Almost two in three prefer spending restraint over increasing spending or continuing as planned.

Bloomberg

NANOS

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 28th and March 2nd, 2024 as part of an omnibus survey.

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

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

Summary

Preferred government action on deficit

25%

4%

25%

1%

7%

38%
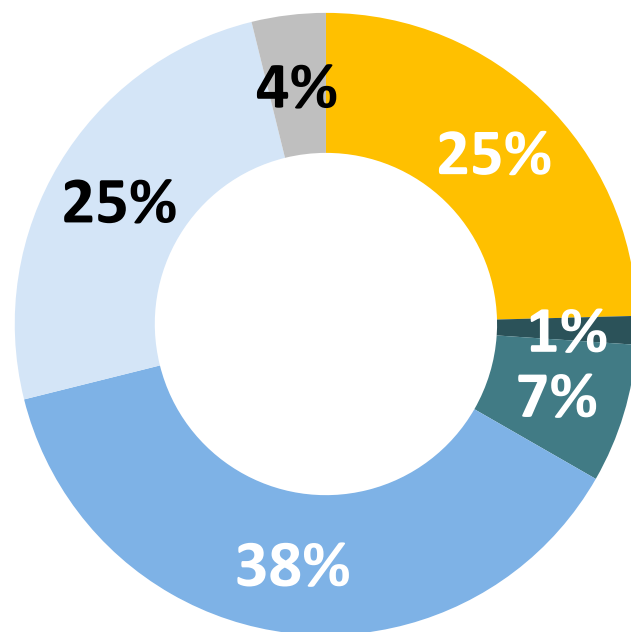
- ■ Continue as planned
- ■ Increase spending, funded by more borrowing
- ■ Increase spending, funded by higher taxes
- ■ Reduce spending and pay down debt
- ■ Reduce spending and cut taxes
- ■ Unsure

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

Under **2 in 3** Canadians

say the federal government should either reduce spending and pay down debt or reduce spending and cut taxes. One in four say the government should continue as planned, while less than one in ten say the government should increase spending, funded either by more borrowing or higher taxes.

Q – This year, the federal government plans to have a $38.4 billion deficit. This is a decrease of about $1.6 billion from last year. In your view, should the government: [RANDOMIZE][SELECT ONE]

Bloomberg

NANOS

Preferred government action on deficit - By demographics

Q – This year, the federal government plans to have a $38.4 billion deficit. This is a decrease of about $1.6 billion from last year. In your view, should the government: [RANDOMIZE][SELECT ONE]

	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)
Reduce spending and pay down debt	37.8%	31.7%	44.7%	33.4%	43.1%	35.0%	40.0%	35.6%	37.2%	36.3%	39.4%
Reduce spending and cut taxes	25.1%	27.2%	18.3%	26.7%	30.9%	23.2%	25.2%	24.8%	28.4%	28.1%	20.5%
Continue as planned	24.6%	30.1%	23.7%	26.4%	15.6%	29.6%	21.2%	27.9%	18.4%	25.3%	28.0%
Increase spending, funded by higher taxes	7.2%	2.2%	5.3%	9.2%	6.4%	8.4%	9.7%	4.9%	10.0%	4.4%	7.6%
Increase spending, funded by more borrowing	1.5%	3.3%	1.6%	1.6%	1.0%	0.9%	1.4%	1.6%	0.9%	1.2%	2.1%
Unsure	3.8%	5.5%	6.4%	2.7%	3.0%	2.8%	2.4%	5.2%	5.1%	4.8%	2.3%

