

# Canadians are divided over their impressions of the Federal Budget

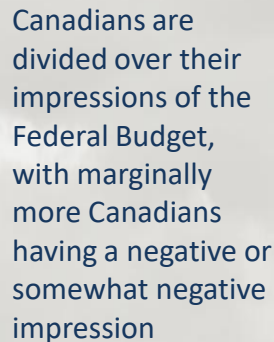
National survey released April, 2019

Project 2019-1398



THE GLOBE AND MAIL 

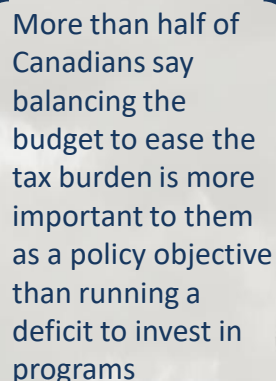
 NANOS SURVEY



Canadians are divided over their impressions of the Federal Budget, with marginally more Canadians having a negative or somewhat negative impression

Canadians are divided over their impressions of the Federal Budget, with marginally more Canadians having a negative or somewhat negative impression of the budget. More than one in two Canadians say balancing the budget to ease the tax burden is more important to them than running a deficit to invest in programs for Canadians, although more than half agree or somewhat agree that federal deficit spending is justified to pay for new spending measures, and they are split over whether they agree that balancing the books is more important than the new spending measures. Canadians most often rank the \$4.7 billion for Indigenous programs as the new spending measure they support the most.

- **Canadians are divided over their impressions of the Federal Budget** – Asked how they rate their impression of the Government of Canada’s budget aka the Federal Budget announced on March 19<sup>th</sup>, over one in three Canadians say they have a somewhat negative (17%) or negative impression (20%) of the budget, while over three in ten have a positive (nine per cent) or somewhat positive (22%) impression. Twenty-four per cent of Canadians say they have a neutral impression of the Federal Budget, while eight per cent are unsure. Residents of the Prairies were the most likely to have a negative (28%) or somewhat negative (19%) impression of the Budget, while Atlantic Canadians are the least likely (nine per cent somewhat negative, 15% negative). Quebec residents have the lowest intensity of negative views (eight per cent negative) compared to the other regions.
- **Canadians most often rank the \$4.7 billion for Indigenous programs to improve health and social services first as the new spending measure they support the most** – Asked to rank the new spending measure they support the most, and the one they support second most, nearly one in four Canadians ranked the \$4.7-billion for indigenous programs to improve health and social services and eliminate drinking water advisories in First Nations Communities as the one they most support (24%). This was followed by \$2.2-billion in immediate funding to Canadian municipalities and First Nations through the federal gas tax transfer to pay for short-term infrastructure priorities (15%), training support, including a Canada Training Benefit that allows eligible workers to accumulate credits toward training, up to a \$5,000 maximum (14%), and \$3.9-billion to compensate agricultural sectors such as dairy, poultry and egg farmers for the reduced market share they will receive because of recent trade deals (14%).

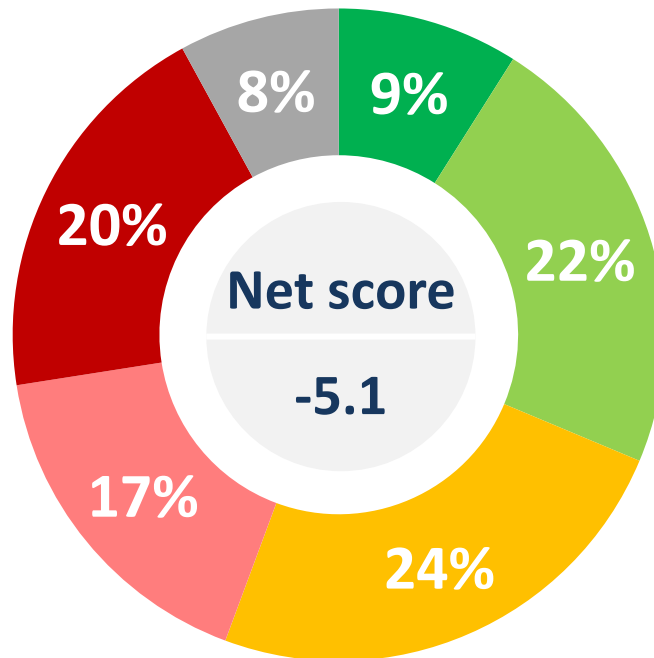


More than half of Canadians say balancing the budget to ease the tax burden is more important to them as a policy objective than running a deficit to invest in programs

