Canadians divided on choice between balancing the budget and running a deficit.

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Key Findings

1

CANADIANS SPLIT ON BUDGET POLICY

Just under half of Canadians prefer balancing the budget to ease the tax burden on Canadians (46%), while just under one in two (46%) say they prefer running a deficit to invest in programs for Canadians.

2

BALANCING THE BUDGET ON DECLINE

Fewer Canadians report preferring balancing the budget to ease the tax burden over running a budget deficit than in the previous wave in March 2019 (46%, compared to 55% in March 2019.)

3

RATING THE AMOUNT OF DEBT INCURRED

Canadians more likely to say the federal Liberals have incurred too much debt (40%), or the right amount of debt (38%) rather than not enough debt (seven per cent). Men (48%) are more likely than women (33%) to say the federal Liberals have incurred too much debt.

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Public policy objectives for the budget

Mar-21: 46% | 46% | 8%
Mar-19: 43% | 55% | 2%

0% — 50% — 100%

■ Running a budget deficit to invest in programs for Canadians
■ Balancing the budget to ease the tax burden on Canadians
■ Unsure
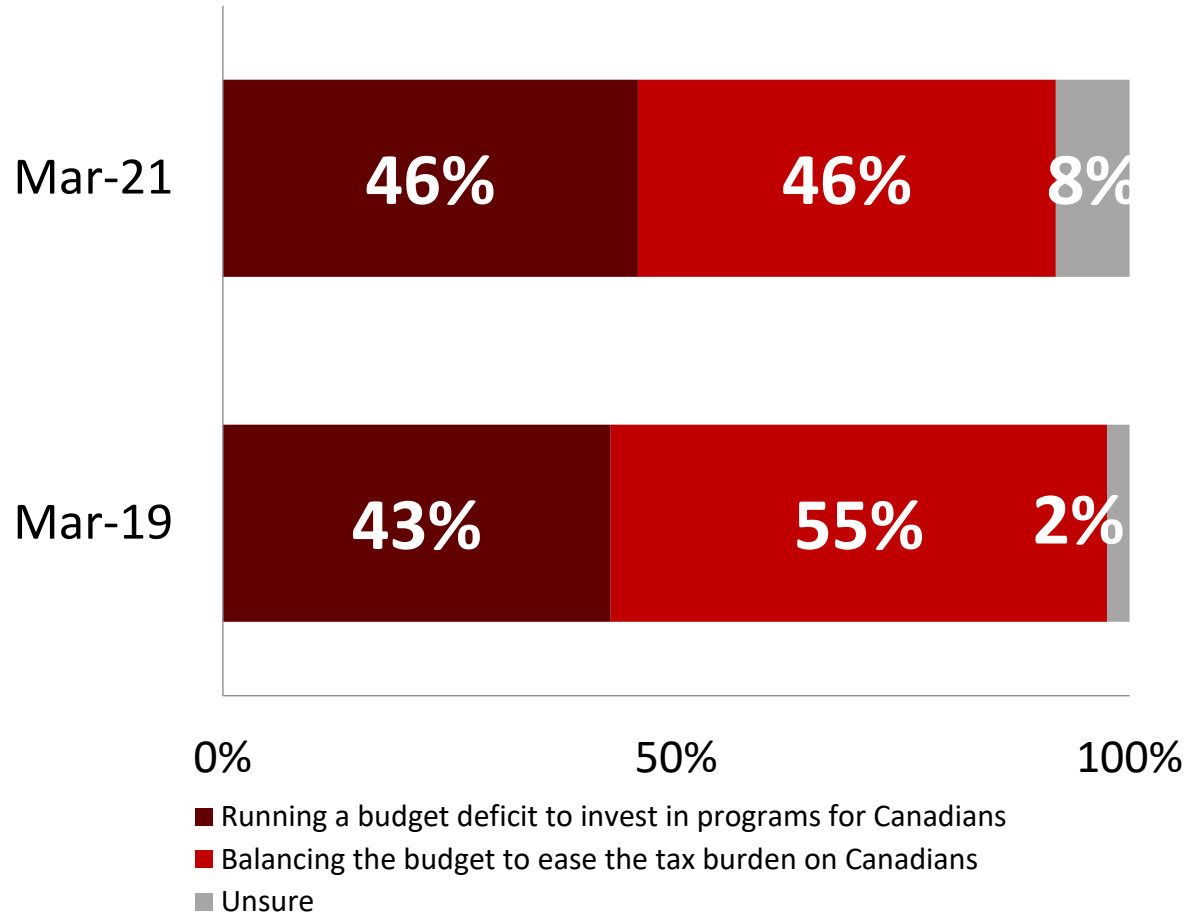
> Canadians are split on whether public policy objectives should focus on running a deficit or balancing the budget, with fewer Canadians preferring balancing the budget compared to the 2019 wave (46%, compared to 55%). Canadians from the Prairies favour balancing the budget (53%), while Canadians from BC favour running a deficit (55%).

