



Modus
RESEARCH

Sample Matters



The Public Monitor

November 2025 – The 2025 Federal Budget



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Introduction

The findings presented in this report are from the most recent Public Monitor – a monthly public opinion omnibus survey. This edition was a poll around the Carney government’s first budget and also included regular tracking metrics on economic confidence and household financial well-being.

The Public Monitor

The Public Monitor is a monthly omnibus survey ideally suited for discerning clients who need a cost-effective solution to their public opinion research needs without compromising quality.

The Monitor is powered by the [Modalis Public Opinion Panel](#) – one of Canada’s only *fully* probability-based research panels. There is no need to compromise data quality when using an omnibus.

Benefits

- › Known accuracy of a probability sample.
- › Proprietary research findings at a fraction of the cost of a custom survey.
- › Expert design advice for your proprietary questions.
- › Extensive demographic and other profile data.
- › Ongoing tracking for a range of important metrics – cost of living, housing, economic confidence.

Specifications

- › Nationally representative sample of 1,200+ Canadian adults.
- › Survey is conducted online and via mobile devices in French and English.
- › 100% of the sample is based on random probability sampling, all respondents vetted by live in-house interviewers. No bots or survey fraudsters.



For scheduling and pricing, please reach out to:

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- › [Webpage](#)

Methodology

The Public Monitor is powered by the [Modalis Public Opinion Panel](#) – one of Canada’s only *fully* probability-based research panels.

The survey was conducted online using both email and SMS invitations/reminders, and completed via desktops, laptops, tablets and mobile devices.

A total of 1,207 responses were gathered from Canadian adults. As Modalis is 100% recruited using RDD probability-based telephone sampling, it is statistically valid to calculate the margin of error – it is plus or minus 2.83% at a 95% confidence interval.

The survey was conducted shortly after the federal budget from November 6 to 16. We run surveys at the optimal timeframe for online surveys (~two weeks) to mitigate the early response bias of quick turnaround surveys (this is particularly important for a budget poll). The data have been weighted by age, gender, region and education using the latest Census population data from Statistics Canada.

Notes on Reporting

Numbers in charts and tables may not always add up to 100 per cent due to rounding or the exclusion of non-response at times when it is minimal.

Data tables are shaded to denote statistically significant differences – green means the result is significantly higher than that for others in group, grey means it is significantly lower.

Scale aggregates are presented in parentheses on charts and tables, and are based on either a 5- or 7-point scale.

Note on Tracking

The Modalis Public Opinion Panel was launched in late 2021. As such, tracking data only covers the period subsequent to launch.



