Canadians' opinions on possible key priorities for the federal budget

National survey released February 2016
Project 2016-798

Canadians want to see health care and infrastructure as priorities in upcoming federal budget

Health care and infrastructure are important priorities for Canadians in the upcoming federal budget, and there is widespread support for temporarily issuing Employment Insurance benefits to Canadians in the hardest hit sectors of the economy. There is less consensus on the government providing interest free loans to struggling companies and taking steps to cool down the real estate market.

- **Priorities for the federal budget**
  - First ranked – Health care was the most popular first ranked choice for Canadians in terms of what they would like to see as a priority in the upcoming federal budget (43%), followed by infrastructure (28%) and the economy/jobs/stimulus (eight percent). Public safety was ranked first by seven percent of Canadians and the military and environment received four percent each.
  - Second ranked – Infrastructure was the most popular second ranked choice by Canadians (31%), followed closely by health care (29%). Public safety received 11% of mentions, while the military was ranked second by nine percent of Canadians.
- **Extending Employment Insurance benefits** – The overwhelming majority of Canadians (85%) either support (47%) or somewhat support (38%) Employment Insurance benefits being temporarily extended to workers in sectors that have been hit particularly hard in the recent economy. Thirteen percent either somewhat oppose (seven percent) or oppose (six percent) doing this.
- **Interest-free loans for struggling companies** – Nearly three fifths of Canadians (58%) support (14%) or somewhat support (44%) the federal government providing interest free loans to struggling Canadian companies, while 21% somewhat oppose this and 16% oppose this action.
- **Government intervention in the real estate market** – Fifty-five percent of Canadians either support (26%) or somewhat support (30%) the government taking action to cool down the real estate market, while 18% somewhat oppose this and 17% oppose this. Ten percent of Canadians are unsure.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 22nd to 24th, 2016 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. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

CTV NANOS SURVEY

Priorities in the forthcoming budget

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Priority	First ranked (n=1000)	Second ranked (n=992)
Health Care	43.3%	29.3%
Infrastructure	27.5%	31.1%
The economy/jobs/stimulus	7.6%	3.2%
Public safety	6.9%	11.0%
Military	3.9%	8.6%
The environment	3.6%	1.5%
Balance the budget/reduce the national debt	2.4%	1.7%
Pipelines	1.0%	0.4%
First Nations Issues	0.8%	0.9%

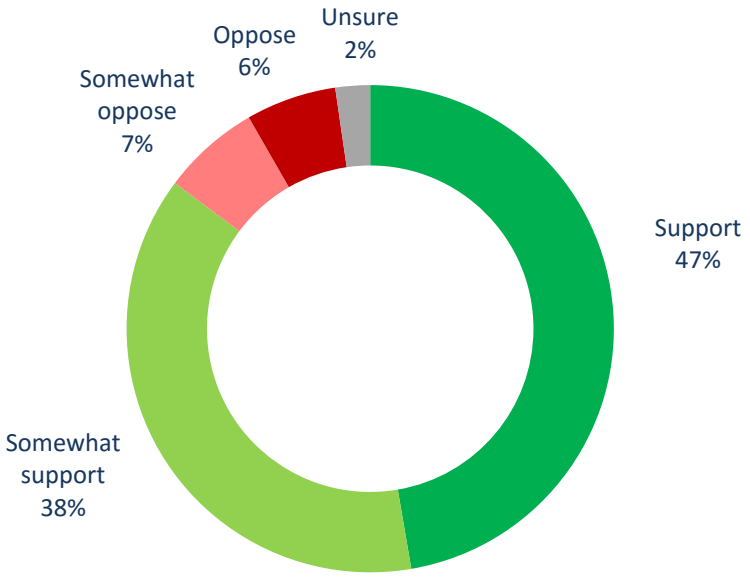
Priority	First ranked (n=1000)	Second ranked (n=992)
CPP/Social programs	0.7%	1.5%
Ensuring a low cost of living	0.3%	0.3%
Education	0.2%	1.5%
Child care program	0.2%	0.1%
Creating a new energy industry	0.1%	0.1%
Humanitarian aid/refugee crisis	0.1%	0.4%
Legalization of marijuana	0.1%	-
Other	0.6%	0.3%
Unsure	0.9%	7.3%

QUESTION – Please rank the top two areas that you personally would like to see made a priority in the upcoming federal budget. Please rank the most important priority 1 and the next most important 2. [Open-ended]

