



**Your House, Your Time:
Orientation for the 2019 newly
elected Members of Parliament**
January 21-22, 2020



FACEBOOK



TOYOTA



Carleton
UNIVERSITY



2006

ExxonMobil



 Microsoft

citigroup 

bp



2006

ExxonMobil



 Microsoft

citigroup 

bp



2020



 Microsoft

Google

amazon 



**Generational
Change**



**Technological
Change**



**Changing
behaviours,
expectations,
and
circumstances**

GLOBALIZATION





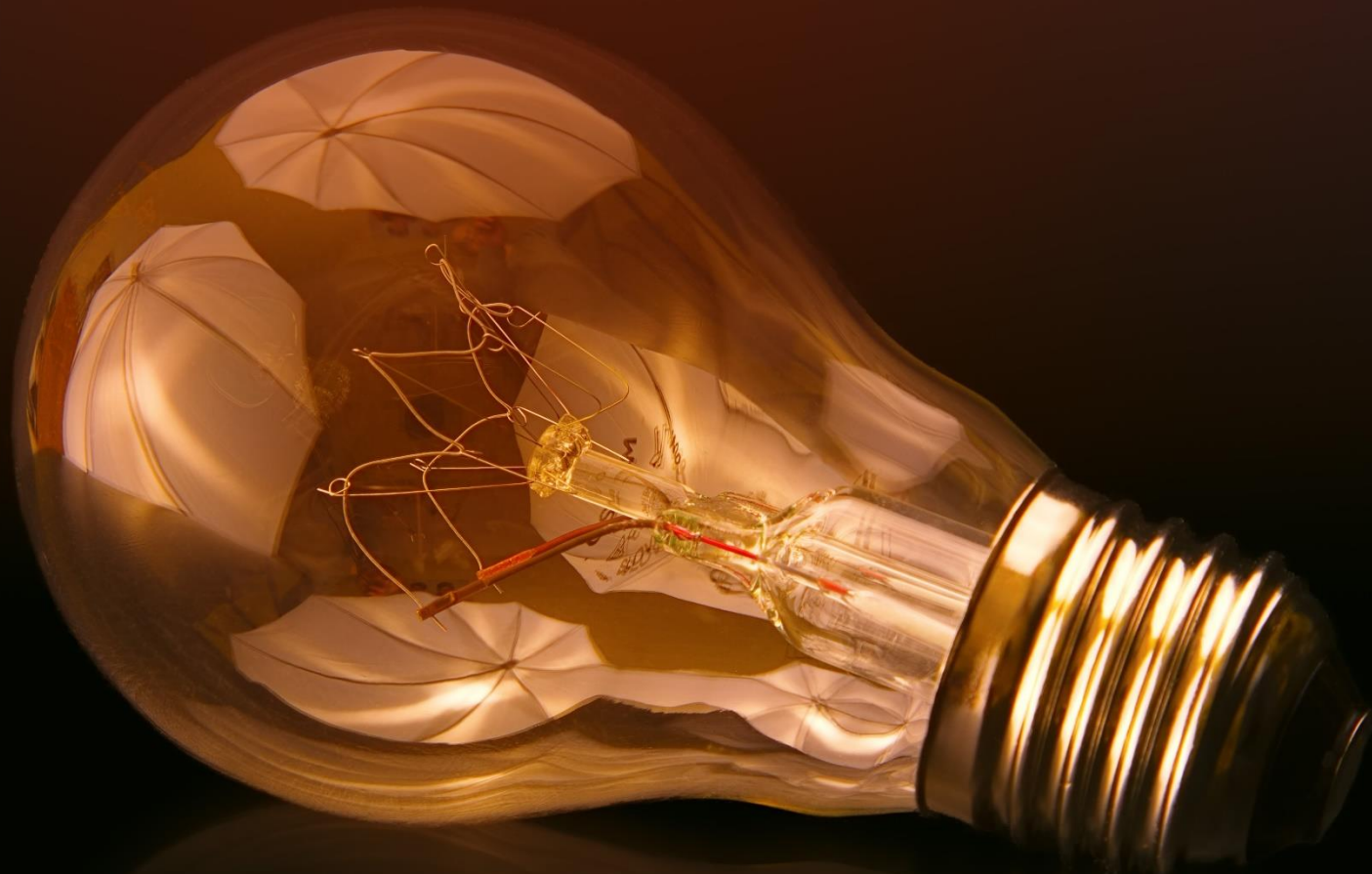
ENGAGING CANADIANS

in 2020

5 IDEAS OR FINDINGS TO CONSIDER WHEN ENGAGING WITH CANADIANS

DAVID COLETTO
CEO, ABACUS DATA

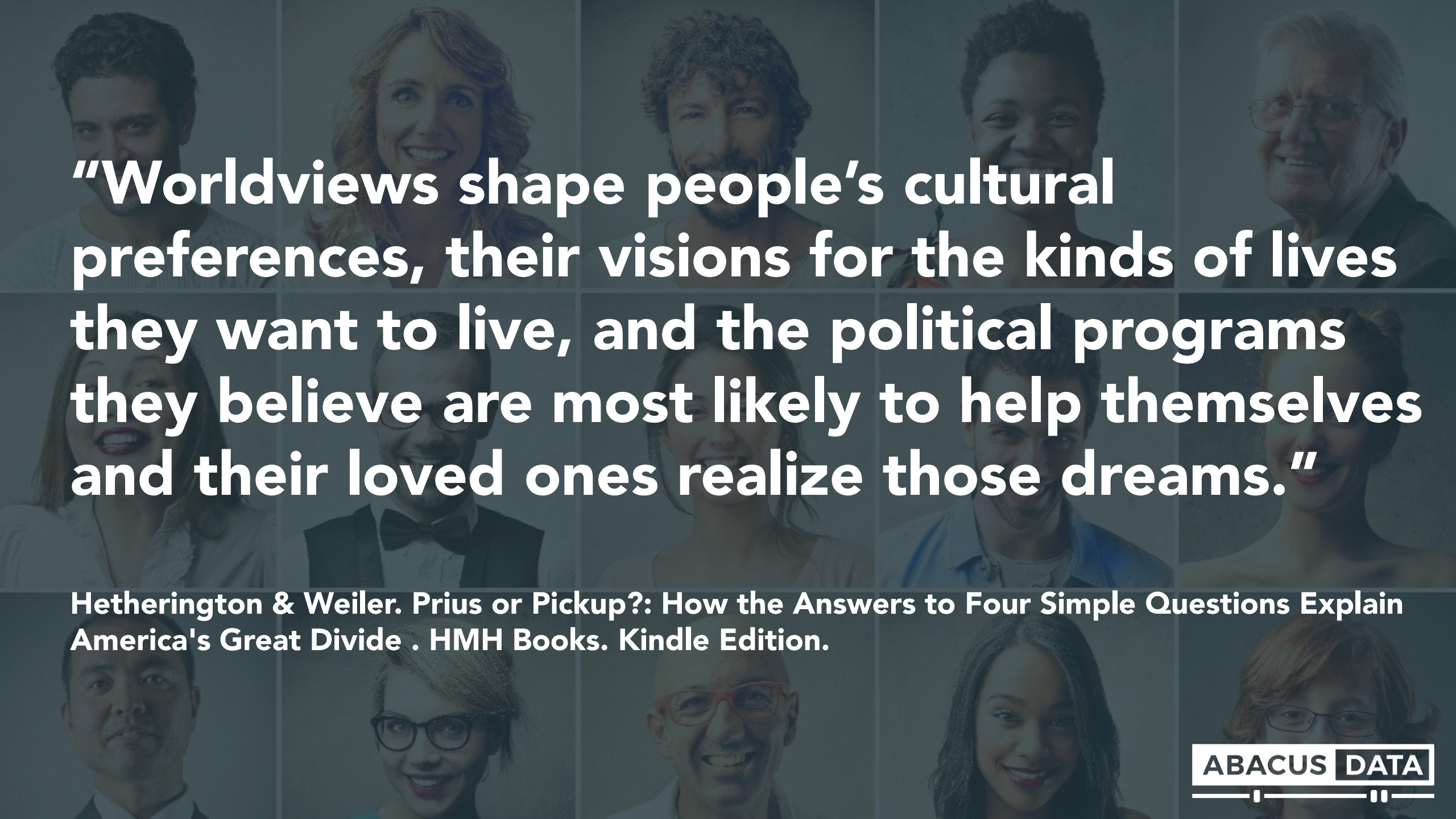
ABACUS DATA



#1

**OUR WORLDVIEWS SHAPE
HOW WE FILTER
INFORMATION.**





“Worldviews shape people’s cultural preferences, their visions for the kinds of lives they want to live, and the political programs they believe are most likely to help themselves and their loved ones realize those dreams.”

Hetherington & Weiler. Prius or Pickup?: How the Answers to Four Simple Questions Explain America's Great Divide . HMH Books. Kindle Edition.

FLUID

34%

Spontaneity, curiosity, and flexibility are paramount. For them, the world is open for exploration.

MIXED

34%

FIXED

31%

Consistency, order, and predictability are paramount. For them, the world is a dangerous place.

HOMOSEXUALITY SHOULD BE ACCEPTED BY SOCIETY



WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEW?

GOVERNMENT REGULATION OF BUSINESS IS NEEDED TO PROTECT THE PUBLIC INTEREST



WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEW?

