Canadians are split on whether or not they support increasing taxes to help pay for more defence spending.

National survey released March, 2022
Submission 2022-2114

THE GLOBE AND MAIL CTV NEWS NANOS

Key Findings

1

SPENDING PRIORITY

Canadians are marginally more likely to favour spending more money on defence to face threats (45%) than spending more money on social programs to meet the challenges of the pandemic (39%). Under two in ten were unsure (16%). Canadians from the Prairies were more likely to support spending more money on defence to meet the challenges posed by new threats like the war in Ukraine than Canadians from Quebec (36%).

2

INCREASING TAXES

Canadians are split on whether or not they support increasing the income tax with just under one in two who support (19%) or somewhat support this (28%) and under one in two who oppose (31%) or somewhat oppose (17%) it. Canadians share similar views when asked about increasing the HST by one per cent.

3

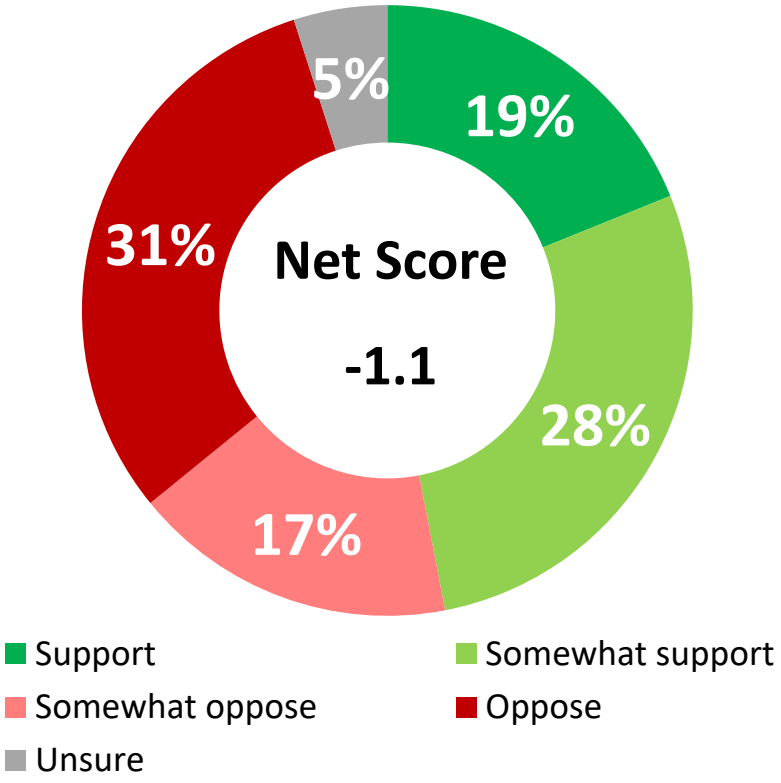
GENERATIONAL DIFFERENCES

Younger Canadians (18 to 34) are more likely to oppose (46%) increasing the income tax and the HST (46% oppose) than older Canadians (55 plus)(20% oppose increasing the income tax; 24% oppose increasing the HST). Younger Canadians (55%) are also more likely to favour spending more money on social programs to meet the challenges posed by the pandemic than older Canadians (30%).

Support for increasing the income tax to pay for more defence spending

Q Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE Q1-Q6]

Increasing the income tax to help pay for more defence spending



> Canadians are split when it comes to supporting increasing the income tax to pay for more defence spending with under one in two who support or somewhat support this and under one in two who oppose or somewhat oppose this.

*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 18th to 20th, 2022, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Support for increasing the income tax to pay for more defence spending by demographics

Q Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE Q1-Q6]

Increasing the income tax to help pay for more defence spending

Support/ Somewhat support

Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
51.3%	**36.9%**	**51.6%**	**45.4%**	**51.3%**

Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
48.0%	**45.9%**	**30.0%**	**47.2%**	**58.8%**

Oppose/ Somewhat oppose

Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
46.0%	**55.9%**	**43.1%**	**50.0%**	**47.2%**

Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
49.8%	**46.5%**	**66.2%**	**47.9%**	**35.4%**