Expanding Employment Insurance benefits

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+72.7



Subgroups	Support/ Somewhat support
Atlantic (n=100)	89.8%
Quebec (n=250)	86.0%
Ontario (n=300)	84.8%
Prairies (n=200)	85.7%
British Columbia (n=150)	81.0%
Male (n=499)	84.2%
Female (n=501)	86.3%
18 to 29 (n=147)	75.7%
30 to 39 (n=143)	83.0%
40 to 49 (n=252)	87.5%
50 to 59 (n=234)	87.7%
60 plus (n=224)	91.1%

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

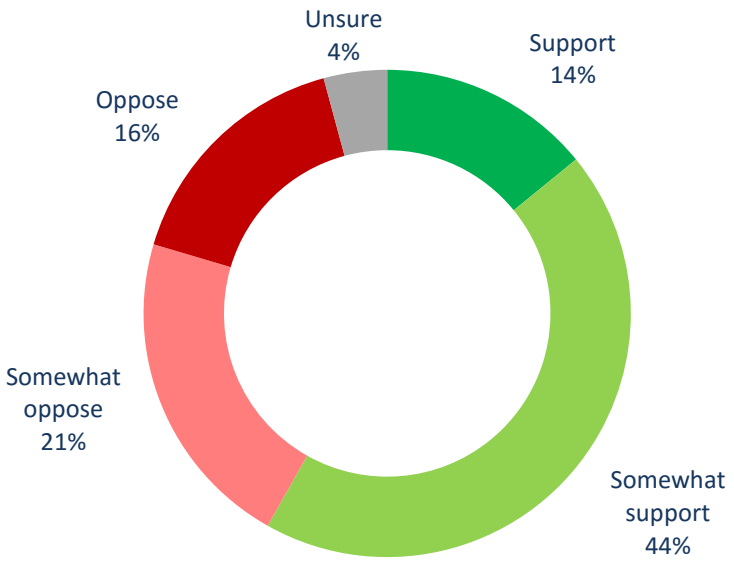
QUESTION – Do you support, somewhat support, somewhat oppose or oppose each of the following?

Temporarily extending Employment Insurance benefits to workers in particularly hard hit sectors of the Canadian economy

Financing through interest-free loans

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+20.5



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

Subgroups	Support/ Somewhat support
Atlantic (n=100)	63.7%
Quebec (n=250)	58.9%
Ontario (n=300)	59.3%
Prairies (n=200)	57.2%
British Columbia (n=150)	52.3%
Male (n=499)	55.0%
Female (n=501)	61.4%
18 to 29 (n=147)	62.0%
30 to 39 (n=143)	59.3%
40 to 49 (n=252)	57.9%
50 to 59 (n=234)	49.6%
60 plus (n=224)	60.8%

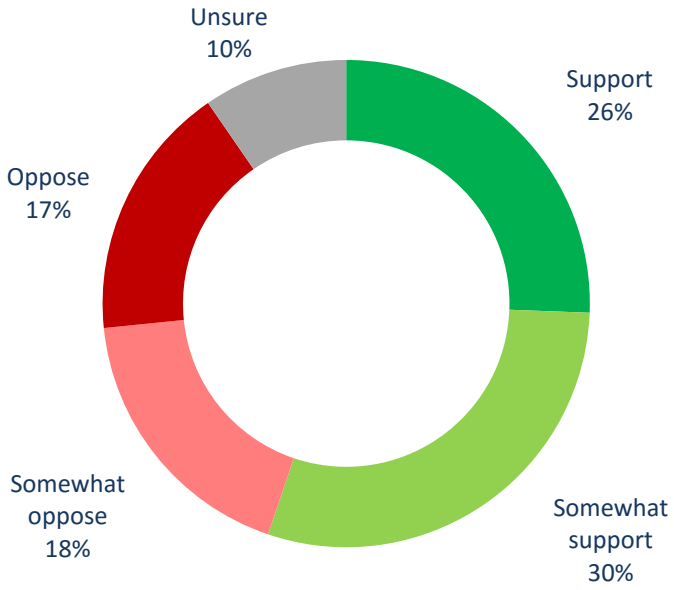
QUESTION – Do you support, somewhat support, somewhat oppose or oppose each of the following?

The federal government providing funding in the form of interest-free loans to Canadian companies that are struggling

Government intervention in real estate

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+20.0



Subgroups	Support/ Somewhat support
Atlantic (n=100)	60.3%
Quebec (n=250)	56.2%
Ontario (n=300)	52.9%
Prairies (n=200)	49.3%
British Columbia (n=150)	62.9%
Male (n=499)	54.3%
Female (n=501)	56.1%
18 to 29 (n=147)	51.0%
30 to 39 (n=143)	57.4%
40 to 49 (n=252)	55.2%
50 to 59 (n=234)	54.6%
60 plus (n=224)	57.9%

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

QUESTION – Do you support, somewhat support, somewhat oppose or oppose each of the following?

