Canadians are divided on how to fund NATO defense spending target.

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The research gauged the opinions among Canadians on their preferred approach for the government to fund the NATO defense spending target.
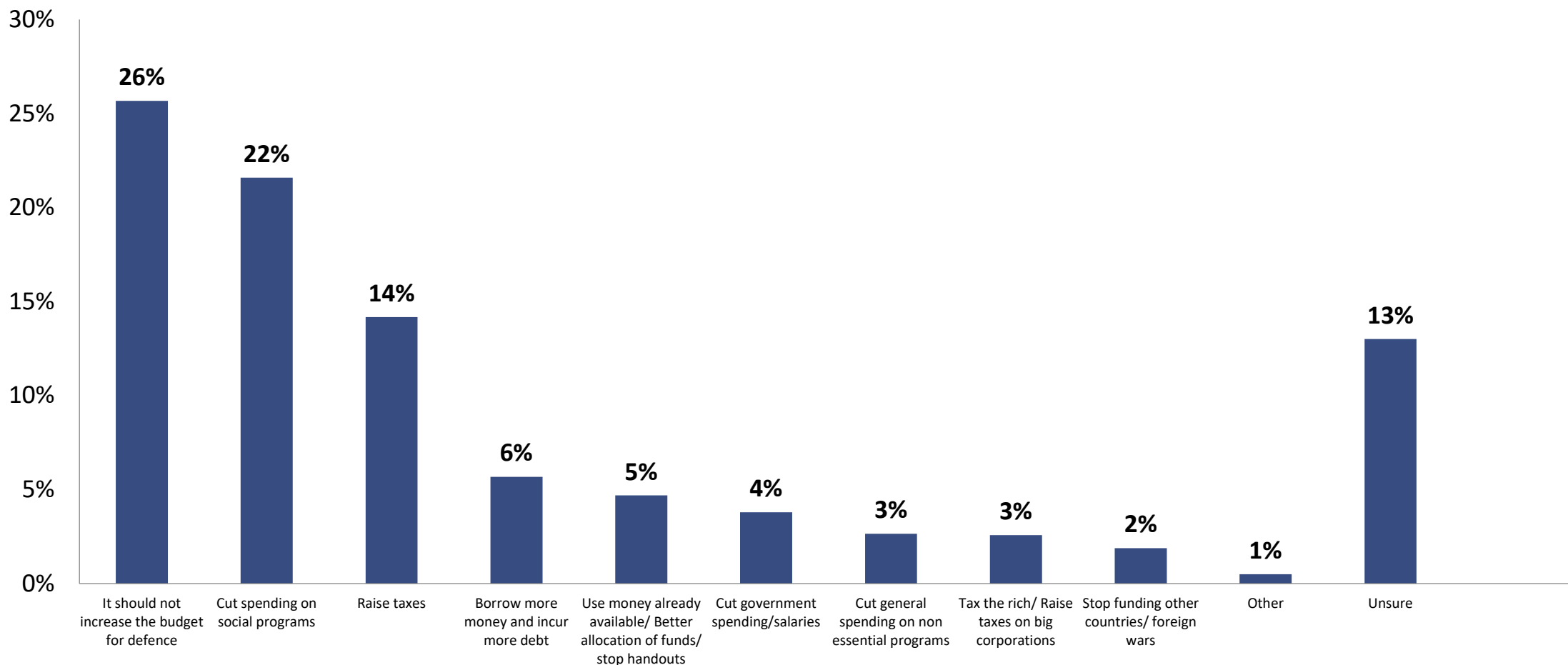
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1043 Canadians, 18 years of age or older, between May 31st and June 2nd, 2024 as part of an omnibus survey.

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 approach to the government funding the NATO defense spending target

Q – As you might know, in 2006 Canada, along with all NATO allies, agreed to spend at least 2% of its GDP on defense as a NATO member. Canada currently spends 1.33%. It would need to spend an additional $16 to $20 billion more per year to reach the target and it already plans to run a roughly $40 billion deficit this year. How do you think the government should fund the additional budget needed to reach the 2, if at all? (Select one)[RANDOMIZE] – TOP MENTIONS