*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 18th to 20th, 2022, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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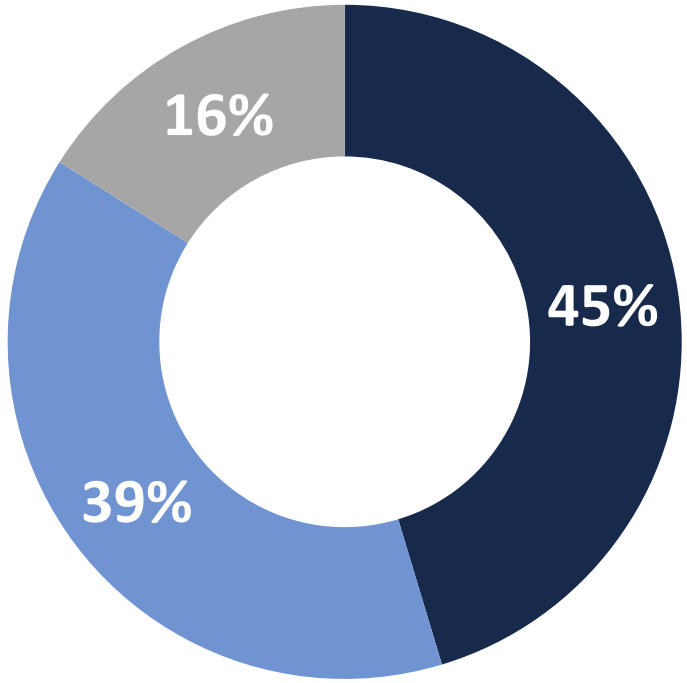
Priority for spending money

Q What is more important to you today: [ROTATE] Spending more money on defence to meet the challenges posed by new threats like the war in Ukraine OR spending more money on social programs to meet the challenges posed by the pandemic?



- Spending more money on defence to meet the challenges posed by new threats like the war in Ukraine
- Spending more money on social programs to meet the challenges posed by the pandemic
- Unsure

> Canadians marginally favour spending more money on defence to meet the challenges posed by new threats than to spend more money on social programs to meet the challenges posed by the pandemic. Residents of Quebec (47%) and younger Canadians (55% of those 18-34) are more likely to favour spending more money on social programs.

*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 18th to 20th, 2022, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Priority for spending money by demographics

Q What is more important to you today: [ROTATE] Spending more money on defence to meet the challenges posed by new threats like the war in Ukraine OR spending more money on social programs to meet the challenges posed by the pandemic?

Spending more money on defence to meet the challenges posed by new threats like the war in Ukraine

Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
48.9%	**35.5%**	**45.4%**	**54.2%**	**48.6%**

Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
52.0%	**39.0%**	**33.3%**	**47.2%**	**52.2%**

Spending more money on social programs to meet the challenges posed by the pandemic

Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
30.3%	**46.9%**	**39.3%**	**30.0%**	**38.0%**

Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
35.4%	**41.7%**	**54.5%**	**35.5%**	**30.2%**

*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 18th to 20th, 2022, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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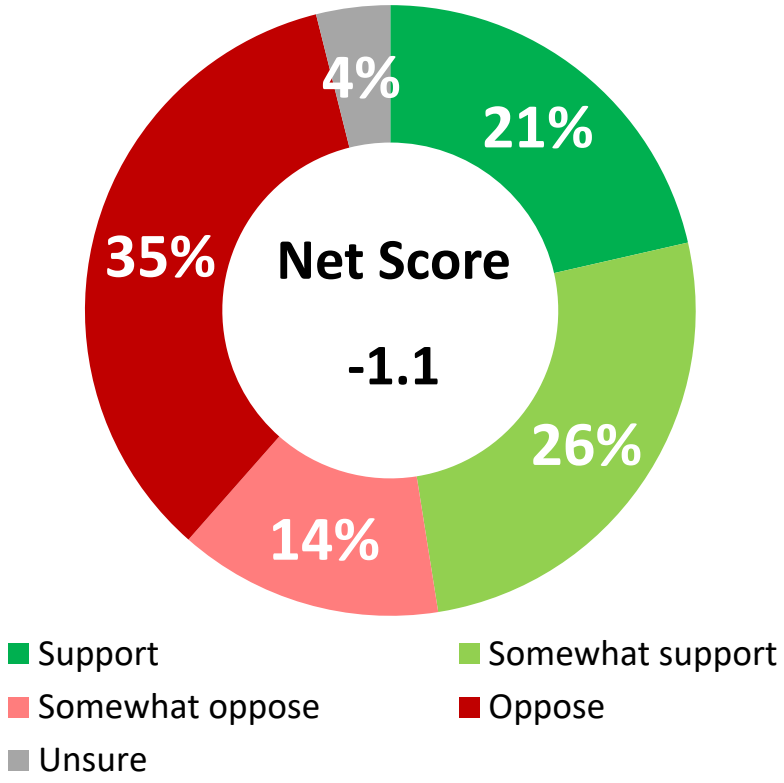
Support for increasing the HST to help pay for more defence spending

Q Would you support, somewhat support, somewhat oppose or oppose the HST increasing by one percent to help pay for more defence spending in Canada?



