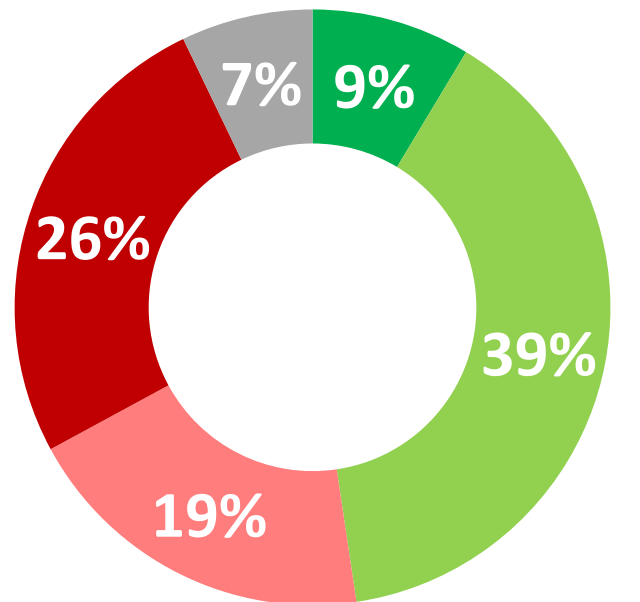


Canadians divided as to whether the new federal budget investment will allow Canada to compete with the United States for green economy investments.

# Confidence in budget allowing Canada to compete with the United States for green economy investments

Q – Are you confident, somewhat confident, somewhat not confident or not confident that the new federal budget investment aimed at building environmentally friendly projects and businesses in Canada will allow Canada to compete with the United States for green economy investments?



■ Confident                      ■ Somewhat confident  
■ Somewhat not confident   ■ Not confident  
■ Unsure

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

## Canadians **divided**

as to whether they are confident or not that that the new federal budget investment aimed at building environmentally friendly projects and businesses in Canada will allow Canada to compete with the United States for green economy investments, but intensity of lack of confidence is larger.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1 to 6, 2023, n=1063, accurate 3.0 percentage points plus or minus, 19 times out of 20.

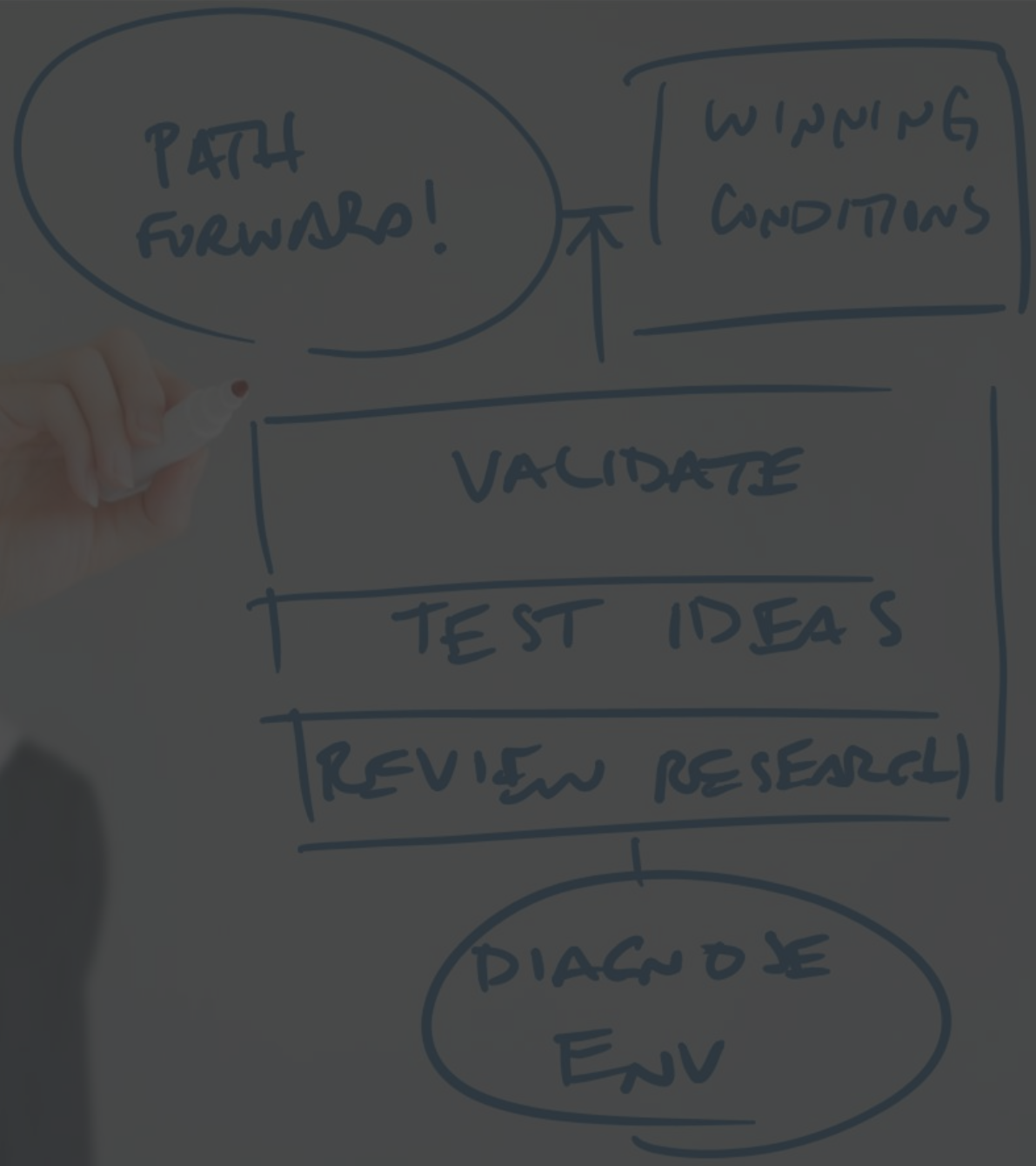
## Confidence in budget allowing Canada to compete with the United States for green economy investments by demographics