Category	Percentage
It should not increase the budget for defence	26%
Cut spending on social programs	22%
Raise taxes	14%
Borrow more money and incur more debt	6%
Use money already available/ Better allocation of funds/ stop handouts	5%
Cut government spending/salaries	4%
Cut general spending on non essential programs	3%
Tax the rich/ Raise taxes on big corporations	3%
Stop funding other countries/ foreign wars	2%
Other	1%
Unsure	13%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Preferred approach to the government funding the NATO defense spending target – By demographics

Q – As you might know, in 2006 Canada, along with all NATO allies, agreed to spend at least 2% of its GDP on defense as a NATO member. Canada currently spends 1.33%. It would need to spend an additional $16 to $20 billion more per year to reach the target and it already plans to run a roughly $40 billion deficit this year. How do you think the government should fund the additional budget needed to reach the 2% NATO defense spending target, if at all? (Select one)[RANDOMIZE]

	2024-05 (n=1043)	Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)	Men (n=565)	Women (n=477)	18-34 (n=208)	35-54 (n=364)	55 plus (n=471)
It should not increase the budget for defense	25.7%	23.0%	33.0%	26.0%	16.7%	25.2%	22.7%	28.6%	36.0%	23.1%	21.0%
Cut spending on social programs	21.6%	21.3%	17.0%	19.7%	29.3%	24.9%	28.8%	14.7%	23.0%	21.7%	20.6%
Raise taxes	14.2%	14.7%	14.2%	15.1%	10.3%	16.1%	15.4%	13.1%	8.1%	13.7%	18.5%
Borrow more money and incur more debt	5.7%	7.3%	4.6%	7.5%	3.6%	4.2%	6.5%	4.9%	4.7%	4.4%	7.3%
Use money already available/ Better allocation	4.7%	3.3%	6.0%	3.6%	6.6%	3.8%	5.0%	4.3%	3.3%	6.2%	4.5%
Cut government spending/salaries of funds/ stop handouts	3.8%	1.3%	2.9%	4.1%	4.5%	4.9%	3.4%	4.1%	3.1%	5.2%	3.1%
Cut general spending on non-essential programs	2.7%	1.1%	3.5%	1.7%	5.2%	1.3%	3.5%	1.9%	3.2%	1.7%	3.0%
Tax the rich/ Raise taxes on big corporations	2.6%	3.5%	1.5%	2.7%	3.7%	2.1%	1.4%	3.5%	0.7%	4.1%	2.6%
Stop funding other countries/ foreign wars	1.9%	4.6%	-	2.4%	1.9%	2.3%	2.6%	1.2%	1.6%	2.3%	1.7%
Get out of NATO	0.7%	-	0.5%	0.5%	2.1%	-	0.3%	1.0%	0.4%	0.7%	0.9%
Change government/ Employ competent people	0.6%	-	0.5%	0.3%	1.8%	0.6%	0.5%	0.8%	1.6%	0.4%	0.2%
Increase gradually	0.5%	-	0.5%	-	1.9%	0.5%	0.7%	0.3%	0.8%	-	0.8%
Honor your agreements/ Request an extension	0.5%	1.1%	0.5%	0.3%	0.6%	0.5%	0.2%	0.7%	0.3%	0.1%	0.9%
Combination of the above choices	0.4%	1.0%	-	0.5%	0.2%	0.6%	0.6%	0.2%	-	0.9%	0.2%
Reduce immigration	0.3%	-	-	0.6%	-	0.5%	0.1%	0.4%	-	0.4%	0.4%
Invest in other sectors (technology/energy/social programs)	0.3%	-	0.7%	-	0.2%	0.7%	0.6%	-	0.4%	0.4%	0.2%
Produce Items in Canada to reduce the cost	0.3%	-	0.5%	0.3%	-	0.7%	0.5%	0.2%	0.9%	-	0.2%
Print more money	0.2%	-	-	0.5%	-	-	0.4%	-	-	0.3%	0.2%
Other	0.5%	-	0.4%	1.1%	-	-	0.4%	0.6%	0.8%	0.4%	0.4%
Unsure	13.0%	17.7%	13.7%	13.2%	11.5%	10.9%	6.3%	19.5%	11.4%	14.0%	13.2%

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,043 Canadians, 18 years of age or older, between May 31st and June 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 dialing 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	1043 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	May 31st to June 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	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. This was the only question asked on this topic.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on food affordability, views on work arrangements and federal public service.
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.
Data Tables	By region, age and gender: Data Tables

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

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