

Government spending and budget deficit most blamed for rise in cost of living, with increasing blame on businesses since tracking started.



The research gauged the opinions among Canadians on preferred government action regarding the deficit and who they blame most for the rise in the cost of living.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,071 Canadians, 18 years of age or older, between February 28<sup>th</sup> and March 2<sup>nd</sup>, 2024 as part of an omnibus survey.

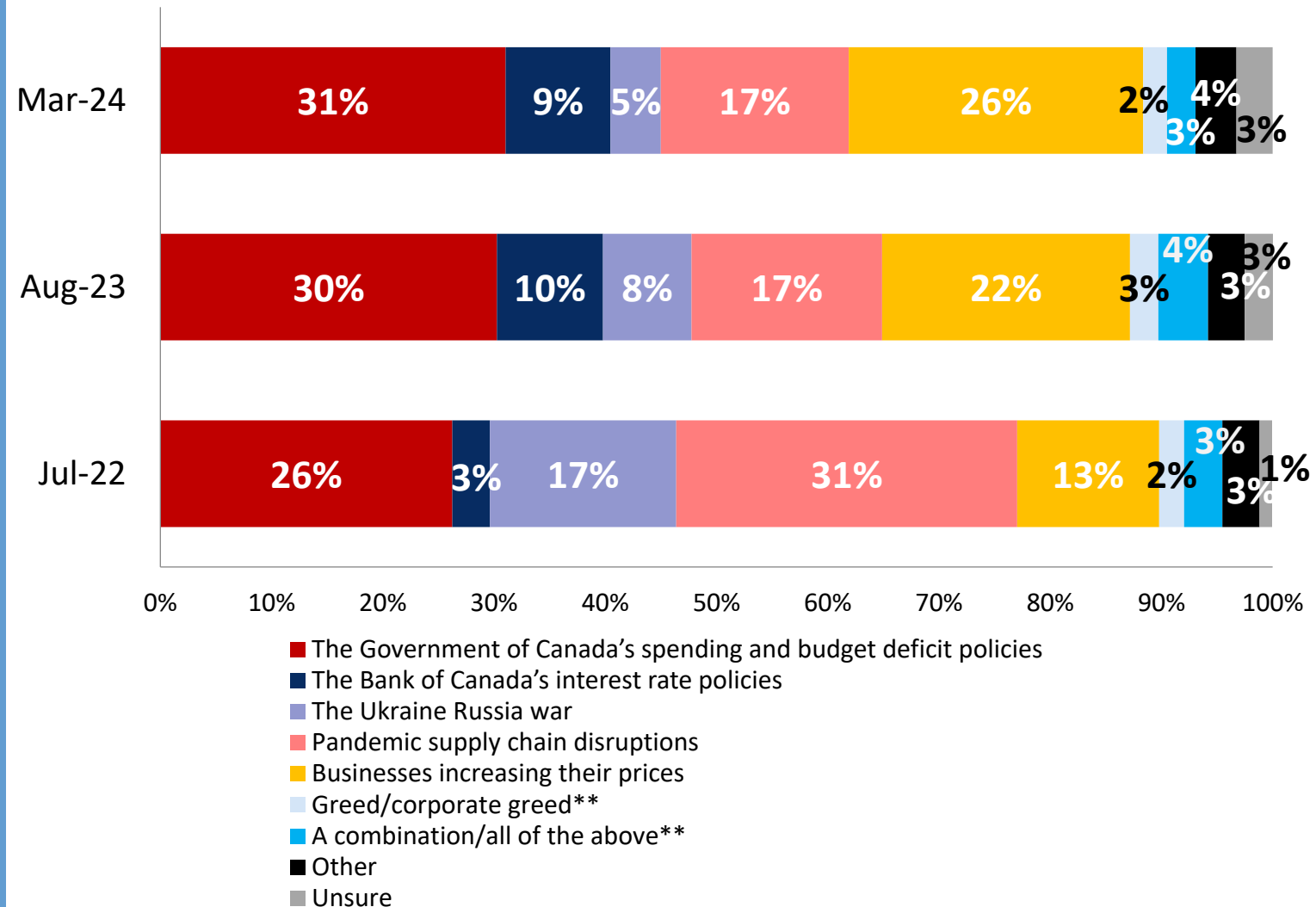
The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

The research was commissioned by Bloomberg News and was conducted by Nanos Research.

While an increasing proportion of Canadians blame businesses increasing their prices (26%, up from 13% in 2022), Canadians still blame most often the Government of Canada's spending and budget deficit policies for the sharp rise in prices and cost of living over the past year. Of note, blame on the Russo-Ukrainian war continues to decrease since tracking started (five per cent; 17% in 2022).

Q – What do you blame most for the sharp rise in prices and cost of living over the past year? [RANDOMIZE][SELECT ONE]

## Cause of rise in prices and cost of living



\*Weighted to the true population proportion.

