Restaurants Canada Affordability Research

spark*insights online survey of 2,100 Canadians conducted from October 9-14, 2024.

Results are weighted to be representative of the general population

77% of Canadians say they would be positively impacted by a reduction in payroll taxes

Less than half of Canadians feel affordability is a priority for this government

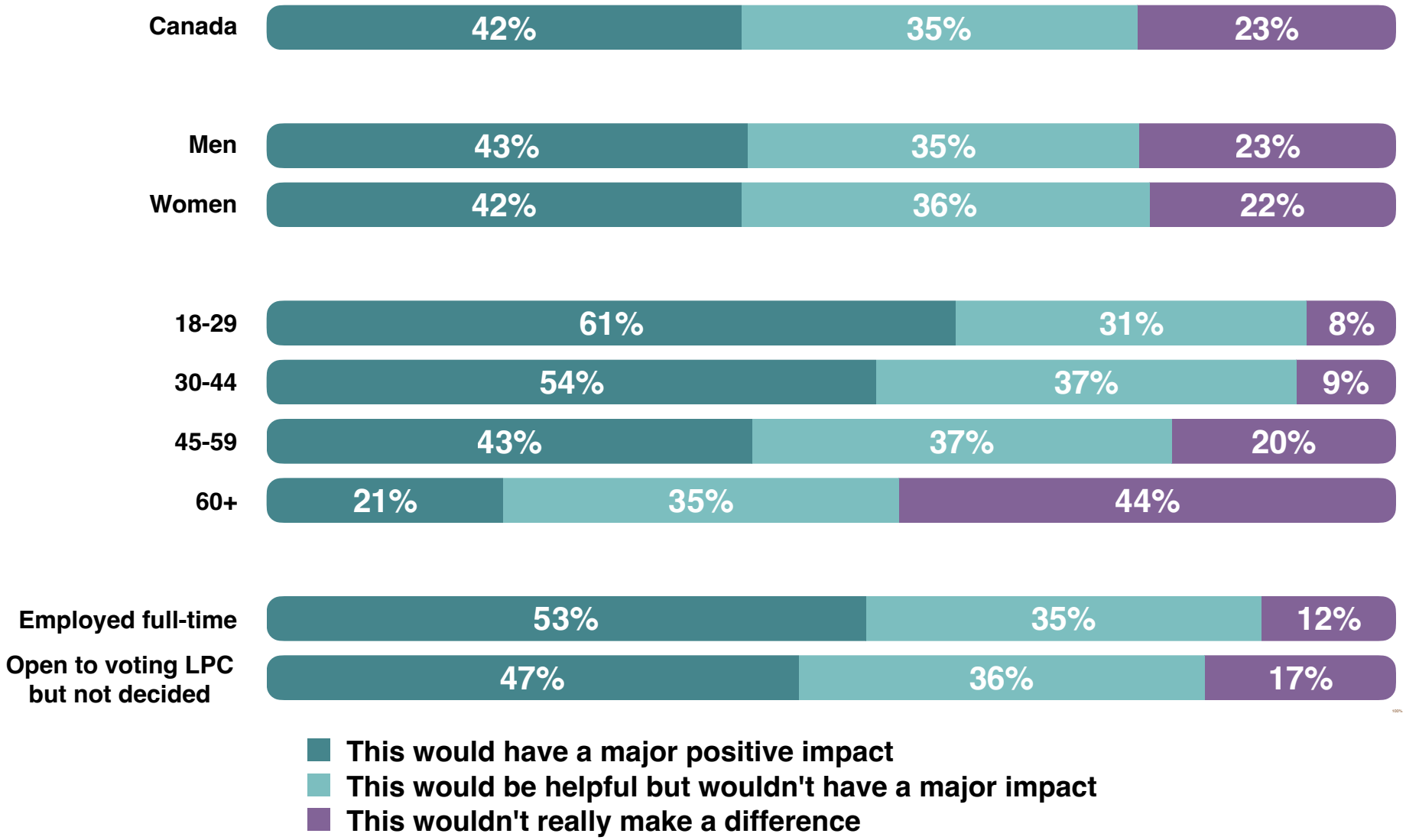
QUESTION:

Generally, how committed do you think the federal government is to making life more affordable for Canadians?

