


# Views and opinions on recent federal budget

National survey released April, 2017  
Project 2017-1002A

THE GLOBE AND MAIL<sup>®</sup> 

 NANOS SURVEY



## Majority of Canadians have negative view of budget; say the federal government having a plan to eliminate the deficit is important

A majority of Canadians have a negative or somewhat negative view of the recent federal budget, and more than three quarters of Canadians feel that it is important or somewhat important for the federal government to have a plan in place to eliminate the deficit.

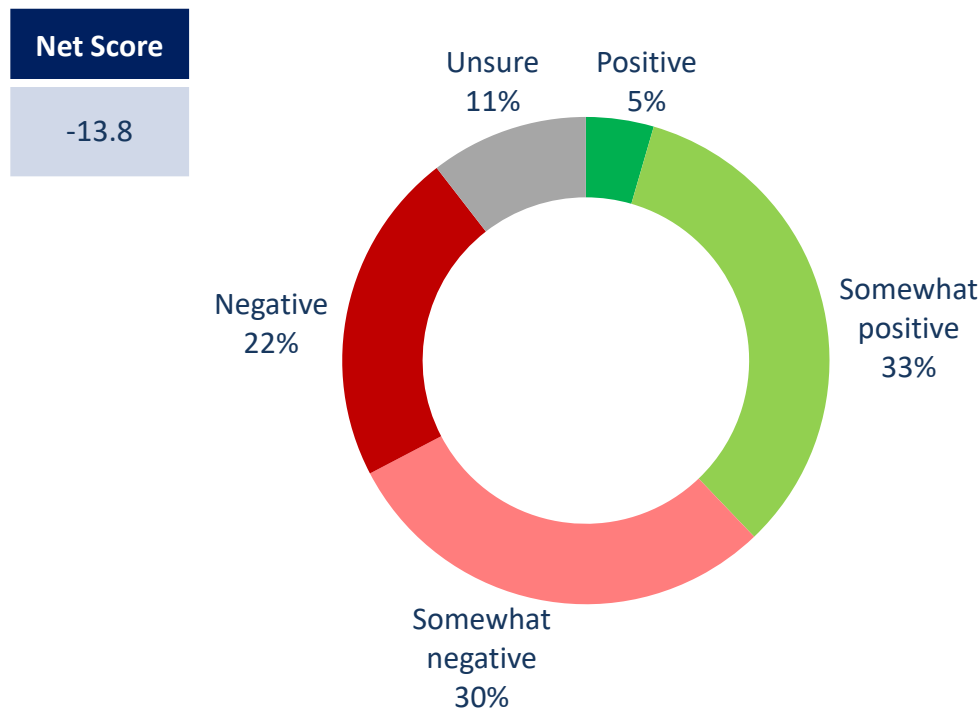
- **A slight majority of Canadians have a negative or somewhat negative view of the recent federal budget** – When asked for their view on the recent federal budget, more than half of Canadians say it is negative (22%) or somewhat negative (30%), while just over one in three Canadians say they have a positive (five per cent) or somewhat positive (33%) view. Eleven per cent of Canadians are unsure.
- **Four in five Canadians say it is important or somewhat important for the federal government to have a plan in place to eliminate the deficit** – When asked the importance of the federal government to have a plan in place to eliminate the deficit a majority of Canadians say it is important (51%) or somewhat important (39%), while one in ten say it is unimportant (one per cent) or somewhat unimportant (eight per cent). One per cent 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 April 1<sup>st</sup> and 4<sup>th</sup>, 2017 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by The Globe and Mail.

# View of recent federal budget

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1<sup>st</sup> to 4<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



