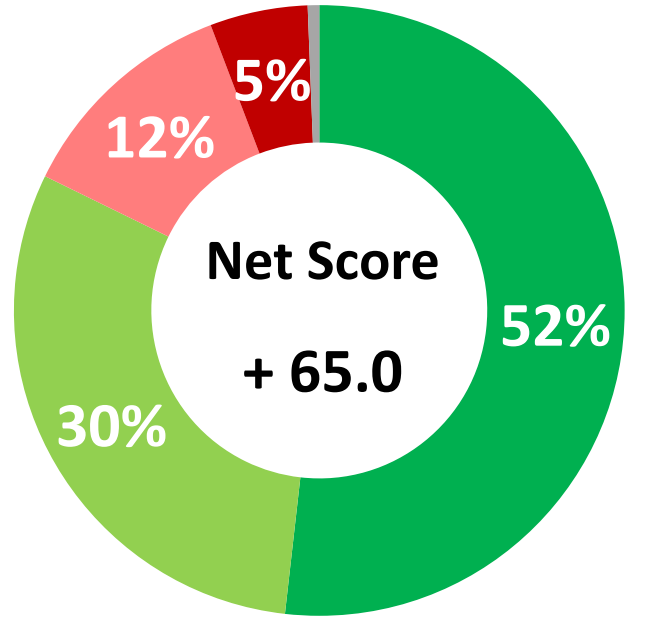Four out of five Canadians care or somewhat care about the size of the deficit.

Bloomberg

NANOS

Sentiment on the size of the Government of Canada's deficit

Q As you may know, the federal government deficit is the excess government expenditures for programs and services over government revenue. When the government has a deficit, it means it is spending more money than revenue taken in. Do you care, somewhat care, somewhat not care or not care about the size of the Government of Canada's deficit?

Net Score

+ 65.0

- ■ Care
- ■ Somewhat care
- ■ Somewhat not care
- ■ Not care
- ■ Unsure

"Four out of five Canadians say they care or somewhat care about the size of the Government of Canada's deficit. Residents of the Prairies are more likely to say they care (67%) than residents from Quebec (38%). Men are also more likely to say they care (58%) than women (46%)."

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 27th to March 30th, 2021, n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Bloomberg ⓝ **NANOS**

Sentiment on the size of the Government of Canada's deficit - Demographics

Q As you may know, the federal government deficit is the excess government expenditures for programs and services over government revenue. When the government has a deficit, it means it is spending more money than revenue taken in. Do you care, somewhat care, somewhat not care or not care about the size of the Government of Canada's deficit?

	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	British Columbia (n=160)	Male (n=546)	Female (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
Care	54.6%	38.0%	53.6%	66.8%	48.5%	57.5%	46.3%	45.1%	53.9%	54.6%
Somewhat care	25.9%	45.2%	28.5%	21.3%	25.1%	26.2%	34.5%	29.2%	29.1%	32.6%
Somewhat not care	14.0%	13.2%	11.5%	7.5%	16.3%	10.5%	13.4%	17.0%	10.1%	10.0%
Not care	5.5%	2.6%	5.8%	4.4%	8.8%	5.5%	4.8%	7.5%	6.2%	2.6%
Unsure	-	1.0%	0.5%	-	1.3%	0.2%	1.0%	1.1%	0.7%	0.2%

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 27th to March 30th, 2021, n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Bloomberg **ⓝ NANOS**

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,007 Canadians, 18 years of age or older, between March 27th and March 30th ,2021 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 ±3.1 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

METHODOLOGY

Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1007 Randomly selected individuals.
Source of Sample	Nanos Panel
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	Live CATI interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 6:30-9:30pm local time for the respondent.
Field Dates	March 27th to 30th, 2021.
Language of Survey	The survey was conducted in English.
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 Ottawa.
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 could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Ottawa.
Estimated Response Rate	16 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	All questions asked are contained in the report.
Question Wording	This was module one of an omnibus survey. Topics ahead included the Federal government's deficit, relations with China, the Canadian Armed Forces, carbon tax and sex trafficking.
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.

TECHNICAL NOTE

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

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

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ABOUT NANOS

2021-1858 – Bloomberg/Nanos Survey – National Survey - STAT SHEET

				Region					Gender		Age		
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – As you may know, the federal government deficit is the excess government expenditures for programs and services over government revenue. When the government has a deficit, it means it is spending more money than revenue taken in. Do you care, somewhat care, somewhat not care or not care about the size of the Government of Canada's deficit?	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Care	%	51.8	54.6	38.0	53.6	66.8	48.5	57.5	46.3	45.1	53.9	54.6
	Somewhat care	%	30.4	25.9	45.2	28.5	21.3	25.1	26.2	34.5	29.2	29.1	32.6
	Somewhat not care	%	12.0	14.0	13.2	11.5	7.5	16.3	10.5	13.4	17.0	10.1	10.0
	Not care	%	5.2	5.5	2.6	5.8	4.4	8.8	5.5	4.8	7.5	6.2	2.6
	Unsure	%	0.6	0.0	1.0	0.5	0.0	1.3	0.2	1.0	1.1	0.7	0.2

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,007 Canadians, 18 years of age or older, between March 27th and March 30th, 2021. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

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