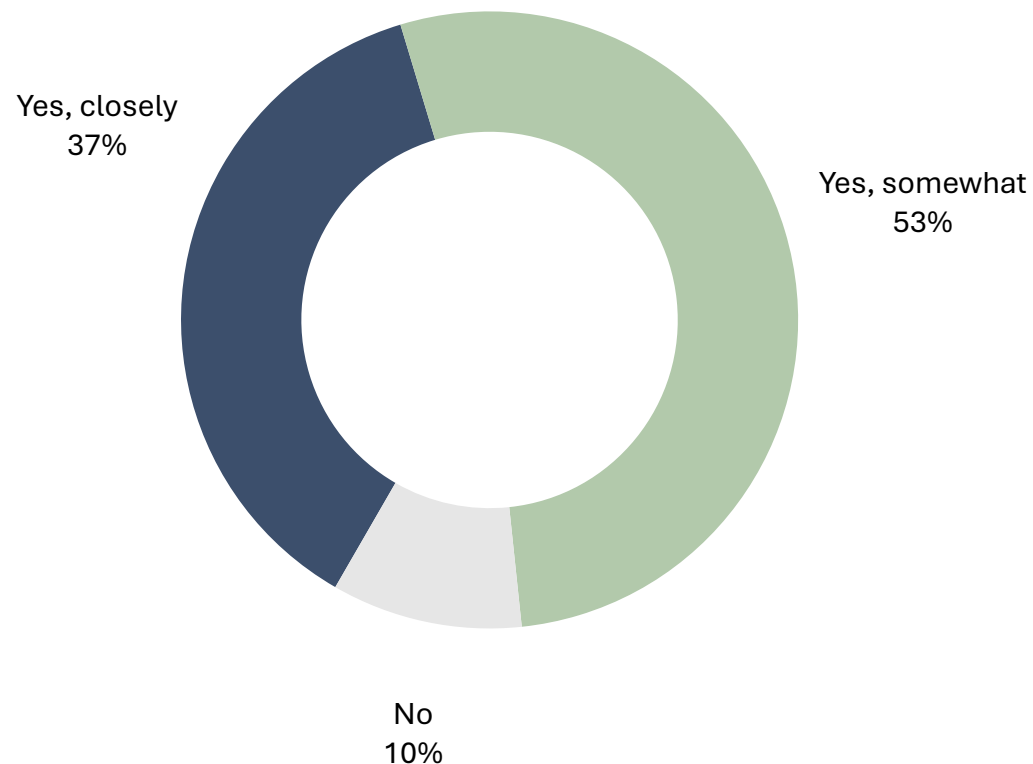
2025 Budget

A plurality of Canadians rate the 2025 budget negatively, resulting in a net negative rating of minus six points

While the vast majority of Canadians have followed news on the budget, the first Carney budget received positive ratings from only just over one-third.

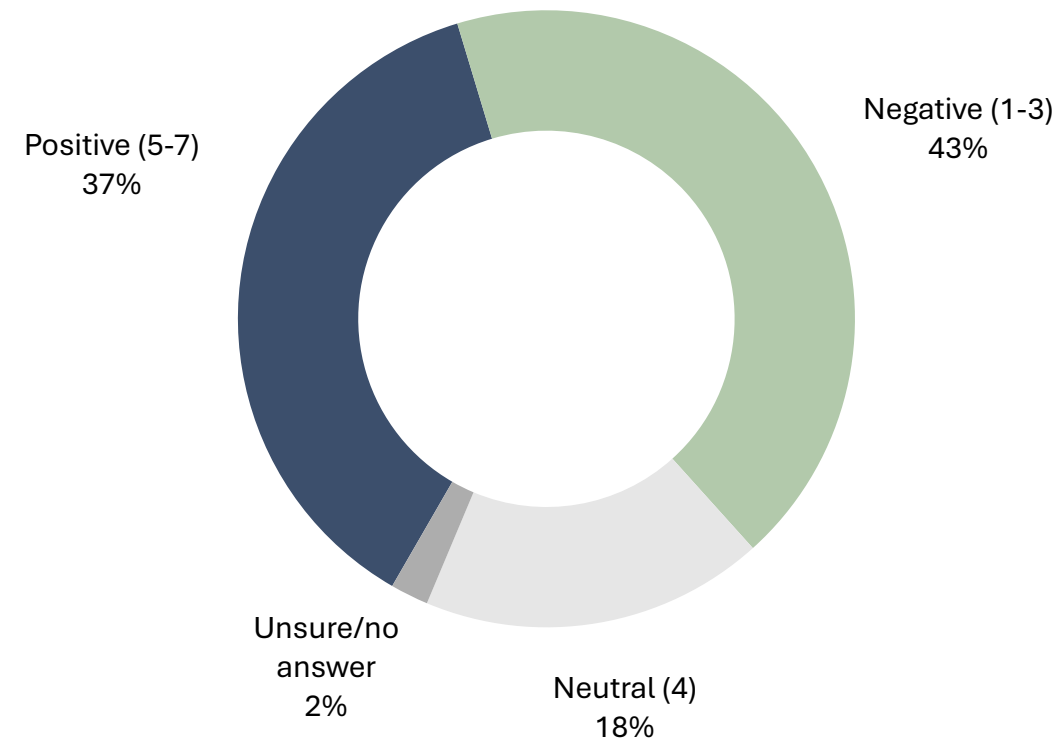
Q And just since it was announced on Tuesday, November 4, have you followed any news about the 2025 federal budget?