> Canadians are split on whether or not they support increasing the HST by one per cent to help pay for more defence spending with under one in two who support (21%) or somewhat support (26%) this, and under one in two who oppose (35%) or somewhat oppose (14%) this. Older Canadians (55 plus) were most likely to support (28%) or somewhat support (34%) this.

*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 18th to 20th, 2022, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Support for increasing the HST to help pay for more defence spending by demographics

Q Would you support, somewhat support, somewhat oppose or oppose the HST increasing by one percent to help pay for more defence spending in Canada?

Support/ Somewhat support

Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
50.2%	**41.0%**	**49.7%**	**49.2%**	**48.8%**

Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
46.5%	**48.4%**	**32.2%**	**42.9%**	**62.4%**

Oppose/ Somewhat oppose

Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
47.0%	**54.5%**	**46.6%**	**46.0%**	**48.5%**

Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
51.4%	**45.9%**	**61.8%**	**53.3%**	**35.1%**

*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 18th to 20th, 2022, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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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 March 18th and 20th, 2022 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 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
Research sponsor	CTV News and the Globe and Mail
Population and Final Sample Size	1000 Randomly selected individuals.
Source of Sample	Nanos Hybrid Probability Panel
Type of Sample	Probability
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 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	March 18th to 20th, 2022.
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	14 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	Content ahead of this on the omnibus included questions on political issues, economic issues, and relations with Russia.
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.

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TABULATIONS

2022-2114 – CTV/Globe/Nanos Survey – March Omni - STAT SHEET - Defence

Our next few questions are about the war in the Ukraine. Do you support, somewhat support, somewhat oppose or oppose the following: [RANDOMIZE Q1-Q6]

				Region					Gender		Age		
			Canada 2022-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Increasing the income tax to help pay for more defence spending	Total	Unwgt N	1000	88	203	350	206	153	531	469	203	413	384
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	Support	%	18.9	28.8	10.2	22.3	13.8	26.2	22.0	15.8	10.4	17.3	26.3
	Somewhat support	%	28.1	22.4	26.7	29.3	31.6	25.1	26.0	30.1	19.6	29.9	32.5
	Somewhat oppose	%	17.2	21.4	25.6	12.9	17.7	11.9	17.8	16.6	20.1	16.6	15.6
	Oppose	%	30.9	24.7	30.3	30.2	32.3	35.4	32.0	29.9	46.1	31.3	19.8
	Unsure	%	5.0	2.7	7.2	5.4	4.6	1.4	2.2	7.6	3.8	4.9	5.8

				Region					Gender		Age		
			Canada 2022-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Our next couple of questions are about defence spending. As you may know, Canada does not meet its NATO commitment to spend two percent of GDP on defence spending. What is more important to you today: [ROTATE] Spending more money on defence to meet the challenges posed by new threats like the war in Ukraine OR spending more money on social programs to meet the challenges posed by the pandemic?	Total	Unwgt N	1000	88	203	350	206	153	531	469	203	413	384
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	Spending more money on defence to meet the challenges posed by new threats like the war in Ukraine	%	45.3	48.9	35.5	45.4	54.2	48.6	52.0	39.0	33.3	47.2	52.2
	Spending more money on social programs to meet the challenges posed by the pandemic	%	38.6	30.3	46.9	39.3	30.0	38.0	35.4	41.7	54.5	35.5	30.2
	Unsure	%	16.0	20.8	17.6	15.3	15.8	13.4	12.6	19.4	12.3	17.3	17.6

2022-2114 – CTV/Globe/Nanos Survey – March Omni - STAT SHEET - Defence

			Region						Gender		Age		
			Canada 2022-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you support, somewhat support, somewhat oppose or oppose the HST increasing by one percent to help pay for more defence spending in Canada?	Total	Unwgt N	1000	88	203	350	206	153	531	469	203	413	384
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	Support	%	21.4	24.7	14.0	23.3	21.8	26.7	23.4	19.6	13.3	20.1	28.4
	Somewhat support	%	26.1	25.5	26.9	26.3	27.5	22.1	23.1	28.9	18.9	22.8	34.0
	Somewhat oppose	%	14.0	8.5	19.2	12.7	12.2	13.9	13.4	14.6	16.3	15.0	11.5
	Oppose	%	34.6	38.6	35.3	33.9	33.7	34.6	38.1	31.3	45.6	38.2	23.6
	Unsure	%	3.9	2.7	4.5	3.7	4.8	2.7	2.0	5.7	6.0	3.9	2.5