

What Canadians think about economic priorities

National survey released May 4, 2015

Project 2015-664

THE GLOBE AND MAIL[®]

 NANOS SURVEY



Canadians support increasing pension benefits, tightening mortgage rules, and lowering income tax as government priorities

“Research suggests that many Canadians favor increasing pension benefits and tightening mortgage rules.”

Nik Nanos, Chairman
nnanos@nanosresearch.com

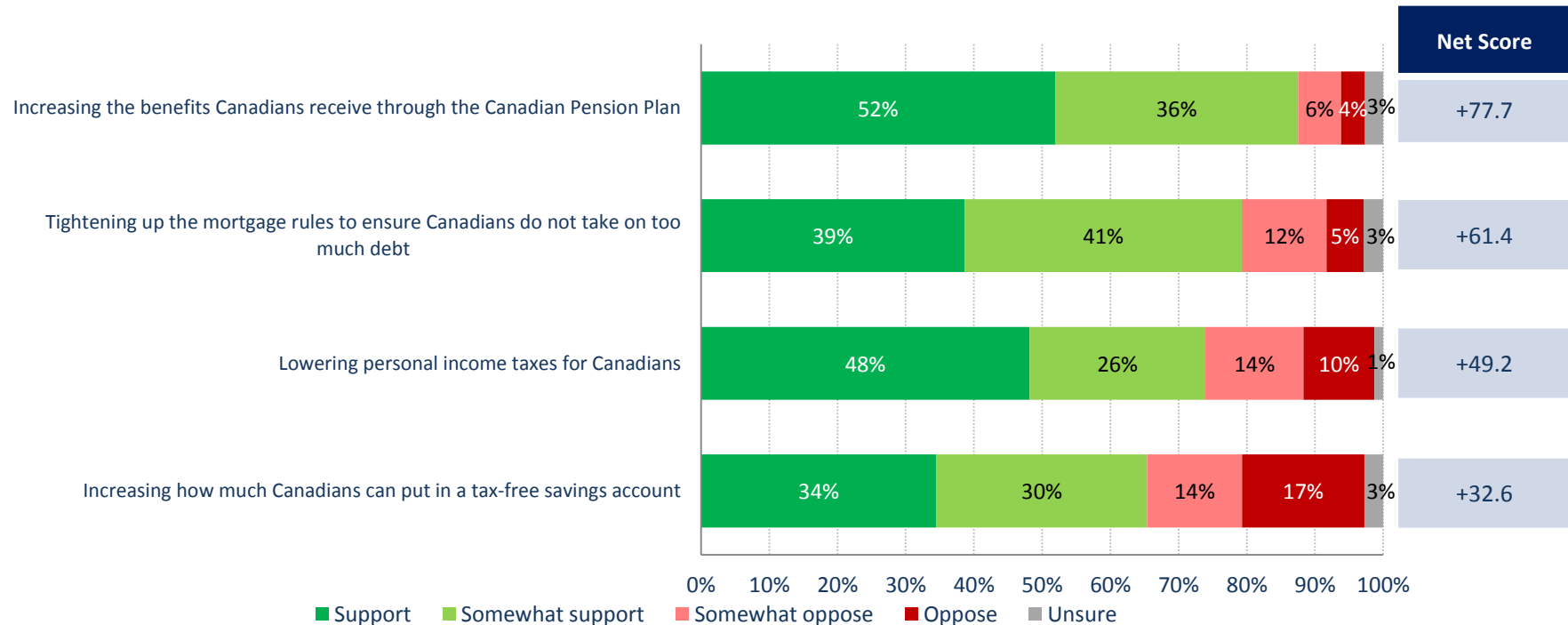
When it comes to potential priorities for the Government of Canada, there is significant support for a range of economic policies.