Base: Canadian adults, n=1,207



Q Overall, based on what you may have read or heard, how do you rate the 2025 federal budget?

Base: has followed news about the budget, n=1,109



Younger Canadians are the least impressed by Carney's first budget

Albertans are particularly displeased with 3 in 5 rating the budget negatively.

Q Overall, based on what you may have read or heard, how do you rate the 2025 federal budget?

Base: has followed news about the budget, n=1,109

	Total	Age					Highest Educational Attainment				Region					
		< 35	35-44	45-54	55-64	65+	No post-secondary	College diploma	Undergrad degree	Graduate/ Professional	BC	Alberta	Prairies	Ontario	Quebec	Maritimes
Weighted Sample Size	1,085	122	340	121	215	248	470	167	214	233	142	122	74	431	240	75
Unweighted Sample Size	1,109	54	142	154	264	457	285	253	280	291	172	168	147	424	145	53
Negative (1 to 3)	43%	45%	50%	48%	44%	29%	50%	46%	36%	32%	45%	61%	49%	43%	35%	28%
Neutral (4)	18%	24%	20%	15%	13%	17%	17%	11%	14%	26%	14%	8%	19%	17%	27%	12%
Positive (5 to 7)	37%	28%	27%	34%	41%	54%	30%	40%	49%	40%	40%	29%	30%	37%	36%	57%

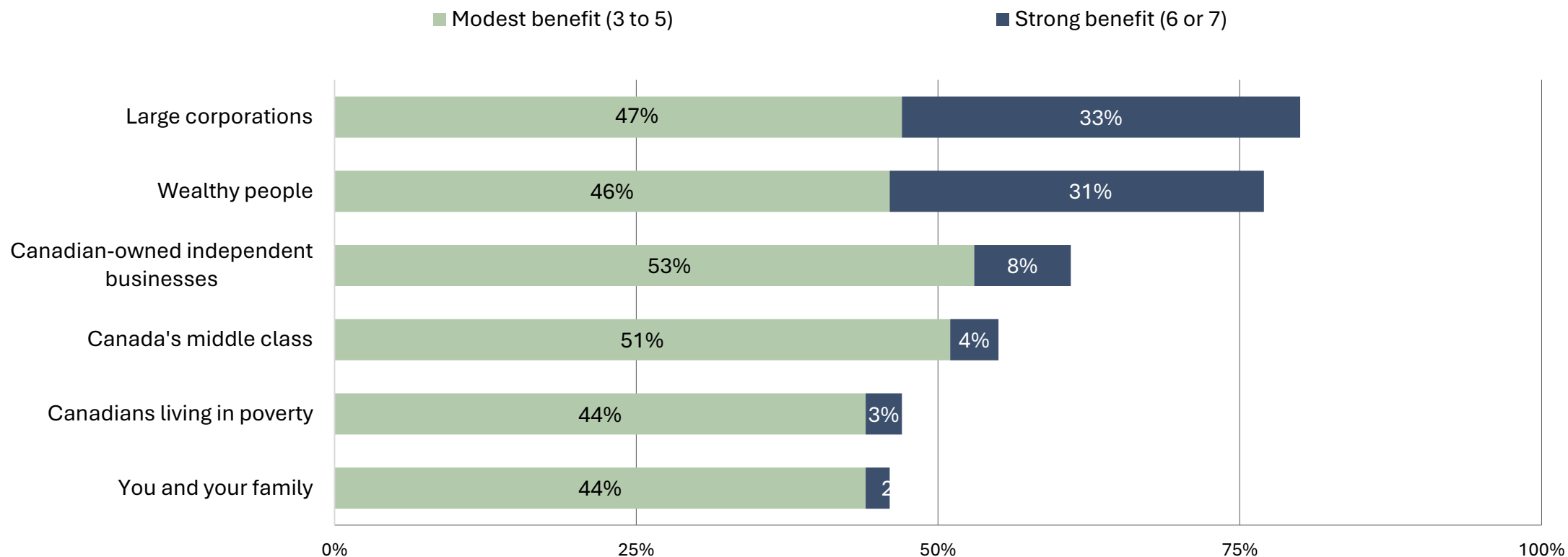
Green shading = statistically above others in grouping; grey shading = statistically below others in grouping

Canadians see large corporations and the wealthy as the chief beneficiaries of Carney's first budget

This in part helps to explain its overall negative reception.