TOP RESPONSES

*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 28th to March 2nd, 2024, n=1071, accurate 3.0 percentage points plus or minus, 19 times out of 20.
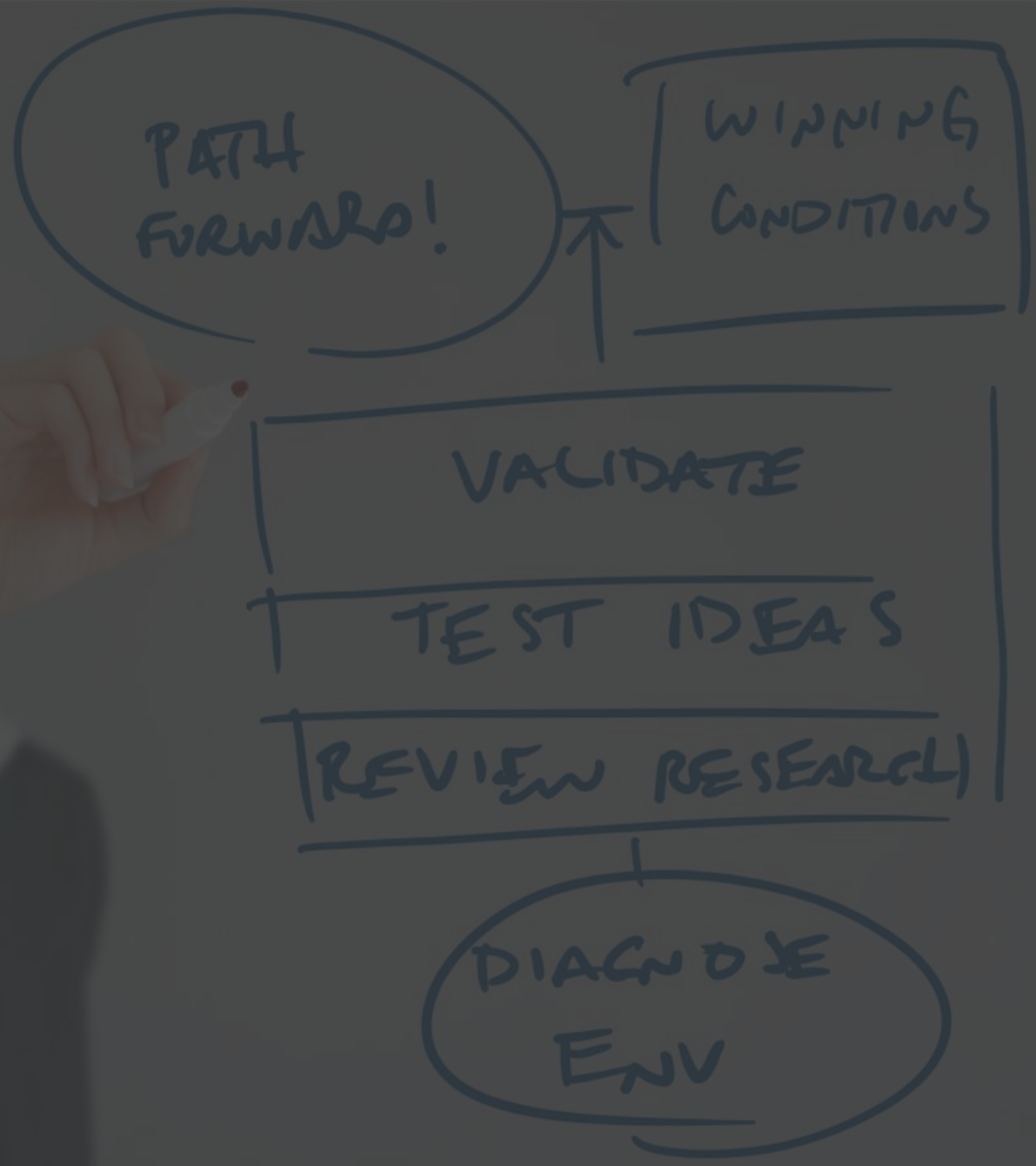
Bloomberg   NANOS

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,071 Canadians, 18 years of age or older, between February 28th and March 2nd, 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 ±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

METHODOLOGY

Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1071 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	February 28th to March 2nd, 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. https://canadianresearchinsightscouncil.ca/standards/

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	13 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, transgender issues, the next US presidential election, vehicle theft and military spending.
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.

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

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Any questions?

✉

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NANOS

2024-2546 – Bloomberg/Nanos Survey – February Omni – Government Spending – 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 - This year, the federal government plans to have a $38.4 billion deficit. This is a decrease of about $1.6 billion from last year. In your view, should the government:	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
	Continue as planned	%	24.6	30.1	23.7	26.4	15.6	29.6	21.2	27.9		18.4	25.3	28.0
	Increase spending, funded by more borrowing	%	1.5	3.3	1.6	1.6	1.0	0.9	1.4	1.6		0.9	1.2	2.1
	Increase spending, funded by higher taxes	%	7.2	2.2	5.3	9.2	6.4	8.4	9.7	4.9		10.0	4.4	7.6
	Reduce spending and pay down debt	%	37.8	31.7	44.7	33.4	43.1	35.0	40.0	35.6		37.2	36.3	39.4
	Reduce spending and cut taxes	%	25.1	27.2	18.3	26.7	30.9	23.2	25.2	24.8		28.4	28.1	20.5
	Unsure	%	3.8	5.5	6.4	2.7	3.0	2.8	2.4	5.2		5.1	4.8	2.3