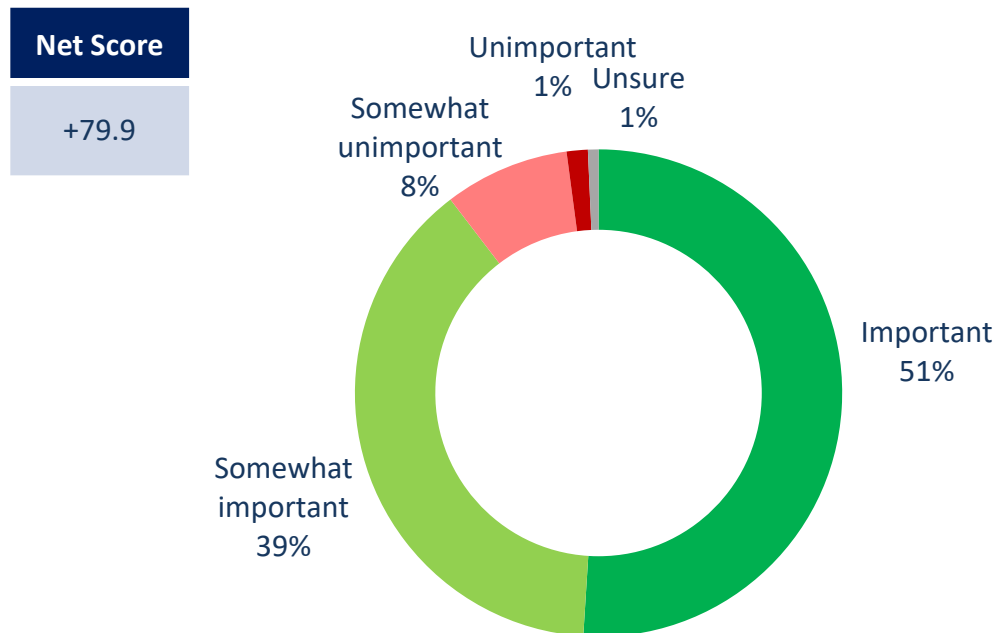
**\*Note:** Charts may not add up to 100 due to rounding

Subgroups	Negative/ Somewhat negative
Atlantic (n=100)	39.0%
Quebec (n=250)	46.9%
Ontario (n=300)	50.5%
Prairies (n=200)	65.6%
British Columbia (n=150)	51.7%
Male (n=479)	55.3%
Female (n=521)	48.2%
18 to 29 (n=168)	48.5%
30 to 39 (n=158)	50.3%
40 to 49 (n=201)	55.2%
50 to 59 (n=224)	52.0%
60 plus (n=249)	52.0%

**QUESTION** – Would you say you have a positive, somewhat positive, somewhat negative or negative view of the recent federal budget?

# Importance for government to have a plan to eliminate the deficit

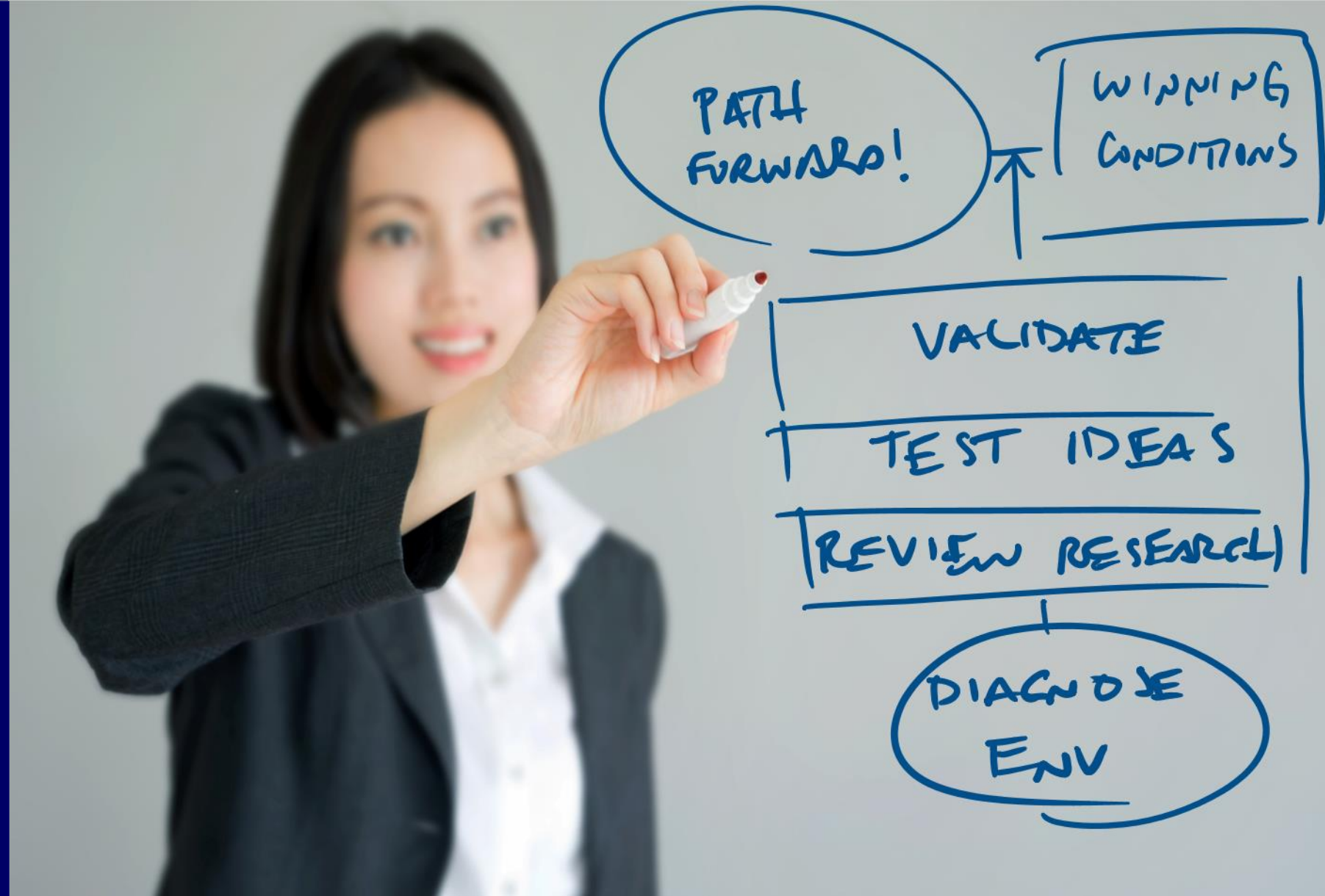
Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1<sup>st</sup> to 4<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Important/ Somewhat important
Atlantic (n=100)	79.7%
Quebec (n=250)	91.2%
Ontario (n=300)	90.6%
Prairies (n=200)	93.3%
British Columbia (n=150)	86.6%
Male (n=479)	91.0%
Female (n=521)	88.2%
18 to 29 (n=168)	89.4%
30 to 39 (n=158)	92.0%
40 to 49 (n=201)	91.4%
50 to 59 (n=224)	88.2%
60 plus (n=249)	88.0%

