

Majority support federal deficits – budget gets middling score

National survey released April, 2016

Project 2016-811B

THE GLOBE AND MAIL[®]

 **NANOS SURVEY**



Canadians score federal budget 5.8 out of 10 – and a majority support or somewhat support increased spending on indigenous peoples

Overall, Canadians thought that the 2016 Federal budget was average. However, when asked if running deficits is acceptable as long as the size of the federal debt is declining in relation to the size of the economy a majority of Canadians say continuing to run deficits is acceptable. As well, there was broad support for an increase in money allocated to indigenous groups.

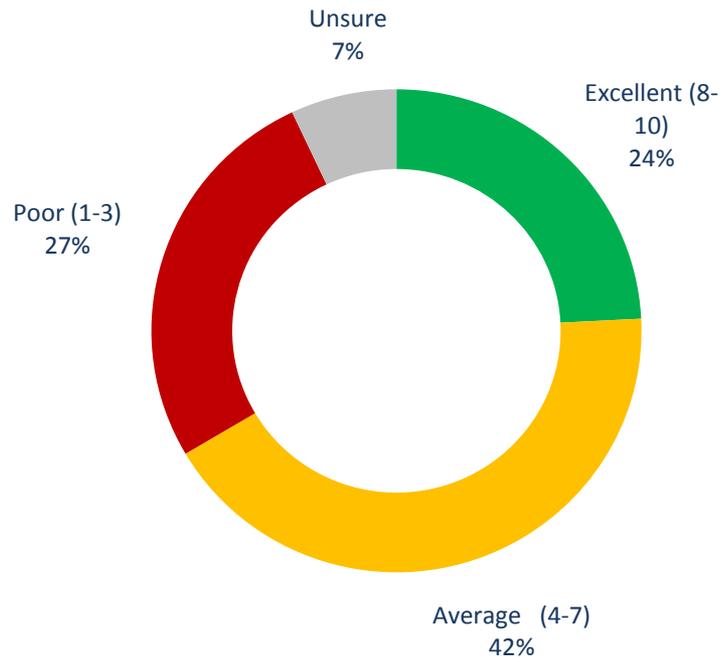
- **Impressions of the federal budget** –When asked based on what they’ve heard, to rate the recently released federal budget Canadians gave it a mean score of 5.8 out of 10. Just under half of Canadians (42%) thought that the recently released federal budget was average (defined as a score of four to seven out of 10), while 27% thought it was poor (defined as a score of one to three out of 10). However, just under a quarter (24%) thought it was excellent(defined as a score of over eight out of 10). Seven percent said they were unsure.
- **Support for running a deficit** – Just over half of Canadians support or somewhat support running a deficit for the 2016 Federal budget (24% support; 31% somewhat support). Conversely, 29% of Canadians oppose and 16% somewhat oppose running a deficit.
- **Running a deficit vs balancing the budget** – Just over half (54%) of Canadians think that the government should continue to run annual deficits as long as the size of the federal debt is declining in relation to the size of the economy, while 37% of Canadians think that the government should do what it takes to balance the budget before the next election.
- **Support for increased indigenous budgets** – Seven in ten Canadians say that they support or somewhat support increased budgets for indigenous peoples over the next five years (40% support; 30% somewhat support). Almost a third of Canadians say they oppose or somewhat oppose the same thing (14% oppose; 14% somewhat oppose).

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 March 31st and April 4th, 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.

Impressions of the federal budget

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Mean Score
5.8



Subgroups	Mean Score (8-10)
Atlantic (n=100)	6.4
Quebec (n=250)	6.0
Ontario (n=300)	5.6
Prairies (n=200)	5.4
British Columbia (n=150)	6.0
Male (n=500)	5.6
Female (n=500)	6.0
18 to 29 (n=171)	6.3
30 to 39 (n=169)	5.3
40 to 49 (n=218)	5.7
50 to 59 (n=224)	5.8
60 plus (n=218)	5.7