- **Over one in two Canadians agree or somewhat agree that federal deficit spending is justified to pay for new spending measures** – More than half of Canadians agree (23%) or somewhat agree (30%) that federal deficit spending is justified to pay for the measures outlined in the budget in areas like training, housing and infrastructure, while more than four in ten somewhat disagree (17%) or disagree (24%) with this. Five per cent are unsure. Residents of the Prairies were most likely to somewhat disagree (22%) or disagree (32%) with this, while Atlantic Canadians were most likely to agree (24%) or somewhat agree (37%).
- **Canadians are split over their agreement whether balancing the books is more important than the new spending measures** – Nearly half of Canadians agree (25%) or somewhat agree (24%) that balancing the books is more important than the new spending measures outlined in the budget in areas like training, housing and infrastructure, while more than four in ten somewhat disagree (25%) or disagree (21%) with this. Six per cent are unsure. Residents of the Prairies were most likely to agree (31%) or somewhat agree (25%) with this.
- **More than half of Canadians say balancing the budget to ease the tax burden is more important to them as a policy objective than running a deficit to invest in programs** – Asked which is more important to them as a policy objective, over one in two Canadians say balancing the budget to ease the tax burden on Canadians (55%) is more important, while 43 per cent say running a budget deficit to invest in programs for Canadians is more important. Three per cent are unsure. Men were more likely than women to say balancing the budget is more important than running a deficit to invest in programs (61% of men; 48% of women).

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 29<sup>th</sup> and April 1<sup>st</sup>, 2019 as part of an omnibus survey. 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  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.



■ Positive ■ Somewhat positive ■ Neutral ■ Somewhat negative ■ Negative ■ Unsure

	Negative/ Somewhat negative
Atlantic (n=100)	23.9%
Quebec (n=250)	28.5%
Ontario (n=300)	39.3%
Prairies (n=200)	47.5%
British Columbia (n=150)	37.4%
Male (n=517)	43.7%
Female (n=483)	29.3%
18 to 34 (n=259)	36.9%
35 to 54 (n=453)	41.4%
55 plus (n=288)	31.7%

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – Based on what you have heard, how do you rate your impression of the Government of Canada’s budget, also known as the Federal Budget, announced earlier this month on March 19, 2019?

