



2021 CCPC Research Report

Changing Attitudes about the Role of Canadian Businesses | May 26, 2021



Survey Methodology



Discover by Navigator undertook an online survey for the CCPC among 1500 Canadian adults.

Study Population:

Canadians aged 18 years of age and older, representative of population nationwide.

Survey Timing:

Conducted from April 30th to May 4th, 2021.

- Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to Statistics Canada census data.
- For comparison purposes, a probability sample of this size would carry a margin of error of +/- 2.53 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding.
- A benchmark wave of this study was undertaken in July 2020. Where possible, the data from this survey has been compared to benchmark 2020 results.
- The survey was self-commissioned and paid for by Discover by Navigator. Detailed results follow.



Turning to Government



Turning to Government



Canadians expect more from governments than they did a year ago when it comes to addressing societal challenges.

Over the past year, there has been a substantial increase in the proportion of Canadians who believe the government should be doing significantly more to address:

- The overall social environment in Canada (74% in 2021, up from 59% in 2020)
- Canada's Environmental and Climate Change challenges (74% in 2021, up from 61% in 2020)
- Inequalities/wealth and income gaps (76%, up from 58% in 2020)
- Treatment inequities (71%, up from 60% in 2020)

Moreover, in 2021, fully 80% of Canadians want to see the government do significantly more to tackle the social and economic consequences of COVID-19.

While Canadians acknowledge that corporations need to do their part, there is appetite for government intervention.

Fully 83% believe 'businesses and corporations play a vital role in the economy by creating jobs, fostering innovation and providing essential goods and services'.

Still, the majority agree governments need to get tougher with businesses and corporations through laws, regulations and taxes with regards to...

- Overcoming climate change (72% agree)
- Addressing inequalities/wealth and income gaps (68% agree)
- Addressing treatment inequities (63% agree)

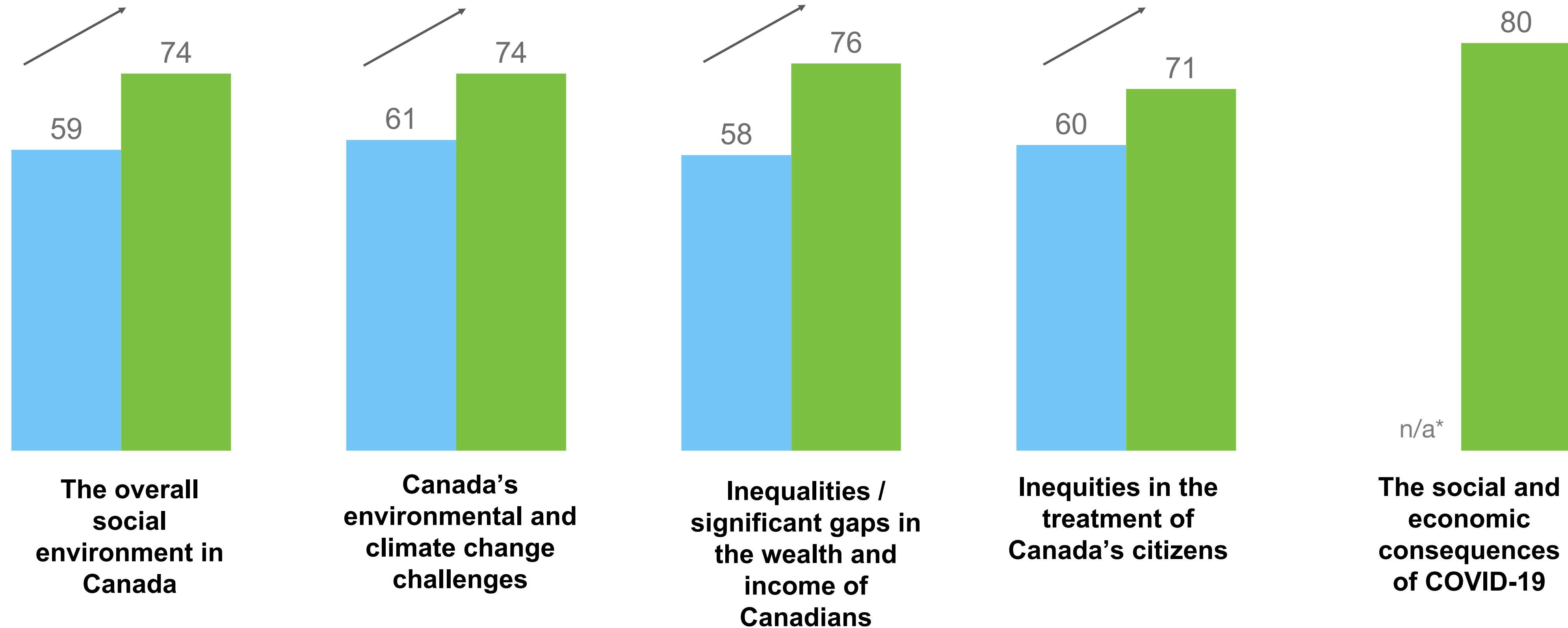
For each of these three statements, women show higher levels of agreement than men.



Proportion Believing the Government Should be Doing Significantly More to Tackle Issues

