Two in five Canadians say the current government is doing a better job of supporting families than the previous government

Bloomberg Survey Summary

submitted by Nanos to Bloomberg, August 2016
(Submission 2016-899)

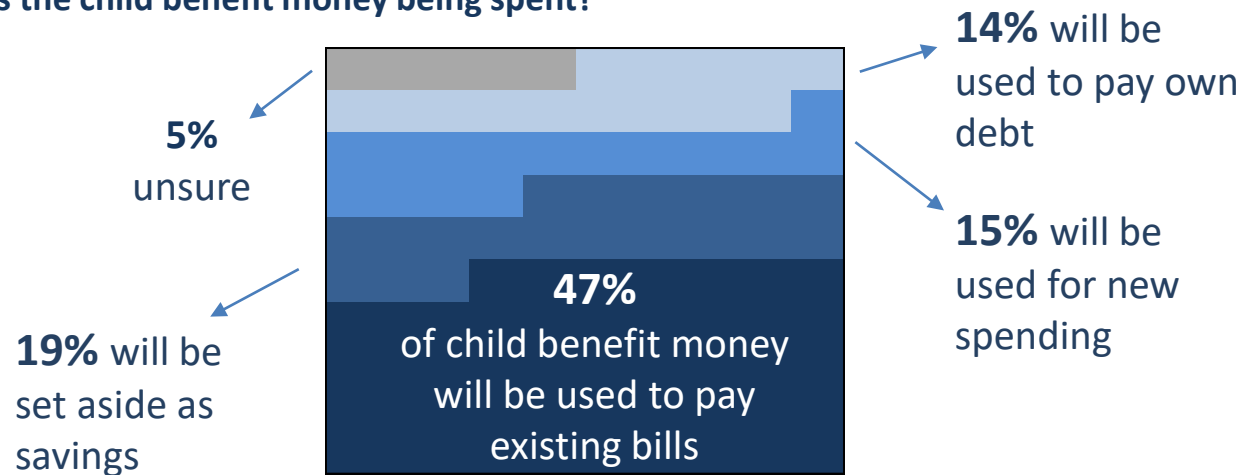# Canadians are more likely to use extra child benefit money to pay bills than spend on new purchases

Seven in ten Canadians report that they do not receive a child benefit cheque from the government, while two in ten report increase to the value of their cheque in the last year. Among those who report an increase, on average half of the increased money is put towards paying existing bills, and two in ten say save the money for the future. Very few say they are more likely to make a major consumer purchase as a result of the increased child benefit cheque.

- **Roughly two in five Canadians feel that the current government is doing a better job of supporting families** – When asked how the current government is doing in comparison to the previous government for supporting families, 38 per cent say they are doing a better job, while 32 per cent say they are doing the same level of job. Fifteen per cent say they are doing a worse job and another 15 per cent are unsure.

- **Two in five Canadians report their income taxes have stayed the same** – Asked if their income taxes gave increased, stayed the same, or decreased over the past year, 41 per cent say they have stayed the same. Thirty-six per cent say they have increased, while eight per cent say they have decreased in the past year. Fifteen per cent are unsure.

- **Two in ten Canadians report that their child benefit cheque has increased in value over the past year** – Nineteen per cent of Canadians report that their child benefit cheque from the Government of Canada has increased in value over the past year. Eight per cent report their cheque decreasing in value, while four per cent say the value stayed the same, and another four per cent are unsure. Sixty-six per cent reported not receiving child benefit cheques.

1% ◀ Of Canadians say they are more likely to make a major purchase as the result of their increased child benefit cheque

How is the child benefit money being spent?

5% unsure

14% will be used to pay own debt

15% will be used for new spending

19% will be set aside as savings

47% of child benefit money will be used to pay existing bills

- **For those who report an increase in their child benefit cheque, on average half of the extra money will be used to pay existing bills** – Those who reported their child benefit cheque had increased in value were asked how they expect to use it on a percentage basis for four options. Using it to pay existing bills received an average of 47 per cent, followed by setting aside as savings for the future (19%), using for new spending (15%), and using to pay down their own debt (14%).

- **Canadians whose child benefit cheques increased are divided on their likelihood to make a major consumer purchase as a result of their increased child benefit cheque** – Asked if in the next 12 months they are likely to make a major consumer purchase as a result of their increased child benefit cheque, 44 per cent of those whose cheques had increased said they are as likely to make a major purchase, and 41 per cent from the same subgroup said they are less likely. Seven per cent of Canadians whose cheques had increased said they are more likely or unsure, respectively.