# Ranking the federal budget new spending measures

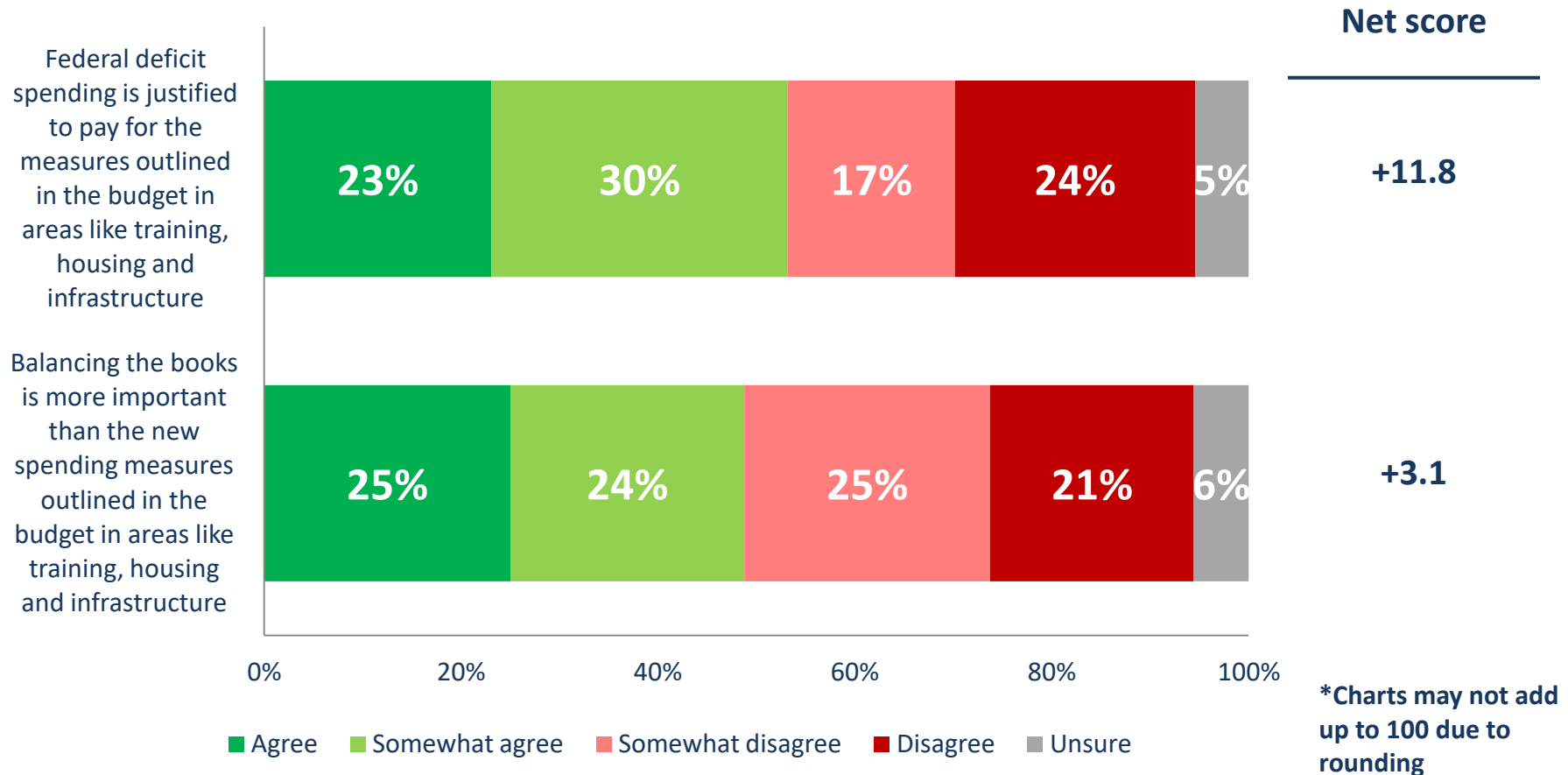
	First rank (n=1000)	Second rank (n=961)
\$4.7-billion for indigenous programs to improve health and social services and eliminate drinking water advisories in First Nations communities	24.2%	16.9%
\$2.2-billion in immediate funding to Canadian municipalities and First Nations through the federal gas tax transfer to pay for short-term infrastructure priorities	14.5%	17.1%
Training support, including a Canada Training Benefit that allows eligible workers to accumulate credits toward training, up to a \$5,000 maximum	14.4%	14.5%
\$3.9-billion to compensate agricultural sectors such as dairy, poultry and egg farmers for the reduced market share they will receive because of recent trade deals	13.5%	16.2%
A First-Time Home Buyer Incentive, which is an interest-free loan for first-time homebuyers with household incomes below \$120,000	10.5%	11.5%
A subsidy of up to \$5,000 toward the purchase of a new electric-battery or hydrogen-fuel-cell vehicle that has a suggested retail price of less than \$45,000	9.6%	10.1%
\$1.7-billion over 13 years to expand high-speed internet in rural Canada	9.4%	11.5%
Unsure	3.7%	2.2%

**QUESTION** – As you may have heard, the Federal Budget contained several new spending measures. Based on what you have heard, please rank 1 the measure you support most and rank 2 the measure you support second most. [RANDOMIZE]