2020 2021

%
Should be
doing
significantly
more

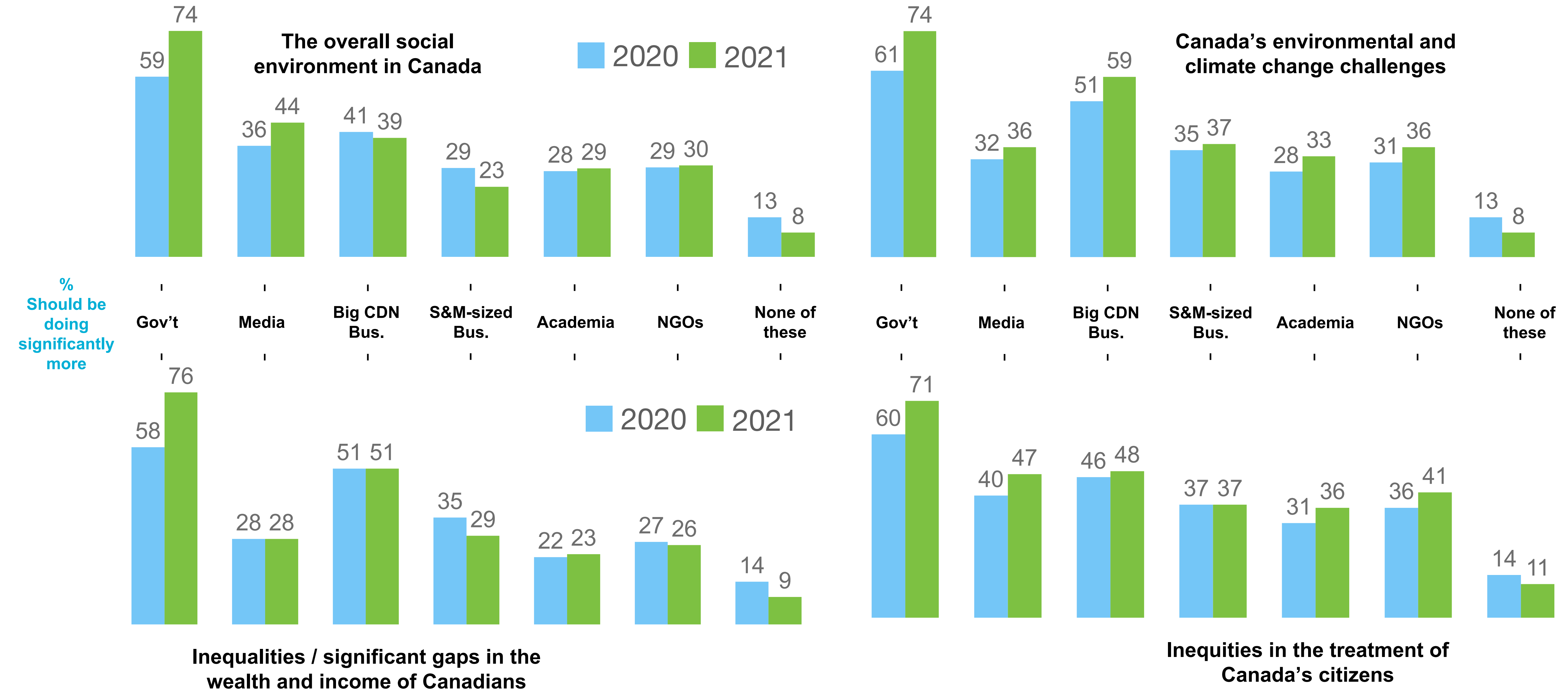


2020 - Q77-80/ Q16-21 2021: And which of these groups/organizations do you believe should be doing significantly more to tackle these issues? (You can select one, a few, all or none of the organizations based on your opinion)

Base: 50% split sample (n=1490 in 2020); Total sample (n=1500 in 2021)

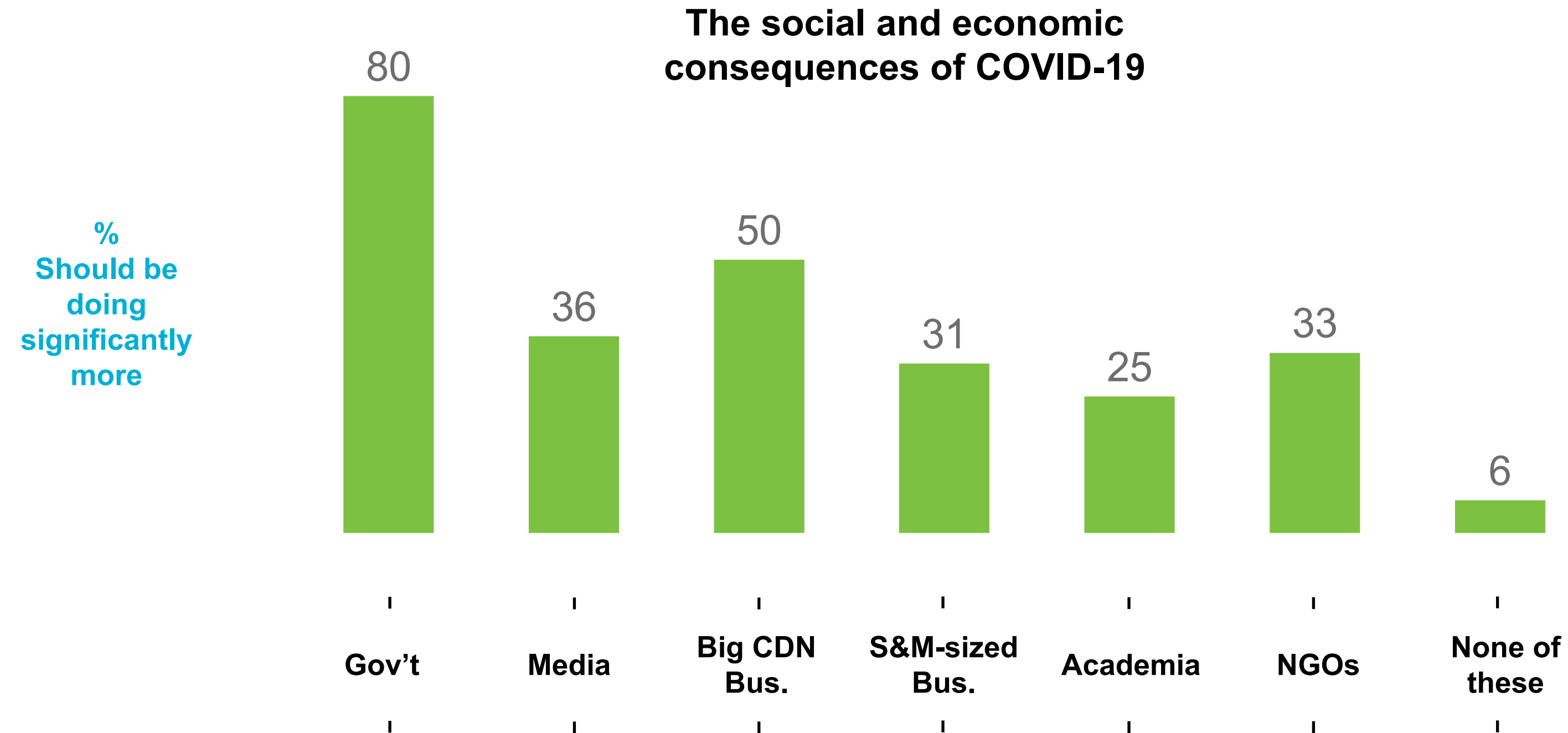


Should be Doing Significantly More to Tackle Issues





Should be Doing Significantly More to Tackle Issues





Turning to Government

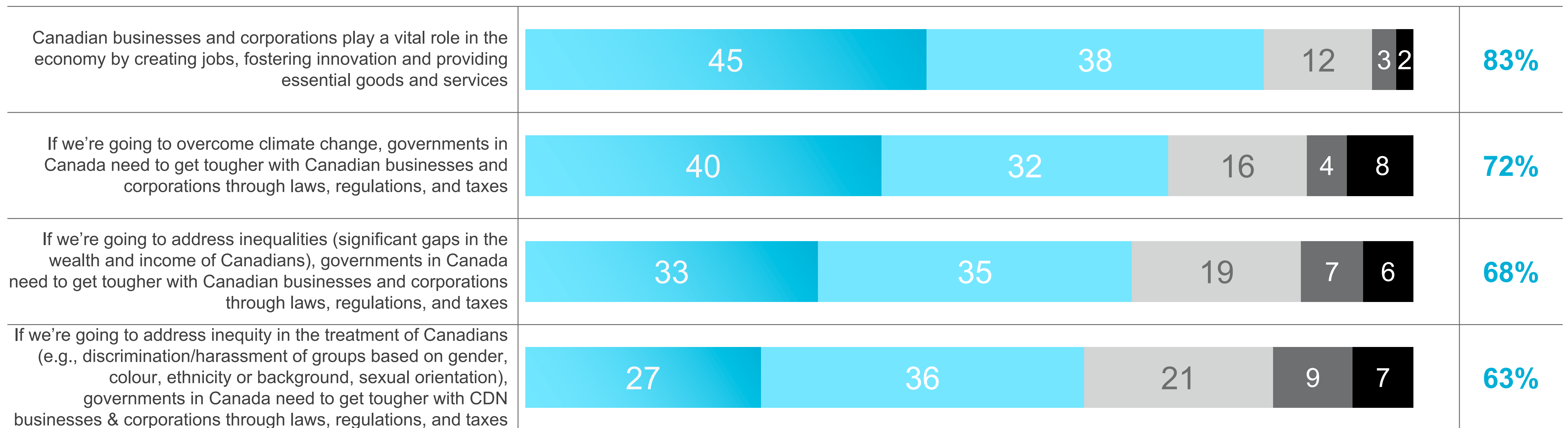
“Government is seen by Canadians as the institution most responsible for the fight against the societal challenges of concern. Consequently, Canadians want governments to enhance their efforts, including using their ability to force businesses and corporations to do more to tackle climate change, inequalities and inequities.”