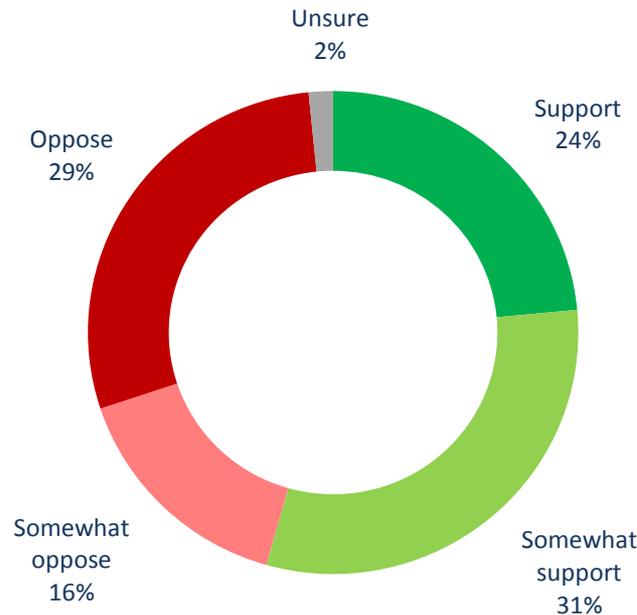
*Note: Charts may not add up to 100 due to rounding

QUESTION – The federal government released its 2016 budget on March 22. From what you’ve heard, how would you rate the budget on a scale of one to 10, with one being poor and 10 being excellent?

Support for running a deficit to pay for new spending

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+10.4



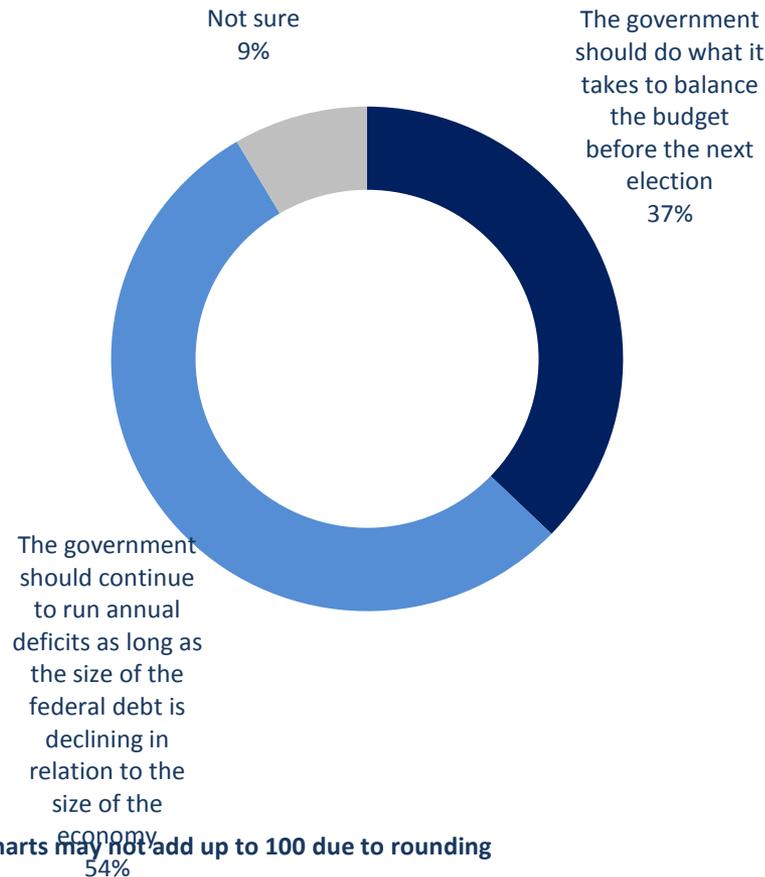
Subgroups	Support/ Somewhat support
Atlantic (n=100)	63.8%
Quebec (n=250)	56.3%
Ontario (n=300)	51.2%
Prairies (n=200)	46.4%
British Columbia (n=150)	61.8%
Male (n=500)	54.1%
Female (n=500)	54.7%
18 to 29 (n=171)	51.8%
30 to 39 (n=169)	50.9%
40 to 49 (n=218)	54.9%
50 to 59 (n=224)	57.8%
60 plus (n=218)	56.1%

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

QUESTION – The 2016 federal budget plans for a \$29.4-billion deficit this fiscal year starting April 1st in order to pay for new spending on infrastructure, indigenous (First Nations, Inuit and Metis) peoples, family benefits and other measures. Do you support, somewhat support, somewhat oppose or oppose running a deficit of this size?