# Impressions of the deficits of the federal government over the next five years

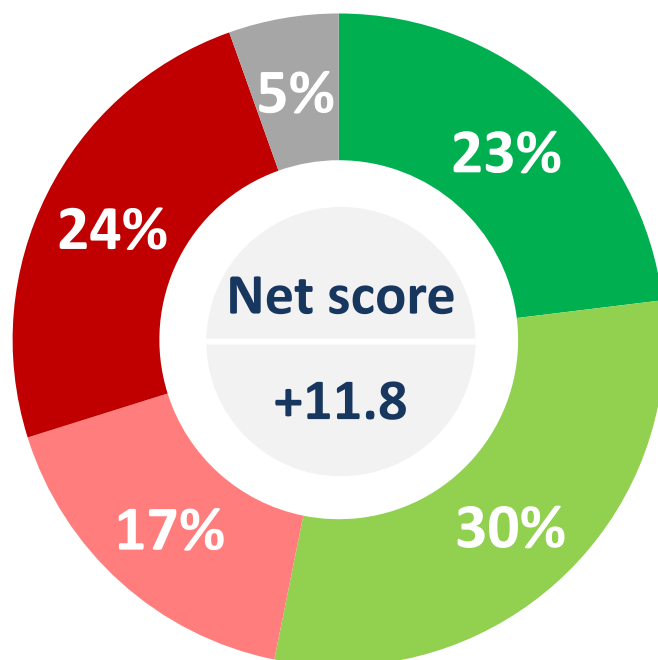
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**QUESTION** – This year’s budget shows the federal government will post deficits over the next five years. Looking ahead to the fall election, do you agree, somewhat agree, somewhat disagree or disagree with the following statements? [ROTATE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 29<sup>th</sup> to April 1<sup>st</sup>, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Agreement that the federal spending deficit is justified



■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree ■ Unsure

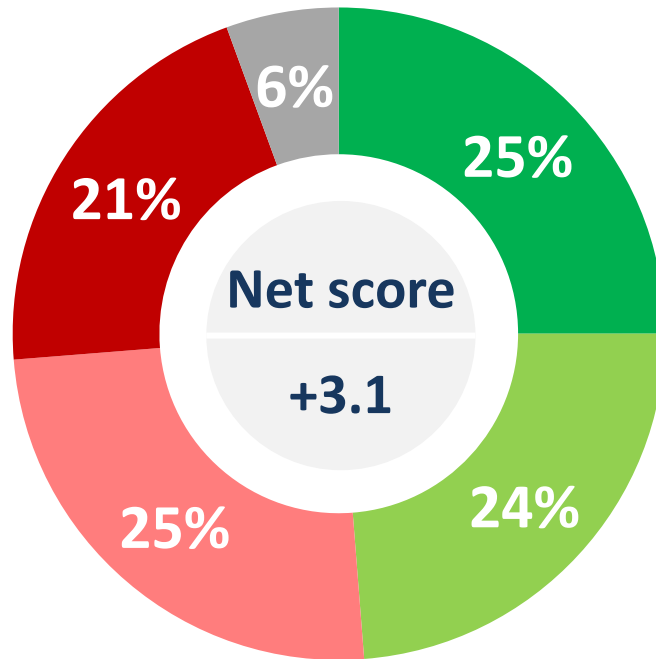
	Agree/ Somewhat agree
Atlantic (n=100)	61.1%
Quebec (n=250)	55.6%
Ontario (n=300)	52.9%
Prairies (n=200)	42.3%
British Columbia (n=150)	58.6%
Male (n=517)	46.8%
Female (n=483)	59.3%
18 to 34 (n=259)	54.4%
35 to 54 (n=453)	48.8%
55 plus (n=288)	56.2%

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – This year's budget shows the federal government will post deficits over the next five years. Looking ahead to the fall election, do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [ROTATE] **Federal deficit spending is justified to pay for the measures outlined in the budget in areas like training, housing and infrastructure**

