


Impressions of Canadians on economic and fiscal issues

National survey released March, 2017
Project 2017-988C Economic Policy

THE GLOBE AND MAIL 

 NANOS SURVEY



Majority of Canadians are confident or somewhat confident that Canada can protect its economic interests if NAFTA is renegotiated

Almost six of ten Canadians are confident or somewhat confident that Canada can protect its economic interests if NAFTA is renegotiated. A slight majority 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.

- **Over half of Canadians are confident or somewhat confident that Canada can protect its economic interests if NAFTA is renegotiated** – Nearly three in five Canadians are confident (20%) or somewhat confident (39%) that Canada can protect its economic interests if NAFTA is renegotiated, while one third are not confident (16%) or somewhat not confident (21%). Three per cent are unsure. No significant differences have been noted subsequent to the meeting between Prime Minister Trudeau and President Trump.
- **A slight majority of Canadians think 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** – Slightly over half of Canadians think that the Canadian 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 (52%), while thirty-nine per cent said the government should do what it takes to balance the budget before the next election, and eight per cent are unsure. There are no significant differences compared to 2016.

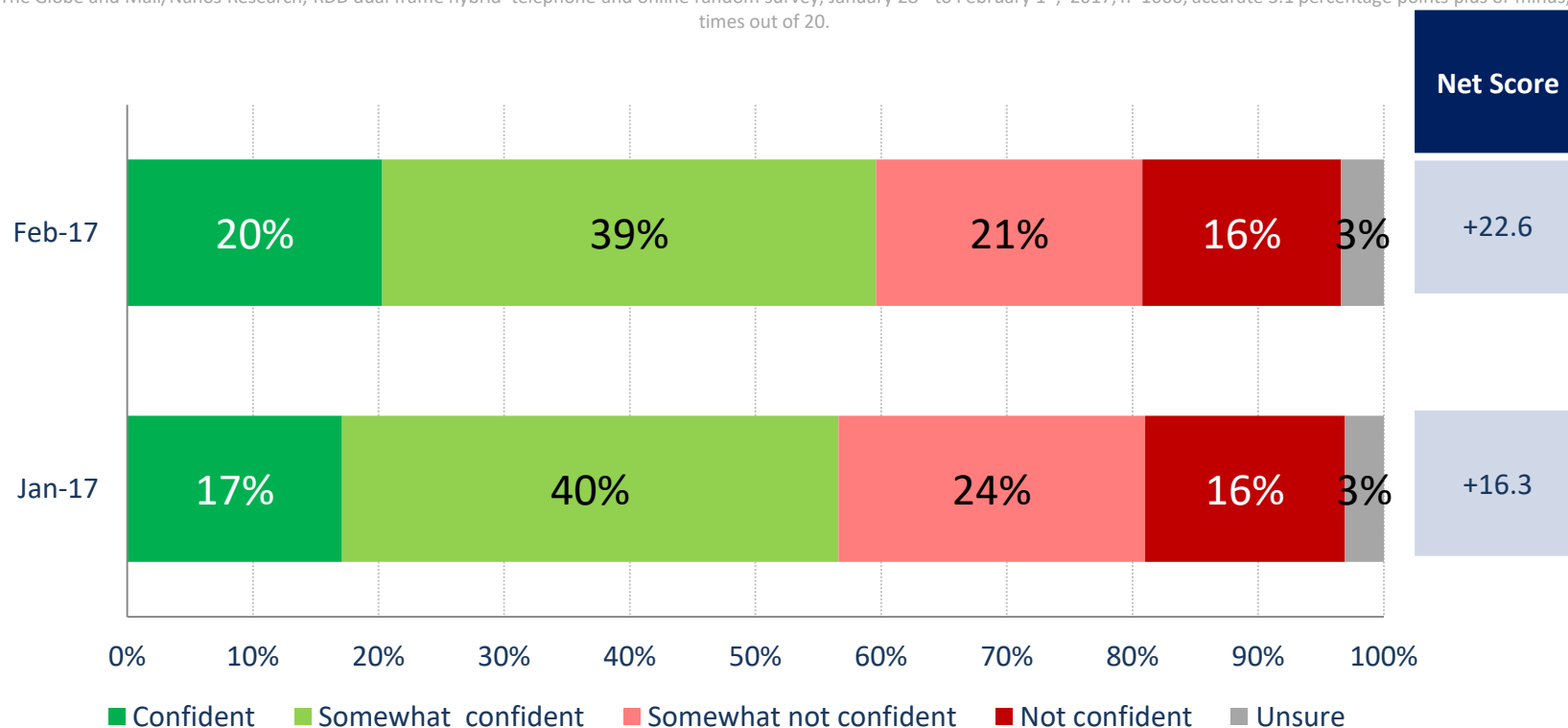
These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 25th and 28th, 2017 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail.