Brian Gallant, CEO, CCPC



Roles of Government and Business in Addressing Societal Issues

% Agree



■ Strongly agree ■ Somewhat agree ■ Neither ■ Somewhat disagree ■ Strongly disagree



Roles of Government and Business in Addressing Societal Issues

% Strongly/Somewhat Agree	TOTAL SAMPLE	Gender		Age					Region					
		Men	Women	Gen Z	Millennials	Gen X	Boomers	Silents	BC	AB	MB/SK	ON	QC	Atlantic
n=	1500	700	791	190	355	399	490	120	207	168	97	578	348	102
%		%	%	%	%	%	%	%	%	%	%	%	%	%
Canadian businesses and corporations play a vital role in the economy by creating jobs, fostering innovation and providing essential goods and services	83	80	86	78	78	84	87	88	77	85	80	84	84	88
If we're going to overcome climate change, governments in Canada need to get tougher with Canadian businesses and corporations through laws, regulations, and taxes	72	67	77	76	72	70	69	79	70	64	64	70	82	80
If we're going to address inequalities (significant gaps in the wealth and income of Canadians), governments in Canada need to get tougher with Canadian businesses and corporations through laws, regulations, and taxes	68	63	73	68	70	69	65	73	67	67	68	65	75	67
If we're going to address inequity in the treatment of Canadians (e.g., discrimination/harassment of groups based on gender, colour, ethnicity or background, sexual orientation), governments in Canada need to get tougher with Canadian businesses and corporations through laws, regulations, and taxes	63	57	68	65	65	62	58	72	63	56	63	61	69	64



Roles of Government and Business in Addressing Societal Issues

% Strongly/Somewhat Agree	TOTAL SAMPLE	Employment			Decided Voter Intent (Federal)				
		Full Time	Part Time	Self- employed	CPC	LIB	NDP	GREEN	BQ
n=	1500	540	144	84	283	370	237	92	83
	%	%	%	%	%	%	%	%	%
Canadian businesses and corporations play a vital role in the economy by creating jobs, fostering innovation and providing essential goods and services	83	82	82	86	88	87	81	78	83
If we're going to overcome climate change, governments in Canada need to get tougher with Canadian businesses and corporations through laws, regulations, and taxes	72	70	73	66	49	84	84	82	80
If we're going to address inequalities (significant gaps in the wealth and income of Canadians), governments in Canada need to get tougher with Canadian businesses and corporations through laws, regulations, and taxes	68	68	74	68	49	79	80	73	78
If we're going to address inequity in the treatment of Canadians (e.g., discrimination/harassment of groups based on gender, colour, ethnicity or background, sexual orientation), governments in Canada need to get tougher with Canadian businesses and corporations through laws, regulations, and taxes	63	62	66	61	46	72	78	72	63



Perceptions of Capitalism



Perceptions of Capitalism



Capitalism continues to lose its sheen as a result of the pandemic.

While 28% of Canadians last year believed that “capitalism today works pretty well”, that percentage has declined to 25% in 2021.

Almost six-in-ten (59%) now feel that “capitalism should be reformed so that it is more inclusive, fairer and more sustainable” – up 4 points from just 10 months ago.

Younger cohorts are most likely to believe capitalism is broken.

Among GenZ and Millennials, almost one-quarter (23%) of each cohort believe that “capitalism is broken, and it should be completely replaced”. By contrast, only 10% of Boomers and 7% of Silents feel it is broken.

Consistent with 2020, Canadians overwhelming want businesses to focus on stakeholders over profits.

Fully 85% believe businesses should put the interests of other stakeholders on par with the interests of the shareholders (i.e., profits).



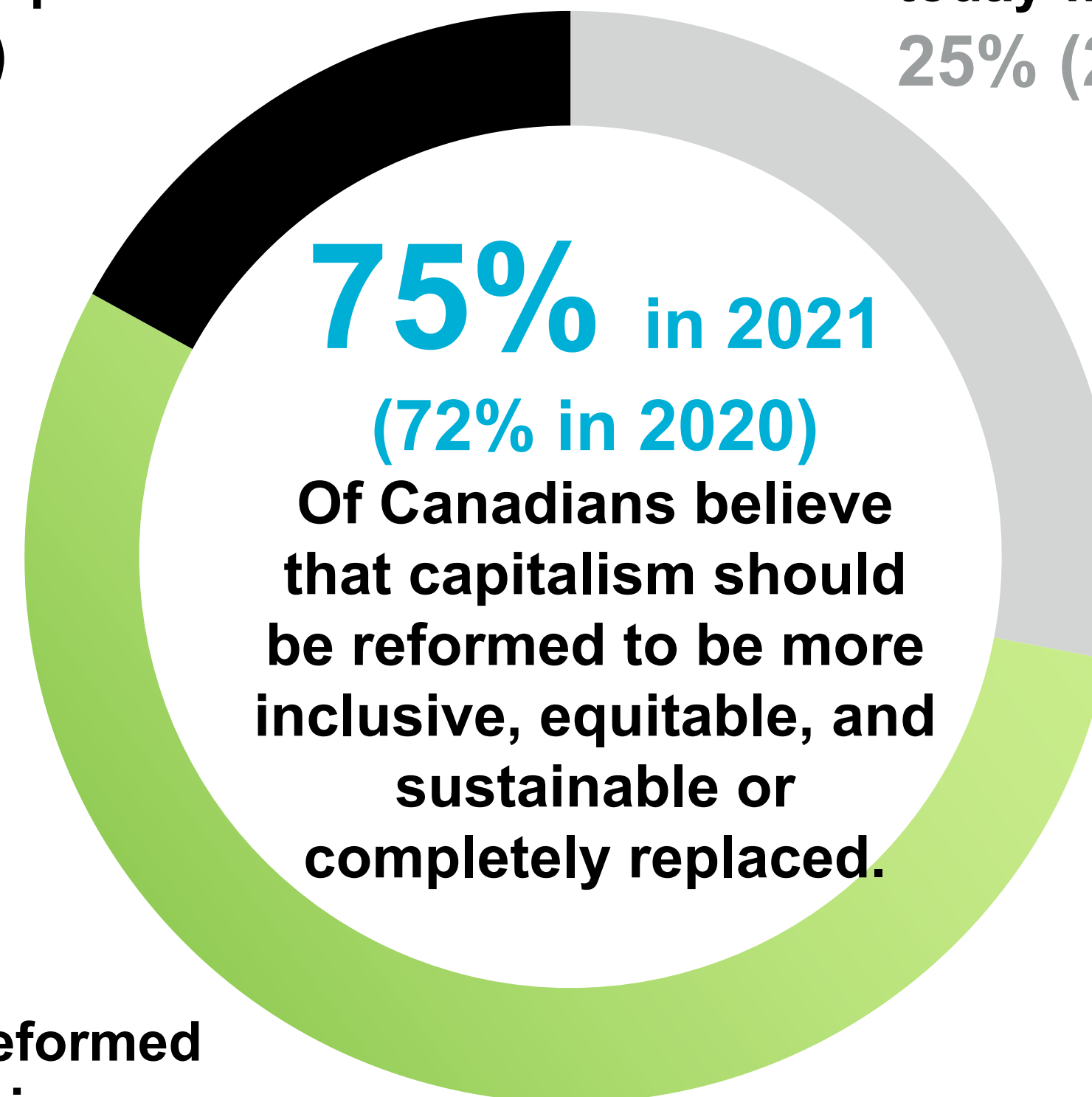
Perceptions of Capitalism



Capitalism is broken, and it should be completely replaced –
16% (17% in 2020)