- **Increasing pension benefits** – Support for the Government of Canada to increase pension benefits is significant (52% support, 36% somewhat support).
- **Tightening mortgage rules** – When it comes to the Government of Canada tightening mortgage rules, while the majority would support it (41% somewhat support, 39% support), 12% would somewhat oppose and only five per cent of Canadians would oppose.
- **Lowering income tax** – If the Government of Canada were to lower the income tax, 48% would support that while 26% would somewhat support that.
- **Increasing annual contribution to tax-free savings account** – Almost two of three Canadians would support increasing how much they can put into a tax-free savings account (34% support, 30% somewhat support), 17% of Canadians would oppose increasing the yearly amount as a priority of the Government of Canada, while 14% would somewhat oppose it.
- **Likelihood of saving more money in a tax-free savings account** – Although still a majority, Canadians are mixed on whether they would use the extra room in the tax-free savings account, 55% would say they were either likely or somewhat likely to put their money in a tax-free savings account in the next two years if the government increased the annual limit. However, 43% of Canadians said they were either somewhat unlikely or unlikely to do this.



Government Priorities

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 24th to 27th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

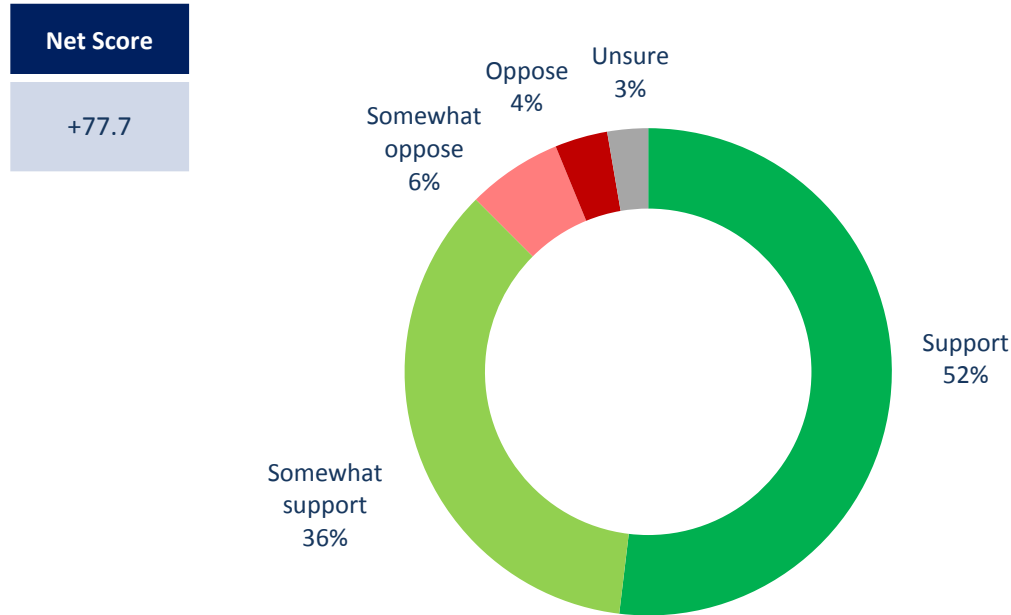


***Note:** Charts may not add up to 100 due to rounding

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following as potential priorities for the Government of Canada: [RANDOMIZE]

Government Priorities: Increasing Pension Benefits

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 24th to 27th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