The federal government taking action to cool down the real estate market

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 22nd to 24th, 2016 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 CTV News and Nanos Research.

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

Technical Note

Element	Description
Organization who commissioned the research	CTV
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls/	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	February 22nd to 24th, 2016.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	15.6 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module three of an omnibus survey. Module one was about top unprompted issues of national concern, module two was about vote preferences and questions on the economy.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.

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Tabulations

CTV NANOS SURVEY

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				Region					Gender		Age				
			Canada 2016-02	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 (first ranked response) - Please rank the top two areas that you personally would like to see made a priority in the upcoming federal budget. Please rank the most important priority 1 and the next most important 2 [Open-ended]	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Health care	%	43.3	51.4	49.7	46.6	26.8	42.6	36.1	50.4	43.2	37.5	40.7	45.9	47.7
	Military	%	3.9	2.8	1.1	3.8	7.7	4.1	5.4	2.3	7.2	3.1	2.8	2.6	3.4
	Public safety	%	6.9	4.4	4.7	6.4	14.7	2.8	5.6	8.2	6.6	8.0	8.8	7.1	4.5
	Infrastructure	%	27.5	32.7	26.4	25.9	27.0	29.5	31.3	23.6	23.7	21.3	28.1	27.4	34.6
	The environment	%	3.6	.0	5.1	4.1	1.6	5.4	3.4	3.9	6.6	5.6	3.0	2.8	.9
	The economy/jobs/stimulus	%	7.6	3.0	5.7	7.9	13.7	5.3	10.5	4.8	6.1	13.6	9.9	5.5	4.3
	Pipelines	%	1.0	2.0	.0	.5	2.7	.5	1.2	.7	1.2	.0	.6	2.5	.6
	Child care program	%	.2	.0	.0	.4	.0	.8	.0	.5	.6	.0	.0	.0	.5
	Ensuring a low cost of living	%	.3	.0	.5	.0	.0	1.0	.2	.3	.0	.7	.4	.4	.0
	CPP/Social programs	%	.7	1.8	.9	.7	.3	.5	.6	.9	.0	1.1	.7	2.4	.0
	Education	%	.2	.0	.5	.0	.0	.5	.1	.2	.6	.0	.0	.4	.0
	First Nations issues	%	.8	.0	1.2	.5	1.3	.9	.7	1.0	1.2	.6	1.3	.5	.6
	Balance the budget/reduce the national debt	%	2.4	.9	2.5	2.7	2.2	2.6	3.4	1.3	2.0	4.7	2.0	1.2	2.1

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			Region					Gender		Age				
		Canada 2016-02	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Creating a new energy industry	%	.1	.0	.0	.0	.0	.5	.1	.0	.0	.0	.0	.4	.0
Humanitarian aid/refugee crisis	%	.1	.0	.3	.0	.0	.0	.0	.2	.0	.0	.4	.0	.0
Legalization of marijuana	%	.1	.0	.0	.2	.0	.0	.1	.0	.0	.0	.4	.0	.0
Other	%	.6	.9	.4	.0	.3	2.1	.6	.6	.5	1.5	.3	.4	.4
Unsure	%	.9	.0	1.3	.3	1.6	.8	.6	1.1	.6	2.3	.7	.5	.5

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			Region						Gender		Age				
			Canada 2016-02	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 (second ranked response) - Please rank the top two areas that you personally would like to see made a priority in the upcoming federal budget. Please rank the most important priority 1 and the next most important 2[Open-ended]	Total	Unwgt N	992	100	247	299	197	149	496	496	146	140	250	233	223
		Wgt N	991	100	247	299	197	149	496	495	204	165	207	177	238
	Health care	%	29.3	35.2	29.7	29.1	27.9	26.9	29.7	28.9	27.5	28.3	30.1	28.2	31.6
	Military	%	8.6	7.5	7.0	6.7	11.8	11.4	10.9	6.2	7.9	11.0	7.3	7.5	9.4
	Public safety	%	11.0	6.4	15.6	11.0	7.9	10.6	11.4	10.7	11.3	4.5	13.3	10.7	13.6
	Infrastructure	%	31.1	34.3	29.4	34.0	29.0	28.6	30.2	32.0	32.1	33.6	29.5	31.4	29.7
	Other	%	.7	1.6	.5	1.2	.4	.0	.4	1.0	.6	.0	1.5	.3	.8
	The environment	%	1.5	1.1	2.1	1.4	.8	1.9	.8	2.2	.6	4.0	2.0	1.0	.4
	The economy/jobs/stimulus	%	3.2	2.6	3.2	3.3	3.9	2.6	2.6	3.9	3.3	3.6	2.9	5.5	1.5
	Pipelines	%	.4	.0	.4	.0	1.7	.0	.9	.0	.0	.0	1.6	.0	.4
	Child care program	%	.1	.9	.0	.0	.0	.0	.0	.2	.5	.0	.0	.0	.0
	Ensuring a low cost of living	%	.3	1.9	.0	.0	.0	.5	.2	.4	.0	.5	.4	.6	.0
	CPP/Social programs	%	1.5	.0	1.3	2.0	1.6	1.8	.8	2.2	.6	.0	.8	2.7	3.1
	Education	%	1.5	3.7	1.9	.6	1.9	.8	.6	2.4	4.2	3.3	.0	.6	.0
	First Nations issues	%	.9	.9	.4	.7	.0	3.1	.5	1.2	.7	.0	.4	1.2	1.8
	Balance the budget/reduce the national debt	%	1.7	.0	.3	1.5	2.6	4.5	2.2	1.3	1.2	1.5	2.5	2.3	1.3

