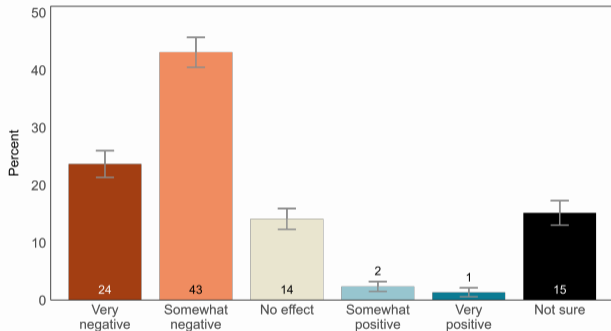
Key takeaway

Albertans are more likely to agree (47%) than disagree (35%) that they contribute more to the CPP than they get back in benefits. This perceived imbalance helps explain the appeal of a provincial pension alternative.



Effect of Alberta leaving the CPP – National

If Alberta were to leave the Canada Pension Plan and create its own pension plan, what effect do you think this would have on the financial health of the Canada Pension Plan in the long run?



Unweighted n = 5,017.

Whiskers show bootstrap confidence intervals.

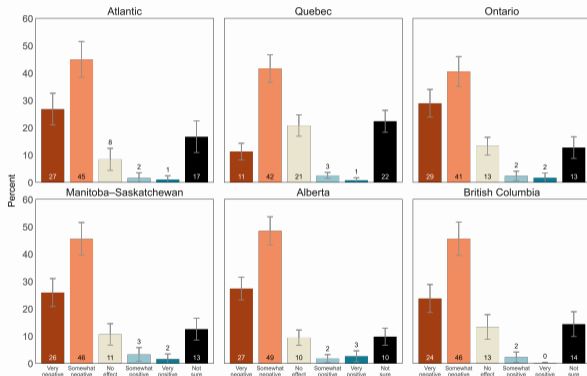
Key takeaway

Nationally, Canadians overwhelmingly think Alberta leaving the CPP would weaken the plan's long-run financial health (67%). Positive effects are seen as highly unlikely (5%).



Effect of Alberta leaving the CPP – By region

If Alberta were to leave the Canada Pension Plan and create its own pension plan, what effect do you think this would have on the financial health of the Canada Pension Plan in the long run?



Unweighted n by panel: Atlantic n= 522; Quebec n= 954; Ontario n= 873; Manitoba-Saskatchewan n= 688; Alberta n=1,330; British Columbia n= 650. Whiskers show bootstrap confidence intervals.

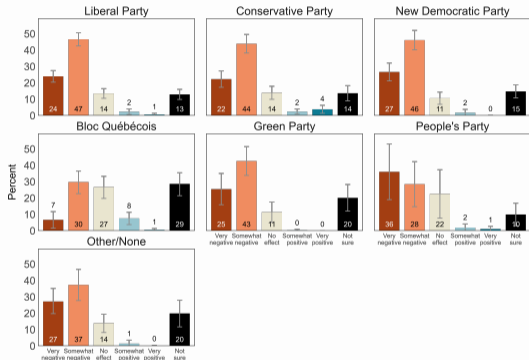
Key takeaway

Across regions, the dominant expectation is that an Alberta exit would hurt the CPP. The negative view is widespread, even if its intensity varies. For example, it is less pronounced in Quebec (**53%**) and somewhat more pronounced in Alberta (**76%**), but not markedly different than elsewhere.



Effect of Alberta leaving the CPP – By federal party identification

If Alberta were to leave the Canada Pension Plan and create its own pension plan, what effect do you think this would have on the financial health of the Canada Pension Plan in the long run?



Unweighted n by panel: Liberal Party n=2,197; Conservative Party n= 650; New Democratic Party n= 910; Bloc Québécois n= 353; Green Party n= 312; People's Party n= 108; Other/None n= 481.
Whiskers show bootstrap confidence intervals.

Key takeaway

Every partisan group leans toward expecting a negative effect on the CPP if Alberta leaves, though BQ supporters are somewhat less convinced that the impact would be harmful (76%) and many believe it would have no effect (27%).





Methodology

Vox Pop Labs administered an online questionnaire to a sample of adult Canadian citizens recruited from its proprietary online panel. Survey data collection occurred between February 9 and March 2, 2026. The survey was administered in both English and French.

Survey invitations were sent to selected panel members via email, with one reminder email sent to non-responding panelists. The survey was hosted on the Qualtrics survey data collection platform.

Respondents were informed that the survey would take around 15 minutes to complete. No financial incentive was provided to participants.