# Agreement that balancing the budget is more important than spending



■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree ■ Unsure

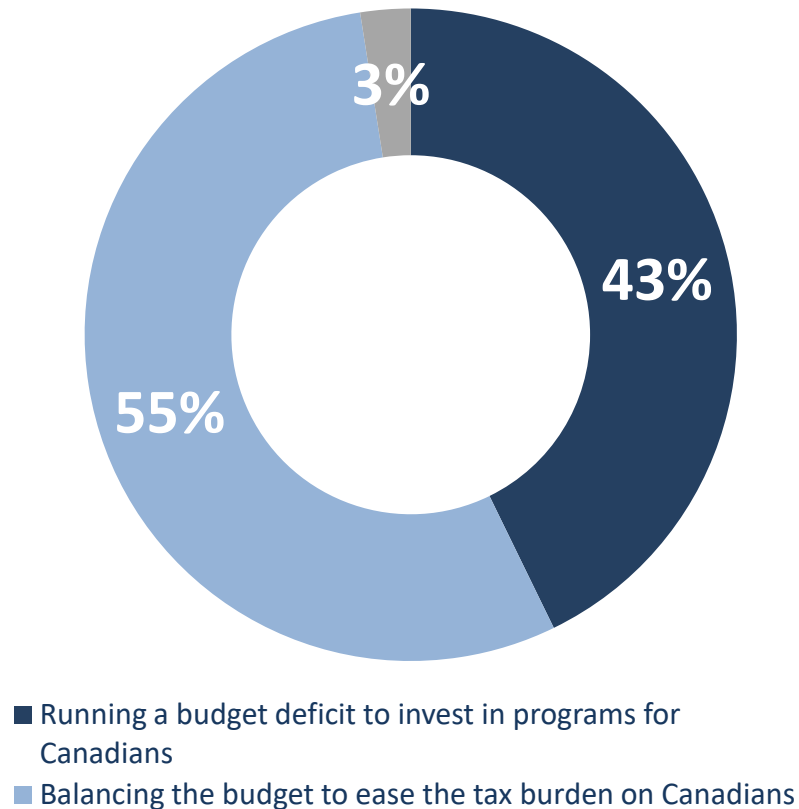
	Agree/ somewhat agree
Atlantic (n=100)	44.8%
Quebec (n=250)	46.8%
Ontario (n=300)	50.2%
Prairies (n=200)	56.1%
British Columbia (n=150)	42.2%
Male (n=517)	58.1%
Female (n=483)	39.8%
18 to 34 (n=259)	48.1%
35 to 54 (n=453)	52.7%
55 plus (n=288)	45.8%

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

**QUESTION** – This year's budget shows the federal government will post deficits over the next five years. Looking ahead to the fall election, do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [ROTATE]  
**Balancing the books is more important than the new spending measures outlined in the budget in areas like training, housing and infrastructure**



# Importance of investing in programs vs. easing the tax burden



	Balancing the budget	Running a deficit
Atlantic (n=100)	49.9%	48.3%
Quebec (n=250)	56.1%	40.8%
Ontario (n=300)	53.6%	43.8%
Prairies (n=200)	60.1%	37.2%
British Columbia (n=150)	50.7%	47.7%
Male (n=517)	61.4%	35.7%
Female (n=483)	48.3%	49.6%
18 to 34 (n=259)	56.5%	41.3%
35 to 54 (n=453)	57.1%	39.3%
55 plus (n=288)	51.4%	46.8%

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – What is more important to you as a general public policy objective, running a budget deficit to invest in programs for Canadians or balancing the budget to ease the tax burden on Canadians?



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 29<sup>th</sup> and April 1<sup>st</sup>, 2019 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.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

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

# TECHNICAL NOTE

Element	Description
Organization who commissioned the research	The Globe and Mail
Final Sample Size	1000 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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
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	March 29 <sup>th</sup> to April 1 <sup>st</sup> , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) 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, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) 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	Twelve per cent, 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 two of an omnibus survey. Previous modules included questions related to government safety regulations and SNC Lavalin.
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.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .



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# TABULATIONS

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**2019-1398 – Globe and Mail/Nanos Survey – Federal Budget - STAT SHEET**

			Region						Gender		Age		
			Canada 2019-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Based on what you have heard, how do you rate your impression of the Government of Canada's budget, also known as the Federal Budget, announced earlier this month on March 19, 2019?	Total	Unwgt N	1000	100	250	300	200	150	517	483	259	453	288
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Positive	%	9.0	9.3	7.7	11.9	6.7	8.1	8.1	9.8	5.6	6.9	13.2
	Somewhat positive	%	22.3	26.5	26.3	19.6	21.2	19.9	18.4	26.2	20.6	17.0	28.2
	Neutral	%	24.3	30.4	31.1	20.8	19.5	22.5	24.2	24.5	25.1	26.0	22.3
	Somewhat negative	%	16.9	9.2	20.2	15.7	19.3	15.5	19.0	14.8	17.6	20.6	13.1
	Negative	%	19.5	14.7	8.3	23.6	28.2	21.9	24.7	14.5	19.3	20.8	18.6
	Unsure	%	8.0	10.0	6.3	8.5	5.1	12.2	5.7	10.2	11.8	8.6	4.7

**2019-1398 – Globe and Mail/Nanos Survey – Federal Budget - STAT SHEET**

As you may have heard, the Federal Budget contained several new spending measures. Based on what you have heard, please rank 1 the measure you support most and rank 2 the measure you support second most [RANDOMIZE]

			Region						Gender		Age		
			Canada 2019-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question Rank 1	Total	Unwgt N	1000	100	250	300	200	150	517	483	259	453	288
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	A First-Time Home Buyer Incentive, which is an interest-free loan for first-time homebuyers with household incomes below \$120,000	%	10.5	7.6	11.5	9.0	10.3	14.1	13.0	8.1	12.9	12.6	7.1
	Training support, including a Canada Training Benefit that allows eligible workers to accumulate credits toward training, up to a \$5,000 maximum	%	14.4	8.5	14.1	13.5	19.0	14.7	15.7	13.2	13.8	13.5	15.7
	A subsidy of up to \$5,000 toward the purchase of a new electric-battery or hydrogen-fuel-cell vehicle that has a suggested retail price of less than \$45,000	%	9.6	9.7	13.7	8.3	5.6	10.9	9.7	9.6	11.9	9.1	8.6
	\$1.7-billion over 13 years to expand high-speed internet in rural Canada	%	9.4	11.3	10.1	8.4	9.4	9.1	11.4	7.6	10.9	11.0	7.0
	\$4.7-billion for indigenous programs to improve health and social services and eliminate drinking water advisories in First Nations communities	%	24.2	28.4	17.3	28.9	22.3	25.7	19.8	28.3	20.7	22.9	27.7
	\$3.9-billion to compensate agricultural sectors such as dairy, poultry and egg farmers for the reduced market share they will receive because of recent trade deals	%	13.5	16.2	18.4	12.2	12.4	7.9	10.2	16.7	12.2	13.6	14.4
	\$2.2-billion in immediate funding to Canadian municipalities and First Nations through the federal gas tax transfer to pay for short-term infrastructure priorities	%	14.5	12.2	13.4	15.3	16.6	13.7	15.8	13.3	13.2	13.7	16.2
	Unsure	%	3.7	6.3	1.5	4.3	4.3	3.9	4.4	3.1	4.4	3.8	3.3

**2019-1398 – Globe and Mail/Nanos Survey – Federal Budget - STAT SHEET**

As you may have heard, the Federal Budget contained several new spending measures. Based on what you have heard, please rank 1 the measure you support most and rank 2 the measure you support second most [RANDOMIZE]