IMMIGRANTS TODAY STRENGTHEN OUR COUNTRY

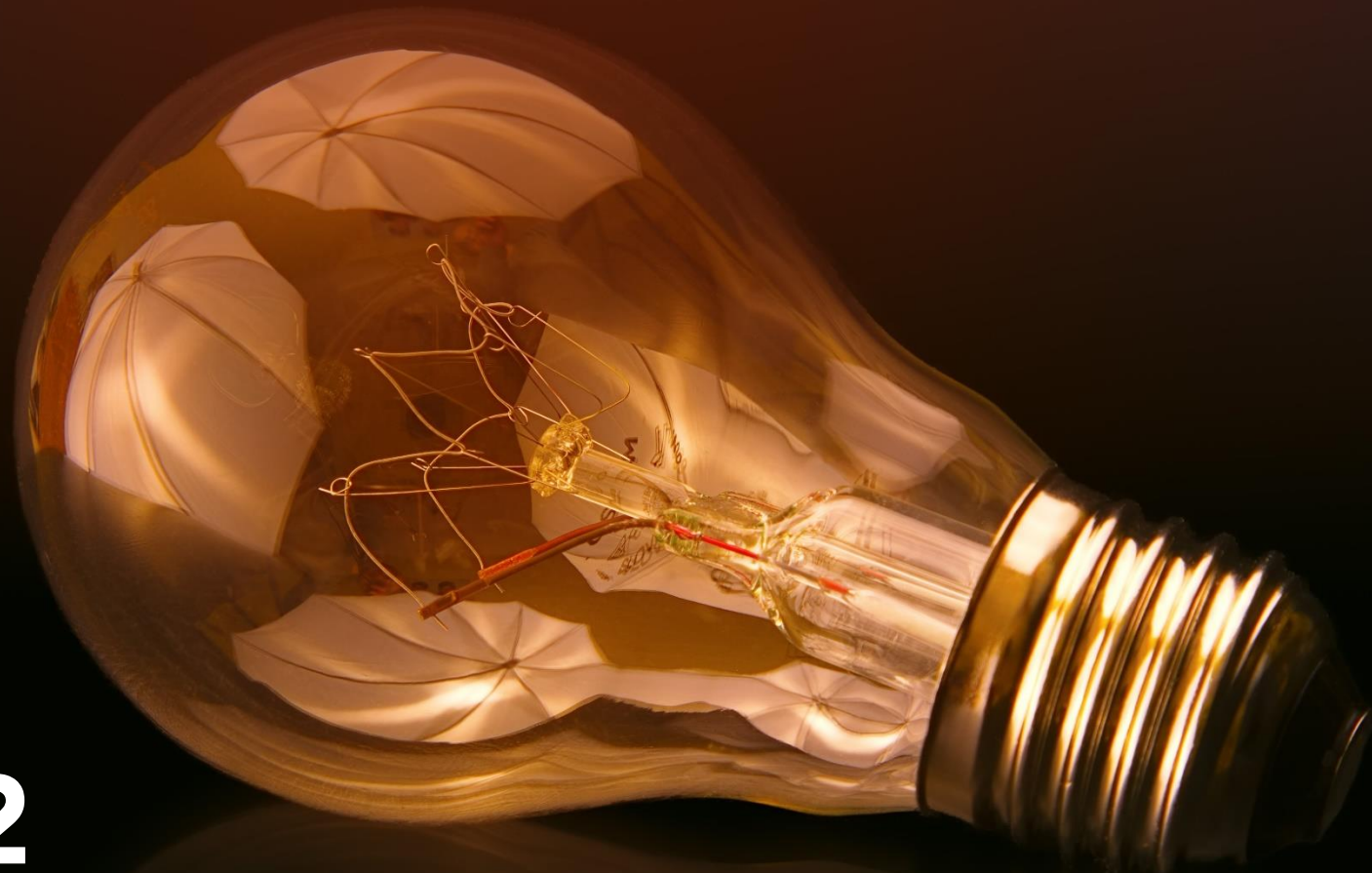


WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEW?

STRICTER ENVIRONMENTAL LAWS AND REGULATIONS ARE WORTH THE COST



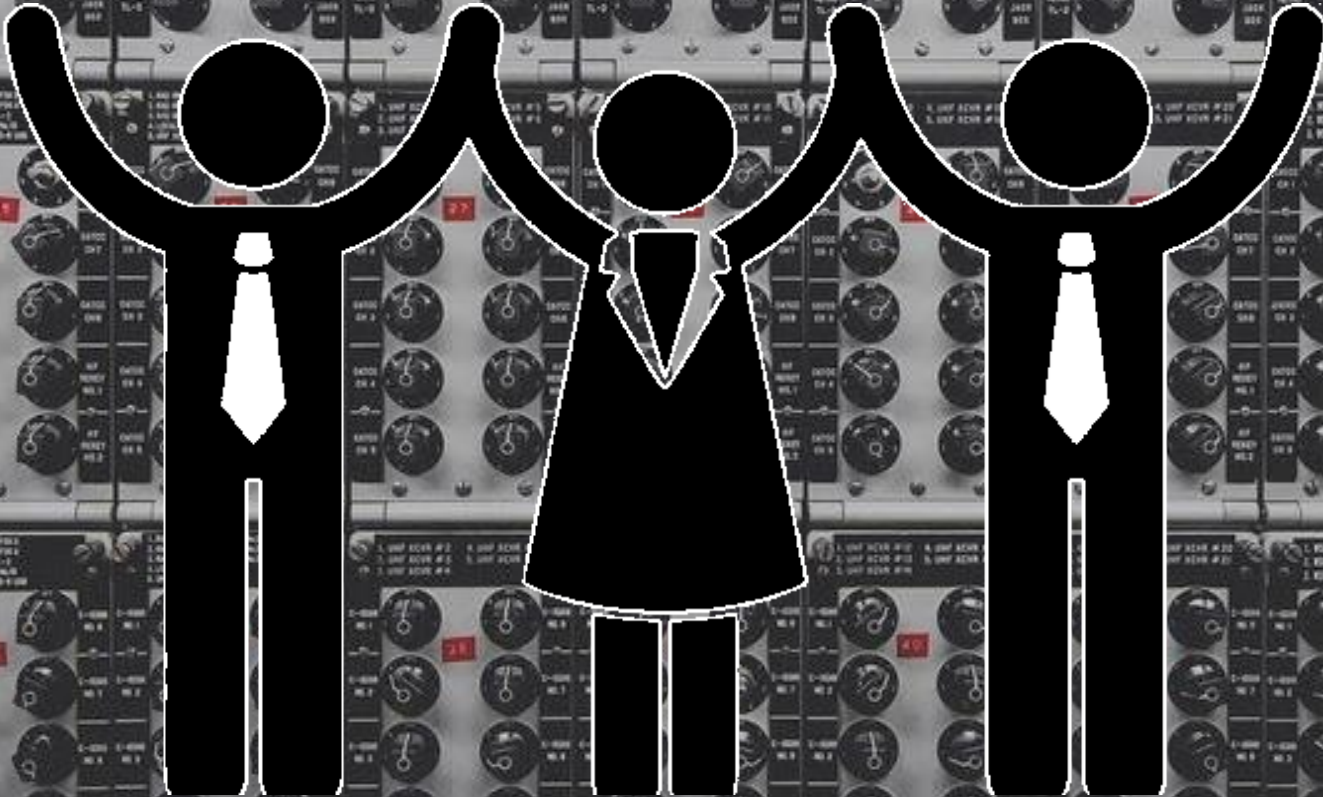
WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEW?