Q – Are you concerned, somewhat concerned, somewhat not concerned or not concerned about the new federal budget increasing the country's deficit to over 40 billion dollars, which is 10 billion dollars more than estimated in last fall's economic snapshot?

Confident/ Somewhat confident				
Atlantic (n=112)	Quebec (n=187)	Ontario (n=380)	Prairies (n=219)	BC (n=165)
<b>61.8%</b>	<b>53.1%</b>	<b>48.8%</b>	<b>34.2%</b>	<b>45.4%</b>
Men (n=566)	Women (n=495)	18 to 34 (n=207)	35 to 54 (n=383)	55 plus (n=473)
<b>44.3%</b>	<b>50.7%</b>	<b>45.3%</b>	<b>44.0%</b>	<b>52.0%</b>
Not confident/ Somewhat not confident				
Atlantic (n=112)	Quebec (n=187)	Ontario (n=380)	Prairies (n=219)	BC (n=165)
<b>31.5%</b>	<b>39.2%</b>	<b>44.0%</b>	<b>60.4%</b>	<b>46.3%</b>
Men (n=566)	Women (n=495)	18 to 34 (n=207)	35 to 54 (n=383)	55 plus (n=473)
<b>49.3%</b>	<b>41.5%</b>	<b>46.4%</b>	<b>48.4%</b>	<b>42.0%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 1 to 6, 2023, n=1063, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,063 Canadians, 18 years of age or older, between April 1<sup>st</sup> to 6<sup>th</sup>, 2023 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  $\pm 3.0$  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.

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1063 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
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	April 1 <sup>st</sup> to 6 <sup>th</sup> , 2023
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) 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 (2021) 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	11 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	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, and views on the Canadian federal budget.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .



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](http://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](http://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](http://www.nrmpublicaffairs.com)

# ABOUT NANOS

# Any questions?

---



Nanos Research

(613) 234-4666, ext. 237

[ea@nanosresearch.com](mailto:ea@nanosresearch.com)

For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)



# Nanos services

- ✓ As premier market and public opinion research firms, we conduct research around the world for a variety of clients.
- ✓ Nanos offers a full suite of services ranging from bespoke research engagements to strategic assessments and mission planning. Our firm applies the latest machine learning algorithms to deliver exceptionally rigorous and insightful intelligence to clients.
- ✓ At Nanos, we believe that small steps can lead to large insights. We'll sit down with you to learn about your challenges and work on them together.
- ✓ For more information about how we can help, please visit us at:  
[www.nanos.co](http://www.nanos.co)

Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to exceed the highest standards.

Since

1987

top executives have turned to Nanos for world-class data and strategic insight.







# TABULATIONS



2023-2362 – CTV/Nanos Survey – March Omni – POWERPLAY – STAT SHEET

		Region							Gender			Age		
		Canada 2023-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - Are you confident, somewhat confident, somewhat not confident or not confident that the new federal budget investment aimed at building environmentally friendly projects and businesses in Canada will allow Canada to compete with the United States for green economy investments?	Total	Unwgt N	1063	112	187	380	219	165	566	495	2	207	383	473
		Wgt N	1002	67	231	389	175	140	490	510	2	268	323	411
		%	8.6	7.2	9.9	10.3	4.8	7.6	9.8	7.5		8.4	9.6	8.0
	Confident	%	39.0	54.6	43.2	38.6	29.4	37.8	34.4	43.2		37.0	34.4	44.0
	Somewhat confident	%	19.5	13.9	23.6	18.4	21.1	16.2	20.6	18.4		20.5	20.6	17.9
	Somewhat not confident	%	25.8	17.7	15.6	25.5	39.3	30.1	28.7	23.1		25.9	27.8	24.0
	Not confident	%	7.1	6.7	7.8	7.2	5.4	8.3	6.5	7.8		8.3	7.6	6.0
Unsure	%													

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,063 Canadians, 18 years of age or older, between April 2<sup>nd</sup> and 6<sup>th</sup>, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

\*Some results have been shaded due to small sample size (n-value under 30).