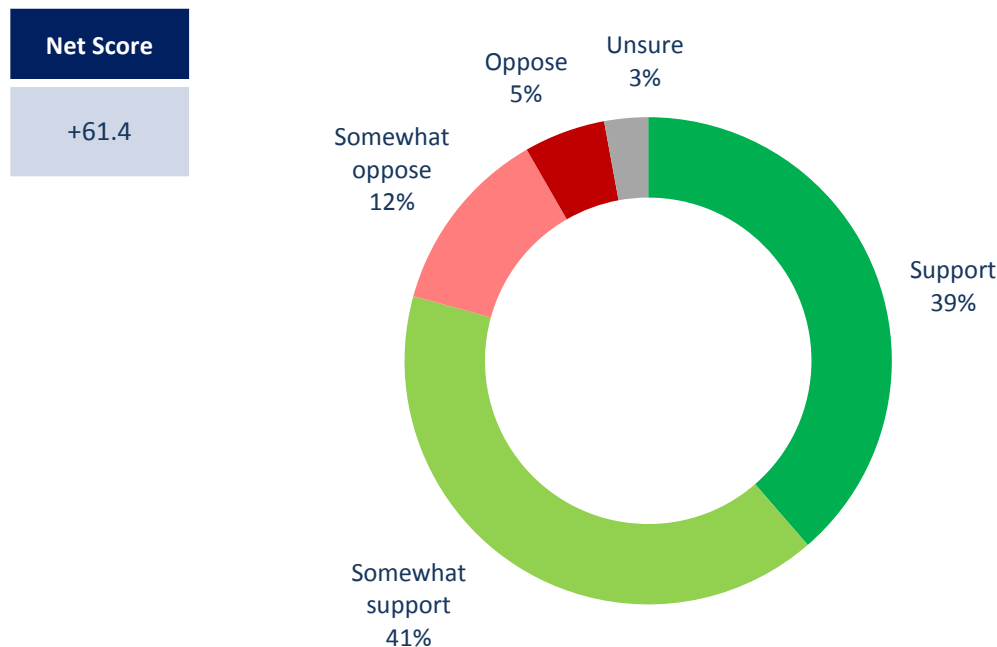
| Subgroups | Net Score |
|--------------------------|-----------|
| Atlantic (n=100) | +79.1 |
| Quebec (n=250) | +80.3 |
| Ontario (n=300) | +78.2 |
| Prairies (n=200) | +72.9 |
| British Columbia (n=XXX) | +77.5 |
| Male (n=504) | +75.2 |
| Female (n=497) | +80.3 |
| 18 to 29 (n=203) | +66.7 |
| 30 to 39 (n=167) | +71.5 |
| 40 to 49 (n=220) | +83.9 |
| 50 to 59 (n=178) | +84.4 |
| 60 plus (n=238) | +80.6 |

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following as potential priorities for the Government of Canada: [RANDOMIZE]

Increasing the benefits Canadians receive through the Canadian Pension Plan

Government Priorities: Tightening Mortgage Rules

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 24th to 27th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

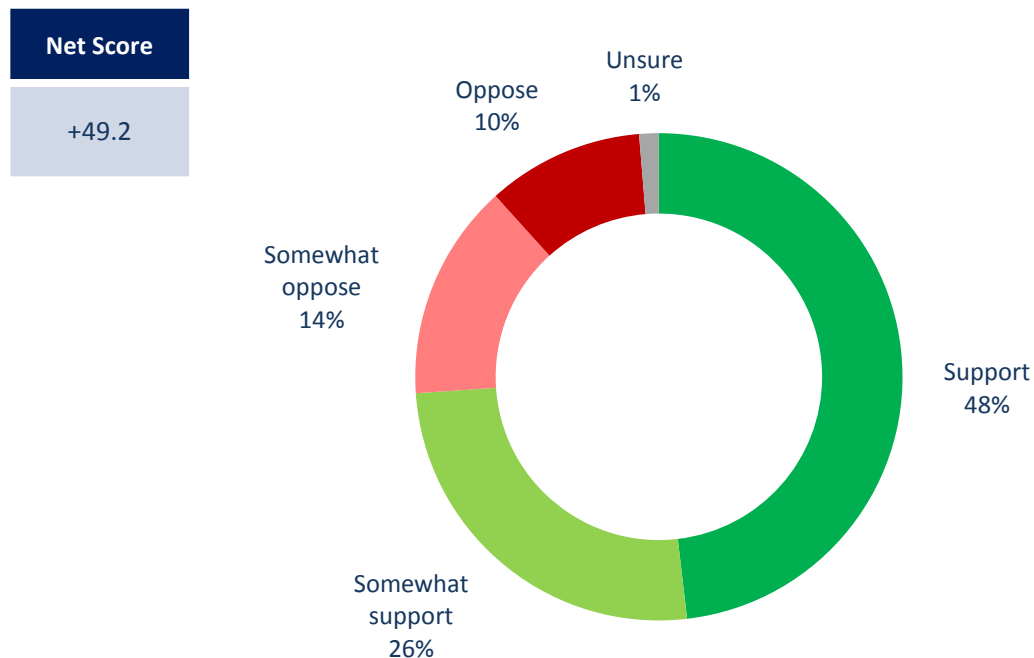
| Subgroups | Net Score |
|--------------------------|-----------|
| Atlantic (n=100) | +62.3 |
| Quebec (n=250) | +62.0 |
| Ontario (n=300) | +57.3 |
| Prairies (n=200) | +67.2 |
| British Columbia (n=XXX) | +59.8 |
| Male (n=504) | +55.7 |
| Female (n=497) | +67.1 |
| 18 to 29 (n=203) | +61.9 |
| 30 to 39 (n=167) | +54.7 |
| 40 to 49 (n=220) | +68.6 |
| 50 to 59 (n=178) | +59.4 |
| 60 plus (n=238) | +60.1 |