Running a deficit versus balancing the budget

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, 2016, 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

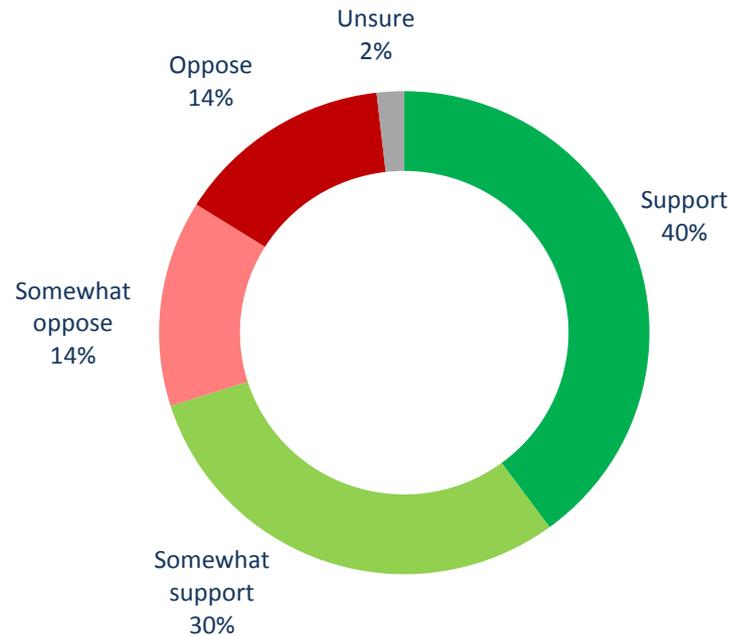
Subgroups	The government should do what it takes to balance the budget	The government should continue to run annual deficits
Atlantic (n=100)	26.9%	58.4%
Quebec (n=250)	39.3%	53.7%
Ontario (n=300)	38.3%	54.7%
Prairies (n=200)	41.1%	49.5%
British Columbia (n=150)	33.0%	58.3%
Male (n=500)	39.2%	54.2%
Female (n=500)	35.2%	54.4%
18 to 29 (n=171)	33.8%	54.4%
30 to 39 (n=169)	37.6%	54.2%
40 to 49 (n=218)	37.9%	54.1%
50 to 59 (n=224)	37.3%	56.5%
60 plus (n=218)	39.1%	52.8%

QUESTION – The federal government is likely to continue to run deficits for the next four years. When it comes to deficits, which of the following is closer to your own personal view?

Support for increased budget for Indigenous peoples

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 31st and April 4th, 2016, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
+42.0



Subgroups	Support/ Somewhat support
Atlantic (n=100)	71.3%
Quebec (n=250)	73.5%
Ontario (n=300)	74.8%
Prairies (n=200)	58.5%
British Columbia (n=150)	69.9%
Male (n=500)	68.9%
Female (n=500)	71.4%
18 to 29 (n=171)	71.4%
30 to 39 (n=169)	67.0%
40 to 49 (n=218)	69.8%
50 to 59 (n=224)	68.4%
60 plus (n=218)	72.9%

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

QUESTION – The 2016 budget includes \$8.4-billion for indigenous (First Nations, Inuit and Metis) peoples over the next five years, with half of the resources going toward on-reserve education. Do you support, somewhat support, somewhat oppose or oppose this part of the budget?



Methodology

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 March 31st and April 4th, 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 The Globe and Mail and Nanos Research.

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

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Globe and Mail	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
Final Sample Size	1,000 Randomly selected individuals.	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	19.1 percent, consistent with industry norms.
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.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module four of an omnibus survey. The modules preceding these questions included top unprompted national issues of concern, vote preferences, and questions on energy and the environment.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	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.
Field Dates	March 31st and April 4th, 2016.		
Language of Survey	The survey was conducted in both English and French.		