77% of Canadians feel they will be personally impacted by by a lowering of payroll tax

QUESTION:

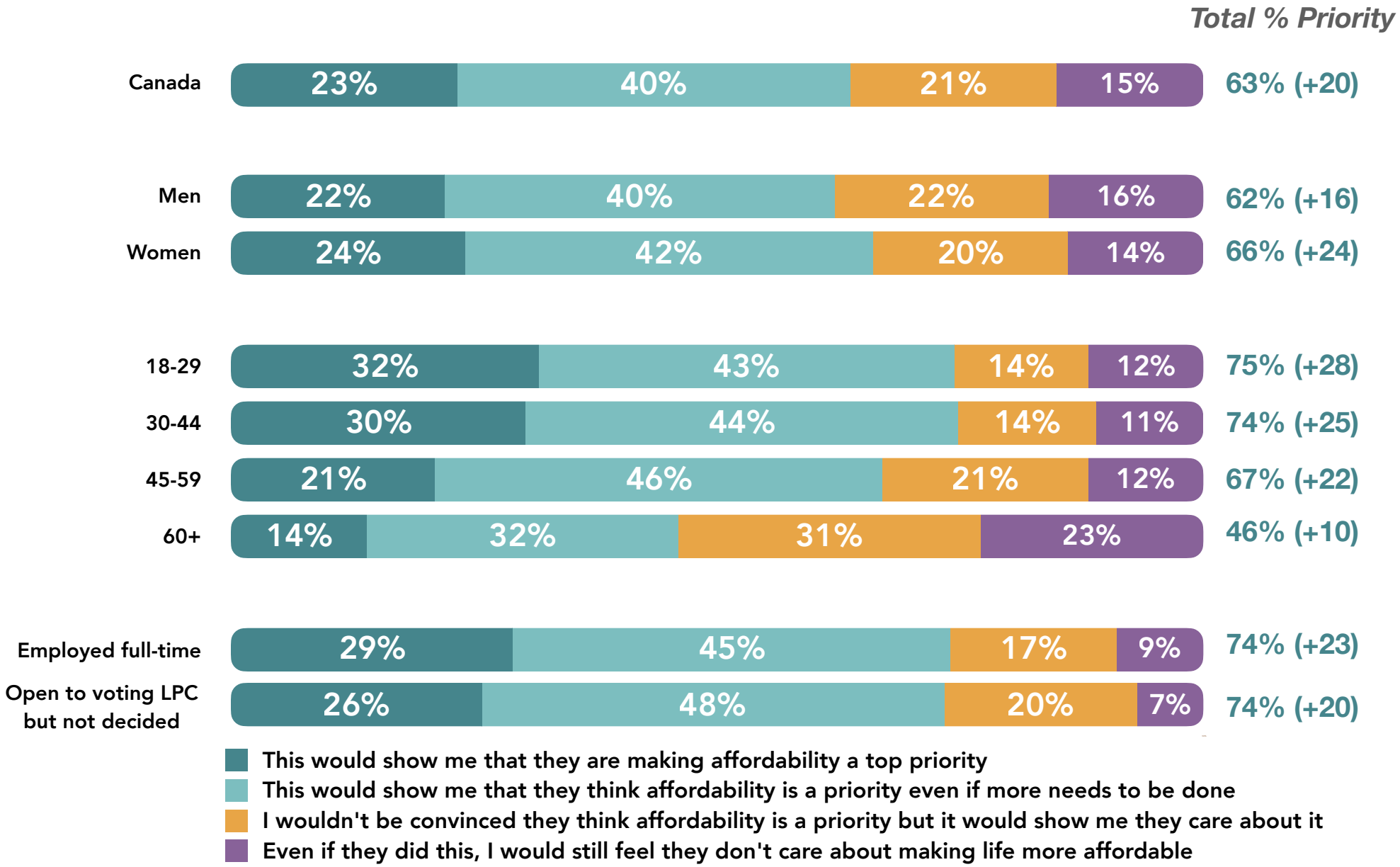
Some have suggested the federal government could help make life more affordable for Canadians by lowering payroll taxes so workers take home more money on pay days and still receive the same benefits as before. If the government were to do that, what impact would it have on you and your family? (Combined sample)