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following as potential priorities for the Government of Canada: [RANDOMIZE]

Tightening up the mortgage rules to ensure Canadians do not take on too much debt

Government Priorities: Lowering Income Tax

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 24th to 27th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

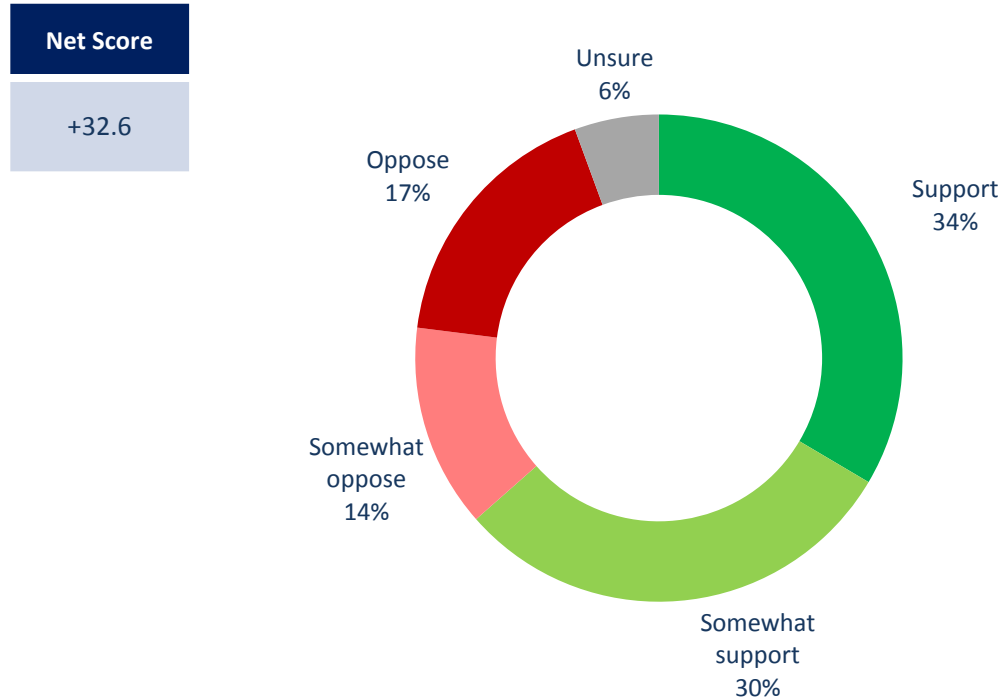
| Subgroups | Net Score |
|--------------------------|-----------|
| Atlantic (n=100) | +53.1 |
| Quebec (n=250) | +59.5 |
| Ontario (n=300) | +44.8 |
| Prairies (n=200) | +53.9 |
| British Columbia (n=XXX) | +32.4 |
| Male (n=504) | +52.4 |
| Female (n=497) | +46.1 |
| 18 to 29 (n=203) | +49.3 |
| 30 to 39 (n=167) | +48.3 |
| 40 to 49 (n=220) | +58.8 |
| 50 to 59 (n=178) | +47.5 |
| 60 plus (n=238) | +42.5 |

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following as potential priorities for the Government of Canada: [RANDOMIZE]

Lowering personal income taxes for Canadians

Government Priorities: Increasing Annual Contribution to Tax-free Savings Accounts

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 24th to 27th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