#2

**WE DESIRE CONTROL
OVER OUR LIVES.**

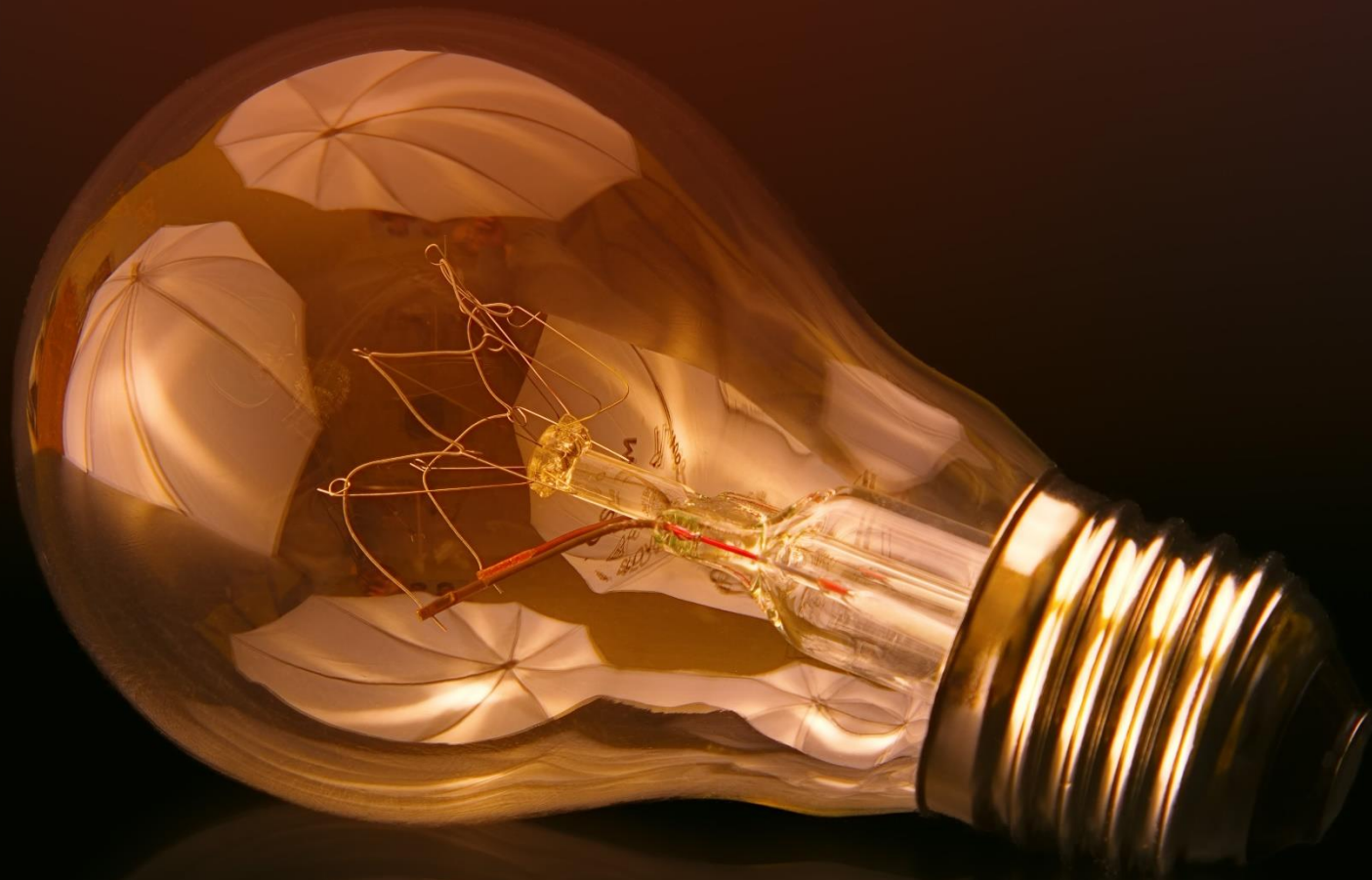
I WANT CONTROL





58%

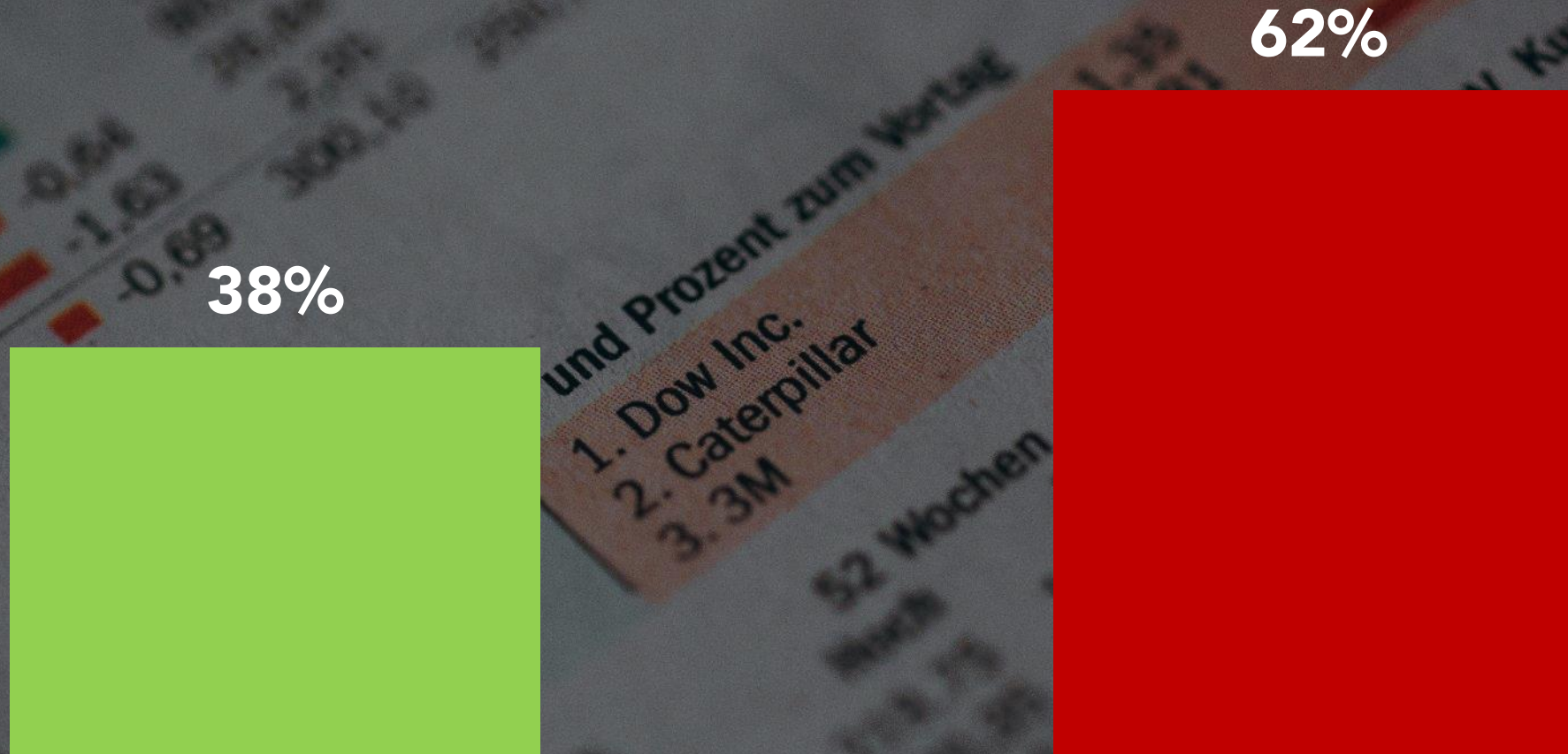
**DO NOT FEEL SUFFICIENTLY IN
CONTROL OF THEIR LIVES**



#3

**THE FUTURE FEELS MORE
THREATENING.**

THE WAY THE ECONOMY IS GOING...



WILL BRING MORE OPPORTUNITIES

WILL BEING MORE THREATS

WHICH OF THE FOLLOWING COMES CLOSEST TO YOUR VIEW?

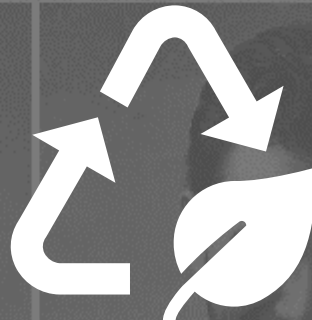
% OF CANADIANS WHO WORRY ABOUT THESE ALMOST EVERY DAY...