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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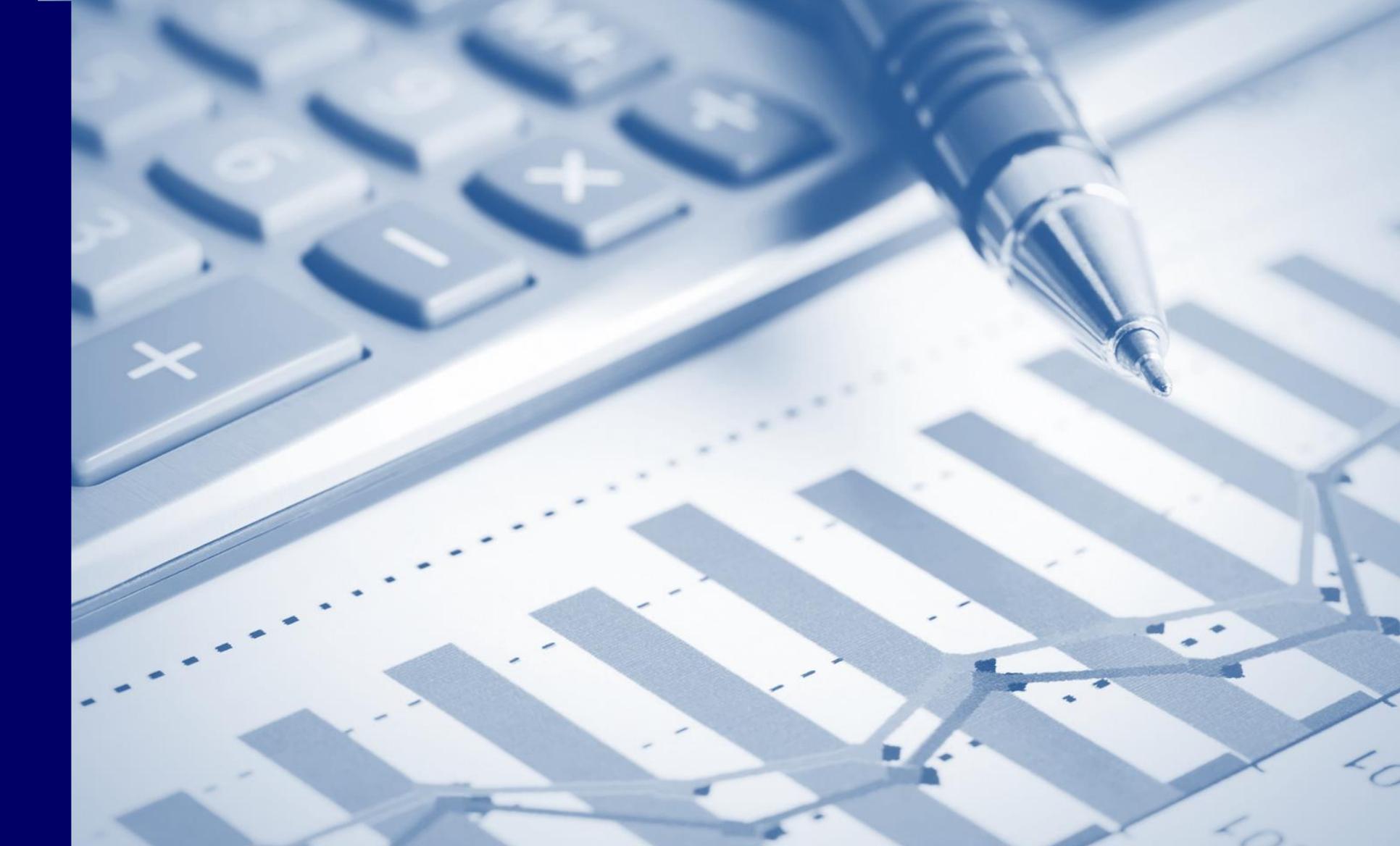
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Tabulations