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 August 22nd and 25th, 2016. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20

This study was commissioned by Bloomberg News.

Comparing government support of families

Net Score

+22.3

Unsure
15%

Better
38%

Worse
15%

The same
32%
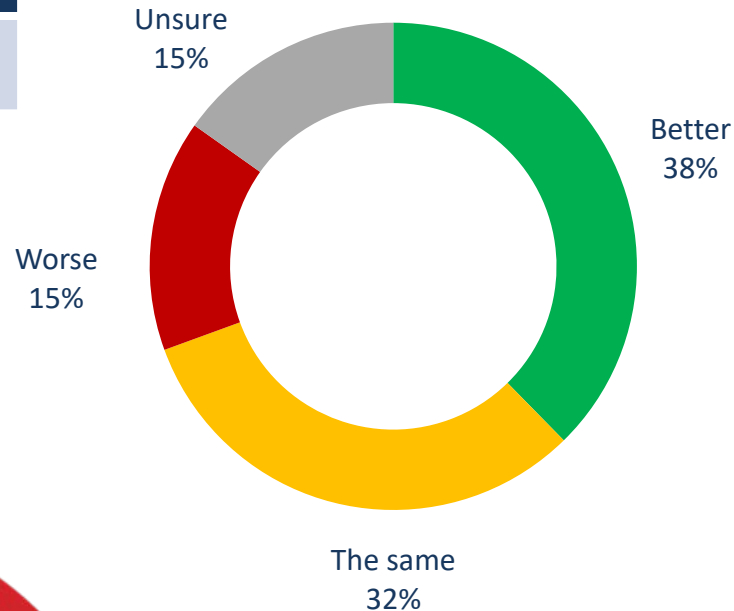
*Note: Charts may not add up to 100 due to rounding

Subgroups	Better
Atlantic (n=100)	49.7%
Quebec (n=250)	39.9%
Ontario (n=300)	35.4%
Prairies (n=200)	30.8%
British Columbia (n=150)	39.7%
Male (n=500)	34.1%
Female (n=500)	41.2%
18 to 29 (n=172)	38.4%
30 to 39 (n=174)	33.2%
40 to 49 (n=168)	37.6%
50 to 59 (n=215)	42.6%
60 plus (n=271)	36.7%

QUESTION – Do you believe the current federal government is doing a better, the same or a worse job of supporting families than the previous federal government?

Changes in income taxes over the past year

Net Score

-28.6

Unsure
15%

Increased
36%

Decreased
8%

The same
41%

Subgroups	Increased
Atlantic (n=100)	35.0%
Quebec (n=250)	31.7%
Ontario (n=300)	42.5%
Prairies (n=200)	37.1%
British Columbia (n=150)	30.8%
Male (n=500)	37.8%
Female (n=500)	34.6%
18 to 29 (n=172)	34.5%
30 to 39 (n=174)	39.2%
40 to 49 (n=168)	35.5%
50 to 59 (n=215)	37.9%
60 plus (n=271)	35.0%

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

QUESTION – Have your income taxes increased, stayed the same or decreased over the past year?