			Region						Gender		Age		
			Canada 2019-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Rank 2	Total	Unwgt N	961	98	244	286	188	145	495	466	248	436	277
		Wgt N	961	98	243	286	189	145	470	491	260	327	374
	A First-Time Home Buyer Incentive, which is an interest-free loan for first-time homebuyers with household incomes below \$120,000	%	11.5	9.3	13.0	10.6	8.5	16.0	10.2	12.7	13.1	12.4	9.6
	Training support, including a Canada Training Benefit that allows eligible workers to accumulate credits toward training, up to a \$5,000 maximum	%	14.5	8.5	14.3	16.6	18.3	9.9	16.3	12.8	13.7	16.0	13.7
	A subsidy of up to \$5,000 toward the purchase of a new electric-battery or hydrogen-fuel-cell vehicle that has a suggested retail price of less than \$45,000	%	10.1	16.1	9.4	10.5	5.8	11.7	11.7	8.5	13.7	10.2	7.4
	\$1.7-billion over 13 years to expand high-speed internet in rural Canada	%	11.5	13.7	10.8	13.2	13.7	4.8	13.5	9.5	12.4	11.7	10.6
	\$4.7-billion for indigenous programs to improve health and social services and eliminate drinking water advisories in First Nations communities	%	16.9	15.2	15.4	14.9	19.3	21.5	14.5	19.3	17.5	14.5	18.6
	\$3.9-billion to compensate agricultural sectors such as dairy, poultry and egg farmers for the reduced market share they will receive because of recent trade deals	%	16.2	16.1	23.0	12.6	14.1	14.7	14.5	17.8	14.3	16.0	17.8
	\$2.2-billion in immediate funding to Canadian municipalities and First Nations through the federal gas tax transfer to pay for short-term infrastructure priorities	%	17.1	17.9	12.3	19.9	17.1	19.1	17.3	16.9	13.6	16.5	20.0
	Unsure	%	2.2	3.2	1.8	1.8	3.1	2.1	2.0	2.5	1.6	2.8	2.2

**2019-1398 – Globe and Mail/Nanos Survey – Federal Budget - STAT SHEET**

This year's budget shows the federal government will post deficits over the next five years. Looking ahead to the fall election, do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [ROTATE]

			Region						Gender		Age		
			Canada 2019-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Federal deficit spending is justified to pay for the measures outlined in the budget in areas like training, housing and infrastructure	Total	Unwgt N	1000	100	250	300	200	150	517	483	259	453	288
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Agree	%	23.1	24.2	16.5	27.8	19.1	29.0	20.0	26.0	21.2	20.8	26.4
	Somewhat agree	%	30.1	36.9	39.1	25.1	23.2	29.6	26.8	33.3	33.2	28.0	29.8
	Somewhat disagree	%	17.0	13.3	18.4	16.4	22.1	11.4	17.1	16.9	17.5	19.5	14.5
	Disagree	%	24.4	23.1	18.2	25.5	31.9	23.2	32.5	16.6	23.4	26.7	23.0
	Unsure	%	5.4	2.6	7.8	5.1	3.5	6.8	3.6	7.2	4.8	5.0	6.3

This year's budget shows the federal government will post deficits over the next five years. Looking ahead to the fall election, do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [ROTATE]

			Region						Gender		Age		
			Canada 2019-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Balancing the books is more important than the new spending measures outlined in the budget in areas like training, housing and infrastructure	Total	Unwgt N	1000	100	250	300	200	150	517	483	259	453	288
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Agree	%	25.0	20.4	18.5	27.1	30.9	26.9	33.4	16.9	25.5	27.0	22.9
	Somewhat agree	%	23.8	24.4	28.3	23.1	25.2	15.3	24.7	22.9	22.6	25.7	22.9
	Somewhat disagree	%	25.0	30.6	31.6	23.8	17.9	21.8	20.2	29.6	26.7	23.0	25.5
	Disagree	%	20.7	22.0	13.8	21.5	21.3	28.8	17.7	23.5	21.6	19.1	21.5
	Unsure	%	5.6	2.6	7.8	4.6	4.6	7.2	4.0	7.1	3.6	5.3	7.2

**2019-1398 – Globe and Mail/Nanos Survey – Federal Budget - STAT SHEET**

			Region						Gender		Age		
			Canada 2019-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - What is more important to you as a general public policy objective [ROTATE], running a budget deficit to invest in programs for Canadians or balancing the budget to ease the tax burden on Canadians?	Total	Unwgt N	1000	100	250	300	200	150	517	483	259	453	288
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Running a budget deficit to invest in programs for Canadians	%	42.8	48.3	40.8	43.8	37.2	47.7	35.7	49.6	41.3	39.3	46.8
	balancing the budget to ease the tax burden on Canadians	%	54.7	49.9	56.1	53.6	60.1	50.7	61.4	48.3	56.5	57.1	51.4
	Unsure	%	2.5	1.7	3.1	2.5	2.7	1.6	2.9	2.1	2.2	3.6	1.7