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

\*\*Written-in answers

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28<sup>th</sup> to March 2<sup>nd</sup>, 2024, n=1071, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Cause of rise in prices and cost of living - by demographics

Q – What do you blame most for the sharp rise in prices and cost of living over the past year?  
[RANDOMIZE][SELECT ONE]

## TOP RESPONSES

	Canada (n=1071)	Atlantic (n=102)	Quebec (n=252)	Ontario (n=344)	Prairies (n=216)	BC (n=157)	Men (n=552)	Women (n=517)	18 to 34 (n=196)	35 to 54 (n=376)	55 plus (n=499)
The Government of Canada's spending and budget deficit policies	31.0%	25.4%	19.6%	32.4%	45.2%	30.9%	33.4%	28.6%	36.3%	33.3%	25.9%
Businesses increasing their prices	26.5%	39.4%	25.2%	29.0%	20.0%	23.5%	25.0%	27.8%	27.0%	22.0%	29.7%
Pandemic supply chain disruptions	16.9%	13.5%	28.3%	14.1%	8.7%	17.7%	17.9%	16.0%	11.1%	18.4%	19.5%
The Bank of Canada's interest rate policies	9.4%	3.8%	12.4%	8.5%	8.3%	11.3%	8.7%	10.2%	12.2%	8.7%	8.2%
The Ukraine Russia war	4.5%	6.9%	6.2%	3.8%	4.0%	3.4%	5.1%	4.0%	3.1%	6.6%	3.8%
Unsure	3.3%	1.5%	3.2%	3.1%	3.2%	4.9%	1.3%	5.2%	2.6%	2.6%	4.2%
A combination/all of the above	2.6%	1.6%	2.4%	4.0%	2.0%	-	2.3%	2.8%	1.6%	2.2%	3.5%
Greed/corporate greed	2.1%	4.0%	1.7%	1.8%	2.7%	2.2%	1.8%	2.4%	1.1%	2.7%	2.4%
Other	3.7%	4.0%	1.0%	3.3%	6.0%	6.0%	4.4%	3.0%	5.0%	3.6%	2.9%

\*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, February 28<sup>th</sup> to March 2<sup>nd</sup>, 2024, n=1071, 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 1,071 Canadians, 18 years of age or older, between February 28<sup>th</sup> and March 2<sup>nd</sup>, 2024 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 Bloomberg News and the research was conducted by Nanos Research.

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

Element	Description	Element	Description
Research sponsor	Bloomberg News	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
Population and Final Sample Size	1071 Randomly selected individuals.	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.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	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.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, transgender issues, the next US presidential election, vehicle theft and military spending.
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.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	February 28 <sup>th</sup> to March 2 <sup>nd</sup> , 2024.		
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>		



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# Any questions?

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# TABULATIONS

2024-2546 – Bloomberg/Nanos Survey – February Omni – Cost of Living – STAT SHEET

		Region							Gender			Age			
		Canada 2024-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus		
Question - What do you blame most for the sharp rise in prices and cost of living over the past year?	Total	Unwgt N	1071	102	252	344	216	157	552	517	2	196	376	499	
		Wgt N	1002	68	231	388	176	139	490	510	2	268	322	412	
		The Government of Canada's spending and budget deficit policies	%	31.0	25.4	19.6	32.4	45.2	30.9	33.4	28.6		36.3	33.3	25.9
		The Bank of Canada's interest rate policies	%	9.4	3.8	12.4	8.5	8.3	11.3	8.7	10.2		12.2	8.7	8.2
		The Ukraine Russia war	%	4.5	6.9	6.2	3.8	4.0	3.4	5.1	4.0		3.1	6.6	3.8
		Pandemic supply chain disruptions	%	16.9	13.5	28.3	14.1	8.7	17.7	17.9	16.0		11.1	18.4	19.5
		Businesses increasing their prices	%	26.5	39.4	25.2	29.0	20.0	23.5	25.0	27.8		27.0	22.0	29.7
		Greed/corporate greed	%	2.1	4.0	1.7	1.8	2.7	2.2	1.8	2.4		1.1	2.7	2.4
		A combination/all of the above	%	2.6	1.6	2.4	4.0	2.0	0.0	2.3	2.8		1.6	2.2	3.5
		Capitalism/lack of competition	%	0.3	0.0	0.0	0.2	0.5	0.9	0.6	0.0		0.0	0.6	0.3
		Global issues	%	0.7	1.3	0.0	0.8	0.4	1.4	1.0	0.4		0.8	0.0	1.1
		Carbon tax	%	0.4	2.0	0.0	0.0	1.5	0.0	0.3	0.4		0.0	0.2	0.8
		Immigration/Refugees	%	0.9	0.7	0.4	0.5	2.7	0.7	1.4	0.4		1.8	1.0	0.3
		Other wars/conflicts (e.g., Gaza, Yemen)	%	0.4	0.0	0.0	0.2	0.9	1.2	0.4	0.4		0.6	0.6	0.2
		Other	%	1.0	0.0	0.7	1.5	0.0	1.7	0.6	1.3		1.8	1.2	0.3
		Unsure	%	3.3	1.5	3.2	3.1	3.2	4.9	1.3	5.2		2.6	2.6	4.2

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