While it's not perfect, capitalism today works pretty well –
25% (28% in 2020)



Capitalism should be reformed so that it is more inclusive, fairer and more sustainable –
59% (55% in 2020)



Perceptions of Capitalism

2021 data	TOTAL SAMPLE	Gender		Age					Region					
		Men	Women	Gen Z	Millennials	Gen X	Boomers	Silents	BC	AB	MB/SK	ON	QC	Atlantic
n=	1500	700	791	190	355	399	490	120	207	168	97	578	348	102
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
While it is not perfect, capitalism today works pretty well	25	30	21	22	22	25	28	31	27	31	20	25	27	14
Capitalism should be reformed so that it is more inclusive, fairer and more sustainable	59	54	63	56	55	56	62	61	56	49	63	59	60	69
Capitalism is broken, and it should be completely replaced	16	15	17	23	23	18	10	7	18	20	17	16	13	16



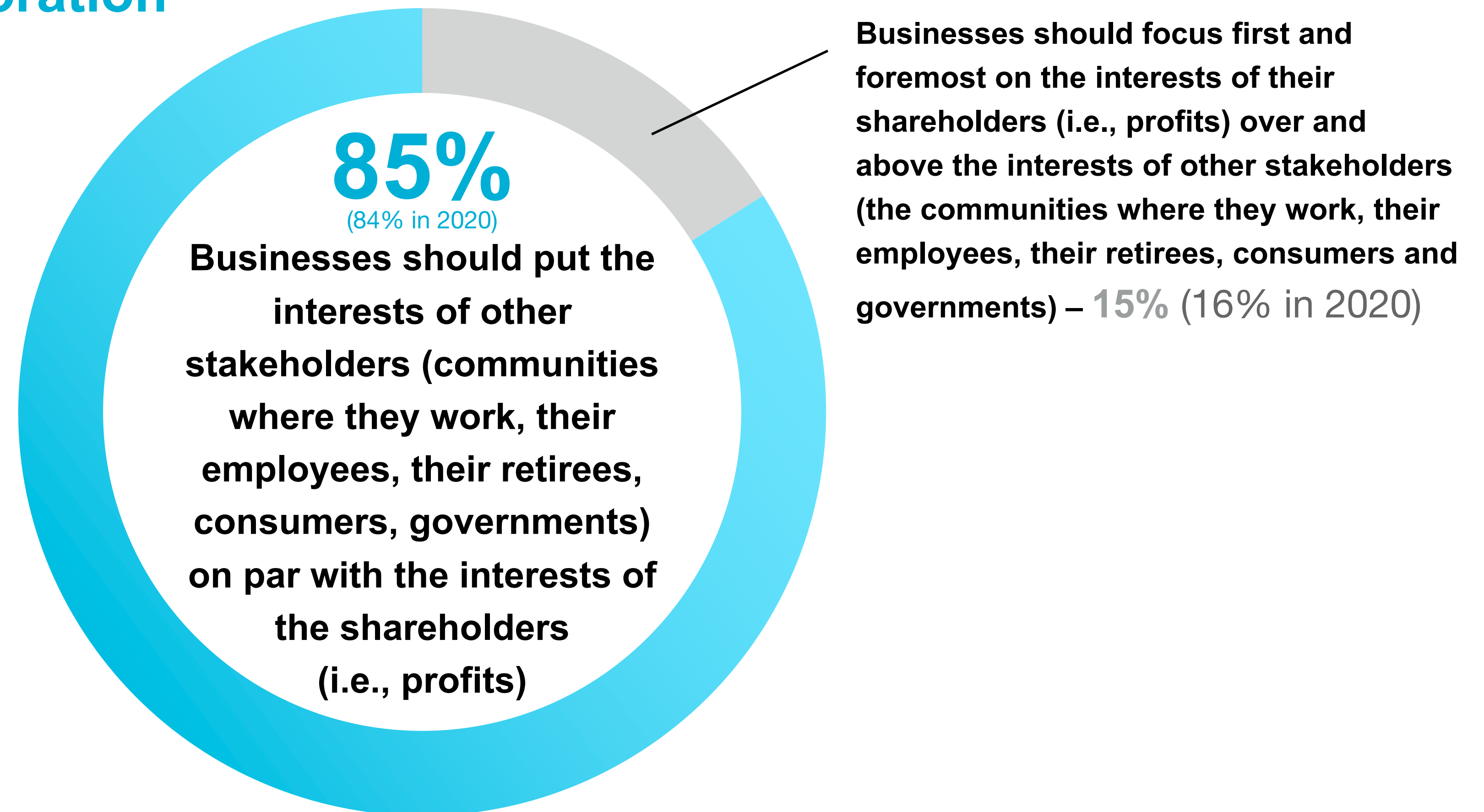
Perceptions of Capitalism

2021 Data	TOTAL SAMPLE	Employment			Decided Voter Intent (Federal)				
		Full Time	Part Time	Self-employed	CPC	LIB	NDP	GREEN	BQ
	n= 1500	540	144	84	283	370	237	92	83
	%	%	%	%	%	%	%	%	%
While it is not perfect, capitalism today works pretty well	25	27	27	24	43	20	9	19	27
Capitalism should be reformed so that it is more inclusive, fairer and more sustainable	59	57	55	60	48	68	55	66	63
Capitalism is broken, and it should be completely replaced	16	17	18	16	9	12	36	15	10



Opinion About What Businesses Should Focus On:

Purpose of a Corporation





Perceptions of Capitalism

“Canadians want a more equitable, inclusive, and environmentally sustainable economic system and see government bringing down the hammer on businesses as a necessity in order for that to become a reality.”

Brian Gallant, CEO, CCPC



Canadians Want More From Businesses



Canadians Want More From Businesses



Approximately half of Canadians think big Canadian businesses and corporations should be doing more to address...

- inequalities (51%)
- environmental and climate change challenges (59%)
- inequities in the treatment of Canada's citizens (48%)
- the social and economic consequences of COVID-19 (50%).

There is solid support for employers to speak out on various issues across a section of societal issues.

Three-quarters of Canadians support corporations trying to influence public policy on ways to achieve fair wages.

At least two-thirds of Canadians support corporations taking a stand on means of protecting the environment, addressing climate change, strategies for addressing and improving racism, diversity in the workplace.