Changes in child benefit cheques

Net Score
+10.5

Unsure 4%

Increased 19%

Stayed the same 4%

Decreased 8%

No child benefit cheque received 66%
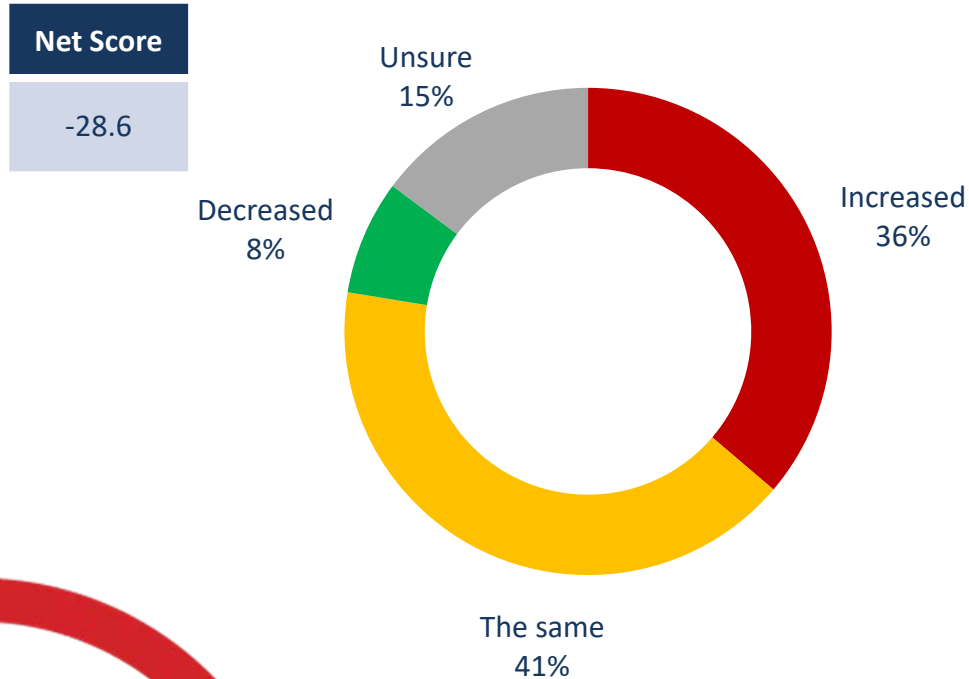
*Note: Charts may not add up to 100 due to rounding
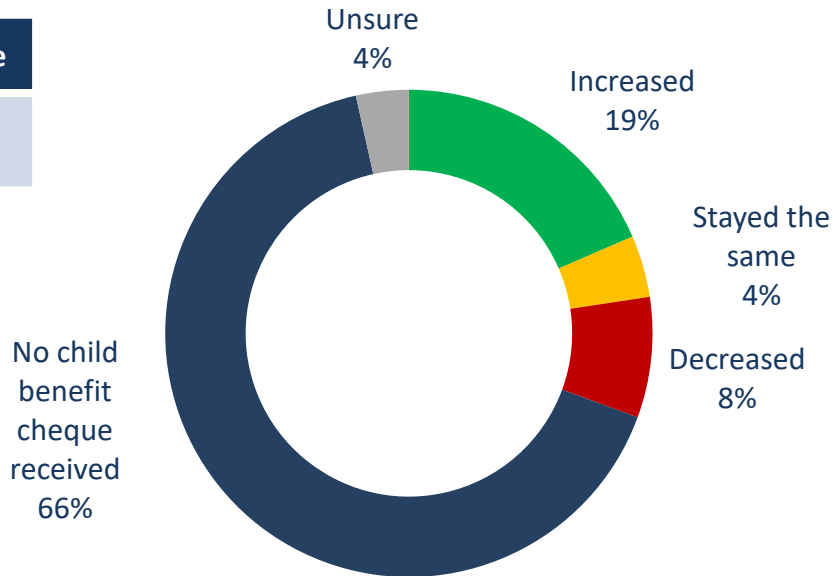
Subgroups	Increased
Atlantic (n=100)	19.6%
Quebec (n=250)	22.6%
Ontario (n=300)	14.7%
Prairies (n=200)	19.5%
British Columbia (n=150)	17.0%
Male (n=500)	18.6%
Female (n=500)	18.3%
18 to 29 (n=172)	32.7%
30 to 39 (n=174)	33.5%
40 to 49 (n=168)	20.5%
50 to 59 (n=215)	8.8%
60 plus (n=271)	1.1%

QUESTION – Over the course of the past year, have the child benefit cheques from the Government of Canada for your household increased in value, decreased in value or stayed at the same value?

Use of extra child benefit money

	Mean percentage (n=185)
Will use to pay existing bills	46.7%
Will set aside as savings for the future	18.8%
Will use for new spending	15.3%
Will use to pay own debt	14.2%
Unsure	5.1%

QUESTION – [IF CHILD BENEFIT CHEQUE HAS INCREASED] For the extra money received through the child benefit cheque how do you expect to use it among the following options on a percentage basis [Open-ended]