COST OF HOUSING
36%



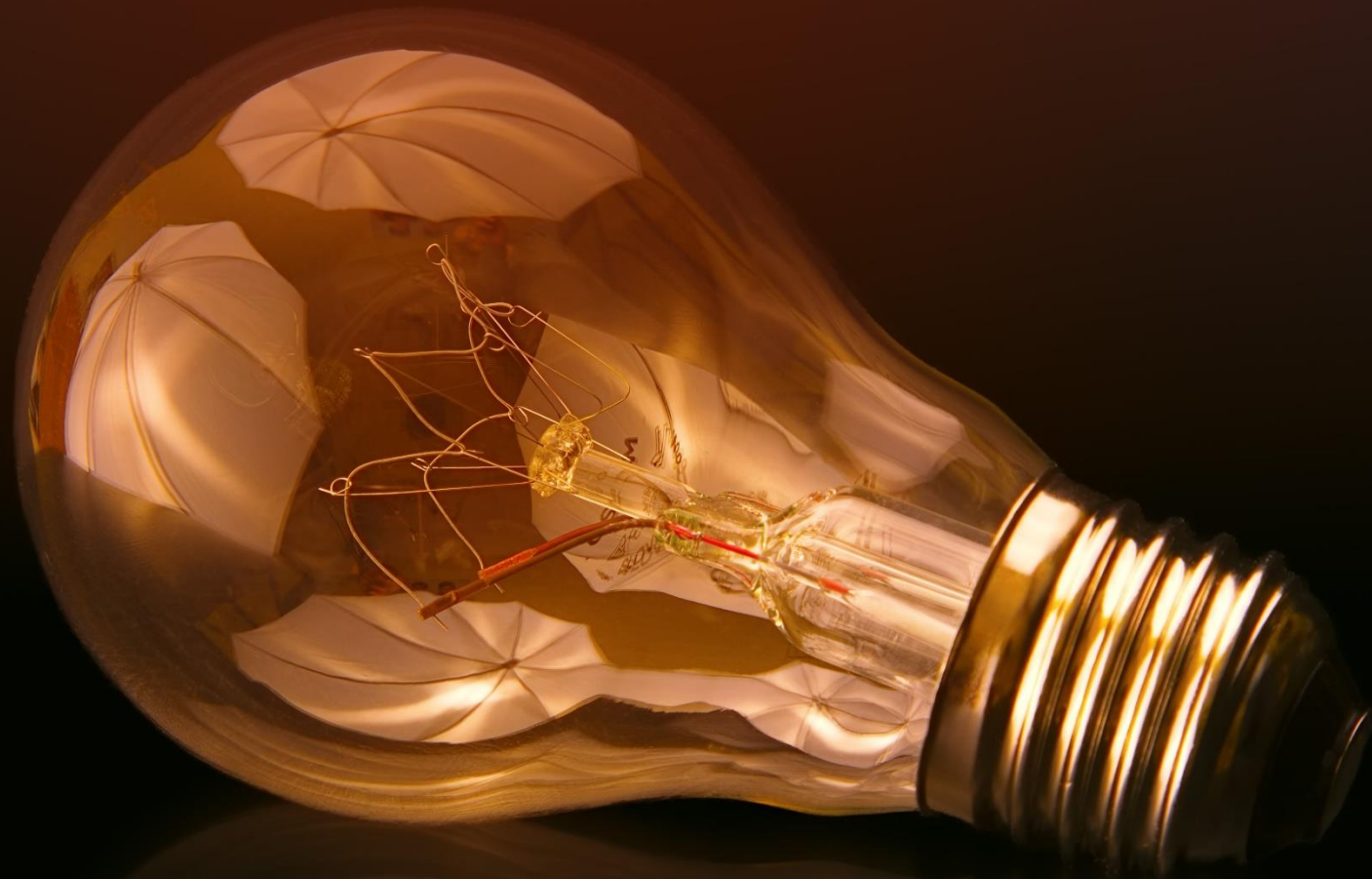
SAVING FOR RETIREMENT
34%



CLIMATE CHANGE
33%



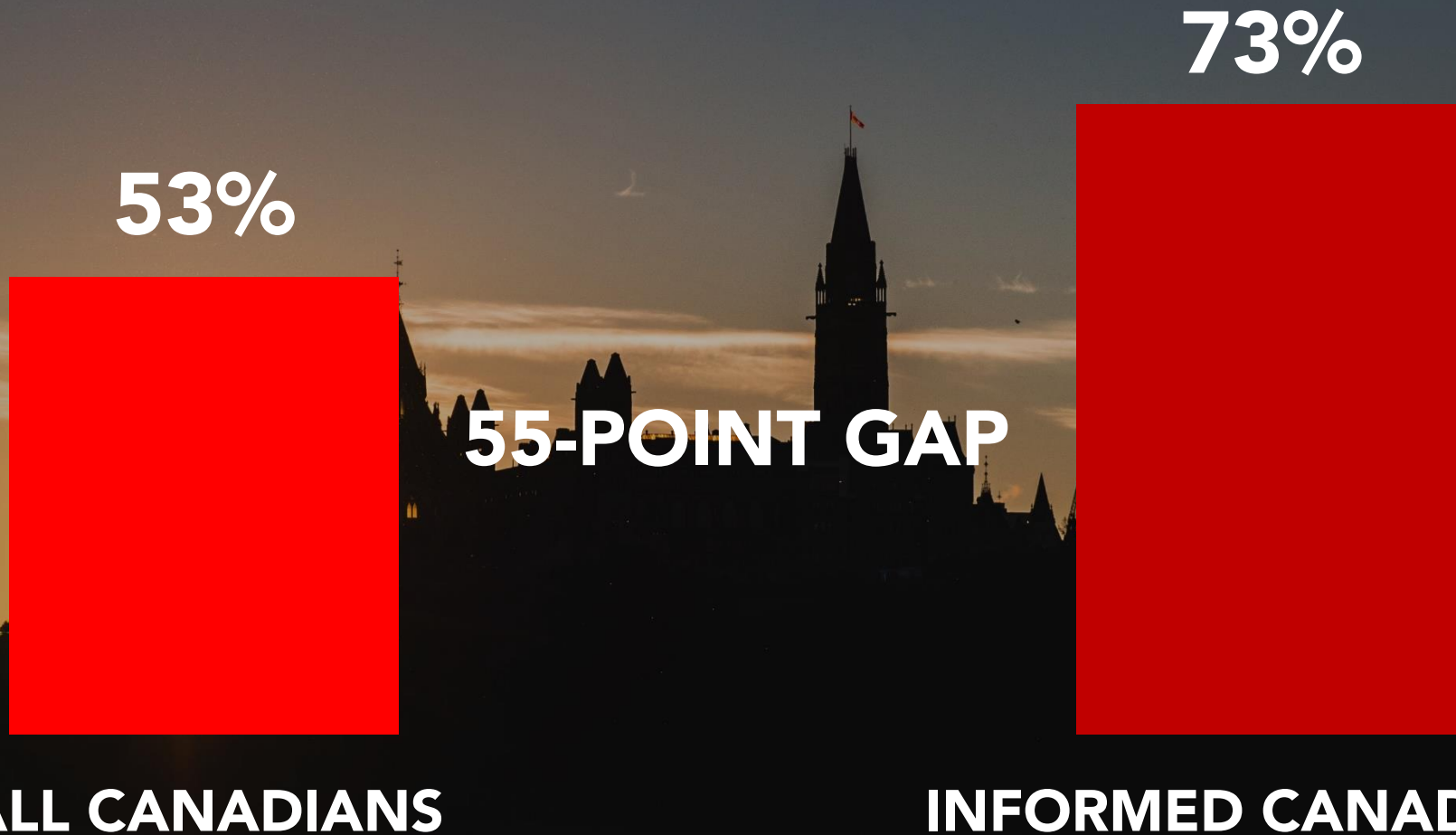
PAYING BILLS
30%



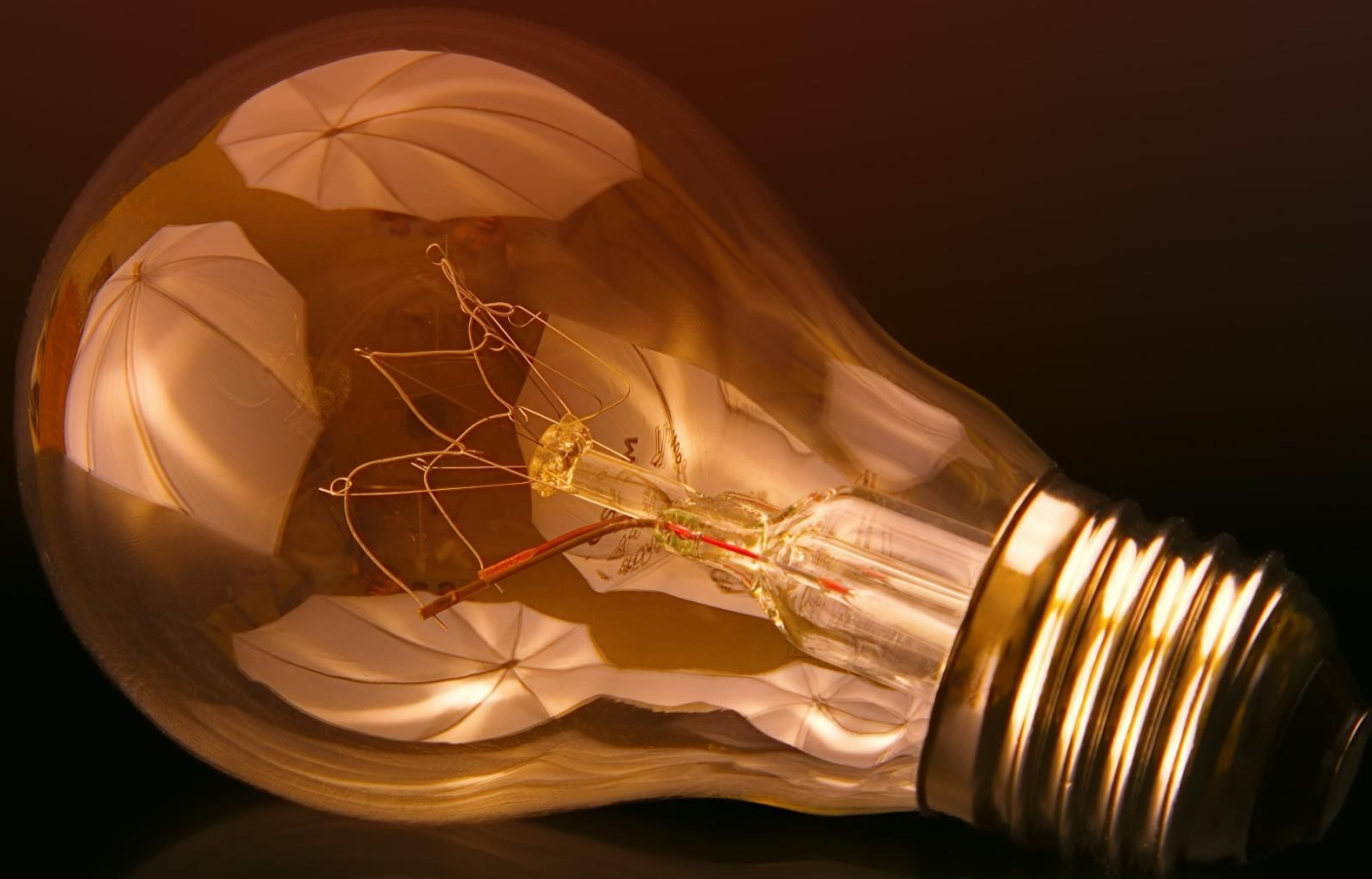
#4

**TRUST IN GOVERNMENT IS UP, BUT
STILL FRAGILE.**

TRUST GOVERNMENT TO DO WHAT'S RIGHT?