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

**QUESTION** – Is it important, somewhat important, somewhat unimportant or unimportant for the federal government to have a plan in place to eliminate the deficit?



## 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 April 1<sup>st</sup> and 4<sup>th</sup>, 2017 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  $\pm 3.1$  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
Organization who commissioned the research	Globe and Mail
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	April 1 <sup>st</sup> to 4 <sup>th</sup> , 2017.
Language of Survey	The survey was conducted in both English and French.

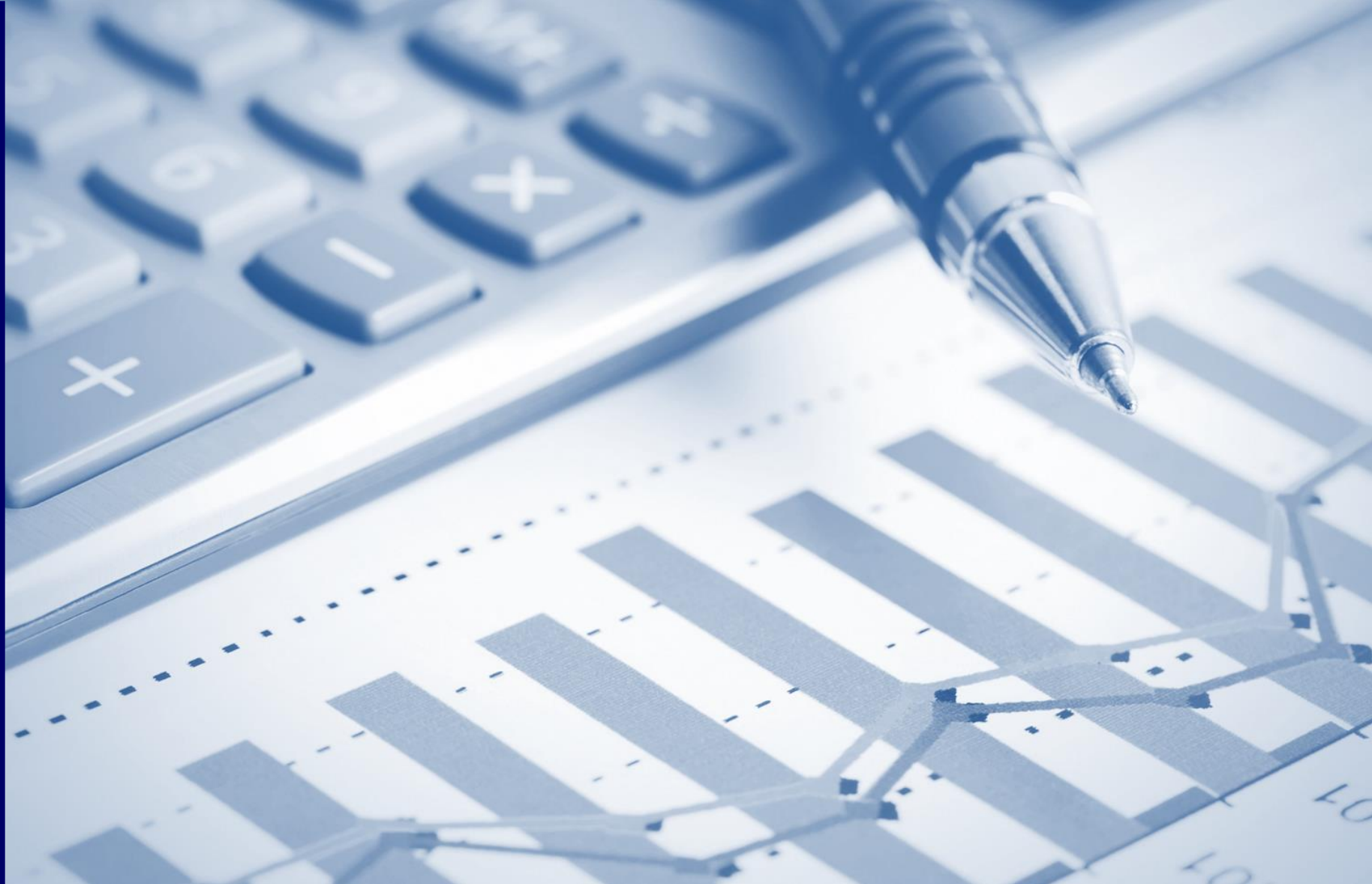
Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential 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	Fourteen 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. Preceding modules asked about unprompted issues of national concern, environmental regulations, and the federal budget.
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. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> 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.