Likeliness of making major purchase due to increased child benefit cheque

Net Score

-34.8

Unsure
7%

More likely
7%

As likely
44%
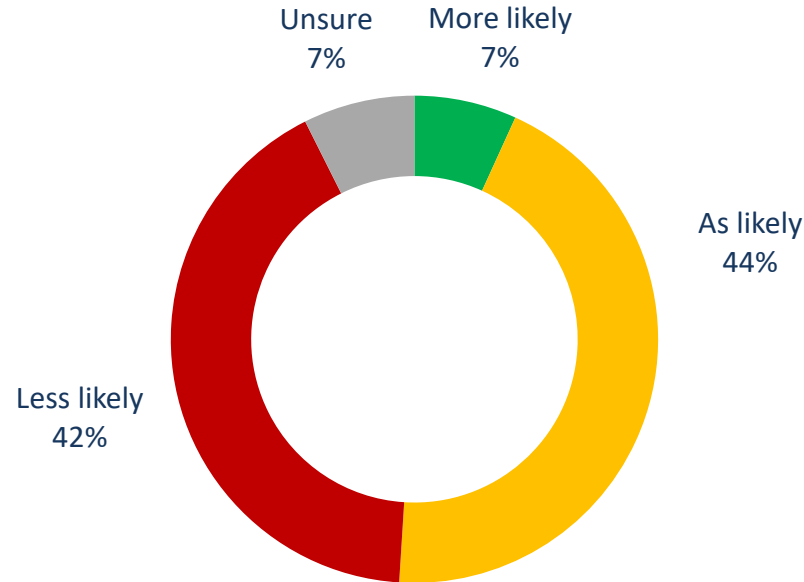
Less likely
42%

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

QUESTION – In the next 12 months are you more likely, as likely or less likely to make a major consumer purchase as a result of the increased child benefit cheque from the Government of Canada?
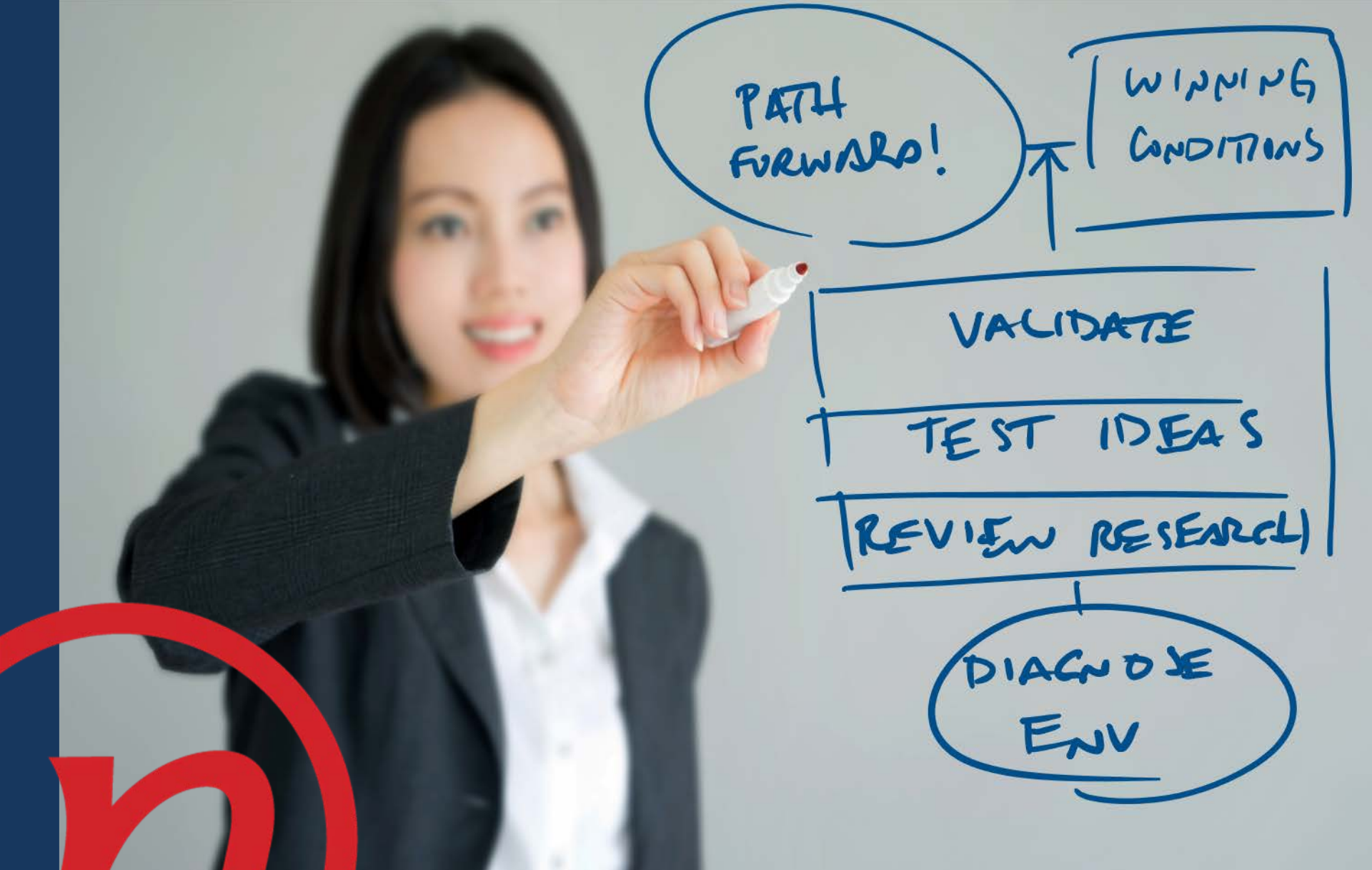
Methodology