Protecting Canada's economic interests

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, January 28th to February 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

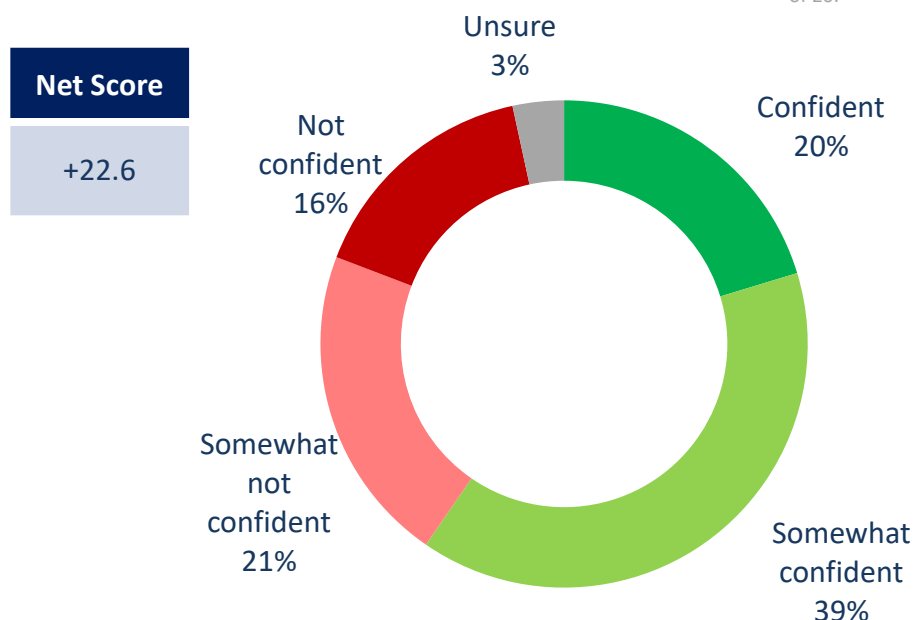


***Note: Charts may not add up to 100 due to rounding**

QUESTION – Are you confident, somewhat confident, somewhat not confident or not confident that Canada can protect its economic interests if the North America Free Trade Agreement is renegotiated?

Protecting Canada's economic interests

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 25th to 28th, 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

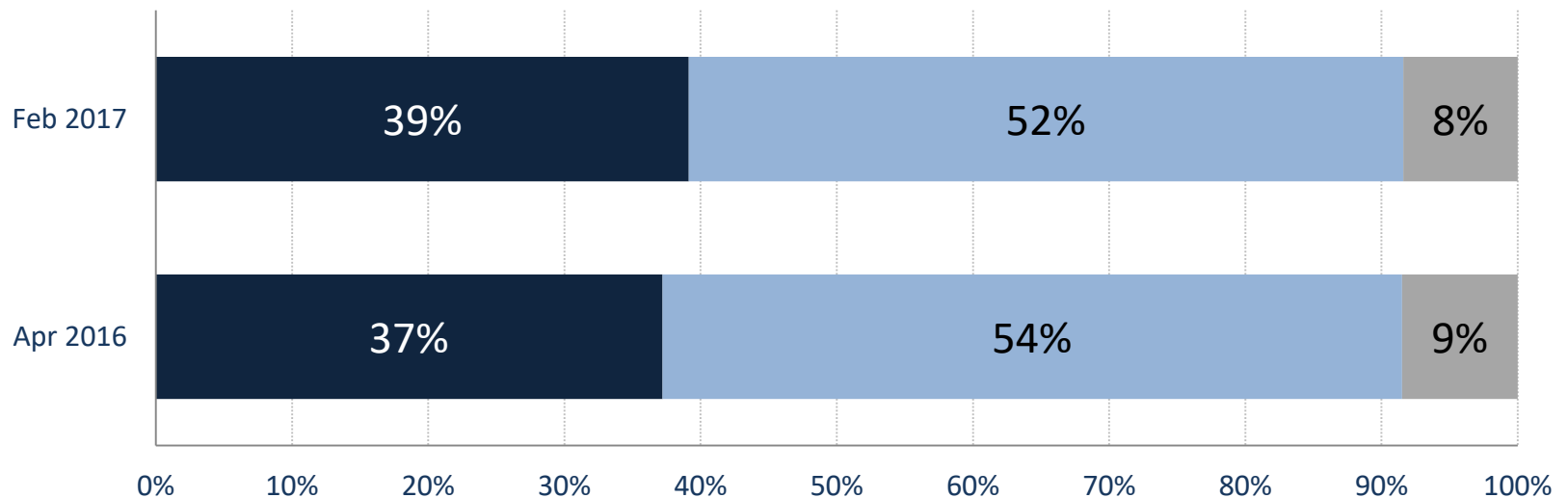
Subgroups	Confident/ Somewhat confident
Atlantic (n=100)	56.5%
Quebec (n=250)	69.0%
Ontario (n=300)	56.4%
Prairies (n=200)	56.1%
British Columbia (n=150)	57.1%
Male (n=492)	59.2%
Female (n=508)	60.0%
18 to 29 (n=154)	59.8%
30 to 39 (n=156)	58.8%
40 to 49 (n=165)	56.6%
50 to 59 (n=244)	60.0%
60 plus (n=281)	61.8%

QUESTION – Are you confident, somewhat confident, somewhat not confident or not confident that Canada can protect its economic interests if the North America Free Trade Agreement is renegotiated?