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			Region					Gender		Age				
		Canada 2016-02	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Creating a new energy industry	%	.1	.9	.0	.0	.0	.0	.0	.2	.5	.0	.0	.0	.0
Humanitarian aid/refugee crisis	%	.4	.0	.5	.0	1.2	.0	.1	.6	.6	.0	.7	.5	.0
Other	%	.3	.0	.0	.0	.0	2.3	.4	.3	.0	.7	.0	.4	.6
Unsure	%	7.3	2.9	7.7	8.5	9.2	5.0	8.3	6.4	8.4	9.0	7.0	7.1	5.8

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Do you support, somewhat support, somewhat oppose or oppose each of the following? [Randomize]

				Region					Gender		Age				
			Canada 2016-01	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 2 - Temporarily extending Employment Insurance benefits to workers in particularly hard hit sectors of the Canadian economy.	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Support	%	47.3	56.4	46.6	45.2	52.7	39.5	43.2	51.5	37.8	43.5	49.0	50.7	54.2
	Somewhat support	%	37.9	33.4	39.4	39.6	33.0	41.5	41.0	34.8	37.9	39.5	38.5	37.0	36.9
	Somewhat oppose	%	6.5	5.1	7.2	4.7	7.3	9.0	6.1	7.0	11.3	7.0	6.4	4.5	3.8
	Oppose	%	6.0	2.9	3.9	7.8	5.2	8.7	6.6	5.3	9.5	7.6	5.0	3.9	4.2
	Unsure	%	2.3	2.1	2.9	2.6	1.8	1.3	3.2	1.3	3.4	2.4	1.1	3.9	1.0

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Do you support, somewhat support, somewhat oppose or oppose each of the following? [Randomize]

				Region					Gender		Age				
			Canada 2016-01	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 - The federal government providing funding in the form of interest-free loans to Canadian companies that are struggling	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Support	%	14.1	19.4	15.0	13.0	13.5	12.4	13.5	14.8	20.4	12.6	11.0	14.2	12.5
	Somewhat support	%	44.0	44.3	43.9	46.3	43.7	39.9	41.5	46.6	41.6	46.7	46.9	35.4	48.3
	Somewhat oppose	%	21.4	21.4	23.3	21.5	18.7	21.5	21.4	21.3	18.6	21.0	22.5	22.5	22.2
	Oppose	%	16.2	14.0	11.7	14.4	20.8	22.7	20.6	11.9	14.4	14.8	16.6	22.4	13.8
	Unsure	%	4.2	.9	6.0	4.8	3.3	3.6	3.0	5.5	5.0	4.9	3.1	5.5	3.1

2016-798 – CTV News/Nanos Survey February - STAT SHEET

Do you support, somewhat support, somewhat oppose or oppose each of the following? [Randomize]

			Region						Gender		Age				
			Canada 2016-01	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 - The federal government taking action to cool down the real estate market.	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Support	%	25.6	19.7	27.9	23.3	22.0	35.3	25.2	26.0	22.1	33.8	18.0	27.8	27.9
	Somewhat support	%	29.6	40.6	28.3	29.6	27.3	27.6	29.1	30.1	28.9	23.6	37.2	26.8	30.0
	Somewhat oppose	%	18.2	17.6	18.4	18.2	24.8	9.6	20.0	16.4	18.7	17.8	19.8	17.2	17.4
	Oppose	%	17.0	12.0	15.5	16.6	20.8	18.4	19.6	14.3	16.8	14.1	16.5	21.2	16.4
	Unsure	%	9.6	10.1	9.9	12.4	5.2	9.1	6.0	13.2	13.5	10.7	8.6	7.1	8.3