This policy change would lead to a 20 point increase in the share of Canadians who feel the government prioritizes making life affordable

QUESTION:

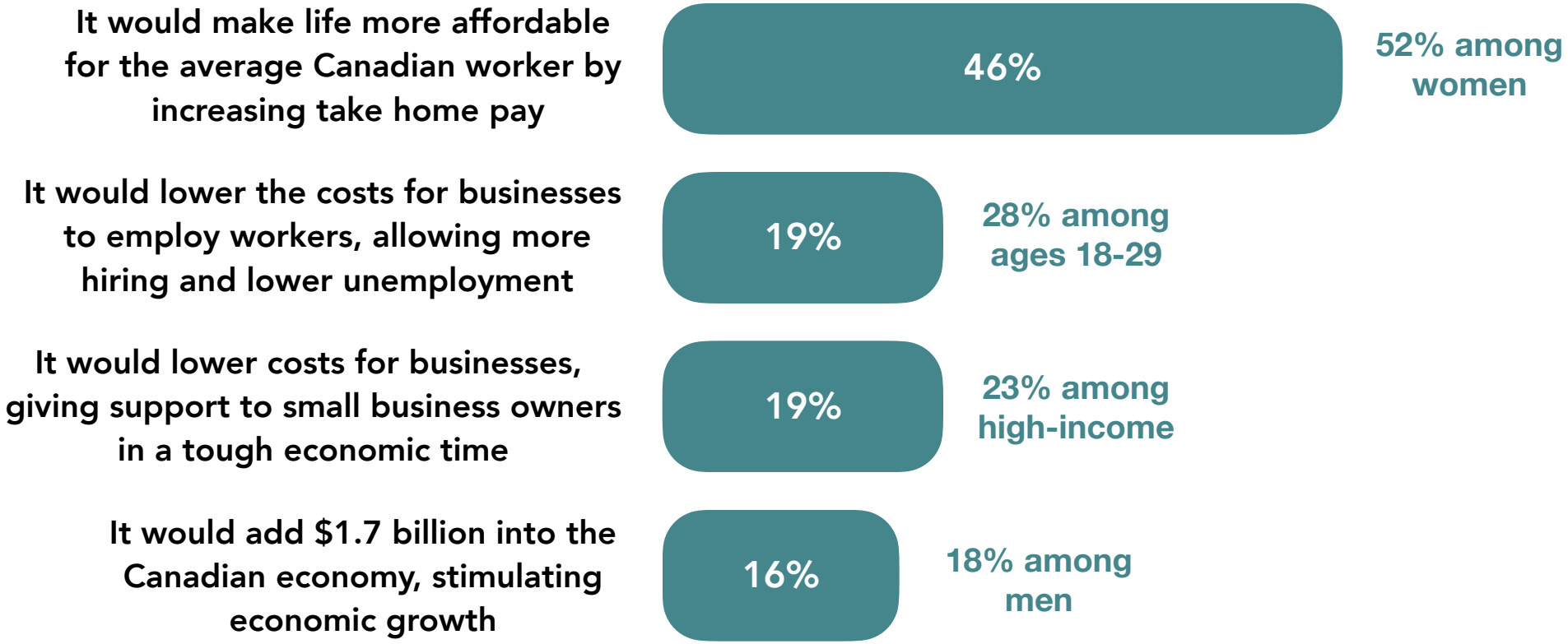
If the federal government were to do this, how would you feel about how committed they are to make life more affordable? (Combined sample)



Affordability message resonates as the best rationale for the policy across demographics

QUESTION:

Out of each of the following arguments people have made in favour of this policy, which is the strongest?



Key Findings

More than 3-in-4 Canadians (77%) say they would be positively impacted by a reduction in payroll tax, including 42% who say it would have a major positive impact on their lives.

While only 43% of Canadians currently feel the federal government is making affordability a priority, 63% say implementing this policy would show them that the federal government is prioritizing the issue.

Voters between the ages of 18 and 29 are the most likely to say this would improve their perception of the government's priorities with a 28 point increase.

Making life more affordable is easily the strongest argument in favour of the implementing the policy, particularly among women who chose this argument as the most compelling more than all the rest of the messages tested combined.