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 August 22nd and 25th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were 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 research was commissioned by Bloomberg.

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

About Nanos

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Technical Note

Element	Description
Organization who commissioned the research	Bloomberg
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1percentage 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.
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	August 22nd to 25th, 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 lines 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	Sixteen 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 eight of an omnibus survey. Previous modules included questions about top unprompted issues of national concern, terrorism in Canada, healthcare, veterans' issues, the pharmaceutical industry, and tobacco legislation.
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.

Tabulations

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				Region					Gender		Age				
			Canada 2016-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Do you believe the current federal government is doing a better, the same or a worse job of supporting families than the previous federal government?	Total	Unwgt N	1000	100	250	300	200	150	500	500	172	174	168	215	271
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Better	%	37.7	49.7	39.9	35.4	30.8	39.7	34.1	41.2	38.4	33.2	37.6	42.6	36.7
	The same	%	31.8	36.5	31.2	32.2	32.4	27.8	34.8	28.7	29.0	31.0	34.9	27.4	35.3
	Worse	%	15.4	.7	7.6	19.9	25.9	15.2	17.4	13.3	15.6	20.0	11.5	18.0	13.4
	Unsure	%	15.2	13.1	21.3	12.5	10.9	17.4	13.6	16.7	17.0	15.9	16.1	12.0	14.7

				Region					Gender		Age				
			Canada 2016-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Have your income taxes increased, stayed the same or decreased over the past year?	Total	Unwgt N	1000	100	250	300	200	150	500	500	172	174	168	215	271
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Increased	%	36.2	35.0	31.7	42.5	37.1	30.8	37.8	34.6	34.5	39.2	35.5	37.9	35.0
	Stayed the same	%	41.3	42.2	43.7	36.4	42.6	44.7	40.7	41.8	38.0	38.5	38.8	47.5	43.7
	Decreased	%	7.6	12.1	11.6	4.1	7.0	5.8	8.2	7.1	6.5	4.5	9.6	5.9	10.4
	Unsure	%	14.8	10.6	12.9	16.9	13.3	18.6	13.3	16.4	20.9	17.8	16.0	8.7	11.0

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					Region					Gender			Age			
			Canada 2016-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Over the course of the past year, have the child benefit cheques from the Government of Canada for your household increased in value, decreased in value or stayed at the same value?	Total	Unwgt N	1000	100	250	300	200	150	500	500	172	174	168	215	271
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Increased	%	18.5	19.6	22.6	14.7	19.5	17.0	18.6	18.3	32.7	33.5	20.5	8.8	1.1
	Decreased	%	8.0	4.4	5.5	14.1	7.2	3.4	8.6	7.3	12.2	17.1	8.4	3.5	.8
	Stayed the same	%	4.1	3.4	3.8	5.6	2.2	4.4	4.2	4.0	8.3	4.2	5.2	2.2	.8
	No child benefit cheque received	%	65.9	70.1	64.3	62.5	67.8	70.4	63.9	68.0	42.4	39.7	61.8	83.0	95.7
	Unsure	%	3.5	2.5	3.8	3.1	3.3	4.8	4.7	2.4	4.3	5.5	4.2	2.4	1.7

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Question - For the extra money received through the child benefit cheque how do you expect to use it among the following options on a percentage basis * Region