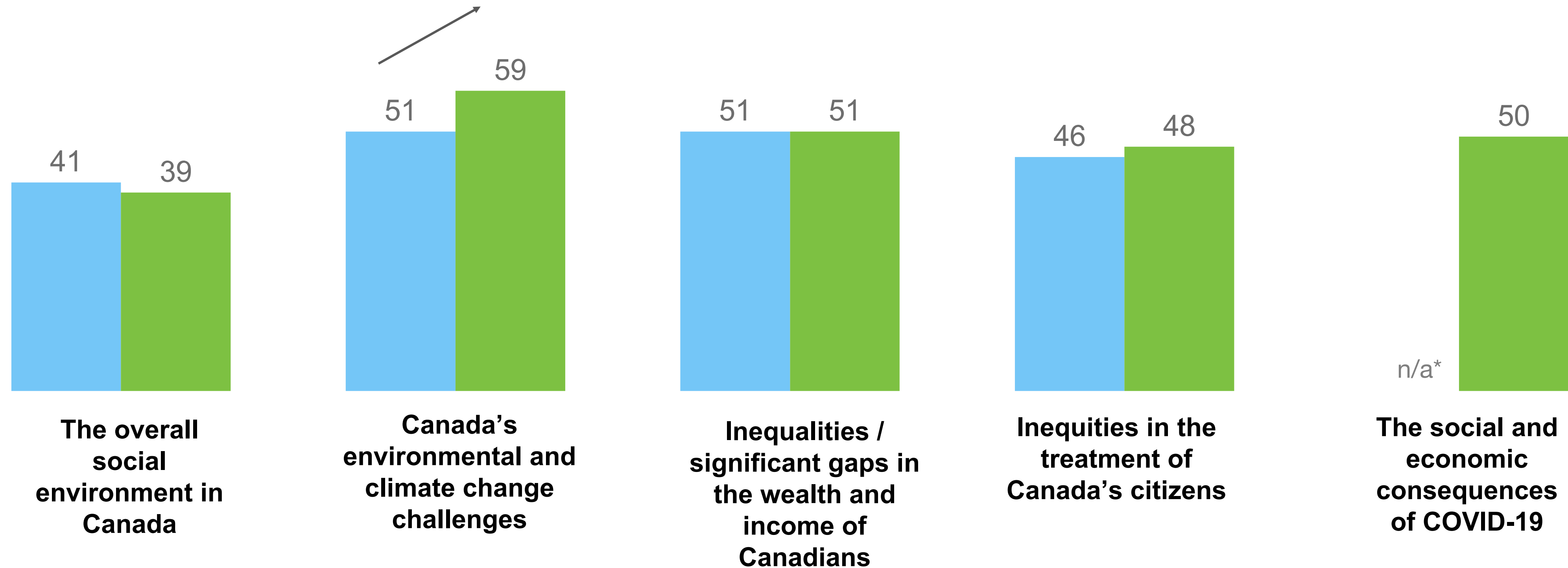
On all issues, women are more likely than men to express support for businesses and corporations taking stand. GenZ are more open to businesses and corporations taking stands on many issues when compared to boomers.



Proportion Believing Big Canadian Businesses Should be Doing Significantly More to Tackle Issues

2020 2021

%
Should be
doing
significantly
more



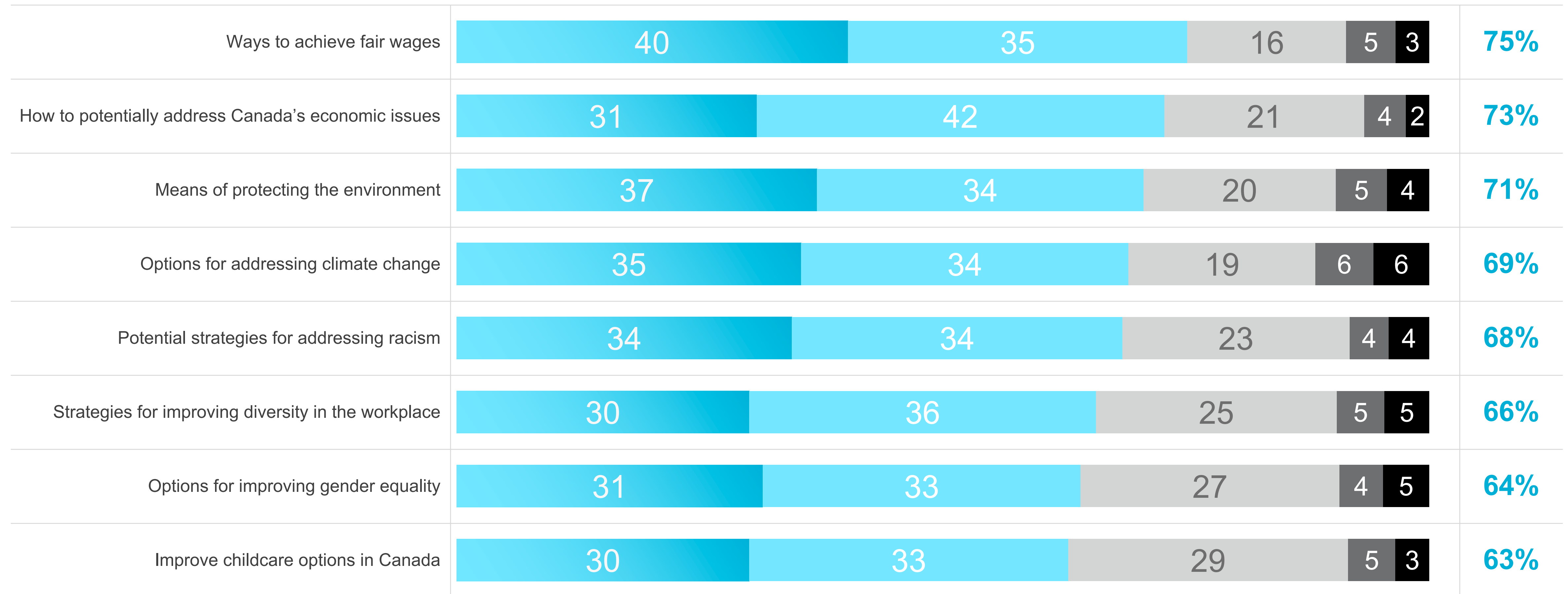
2020 - Q77-80/ Q16-21 2021: And which of these groups/organizations do you believe should be doing significantly more to tackle these issues? (You can select one, a few, all or none of the organizations based on your opinion)

Base: 50% split sample (n=1490 in 2020); Total sample (n=1500 in 2021)



Support For Canadian Businesses and Corporations Taking a Stand on Issues

% Support



■ Strongly support ■ Somewhat support ■ Neither ■ Somewhat oppose ■ Strongly oppose



Support For Canadian Businesses and Corporations Taking a Stand on Issues

% Support (strongly support and somewhat support combined)	TOTAL SAMPLE	Gender		Age					Region					
		Men	Women	Gen Z	Millennials	Gen X	Boomers	Silents	BC	AB	MB/SK	ON	QC	Atlantic
n=	1500	700	791	190	355	399	490	120	207	168	97	578	348	102
%		%	%	%	%	%	%	%	%	%	%	%	%	%
Ways to achieve fair wages	75	68	82	76	72	76	74	82	73	69	78	73	81	80
How to potentially address Canada's economic issues	73	71	74	67	71	72	74	80	76	72	62	73	74	75
Means of protecting the environment	71	65	75	73	69	67	72	70	69	62	71	68	78	77
Options for addressing climate change	69	64	73	77	71	63	66	77	73	58	63	67	76	75
Potential strategies for addressing racism	68	62	74	78	67	65	65	75	68	63	72	66	74	69
Strategies for improving diversity in the workplace	66	58	72	72	65	65	63	64	63	57	71	65	69	72
Options for improving gender equality	64	57	71	69	65	63	59	67	59	55	64	64	72	64
Improve childcare options in Canada	63	57	68	67	66	60	59	66	63	60	68	61	61	78