## Tabulations

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 **NANOS SURVEY**

**2017-1002 – Globe and Mail/Nanos Survey – Federal Budget STAT SHEET**

		Region							Gender		Age				
		Canada	Atlantic				British		18 to	30 to	40 to	50 to			
		2017-03	Canada	Quebec	Ontario	Prairies	Columbia	Male	Female	29	39	49	59	60 plus	
Question - Would you say you have a positive, somewhat positive, somewhat negative or negative view of the recent federal budget?	Total	Unwgt N	1000	100	250	300	200	150	479	521	168	158	201	224	249
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Positive	%	4.5	4.2	3.5	5.7	4.1	4.4	5.4	3.6	2.9	6.2	2.9	6.7	4.1
	Somewhat positive	%	33.4	45.3	32.2	34.1	25.5	36.3	31.8	34.9	31.6	33.5	34.4	29.3	36.7
	Somewhat negative	%	29.5	23.6	31.2	28.4	27.1	35.7	27.4	31.4	30.1	24.8	31.7	31.0	29.2
	Negative	%	22.2	15.4	15.7	22.1	38.5	16.0	27.9	16.8	18.4	25.5	23.5	21.0	22.8
	Unsure	%	10.5	11.5	17.3	9.8	4.9	7.5	7.6	13.2	17.0	10.0	7.4	12.0	7.1

		Region							Gender		Age				
		Canada	Atlantic				British		18 to	30 to	40 to	50 to			
		2017-03	Canada	Quebec	Ontario	Prairies	Columbia	Male	Female	29	39	49	59	60 plus	
Question - Is it important, somewhat important, somewhat unimportant or unimportant for the federal government to have a plan in place to eliminate the deficit?	Total	Unwgt N	1000	100	250	300	200	150	479	521	168	158	201	224	249
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Important	%	51.0	46.6	38.6	52.9	67.6	48.9	55.4	46.9	48.0	51.2	50.1	50.9	54.0
	Somewhat important	%	38.6	33.1	52.6	37.7	25.7	37.7	35.6	41.3	41.4	40.8	41.3	37.3	34.0
	Somewhat unimportant	%	8.3	16.1	7.1	8.2	5.1	9.5	7.3	9.2	8.2	6.9	6.3	9.2	10.0
	Unimportant	%	1.4	3.4	.4	1.2	.8	3.1	1.1	1.7	1.6	1.1	.9	2.6	1.0
	Unsure	%	.7	.7	1.3	.0	.8	.7	.6	.8	.8	.0	1.4	.0	.9