Running a deficit versus balancing a budget

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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



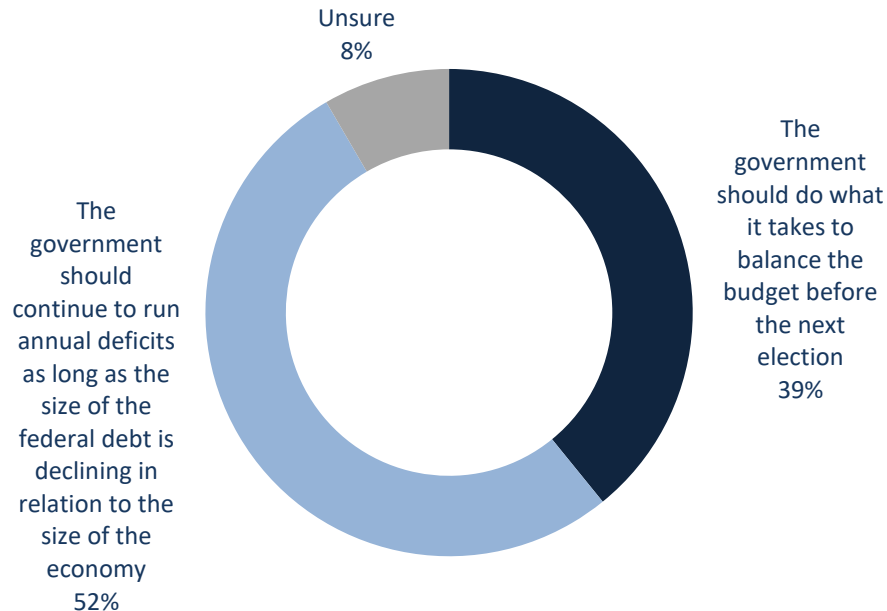
- The government should do what it takes to balance the budget before the next election
- The government should continue to run annual deficits as long as the size of the federal debt is declining in relation to the size of the economy
- Unsure

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

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? [REPEAT FROM MARCH/APRIL 2016]

Running a deficit versus balancing the budget

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	The government should do what it takes to balance the budget	The government should continue to run annual deficits
Atlantic (n=100)	24.5%	64.6%
Quebec (n=250)	37.8%	50.6%
Ontario (n=300)	43.1%	49.1%
Prairies (n=200)	48.0%	45.1%
British Columbia (n=150)	31.4%	64.0%
Male (n=492)	45.9%	49.0%
Female (n=508)	32.7%	55.7%
18 to 29 (n=154)	38.1%	50.8%
30 to 39 (n=156)	39.4%	52.1%
40 to 49 (n=165)	44.7%	46.7%
50 to 59 (n=244)	35.7%	55.2%
60 plus (n=281)	38.3%	56.0%

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

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?



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 February 25th and 28th, 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 ± 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	February 25 th to 28 th , 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	15 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. The previous modules related to unprompted top national issues of concern and refugees in Canada.
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.



Tabulations

2017-988C – Globe and Mail/Nanos Survey – Economic and Fiscal Policy - STAT SHEET

		Region							Gender		Age				
		Canada 2017-02	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Are you confident, somewhat confident, somewhat not confident or not confident that Canada can protect its economic interests if the North America Free Trade Agreement is renegotiated? [REPEAT OF PRE MEETING POLL TO SEE IF THERE IS A DIFFERENCE]	Total	Unwgt N 1000	100	250	300	200	150	492	508	154	156	165	244	281	
		Wgt N 1000	100	250	300	200	150	487	513	197	163	187	189	265	
	Confident	%	20.3	18.9	24.4	18.9	16.4	22.3	21.7	18.9	22.2	18.6	18.4	22.3	19.8
	Somewhat confident	%	39.3	37.6	44.6	37.5	39.7	34.8	37.5	41.1	37.6	40.2	38.2	37.7	42.0
	Somewhat not confident	%	21.2	23.0	16.5	24.4	19.5	23.8	21.5	21.0	14.7	26.2	23.6	23.2	19.9
	Not confident	%	15.8	13.8	11.6	16.0	22.0	15.4	17.4	14.2	18.6	13.8	18.2	13.9	14.6
	Unsure	%	3.4	6.6	2.9	3.2	2.4	3.6	1.8	4.8	7.0	1.3	1.5	2.9	3.7

			Region						Gender		Age				
			Canada 2017-02	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - 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] [REPEAT FROM APRIL 2016]	Total	Unwgt N 1000	100	250	300	200	150	492	508	154	156	165	244	281	
		Wgt N 1000	100	250	300	200	150	487	513	197	163	187	189	265	
	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	%	52.4	64.6	50.6	49.1	45.1	64.0	49.0	55.7	50.8	52.1	46.7	55.2	56.0
	The government should do what it takes to balance the budget before the next election	%	39.1	24.5	37.8	43.1	48.0	31.4	45.9	32.7	38.1	39.4	44.7	35.7	38.3
	Unsure	%	8.4	10.9	11.6	7.8	6.9	4.6	5.1	11.6	11.2	8.5	8.6	9.1	5.7

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 25th and 28th, 2017. 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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