A majority of Canadians say they prefer that any new revenues in the 2019 federal budget be used to pay down the deficit; over half think the Canadian economy will worsen or somewhat worsen over the next year
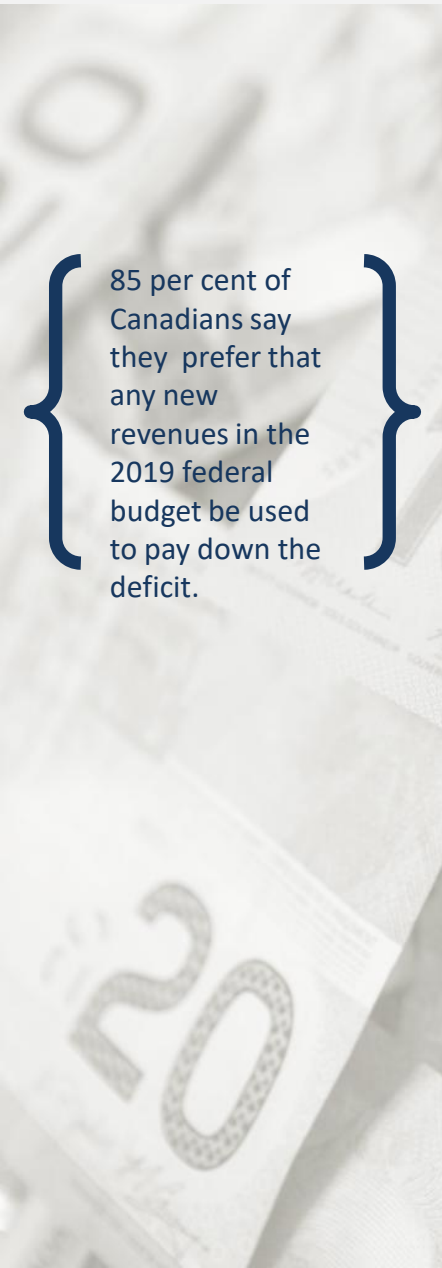
National survey released December, 2018
Project 2018-1331B

SUMMARY

{ 85 per cent of Canadians say they prefer that any new revenues in the 2019 federal budget be used to pay down the deficit. }

A majority of Canadians say they prefer that any new revenues in the 2019 federal budget be used to pay down the deficit over lowering corporate taxes. Over one in two Canadians think the Canadian economy will worsen or somewhat worsen over the next year.

- **Over eight in ten Canadians say they prefer that any new revenues in the 2019 federal budget be used to pay down the deficit over lowering corporate taxes –** Asked to choose how they would prefer that any new revenues in the 2019 federal budget be used, over eight in ten Canadians (85%) say they prefer that it be used to pay down the deficit, while one in ten (10%) say they prefer it be used to lower corporate taxes. Five per cent are unsure.

- **Over half of Canadians think the Canadian economy will worsen or somewhat worsen over the next year** – Over half of Canadians think the Canadian economy will worsen (17%) or somewhat worsen (38%) over the next year, while over three in ten think it will improve (five per cent) or somewhat improve (30%). Ten per cent are unsure.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between November 30th and December 5th, 2018 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 and the research was conducted by Nanos Research.

Use of 2019 budget revenues

Pay down the deficit
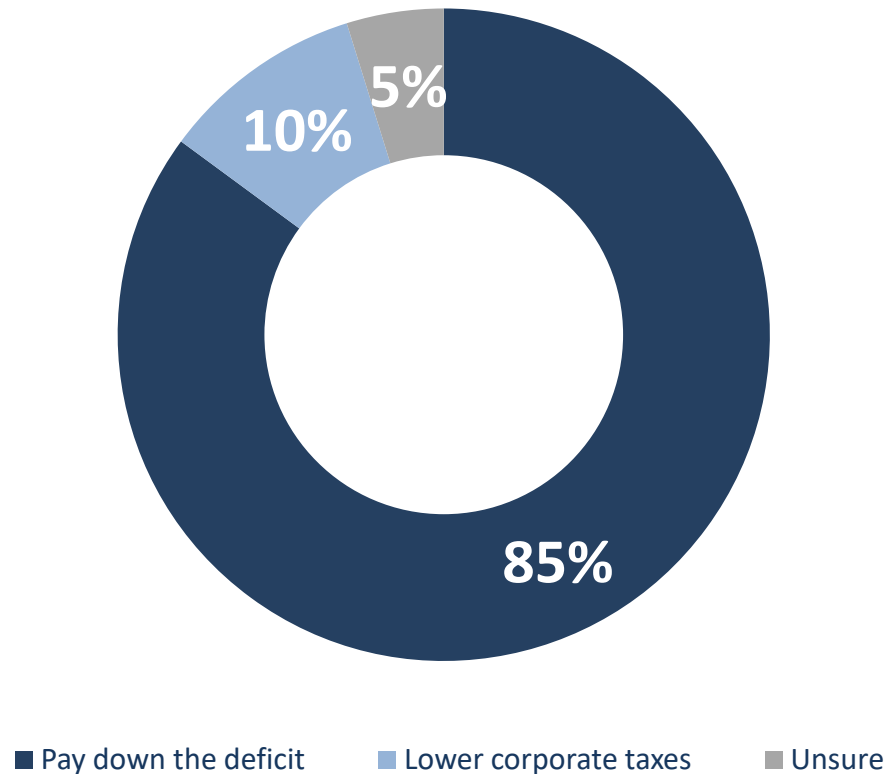
	Pay down the deficit
Atlantic (n=100)	**86.7%**
Quebec (n=250)	**81.4%**
Ontario (n=300)	**86.6%**
Prairies (n=200)	**84.8%**
British Columbia (n=150)	**87.5%**
Male (n=489)	**85.2%**
Female (n=511)	**85.0%**
18 to 34 (n=241)	**81.4%**
35 to 54 (n=361)	**86.1%**
55 plus (n=398)	**86.8%**