SOURCE: EDLEMAN TRUST BAROMETER



#5

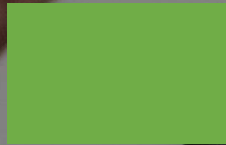
**HOW WE GET INFORMATION
IS RAPIDLY CHANGING.**

WHERE DO YOU GET MOST OF YOUR NATIONAL NEWS?

51%



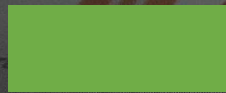
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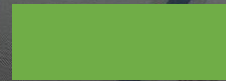
12%



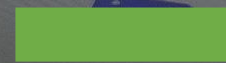
8%



7%



5%



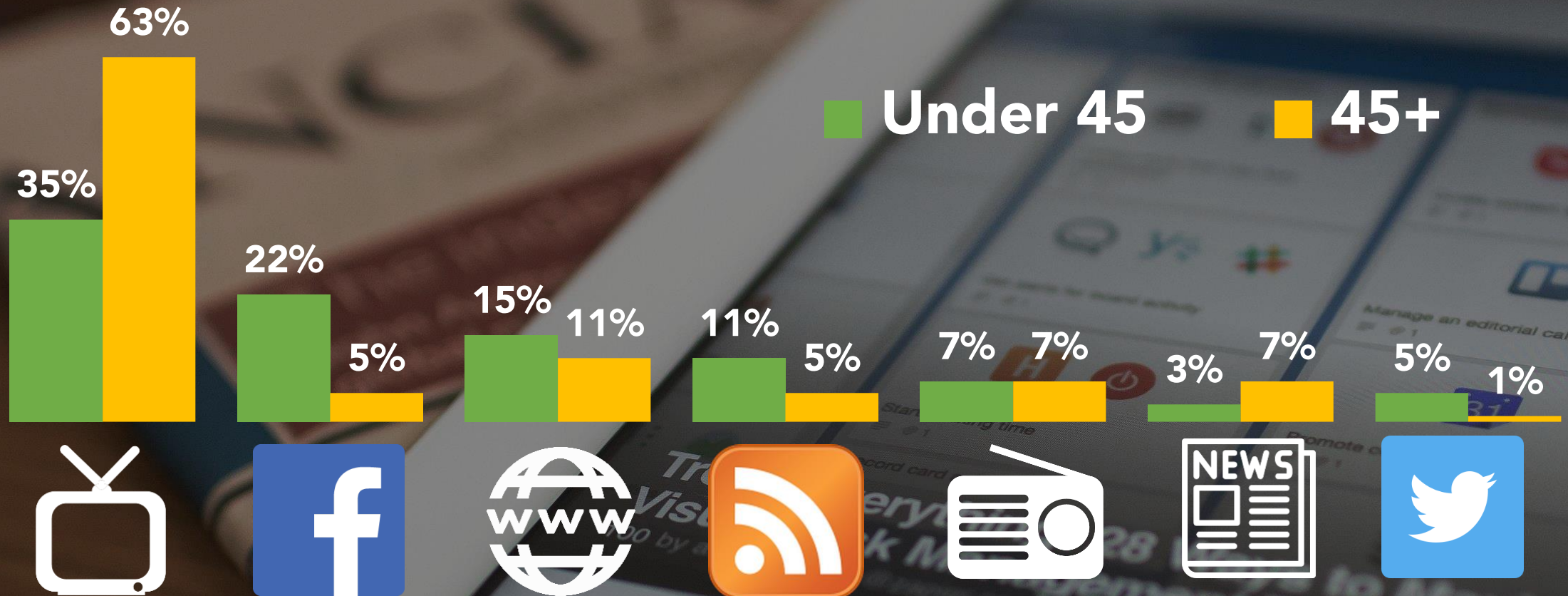
2%



25%

DO NOT SUBSCRIBE TO A CABLE OR SATELLITE PROVIDER

WHERE DO YOU GET MOST OF YOUR NATIONAL NEWS?



Change



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David@abacusdata.ca



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