

Close to three in five Canadians are comfortable or somewhat comfortable with the Prime Minister's commitment to further spending to help Canadians during the pandemic

National survey released October, 2020
Project 2020-1721



Bloomberg



Canadians from Atlantic Canada are more likely to be comfortable with Prime Minister's spending commitment than residents of Quebec or the Prairies

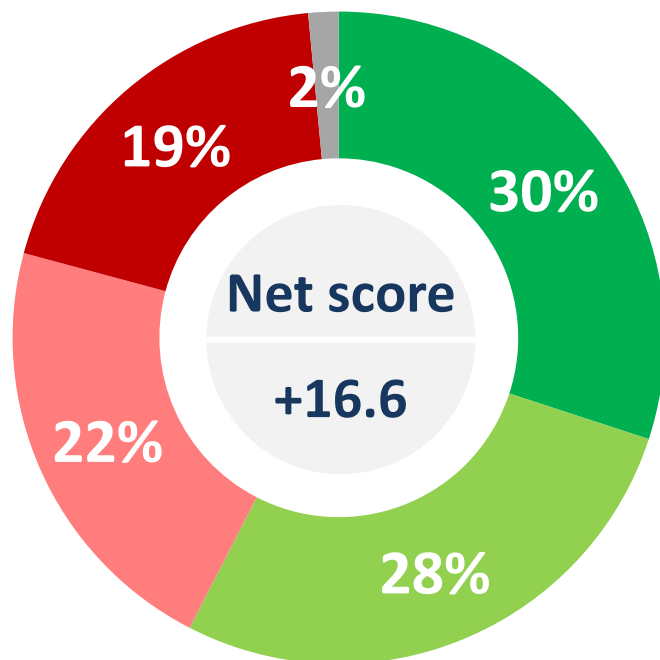
Nearly three in five Canadians say they are comfortable or somewhat comfortable with Prime Minister Justin Trudeau's commitment to further spending to support people and businesses through the pandemic no matter how long it lasts or whatever it takes. Residents of Atlantic Canada, Ontario and British Columbia are more likely to be comfortable with this spending commitment than residents of other provinces and regions.

- **Close to three in five Canadians are comfortable or somewhat comfortable with the Prime Minister's commitment to further spending to continue supporting people and businesses through the crisis** – A majority of Canadians say they are comfortable (30%) or somewhat comfortable (28%) with the commitment to further spending in terms of Prime Minister Justin Trudeau's plan in the short-term to continue to "support people and businesses through this crisis as long as it lasts, whatever it takes" after already spending about \$350 billion on the pandemic. Just over four in ten say they are somewhat uncomfortable (22%) or uncomfortable (19%) with this commitment to further spending, and two per cent are unsure.
- **Residents of Atlantic Canada, Ontario and British Columbia are more comfortable with this spending commitment than residents of Quebec or the Prairies** – Atlantic Canada residents (37%), Ontarians (34%) and residents of British Columbia (34%) are more likely to say they are comfortable with the Prime Minister's commitment to further pandemic spending than residents of Quebec (23%) or the Prairies (24%).

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,003 Canadians, 18 years of age or older, between September 30th to October 4th, 2020 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 this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

Feelings on commitment to further government spending



- Comfortable
- Somewhat comfortable
- Somewhat uncomfortable
- Uncomfortable
- Unsure

	Support/ somewhat support
Atlantic (n=96)	60.4
Quebec (n=225)	52.9
Ontario (n=319)	63.4
Prairies (n=202)	49.6
British Columbia (n=161)	58.5
Male (n=544)	48.7
Female (n=459)	66.0
18 to 34 (n=224)	59.8
35 to 54 (n=403)	57.0
55 plus (n=376)	56.5

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

QUESTION – After already spending about C\$350 billion on the pandemic, Prime Minister Justin Trudeau says his plan in the short-term will be to continue “supporting people and businesses through this crisis as long as it lasts, whatever it takes.” Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable with this commitment to further spending?

Feelings on commitment to further government spending by region

	Canada (n=1003)	Atlantic (n=96)	Quebec (n=225)	Ontario (n=319)	Prairies (n=202)	British Columbia (n=161)
Comfortable	30.0%	37.3%	23.3%	34.2%	24.4%	33.9%
Somewhat comfortable	27.5%	23.1%	29.6%	29.2%	25.2%	24.6%
Somewhat uncomfortable	21.6%	23.5%	30.3%	18.8%	20.1%	15.4%
Uncomfortable	19.3%	14.7%	14.4%	16.9%	29.3%	23.3%
Unsure	1.5%	1.3%	2.4%	0.9%	1.1%	2.7%

QUESTION – After already spending about C\$350 billion on the pandemic, Prime Minister Justin Trudeau says his plan in the short-term will be to continue “supporting people and businesses through this crisis as long as it lasts, whatever it takes.” Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable with this commitment to further spending?

Feelings on commitment to further government spending by gender and age

	Canada (n=1003)	Male (n=544)	Female (n=459)	18 to 34 (n=224)	35 to 54 (n=403)	55 plus (n=376)
Comfortable	30.0%	26.6%	33.3%	33.9%	29.1%	28.1%
Somewhat comfortable	27.5%	22.1%	32.7%	25.9%	27.9%	28.4%
Somewhat uncomfortable	21.6%	23.9%	19.4%	19.3%	20.2%	24.4%
Uncomfortable	19.3%	26.1%	12.8%	18.3%	21.4%	18.1%
Unsure	1.5%	1.3%	1.8%	2.5%	1.4%	1.0%

QUESTION – After already spending about C\$350 billion on the pandemic, Prime Minister Justin Trudeau says his plan in the short-term will be to continue “supporting people and businesses through this crisis as long as it lasts, whatever it takes.” Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable with this commitment to further spending?



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1003 Canadians, 18 years of age or older, between September 30th to October 4th, 2020 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 this survey is ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

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

Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1003 Randomly selected individuals.
Source of Sample	Nanos Hybrid Probability Panel
Margin of Error	±3.0 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 to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	September 30 th to October 4 th , 2020
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

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	Ten percent, consistent with industry norms.
Question Order	This was the only question asked on this topic.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on federal policies, separatism, self-isolation, and impressions of the future.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process.

www.nanos.co

nanos dimap analytika



This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

www.nanosdimap.com

NANOS RUTHERFORD McKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

TABULATIONS



2020-1721 – Bloomberg/Nanos Survey – OMNI- STAT SHEET

			Region						Please select your gender		Age		
			Canada 2020-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - After already spending about C\$350 billion on the pandemic, Prime Minister Justin Trudeau says his plan in the short-term will be to continue "supporting people and businesses through this crisis as long as it lasts, whatever it takes." Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable with this commitment to further spending?	Total	Unwgt N	1003	96	225	319	202	161	544	459	224	403	376
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Comfortable	%	30.0	37.3	23.3	34.2	24.4	33.9	26.6	33.3	33.9	29.1	28.1
	Somewhat comfortable	%	27.5	23.1	29.6	29.2	25.2	24.6	22.1	32.7	25.9	27.9	28.4
	Somewhat uncomfortable	%	21.6	23.5	30.3	18.8	20.1	15.4	23.9	19.4	19.3	20.2	24.4
	Uncomfortable	%	19.3	14.7	14.4	16.9	29.3	23.3	26.1	12.8	18.3	21.4	18.1
	Unsure	%	1.5	1.3	2.4	0.9	1.1	2.7	1.3	1.8	2.5	1.4	1.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,003 Canadians, 18 years of age or older, between September 30th and October 4th, 2020. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.