Survey respondents were sampled from Vox Pop Labs' proprietary online panel using a stratified sample design (using regions as the sample strata) and probabilities proportionate to size (PPS) methods that weight the panel to align with official census parameters – specifically the joint distributions of region by sex by age, and region by sex by educational attainment.

The sample design incorporated an oversample of Alberta.



To ensure the final data are demographically and politically representative of the Canadian electorate, the sample was weighted using a two-step process.

The first step estimates respondents' probabilities of inclusion in the sample via the quasi-randomisation method. This involves joining the survey data with a probability-based reference survey – in this case, the 2021 census public use microdata file (PUMF) from Statistics Canada. Next, a statistical model was used to estimate respondents' probabilities of coming from the (non-probability) survey sample. The inverse of the predicted probabilities from this model serves as an initial weight, or base weight.








In the second step, the initial base weights were further adjusted (using weight raking). Each regional sample was raked separately to population parameters (from Statistics Canada) on sex, age, education, mother tongue (English, French, other), race (identification as a visible minority) as well as 2025 federal vote (from Elections Canada).

Additionally, the Alberta and Quebec samples were also weighted on past provincial vote (2023 in Alberta, 2022 in Quebec).



Because the sample comprises a non-probability sample, traditional measures of sample variance (such as a margin of sampling error) are not appropriate.

Instead, analogous modeled error estimates that rely on bootstrapping are more appropriate. This involves repeatedly resampling from the weighted data with replacement (in this case, 5,000 times) to estimate sampling variability.

	n	Modeled error estimate (%)
 National	5,020	2.6
 Atlantic Canada	522	6.8
 Quebec	955	4.8
 Ontario	874	5.3
 Manitoba-Saskatchewan	688	6.3
 Alberta	1,331	4.9
 British Columbia	650	6.4



Respondents were asked what Canada's equalization program meant to them in their own words. Open-ended responses were classified using a multi-stage natural language processing (NLP) workflow combining preprocessing, translation, and large language model (LLM)-based categorization. French responses were translated into English to ensure consistent analysis across the dataset.

Rather than relying on predetermined categories, the classification framework was developed inductively. Generative AI was used to analyze the full set of responses and to identify a set of categories that describe the patterns in the data.

The resulting classification scheme capturing how Canadians think about equalization consisted of seven mutually exclusive categories:

- ▶ **Redistribution for equity.** Transfers from wealthier to poorer provinces to ensure fairness and similar living conditions across Canada.
- ▶ **Unfair burden on contributing provinces.** Perception that richer provinces are unfairly penalized or overtaxed to support others.
- ▶ **Fiscal capacity balancing / comparable services.** Technical view of equalization as adjusting for differences in provinces' ability to raise revenue and provide services.



- ▶ **National standards / cohesion.** Emphasis on maintaining consistent public services and strengthening national unity across regions.
- ▶ **Misuse or lack of accountability.** Concerns that funds are wasted, mismanaged, or not used for intended purposes.
- ▶ **Political or strategic tool.** View that equalization is driven by political motives or used to manage regional tensions.
- ▶ **Unsure / unclear / does not know.** Responses indicating confusion, lack of knowledge, or no clear opinion.

Each response was then assigned to a single category using a zero-shot classification approach implemented via the OpenAI API. Specifically, each response was passed to the LLM along with a structured prompt listing the predefined categories and instructing the model to classify the response into exactly one category.



Sentiment analysis was conducted on respondents' open-ended answers about equalization using a lexicon-based approach applied at the response level. Sentiment analysis is a method used to determine whether a piece of text expresses a positive, negative, or neutral tone.

We first cleaned each response (for example, removing punctuation and standardizing the text), and then split it into individual words so we could analyze them more precisely. We then compared each word to a widely used reference list that identifies words as generally positive (e.g., "fair," "benefit," "important") or negative (e.g., "unfair," "waste," "problem").

Each positive word was given a score of +1, while each negative word was given a score of -1. Words without a clear positive or negative meaning were not counted. We then summed these scores for each individual response. If a response contains more positive than negative language, it receives a positive score. If it contains more negative language, it receives a negative score. If the tone is mixed—or if there are few sentiment-laden words—it is treated as neutral.



Vox Pop Labs is an independent, non-partisan social enterprise founded and operated by academics that specializes in the analysis of public opinion and the development of data-driven civic engagement tools. The organization combines expertise in social science, data science, and survey research to help individuals, organizations, and governments better understand public attitudes, political behaviour, and policy preferences.

Vox Pop Labs is best known for developing Vote Compass, an interactive application used by tens of millions of voters worldwide to explore how their views align with those of political parties and candidates during election campaigns. Through its research, analytics, and digital tools, Vox Pop Labs aims to improve electoral literacy, strengthen democratic participation, and provide reliable insights into the opinions and experiences of citizens.

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