Region		Question - Will use to pay own debt	Question - Will use to pay existing bills	Question - Will use for new spending	Question - Will set aside as savings for the future	Question - Unsure
Atlantic Canada	Mean	16.9775	43.1765	16.0774	18.6919	5.0767
	N	20	20	20	20	20
Quebec	Mean	13.4327	52.3220	15.0498	15.1449	4.0506
	N	57	57	57	57	57
Ontario	Mean	13.9973	38.0024	21.0569	20.7262	6.5078
	N	44	44	44	44	44
Prairies	Mean	19.1205	48.2176	12.9678	17.3836	2.3345
	N	39	39	39	39	39
British Columbia	Mean	6.4875	49.3718	9.0073	25.8783	9.2551
	N	26	26	26	26	26
Total	Mean	14.1846	46.6583	15.3181	18.8099	5.1035
	N	185	185	185	185	185

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Question - For the extra money received through the child benefit cheque how do you expect to use it among the following options on a percentage basis * Gender

Gender		Question - Will use to pay own debt	Question - Will use to pay existing bills	Question - Will use for new spending	Question - Will set aside as savings for the future	Question - Unsure
Male	Mean	13.6779	39.6916	18.4573	22.4821	5.6910
	N	93	93	93	93	93
Female	Mean	14.6991	53.7321	12.1306	15.0812	4.5070
	N	92	92	92	92	92
Total	Mean	14.1846	46.6583	15.3181	18.8099	5.1035
	N	185	185	185	185	185

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 August 22nd and 25th, 2016. 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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Question - For the extra money received through the child benefit cheque how do you expect to use it among the following options on a percentage basis * Age

Age		Question - Will use to pay own debt	Question - Will use to pay existing bills	Question - Will use for new spending	Question - Will set aside as savings for the future	Question - Unsure
18 to 29	Mean	12.1523	49.8105	14.2007	19.2151	4.8122
	N	67	67	67	67	67
30 to 39	Mean	13.2041	43.7295	12.1169	24.2462	6.7033
	N	57	57	57	57	57
40 to 49	Mean	19.3927	47.7096	17.3298	14.0295	1.5384
	N	43	43	43	43	43
50 to 59	Mean	11.7628	45.9894	20.9127	10.3415	11.0529
	N	16	16	16	16	16
60 plus	Mean	17.5932	16.1380	47.2204	19.0484	.0000
	N	3	3	3	3	3
Total	Mean	14.1846	46.6583	15.3181	18.8099	5.1035
	N	185	185	185	185	185

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				Region					Gender		Age				
			Canada 2016-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - In the next 12 months are you more likely, as likely or less likely to make a major consumer purchase as a result of the increased child benefit cheque from the Government of Canada?	Total	Unwgt N	1000	100	250	300	200	150	500	500	172	174	168	215	271
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	No answer	%	81.5	80.4	77.4	85.3	80.5	83.0	81.4	81.7	67.3	66.5	79.5	91.2	98.9
	More likely	%	1.3	.8	2.0	1.2	.5	1.3	1.4	1.1	1.4	2.8	1.6	.9	.0
	As likely	%	8.2	9.2	8.0	7.9	9.2	6.9	9.3	7.0	15.7	14.4	8.4	3.2	.7
	Less likely	%	7.7	9.7	11.6	4.6	6.6	7.4	6.8	8.6	12.7	13.9	10.0	3.7	.0
	Unsure	%	1.4	.0	1.0	1.0	3.1	1.4	1.2	1.5	2.9	2.5	.4	1.0	.4

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			Question - Over the course of the past year, have the child benefit cheques from the Government of Canada for your household increased in value, decreased in value or stayed at the same value?				
			Canada 2016-08	Increased	Decreased	Stayed the same	No child benefit cheque received	Unsure
Question - In the next 12 months are you more likely, as likely or less likely to make a major consumer purchase as a result of the increased child benefit cheque from the Government of Canada?	Total	Unwgt N	171	171	0	0	0	0
		Wgt N	185	185	0	0	0	0
	More likely	%	6.8	6.8	.0	.0	.0	.0
	As likely	%	44.2	44.2	.0	.0	.0	.0
	Less likely	%	41.6	41.6	.0	.0	.0	.0
	Unsure	%	7.4	7.4	.0	.0	.0	.0

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 August 22nd and 25th, 2016. 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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