*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 30th, 2021, n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Public policy objectives for the budget

Q 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?
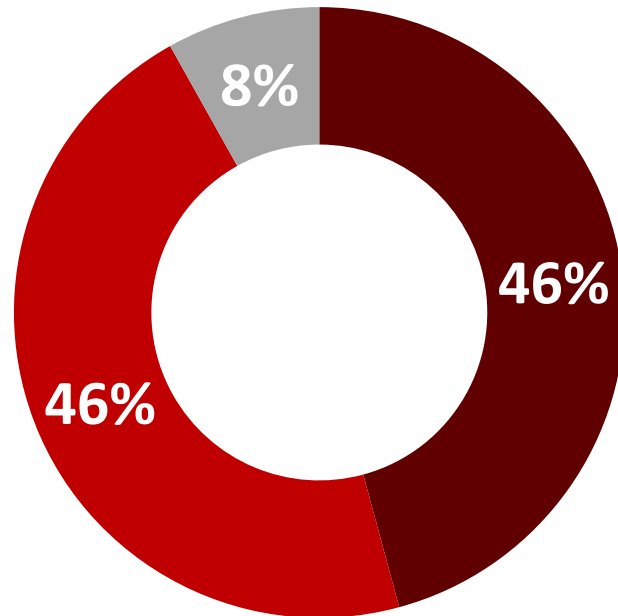
- ■ Running a budget deficit to invest in programs for Canadians
- ■ Balancing the budget to ease the tax burden on Canadians
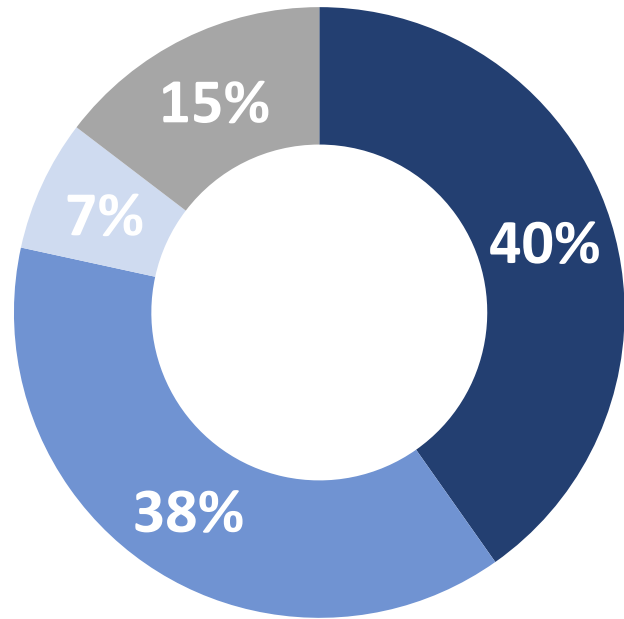- ■ Unsure

Running a deficit	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
	48.9%	45.3%	46.3%	37.7%	54.8%
	Men (n=546)	Women (n=461)	18-34 (n=218)	35-54 (n=374)	55 plus (n=415)
	42.6%	48.8%	42.2%	45.3%	48.8%

Balancing the budget	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
	44.5%	45.3%	46.0%	52.9%	39.0%
	Men (n=546)	Women (n=461)	18-34 (n=218)	35-54 (n=374)	55 plus (n=415)
	52.2%	40.2%	47.2%	47.7%	43.8%

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

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Rating the amount of debt, the Federal Liberal have incurred to fight the pandemic

Q Have the federal Liberals incurred too much, the right amount or not enough public debt to fight the pandemic?

40%
38%
7%
15%

- Too much debt
- The right amount of debt
- Not enough debt
- Unsure

Too much debt

	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
	37.5%	38.2%	35.2%	56.3%	37.6%
	Men (n=546)	Women (n=461)	18-34 (n=218)	35-54 (n=374)	55 plus (n=415)
	47.5%	33.3%	38.2%	44.1%	38.3%

The right amount

	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)
	34.1%	46.1%	38.6%	29.4%	37.2%
	Men (n=546)	Women (n=461)	18-34 (n=218)	35-54 (n=374)	55 plus (n=415)
	34.7%	41.6%	33.2%	38.5%	41.4%

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

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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 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 CTV News and the research was conducted by Nanos Research.

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

METHODOLOGY

Element	Description		Element	Description
Research sponsor	CTV News		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
Population and Final Sample Size	1007 Randomly selected individuals.			
Source of Sample	Nanos Hybrid Probability Panel		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.
Type of Sample	Probability			
Margin of Error	±3.1 percentage points, 19 times out of 20.		Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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.		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.
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.		Estimated Response Rate	Thirteen percent, consistent with industry norms.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online		Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Number of Calls	Maximum of five call backs to those recruited.		Question Content	This was the first topic of an omnibus survey.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Field Dates	March 27th to 30th, 2021.		Research/Data Collection Supplier	Nanos Research
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/		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

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ABOUT NANOS

2021-1859 – CTV/Nanos Survey – March Omni – Budget – 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 - 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? [ROTATE]	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
	Running a budget deficit to invest in programs for Canadians	%	45.8	48.9	45.3	46.3	37.7	54.8	42.6	48.8	42.2	45.3	48.8
	Balancing the budget to ease the tax burden on Canadians	%	46.1	44.5	45.3	46.0	52.9	39.0	52.2	40.2	47.2	47.7	43.8
	Unsure	%	8.1	6.6	9.4	7.7	9.4	6.2	5.2	10.9	10.5	7.0	7.4

					Region				Gender		Age		
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Have the federal Liberals incurred too much, the right amount or not enough public debt to fight the pandemic.	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
	Too much	%	40.2	37.5	38.2	35.2	56.3	37.6	47.5	33.3	38.2	44.1	38.3
	The right amount	%	38.2	34.1	46.1	38.6	29.4	37.2	34.7	41.6	33.2	38.5	41.4
	Not enough	%	7.0	2.7	3.8	10.1	3.9	9.6	6.7	7.2	8.7	7.6	5.2
	Unsure	%	14.6	25.6	11.9	16.1	10.3	15.7	11.2	18.0	19.9	9.8	15.1

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

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