Q Overall, based on what you may have read or heard, how do you rate the 2025 federal budget in terms of how it benefits each of the following?

Base: followed budget news, n=1,028



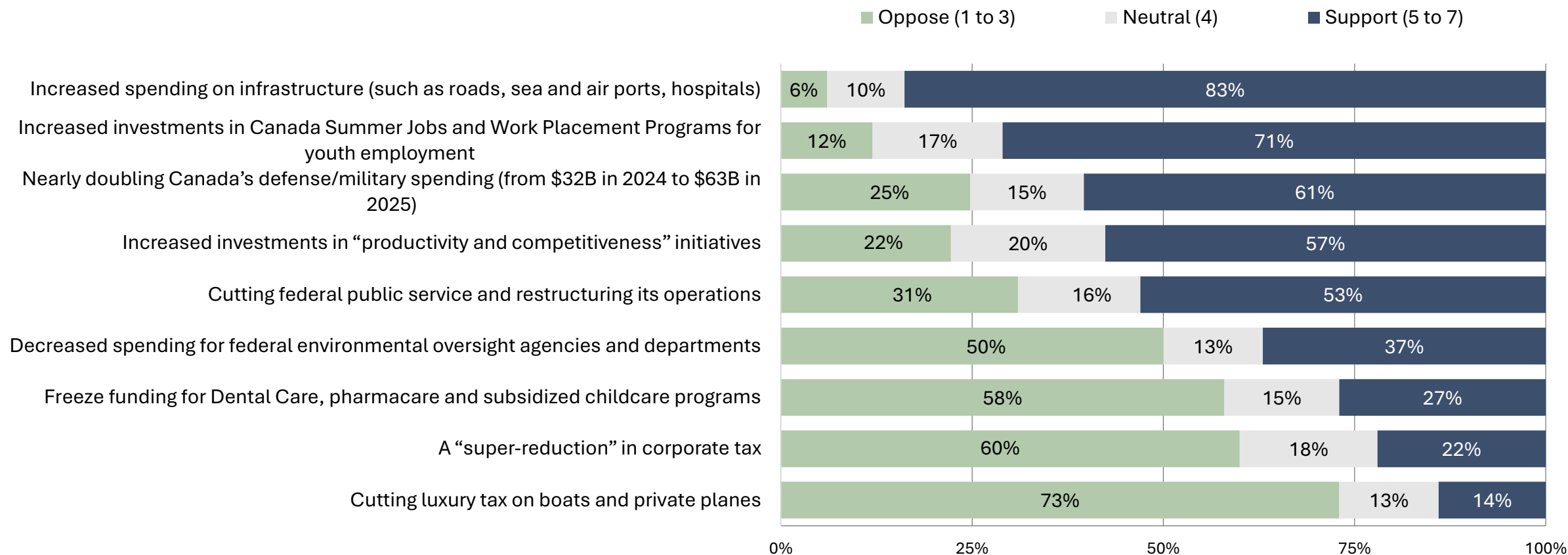
Some measures in the budget are deeply unpopular, particularly those entailing tax cuts for the wealthy, social spending freezes

A majority also opposes decreased spending on environmental oversight.

- The only strongly popular budget measures are those increasing infrastructure spending and addressing youth unemployment.

Q How strongly do you support or oppose the following elements of the 2025 federal budget?