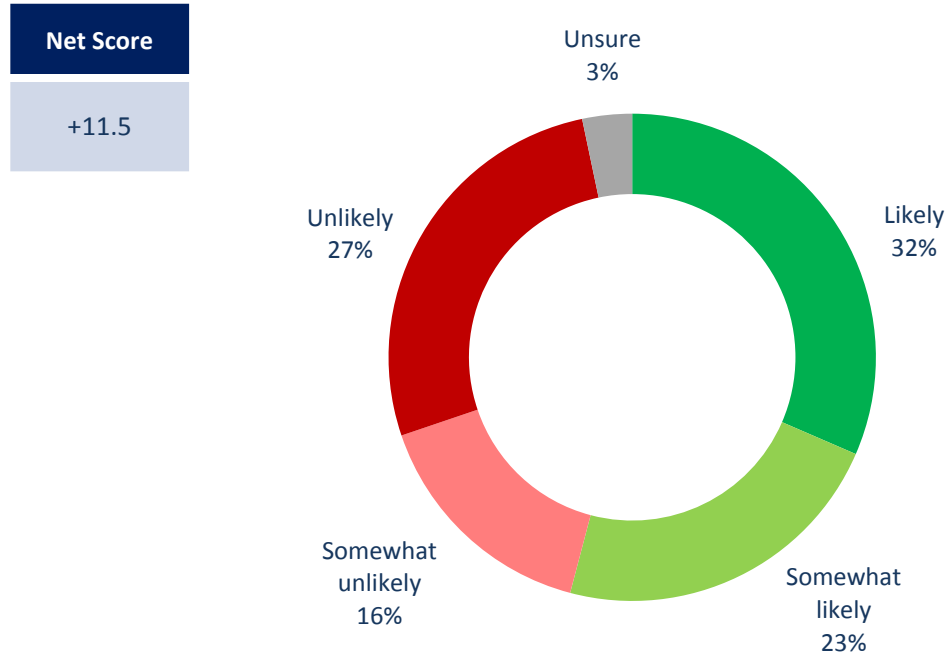
| Subgroups | Net Score |
|--------------------------|-----------|
| Atlantic (n=100) | +5.5 |
| Quebec (n=250) | +34.5 |
| Ontario (n=300) | +33.4 |
| Prairies (n=200) | +45.0 |
| British Columbia (n=XXX) | +28.9 |
| Male (n=504) | +26.5 |
| Female (n=497) | +38.8 |
| 18 to 29 (n=203) | +28.7 |
| 30 to 39 (n=167) | +33.9 |
| 40 to 49 (n=220) | +40.5 |
| 50 to 59 (n=178) | +30.2 |
| 60 plus (n=238) | +29.4 |

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following as potential priorities for the Government of Canada: [RANDOMIZE]

Increasing how much Canadians can put in a tax-free savings account

Likelihood to Save More in Tax-free Savings Accounts with a Higher Annual Limit

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 24th to 27th, 2015, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

| Subgroups | Likely/ Somewhat likely |
|--------------------------|-------------------------------|
| Atlantic (n=100) | 41.8% |
| Quebec (n=250) | 52.5% |
| Ontario (n=300) | 57.3% |
| Prairies (n=200) | 57.0% |
| British Columbia (n=XXX) | 54.8% |
| Male (n=504) | 53.3% |
| Female (n=497) | 54.9% |
| 18 to 29 (n=203) | 50.6% |
| 30 to 39 (n=167) | 46.2% |
| 40 to 49 (n=220) | 57.8% |
| 50 to 59 (n=178) | 56.6% |
| 60 plus (n=238) | 57.0% |

QUESTION – If the Government of Canada increased the amount one could put in a tax-free savings account would you be likely, somewhat likely, somewhat unlikely or unlikely to save more money by putting it in a tax-free savings account within the next two years.



Methodology



Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between April 24th and 27th, 2015 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.

Note: Charts may not add up to 100 due to rounding.



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Tabulations

THE GLOBE AND MAIL 

 **NANOS SURVEY**



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Do you support, somewhat support, somewhat oppose or oppose the following as potential priorities for the Government of Canada: [RANDOMIZE]