Support For Canadian Businesses and Corporations Taking a Stand on Issues

% Support (strongly support and somewhat support combined)	TOTAL SAMPLE	Employment		Decided Voter Intent (Federal)					
		Full Time	Part Time	CPC	LIB	NDP	GREEN	BQ	Undecided
n=	1500	540	144	283	370	237	92	83	435
	%	%	%	%	%	%	%	%	%
Ways to achieve fair wages	75	75	84	73	78	84	67	87	69
How to potentially address Canada's economic issues	73	71	74	79	74	76	69	80	65
Means of protecting the environment	71	68	71	62	77	77	77	83	63
Options for addressing climate change	69	67	71	62	78	77	73	84	58
Potential strategies for addressing racism	68	66	74	61	74	77	73	74	62
Strategies for improving diversity in the workplace	66	64	76	57	72	75	68	74	59
Options for improving gender equality	64	65	70	52	75	72	56	71	59
Improve childcare options in Canada	63	62	65	57	67	77	54	67	56



Opinion About What Businesses Should Focus On

“Businesses should take Canadians’ evolving expectations seriously, try to understand them and take action to try to meet them. Employees want their employers to take concrete action, including publicly speaking out on the issues that are important to them and prioritizing the wellbeing of stakeholders over profit.”

André Pratte, Vice-President and Director of Research, CCPC



Canadians Want More From Businesses



Strong majorities of Canadians remain concerned about inequalities, environment and climate change, inequities and the current social environment.

As in July 2020, inequalities in the wealth and income of Canadians remains the societal issue about which Canadians are most concerned (68%).

In the face of the pandemic, there have been slight declines in the levels of concern among Canadians on these key issues.

Still, impressions about the extent to which Canadian businesses and corporations are concerned has gone up on all four of these issues.

- The overall social environment (up 11 points to 40%)
- Inequalities in wealth and income (up 7 points to 33%)

- Treatment Inequities (up 5 points to 37%)
- Canada's environmental and climate change challenges (up 3 points to 35%)


The gaps between public concern on these issues and perceptions about how concerned businesses are on these issues has closed significantly:

- Inequalities in wealth and income (2020 gap was 44 pts. In 2021 it is 35 pts.)
- Canada's environmental and climate change challenges (2020 gap was 36 pts. In 2021 it is 30 pts.)
- The greatest closing of the gap is on the issue of the social environment in Canada (2020 gap was 35 pts. In 2021 it is 21 pts.)

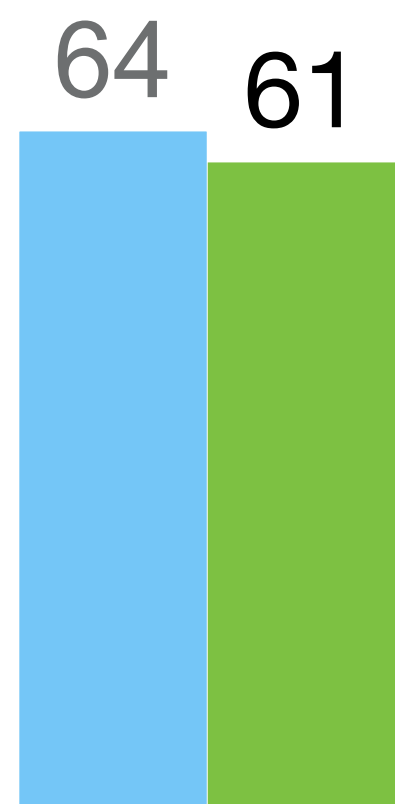


How Concerned are Canadians About Societal Issues?

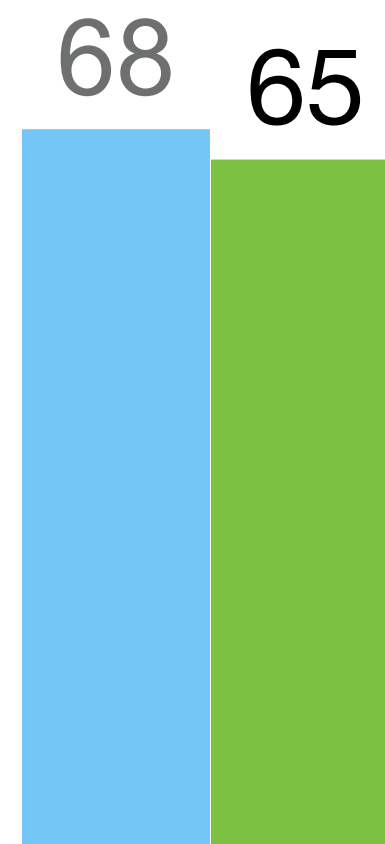
% Concerned



The overall
social environment
in Canada



Canada's environmental
and climate
change challenges



Inequalities / significant
gaps in the wealth and
income of Canadians



Inequities in the
treatment of
Canada's citizens



■ Jul-20 ■ May-21

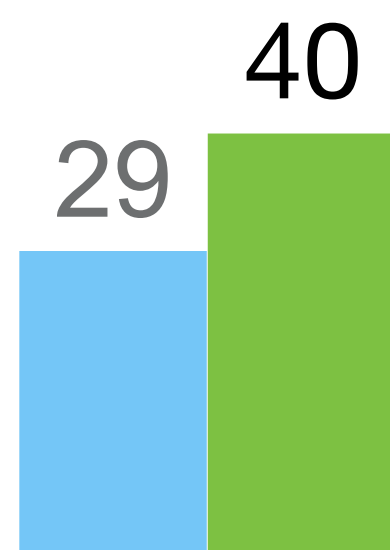


How Concerned Do Canadians Believe Businesses Are About Societal Issues?

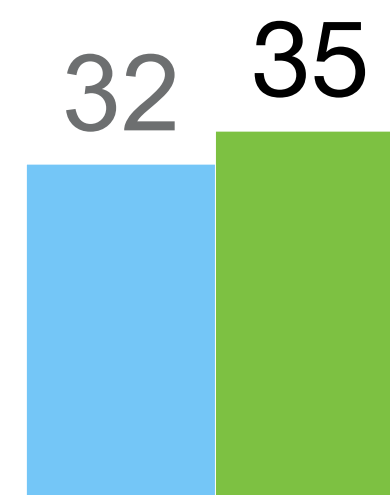
% Concerned



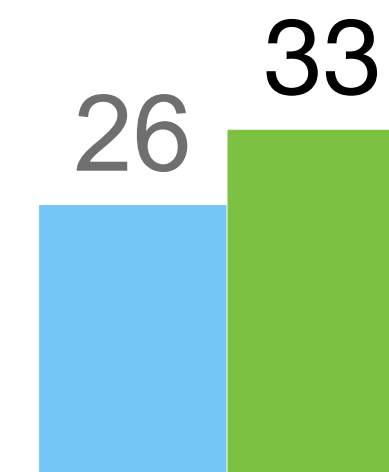
The overall
social environment
in Canada