Base: followed budget news, n=1,107



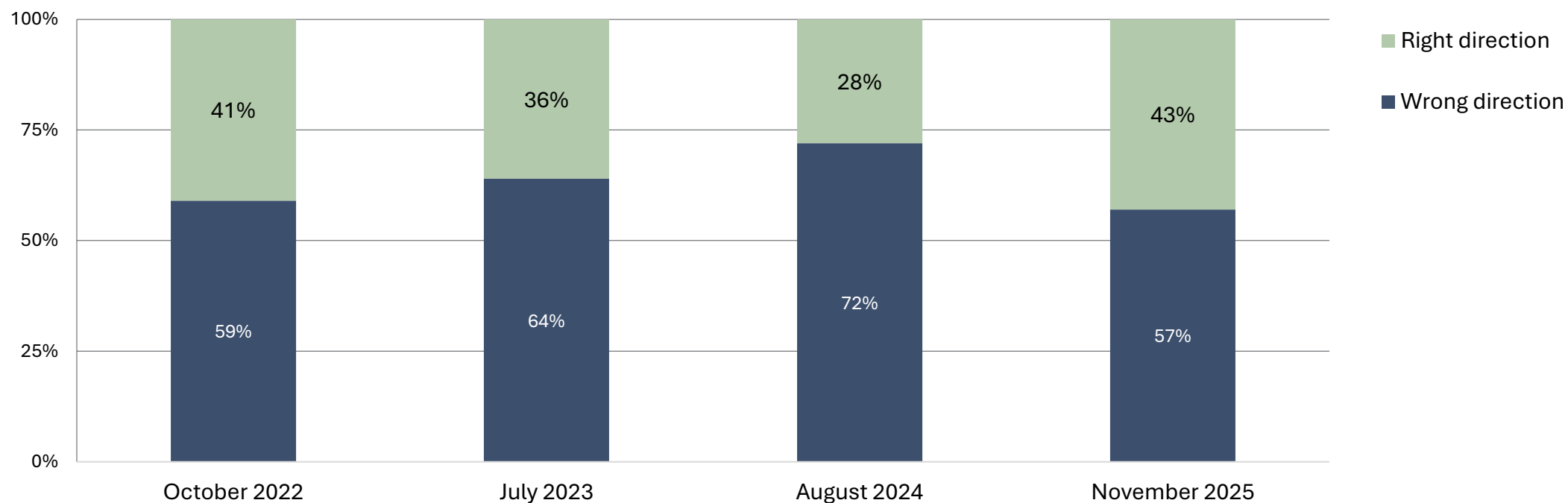
Direction of the Country

There has been a shift against the trend of increasing numbers of Canadians thinking the country is moving in the wrong direction

Despite the somewhat chilly reception of the budget, we find a significant upswing in the number of Canadians who think the country is moving in the right direction (albeit still a minority).

Q All in all, do you think things in Canada are generally headed in the right direction, or do you feel things are going in the wrong direction?

Base: Canadian adults, n=1,207



Discussion

The Carney government's first budget, [narrowly passed on November 4](#), has been met with an at best tepid response from Canadians. In the short-term, it has done nothing to boost Canadians' confidence in the economy or their sense of financial well-being.

In fact, many of the measures which will hit Canadians hardest are deeply unpopular – notably, freezing spending on dental care, pharmacare and childcare. Even more unpopular are tax cuts to corporations and expensive luxury items. It is no surprise, given these measures, that Canadians see large corporations and wealthy Canadians as the chief beneficiaries of this budget.

Oddly, in this context Canadians have taken a more favourable view of the direction of the country. When this metric was in worse shape back in the summer of 2024, we asked for reasons from those who said the country was moving in the wrong direction – and a large number cited the Trudeau government.





- › Modus staff are members of AAPOR
- › We adhere to AAPOR's stringent [Code of Professional Ethics and Practices](#)
- › Globally, AAPOR is one of the rare survey research organizations that maintains strict standards on probability sampling, including explicit restrictions for reporting non-probability samples.



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