| | | Question 1 - Lowering personal income taxes for Canadians | | | | | |
|--------|------------------|---|------------|------------------|-----------------|------------|------------|
| | | Total | Support | Somewhat support | Somewhat oppose | Oppose | Unsure |
| | | Responses | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-04 | 1000 | 48.2 | 25.8 | 14.4 | 10.4 | 1.3 |
| | Atlantic Canada | 100 | 51.5 | 24.5 | 14.7 | 8.2 | 1.1 |
| | Quebec | 250 | 53.8 | 24.6 | 11.7 | 7.2 | 2.7 |
| | Ontario | 300 | 46.5 | 25.6 | 14.2 | 13.1 | .6 |
| | Prairies | 200 | 48.5 | 28.0 | 15.8 | 6.8 | .9 |
| | British Columbia | 150 | 39.7 | 26.1 | 16.9 | 16.5 | .9 |
| Gender | Male | 504 | 47.3 | 28.7 | 13.8 | 9.8 | .4 |
| | Female | 497 | 49.1 | 22.9 | 14.9 | 11.0 | 2.2 |
| Age | 18 to 29 | 203 | 50.6 | 23.4 | 11.9 | 12.8 | 1.4 |
| | 30 to 39 | 161 | 55.9 | 17.8 | 17.0 | 8.4 | 1.0 |
| | 40 to 49 | 220 | 51.9 | 26.7 | 10.2 | 9.6 | 1.6 |
| | 50 to 59 | 178 | 46.7 | 26.7 | 14.7 | 11.2 | .7 |
| | 60 plus | 238 | 38.7 | 31.8 | 18.2 | 9.8 | 1.5 |

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between April 24th and 27th, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

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Do you support, somewhat support, somewhat oppose or oppose the following as potential priorities for the Government of Canada: [RANDOMIZE]

| | | Question 2 - Increasing how much Canadians can put in a tax-free savings account | | | | | |
|--------|------------------|--|------------|------------------|-----------------|------------|------------|
| | | Total | Support | Somewhat support | Somewhat oppose | Oppose | Unsure |
| | | Responses | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-04 | 1000 | 33.5 | 30.0 | 13.5 | 17.4 | 5.6 |
| | Atlantic Canada | 100 | 23.5 | 24.8 | 18.3 | 24.5 | 8.9 |
| | Quebec | 250 | 35.1 | 29.3 | 12.3 | 17.6 | 5.7 |
| | Ontario | 300 | 35.6 | 29.3 | 14.7 | 16.8 | 3.6 |
| | Prairies | 200 | 36.2 | 33.5 | 10.5 | 14.2 | 5.6 |
| | British Columbia | 150 | 29.4 | 31.3 | 14.0 | 17.8 | 7.5 |
| Gender | Male | 504 | 33.3 | 27.4 | 16.7 | 17.5 | 5.1 |
| | Female | 497 | 33.7 | 32.6 | 10.2 | 17.3 | 6.2 |
| Age | 18 to 29 | 203 | 33.2 | 26.2 | 11.9 | 18.8 | 9.9 |
| | 30 to 39 | 161 | 38.4 | 27.1 | 13.1 | 18.5 | 2.9 |
| | 40 to 49 | 220 | 32.1 | 34.7 | 10.2 | 16.1 | 7.0 |
| | 50 to 59 | 178 | 36.8 | 26.9 | 16.2 | 17.3 | 2.8 |
| | 60 plus | 238 | 29.1 | 33.2 | 16.2 | 16.7 | 4.7 |

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Do you support, somewhat support, somewhat oppose or oppose the following as potential priorities for the Government of Canada: [RANDOMIZE]

| | | Question 3 - Increasing the benefits Canadians receive through the Canadian Pension Plan | | | | | |
|--------|------------------|--|------------|------------------|-----------------|------------|------------|
| | | Total | Support | Somewhat support | Somewhat oppose | Oppose | Unsure |
| | | Responses | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-04 | 1000 | 51.9 | 35.6 | 6.3 | 3.5 | 2.7 |
| | Atlantic Canada | 100 | 58.7 | 29.3 | 5.2 | 3.7 | 3.1 |
| | Quebec | 250 | 51.2 | 38.2 | 5.8 | 3.3 | 1.4 |
| | Ontario | 300 | 52.5 | 34.4 | 7.4 | 1.3 | 4.4 |
| | Prairies | 200 | 49.5 | 35.8 | 6.5 | 5.9 | 2.3 |
| | British Columbia | 150 | 50.4 | 37.5 | 5.5 | 4.9 | 1.8 |
| Gender | Male | 504 | 49.7 | 36.6 | 6.7 | 4.4 | 2.6 |
| | Female | 497 | 54.1 | 34.6 | 5.9 | 2.5 | 2.9 |
| Age | 18 to 29 | 203 | 46.8 | 34.2 | 7.2 | 7.1 | 4.7 |
| | 30 to 39 | 161 | 43.4 | 41.9 | 7.6 | 6.2 | .8 |
| | 40 to 49 | 220 | 56.8 | 33.9 | 4.3 | 2.5 | 2.5 |
| | 50 to 59 | 178 | 58.0 | 32.8 | 4.8 | 1.6 | 2.8 |
| | 60 plus | 238 | 52.9 | 36.2 | 7.6 | .9 | 2.5 |

