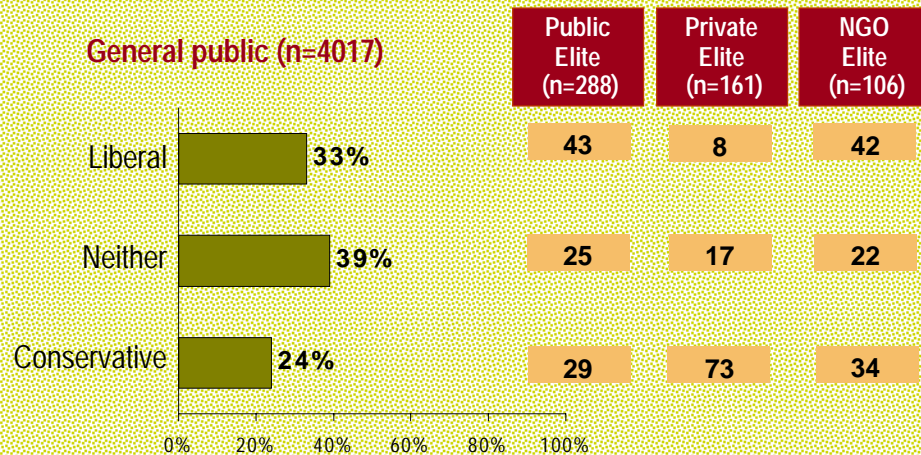


Political Ideology

"Thinking about your overall political persuasion, would you say you are more of a small L liberal or a small C conservative?"



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D. →

Conclusions

Broad Landscape: Rising Optimism and Declining Insecurity (a)

- **Thinking ahead, high (and strengthening) optimism for personal financial security twinned with belief that country will be doing better**
 - ✓ But consensus that Canada is moving toward a more divided society of haves and have nots (perhaps with a degree of resignation)
- **Sense that quality of life and standard of living have improved and will get better still**
- **Canadians see economic improvements as personal accomplishments, but economic deterioration is government authored**
- **Dramatic age and education effect, with optimism for personal future highest among the young and the better educated**
 - ✓ Optimism linked to higher receptivity for productivity-quality of life agenda



Broad Landscape: Rising Optimism and Declining Insecurity (b)

- **Stubborn persistence of cultural insecurity**
- **Findings from recent Ekos studies show emerging appetite for "bold new vision" and waning enthusiasm for "steady as she goes"; also see preference for practical, "human outcomes" vision**



Public Climate on Productivity: Decidedly Positive Imagery (a)

- **Canadians not afraid/intimidated by the “P” word**
 - ✓ Linked to rising confidence, nation-building and quality of life
 - ✓ View of productivity agenda as alienating is not evident
 - ✓ Collective effort/challenges of productivity resonant
- **Research confirms earlier research showing that productivity as both a priority and a value connects with Canadians**
- **Ontario positive, Quebec less enthusiastic (values context?)**
- **Divisions underlying the consensus – essentially the vulnerable and insecure less on side**
- **Moderate awareness of productivity debate (although majority unaware)**



Public Climate on Productivity: Decidedly Positive Imagery (b)

- **General public fluency of productivity much higher than expected**
 - ✓ Ability to define term
 - ✓ Awareness of higher incomes in US
 - ✓ Productivity deficit with US, Japan
 - ✓ Decline in Canadians' incomes registered (but interestingly, not standard of living)
- **Awareness and priority work in opposite direction**
 - ✓ Recall and awareness highest among men (45-65) but also those who are pessimistic about their future financial situation
 - ✓ Support for productivity agenda highest among women and those who are optimistic about future personal financial situation



Public Climate on Productivity: Decidedly Positive Imagery (c)

- **Women express strong support for linked productivity agenda**
- **Individual Canadians/workers have the sense that they are not the problem:**
 - ✓ Willing to participate in the solution, or to work for improvement, but not willing to accept responsibility
 - ✓ But, eroding values and work ethic seen as a factor



Standard of Living *versus* Quality of Life: Priority is People Over Money

- **Major gap between resonance of standard of living and quality of life**
 - ✓ This goes to the essence of understanding conflicting views about what Canadians think of productivity
 - ✓ Productivity for standard of living = no (Bay Street)
 - ✓ Productivity for quality of life = yes (Main Street)