■ Pay down the deficit   ■ Lower corporate taxes   ■ Unsure

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

QUESTION – If you had to choose between two options, would you prefer that any new revenues in the 2019 federal budget be used to [ROTATE] pay down the deficit or lower corporate taxes?

Performance of the Canadian economy

Net score
-20.0

5%
30%
38%
17%
10%
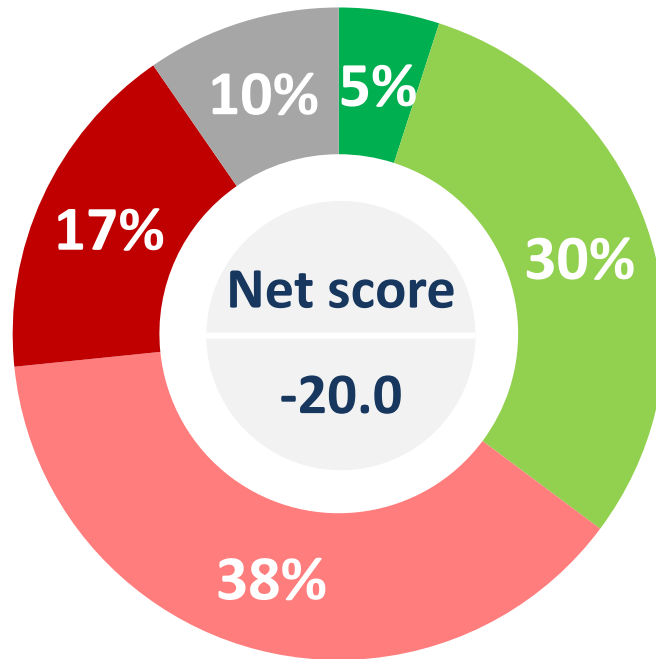
■ Improve ■ Somewhat improve ■ Somewhat worsen ■ Worsen ■ Unsure

	Worsen/ Somewhat worsen
Atlantic (n=100)	53.2%
Quebec (n=250)	48.6%
Ontario (n=300)	56.8%
Prairies (n=200)	61.3%
British Columbia (n=150)	56.1%
Male (n=489)	56.8%
Female (n=511)	53.6%
18 to 34 (n=241)	49.8%
35 to 54 (n=361)	55.7%
55 plus (n=398)	58.5%

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

QUESTION – Over the next year, do you think the Canadian economy will improve, somewhat improve, somewhat worsen or worsen?

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 November 30th and December 5th, 2018, 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.

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

THE GLOBE AND MAIL · NANOS

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.
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	November 30th and December 5th, 2018.
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by 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 line 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	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. The previous module was about pipeline projects. This is report two of three. Report one of three is about Russia and report three of three is about the safety of personal information.
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.nanos.co Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

ABOUT NANOS

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2018-1331B – Globe and Mail/Nanos Survey – Canadian Economy - STAT SHEET

					Region				Gender		Age		
			Canada 2018-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - If you had to choose between two options, would you prefer that any new revenues in the 2019 federal budget be used to:[ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	489	511	241	361	398
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Pay down the deficit	%	85.1	86.7	81.4	86.6	84.8	87.5	85.2	85.0	81.4	86.1	86.8
	Lower corporate taxes	%	10.1	8.8	13.2	10.4	9.2	6.4	12.1	8.2	12.1	8.6	10.0
	Unsure	%	4.8	4.5	5.4	3.0	6.0	6.0	2.7	6.9	6.4	5.3	3.3

					Region				Gender		Age		
			Canada 2018-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Over the next year, do you think the Canadian economy will improve, somewhat improve, somewhat worsen or worsen?	Total	Unwgt N	1000	100	250	300	200	150	489	511	241	361	398
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Improve	%	5.0	4.0	4.6	4.1	7.1	5.2	6.1	3.9	4.0	5.8	4.9
	Somewhat improve	%	30.2	33.6	35.1	31.5	23.3	26.6	30.2	30.2	33.8	29.4	28.4
	Somewhat worsen	%	38.2	42.0	37.8	43.6	31.4	34.5	35.9	40.4	34.3	40.1	39.2
	Worsen	%	17.0	11.2	10.8	13.2	29.9	21.6	20.9	13.2	15.5	15.6	19.3
	Unsure	%	9.6	9.2	11.8	7.6	8.3	12.1	6.9	12.3	12.3	9.1	8.2