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Do you support, somewhat support, somewhat oppose or oppose the following as potential priorities for the Government of Canada: [RANDOMIZE]

| | | Question 4 - Tightening up the mortgage rules to ensure Canadians do not take on too much debt | | | | | |
|--------|------------------|--|------------|------------------|-----------------|------------|------------|
| | | Total | Support | Somewhat support | Somewhat oppose | Oppose | Unsure |
| | | Responses | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-04 | 1000 | 38.6 | 40.6 | 12.4 | 5.4 | 2.9 |
| | Atlantic Canada | 100 | 36.3 | 43.7 | 10.9 | 6.8 | 2.3 |
| | Quebec | 250 | 36.0 | 43.3 | 10.3 | 7.0 | 3.4 |
| | Ontario | 300 | 38.2 | 39.3 | 15.6 | 4.6 | 2.3 |
| | Prairies | 200 | 42.6 | 40.3 | 10.4 | 5.3 | 1.4 |
| | British Columbia | 150 | 40.0 | 37.2 | 13.5 | 3.9 | 5.4 |
| Gender | Male | 504 | 36.8 | 39.6 | 14.2 | 6.5 | 2.9 |
| | Female | 497 | 40.5 | 41.6 | 10.6 | 4.4 | 2.8 |
| Age | 18 to 29 | 203 | 37.3 | 41.8 | 9.5 | 7.7 | 3.7 |
| | 30 to 39 | 161 | 39.8 | 36.3 | 18.1 | 3.3 | 2.5 |
| | 40 to 49 | 220 | 45.3 | 38.1 | 10.7 | 4.1 | 1.9 |
| | 50 to 59 | 178 | 37.2 | 40.9 | 11.9 | 6.8 | 3.1 |
| | 60 plus | 238 | 33.8 | 44.7 | 13.2 | 5.2 | 3.2 |

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Question 5 - If the Government of Canada increased the amount one could put in a tax-free savings account would you be likely, somewhat likely, somewhat unlikely or unlikely to save more money by putting it in a tax-free savings account within the next two years.

| | | Total | Likely | Somewhat likely | Somewhat unlikely | Unlikely | Unsure |
|--------|------------------|-----------|------------|-----------------|-------------------|------------|------------|
| | | Responses | Percentage | Percentage | Percentage | Percentage | Percentage |
| Region | Canada 2015-04 | 1000 | 31.5 | 22.6 | 15.7 | 26.9 | 3.3 |
| | Atlantic Canada | 100 | 17.0 | 24.8 | 15.0 | 41.6 | 1.6 |
| | Quebec | 250 | 30.8 | 21.7 | 16.0 | 27.0 | 4.4 |
| | Ontario | 300 | 35.4 | 21.9 | 13.5 | 26.3 | 2.9 |
| | Prairies | 200 | 35.8 | 21.2 | 19.0 | 20.7 | 3.3 |
| | British Columbia | 150 | 28.9 | 25.9 | 15.7 | 26.4 | 3.1 |
| Gender | Male | 504 | 31.6 | 21.7 | 15.2 | 28.9 | 2.6 |
| | Female | 497 | 31.4 | 23.5 | 16.3 | 24.9 | 4.0 |
| Age | 18 to 29 | 203 | 28.1 | 22.5 | 17.5 | 28.1 | 3.7 |
| | 30 to 39 | 161 | 26.2 | 20.0 | 20.6 | 31.1 | 2.1 |
| | 40 to 49 | 220 | 28.2 | 29.6 | 16.8 | 23.8 | 1.6 |
| | 50 to 59 | 178 | 37.5 | 19.1 | 13.9 | 24.8 | 4.7 |
| | 60 plus | 238 | 36.6 | 20.4 | 11.3 | 27.6 | 4.1 |

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