Moving Beyond the Dualism of Either Social or Economic Agenda: *from Reaganomics to "Humanomics"* (a)

- **Two competing models: Main Street vs. Bay Street**
 - ✓ Main Street model closest to the mark
- **Best quality of life in the world top preferred goal for Canada**
 - ✓ Highest standard of living sits at the opposite end of list
 - ✓ Income does not equal standard of living, nor does standard of living equal quality of life
 - ✓ Healthy population linked to quality of life
- **Desire to explicitly link social and economic policy — not competitive but complementary agendas**



Moving Beyond the Dualism of Either Social or Economic Agenda: *from Reaganomics to "Humanomics"* (b)

- There is a lean to seeing government focus as economic; more would favour a balanced or social leaning agenda
- In-depth Rethinking Government analysis shows productivity as a bridge between economic and social realms, loading with human investment priorities and economic values
- In practical terms, this bridge gives government the opportunity to speak directly, frankly, and credibly to constituencies aligned broadly across ideological lines
- May be an agenda that fits the Giddens' "Third Way" thesis (What we have called a shift from Reaganomics to Humanomics)



What to Do? How Canadians Arrange the Productivity Tool Kit (a)

- Clear mandate for government to coordinate (not direct) a national project: best approach is partnership
- Canadians favour a mosaic strategy (no simple, silver bullet)
 - ✓ Several key sectors
 - ✓ Multiple institutions
 - ✓ Multiple tools

What to Do? How Canadians Arrange the Productivity Tool Kit (b)

- But, some tools and strategies are more resonant than others:
 - ✓ Clear winners:
 - human capital
 - taxes
 - innovation
 - ✓ Clear losers:
 - corporate tax cuts
 - minimal government
 - old passive redistributive tools

What to Do? How Canadians Arrange the Productivity Tool Kit (c)

■ Understanding tax cuts

- ✓ Tax cuts have consistently registered behind top human investment priorities: support declining over time ('94-'99), support highly linked to economic affluence
- ✓ Tax cuts more resonant as one component of longer-term productivity/quality of life agenda (brain drain linkage)
- ✓ Bottom line: government currently moving on right track and at the right pace; but general and a targeted tax relief approach is one part of the productivity solution



Perceived Impacts and Consequences of a Quality of Life-Productivity Agenda

- Mostly positive consequences for diverse range of actors, including individual Canadians
- Increased productivity registers as an enabler and leveler, not disabler and divider
 - ✓ Productivity agenda would create more winners than losers
- Belief that productivity focus will result in more overall “winners” helps with resignation towards polarization



Framing the Agenda (a)

- **Linked productivity-quality of life agenda fits as practical vision: not a “moon shot” but not shooting fish in a barrel either (a practical equilibrium of vision and relevance)**
- **Quality of life provides hook/context for focus on broad and narrow elements of productivity: top goals are human well being (i.e., health and quality of life)**
- **Can organize a very broad range of disparate priorities and cluster them under a unified agenda framing:**
 - ✓ Kids
 - ✓ Health
 - ✓ Environment
 - ✓ Tax
 - ✓ Skills /education
 - ✓ Innovation/S&T
 - ✓ Roads
 - ✓ Identity/values
 - ✓ Debt



Framing the Agenda (b)

- **Productivity not registered as a crisis issue: alarmist framing not resonant, not recommended**
 - ✓ Better to establish a sense of orderly progress towards a common goal
- **Core Emphasis:**
 - ✓ Productivity for people first, not productivity for money (but, money is OK!)
 - ✓ In partnership, not in isolation
- **Clear policy and communications challenges for government in building agenda around quality of life — productivity theme**



Sources

- This presentation is based primarily on the quantitative findings of a productivity study conducted for various federal departments and has been supplemented with some of our other recent studies, including the ongoing public opinion project *Rethinking Government*, the CIO Communications Surveys, and the International Trade and Globalization Study.
- This presentation is also drawn from a recent article by Frank Graves, "*Rethinking Government as if People Mattered: From Reaganomics to 'Humanomics'*" in Leslie A. Pal, ed., *How Ottawa Spends 1999-2000: Shape Shifting: Canadian Governance Toward the 21st Century*. Toronto: Oxford University Press, 1999.



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