2016-811 – The Globe and Mail/Nanos Survey – Federal Budget – STAT SHEET

			Region						Gender		Age					
			Canada 2016-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - The federal government released its 2016 budget on March 22. From what you've heard, how would you rate the budget on a scale of one to 10, with one being poor and 10 being ex	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218	
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239	
		Mean	5.79	6.44	6.00	5.60	5.35	5.98	5.59	5.99	6.27	5.34	5.74	5.81	5.72	
		Very poor (1)	%	12.9	5.5	10.6	14.5	16.4	13.7	14.4	11.4	10.4	16.7	14.0	9.8	13.8
		2	%	5.7	4.4	3.5	5.1	10.6	4.6	4.6	6.8	5.1	6.4	6.3	5.9	5.0
		3	%	7.9	3.3	8.1	9.9	8.8	5.6	10.3	5.6	8.5	5.4	4.9	9.5	10.6
		4	%	5.6	7.5	4.4	6.7	3.9	6.2	6.3	4.8	3.7	9.0	6.2	4.6	5.0
		5	%	9.6	10.6	9.2	10.3	10.5	7.0	7.8	11.3	8.0	9.1	10.7	13.0	7.8
		6	%	10.2	12.3	13.1	8.3	8.4	10.5	10.1	10.3	13.5	14.3	8.3	8.9	7.3
		7	%	16.9	23.4	17.6	15.9	14.8	16.2	18.3	15.5	15.0	14.8	19.8	17.0	17.4
		8	%	16.1	18.4	21.2	13.9	10.9	17.7	14.9	17.4	12.1	14.7	17.0	19.4	17.5
		9	%	5.5	3.5	4.7	5.0	5.1	10.0	5.8	5.3	7.4	3.4	3.2	4.2	8.4
		Excellent (10)	%	2.6	2.2	3.4	3.2	.5	3.0	2.3	2.9	2.5	.0	3.7	1.7	4.2
		Unsure	%	7.0	9.1	4.3	7.1	10.1	5.6	5.2	8.7	13.9	6.4	5.9	5.9	3.2

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Question - The 2016 federal budget plans for a \$29.4-billion deficit this fiscal year starting April 1st in order to pay for new spending on infrastructure, indigenous (First Nations, Inuit and Metis) peoples, family benefits and other measures. Do you	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Support	%	23.5	28.6	22.2	24.1	19.4	26.2	23.1	23.8	20.4	17.9	17.5	26.5	33.0
	Somewhat support	%	30.9	35.2	34.1	27.1	27.0	35.6	31.0	30.9	31.4	33.0	37.4	31.3	23.1
	Somewhat oppose	%	15.5	16.2	17.8	15.7	13.6	13.0	13.7	17.2	21.4	15.7	15.4	15.3	10.3
	Oppose	%	28.5	17.6	23.9	32.0	37.8	24.3	31.6	25.5	24.4	33.5	27.7	26.4	30.8
	Unsure	%	1.6	2.4	1.9	1.1	2.2	.8	.6	2.6	2.4	.0	1.9	.5	2.7

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			Canada 2016-03	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - The federal government is likely to continue to run deficits for the next four years. When it comes to deficits, which of the following is closer to your own personal view? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	171	169	218	224	218	
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239	
		The government should do what it takes to balance the budget before the next election	%	37.2	26.9	39.3	38.3	41.1	33.0	39.2	35.2	33.8	37.6	37.9	37.3	39.1
		The government should continue to run annual deficits as long as the size of the federal debt is declining in relation to the size of the economy	%	54.3	58.4	53.7	54.7	49.5	58.3	54.2	54.4	54.4	54.2	54.1	56.5	52.8
		Not sure	%	8.5	14.7	7.0	7.0	9.5	8.7	6.6	10.4	11.8	8.2	8.0	6.3	8.1

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		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Support	%	39.9	43.5	41.3	43.4	29.5	41.9	37.5	42.3	41.0	33.0	38.1	42.3	43.6
	Somewhat support	%	30.2	27.8	32.2	31.4	29.0	28.0	31.4	29.1	30.4	34.0	31.7	26.1	29.3
	Somewhat oppose	%	13.8	18.5	9.1	13.0	18.0	14.7	14.2	13.4	15.9	11.6	11.9	17.3	12.6
	Oppose	%	14.3	8.2	14.0	11.4	21.0	15.5	15.5	13.0	10.6	20.5	16.6	13.3	11.6
	Unsure	%	1.8	2.1	3.4	.8	2.5	.0	1.5	2.2	2.1	.9	1.7	1.0	2.9

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