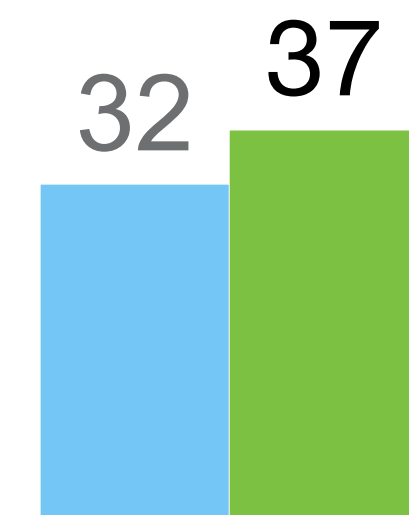
Canada's environmental
and climate
change challenges



Inequalities / significant
gaps in the wealth and
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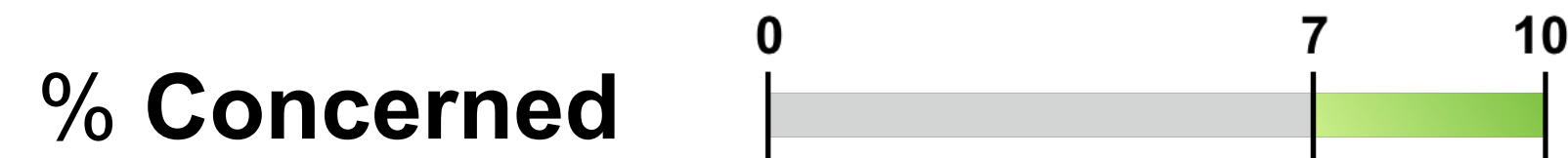
Inequities in the
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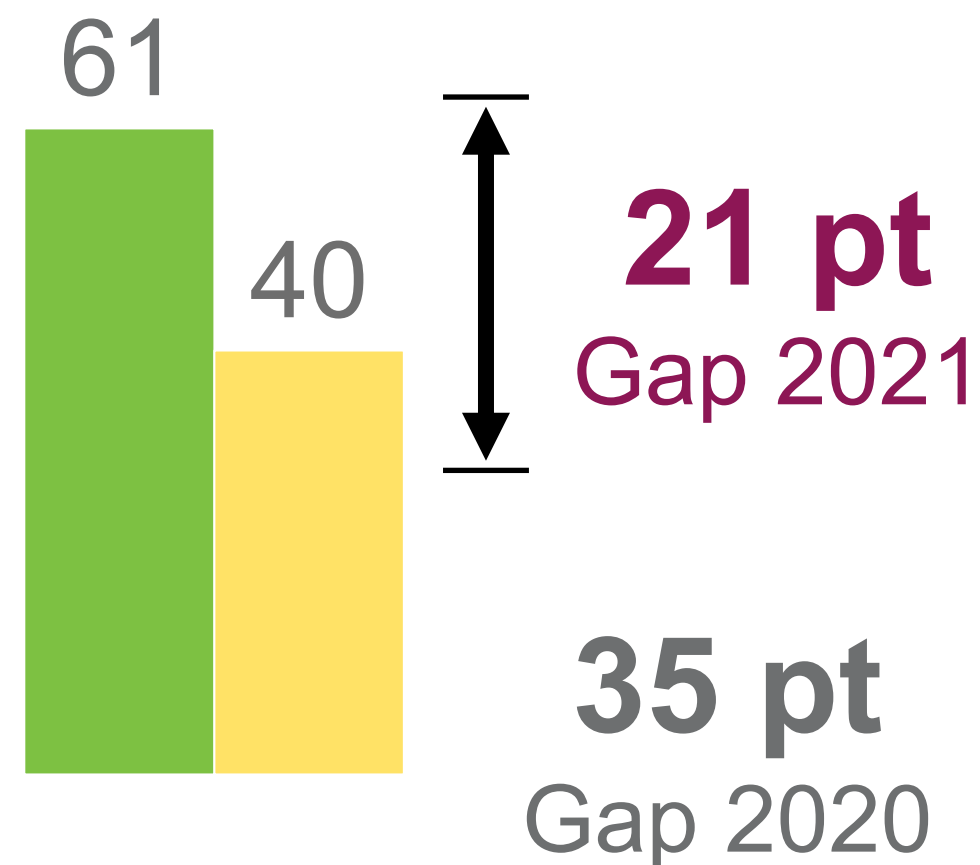
■ Jul-20 ■ May-21



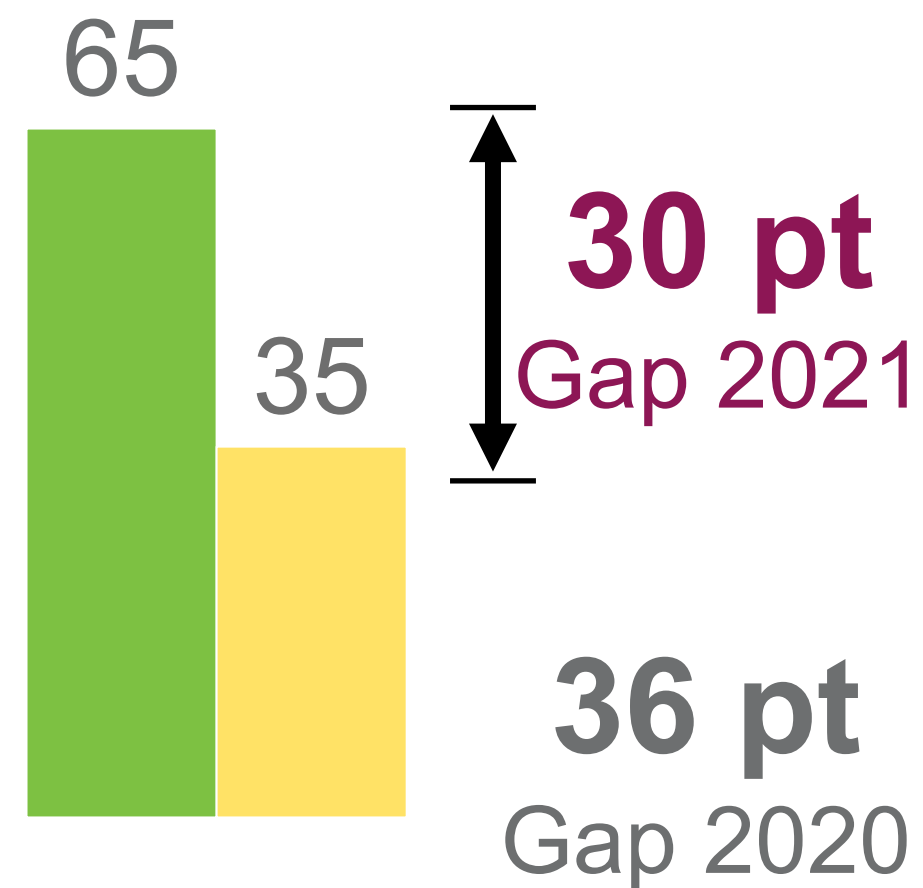
Level of Concern About Societal Issues – Personal vs. Businesses & Corporations



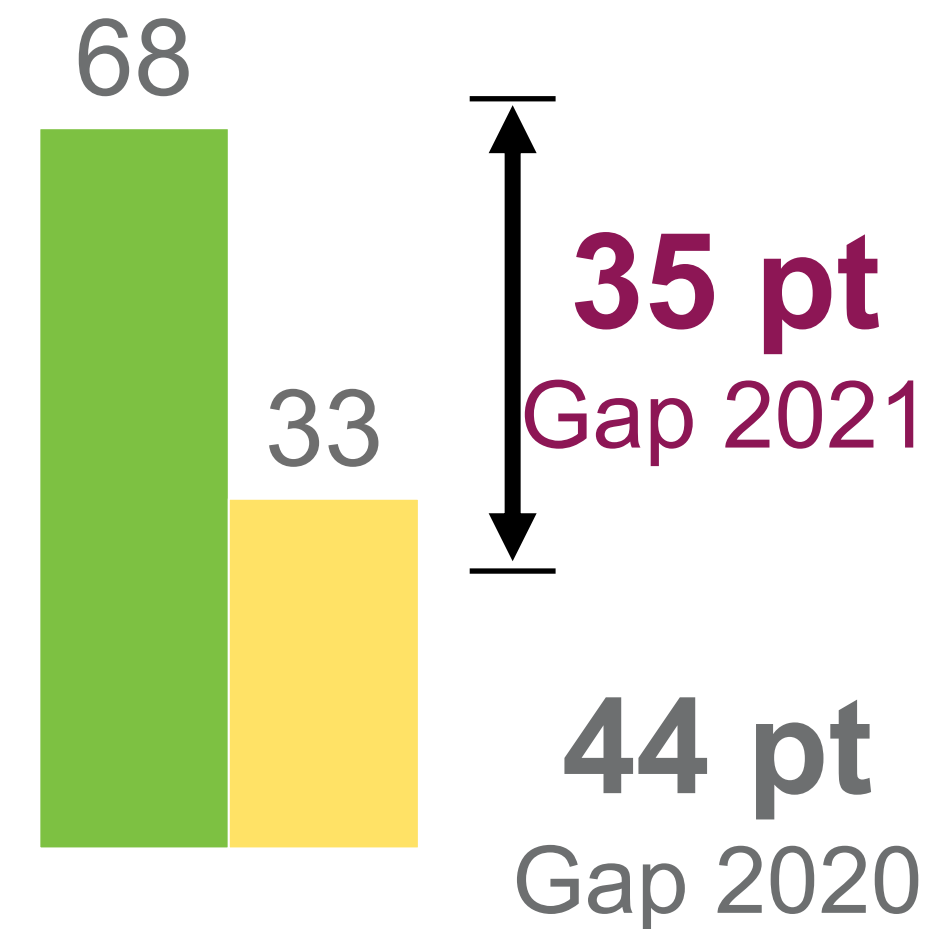
The overall
social environment
in Canada



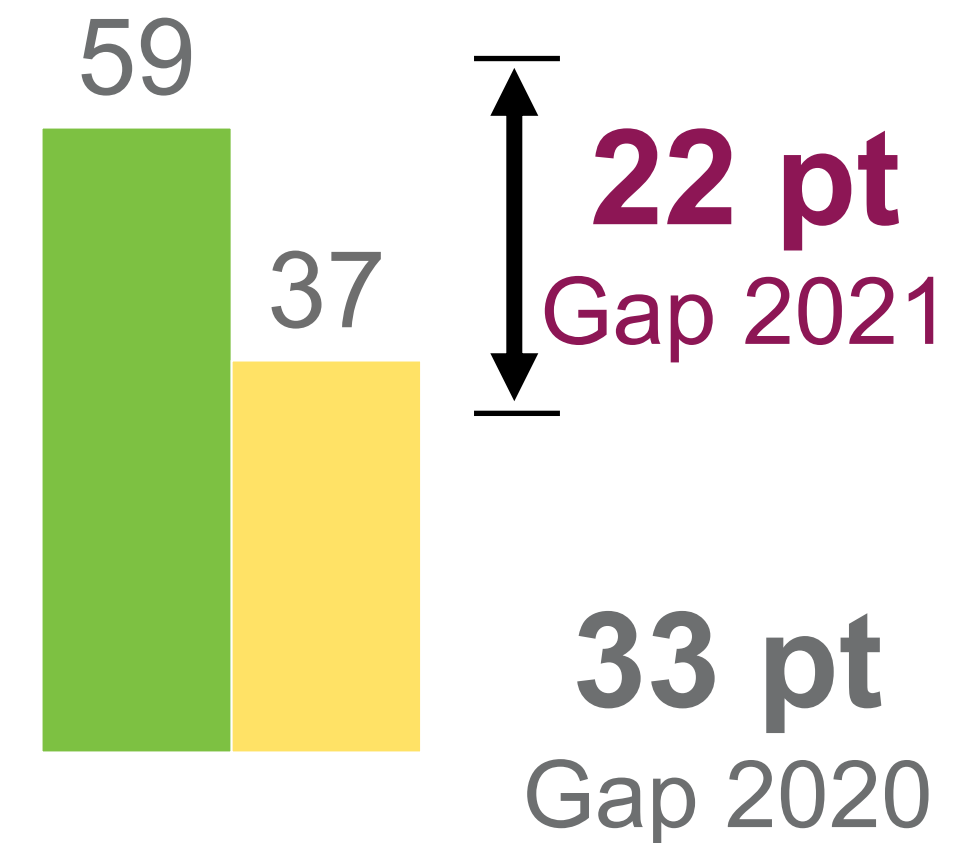
Canada's environmental
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change challenges



Inequalities / significant
gaps in the wealth and
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Inequities in the
treatment of
Canada's citizens



■ How concerned are you personally?

■ How concerned do you think Canadians businesses and corporations are?

2020 - Q49-52/2021 - Q7-10: How concerned are you personally about the following issues in Canada?

2020 - Q57-60/2021 - Q11-14: How concerned do you believe Canadian businesses and corporations are about these issues?

Base: Total sample (n=3000 in 2020; n=1500 in 2021)



Further Details about this Survey



About Discover by Navigator



Discover is Navigator's full-service, in-house research offering that delivers state-of-the-art research solutions and truly stakeholder-focused insights, while leveraging access to the strength of Navigator's public affairs offering.

For further information: or to book an interview, please contact: John Fenton, jfenton@navltd.com



Discover by Navigator is an accredited member of the Canadian Research Insights Council (CRIC), an advocacy organization that represents the research profession in Canada. Its members include many of the country's top research agencies, research-guided companies and other industry partners. CRIC members are held to the highest world-class standards, ethics and best practices in research, analytics, and insights.

NAVIGATOR

DISCOVER



Sample sizes of survey subgroups:

Region (weighted / unweighted):

- British Columbia (n=207 / 210)
- Alberta (n=168 / 171)
- Manitoba / Saskatchewan (n=97 / 94)
- Ontario (n=578 / 577)
- Quebec (n=348 / 352)
- Atlantic region (n=102 / 96)

Gender (weighted / unweighted):

- Male (n=700 / 707)
- Female (n=791 / 782)

Age Cohort (weighted / unweighted):

- Gen Z (n=190 / 179)
- Millennials (n=355 / 386)
- Gen X (n=399 / 413)
- Boomer (n=490 / 475)
- Silents (n=120 / 96)

Employment (weighted / unweighted):

- Employed full-time (n=540 / 601)
- Employed part-time (n=144 / 142)
- Self-employed (n=84 / 91)

Decided Voter Intent (weighted / unweighted):

- Conservative Party of Canada (n=283 / 280)
- Liberal Party of Canada (n=370 / 386)
- New Democratic Party of Canada (n=237 / 244)
- Green Party of Canada (n=92 / 86)
- The Bloc Québécois (n=83 / 84)