

One in three Canadians want any additional money from economic growth to be spent on strengthening the healthcare system; rank improved standard of living as the most important benefit of economic growth.

National Survey | Summary

Field Dates: November 4<sup>th</sup> to 6<sup>th</sup>, 2024

Conducted by Nanos for Coalition for a Better Future, November 2024

Submission 2024-2720

**COALITION**  
FOR A BETTER FUTURE  
POUR UN AVENIR MEILLEUR

 **NANOS**

# 1

## Improving the strength of the healthcare system ranked as a top spending priority for Canada

Asked to rank the importance of potential spending priorities for the government with additional money in the budget generated from economic growth, close to one in three ranked making our health care system stronger first (29%), followed by affordable housing (17%) and reducing the deficit (14%).

# 2

**Canadians rank an improved standard of living as the top potential benefit of economic growth**

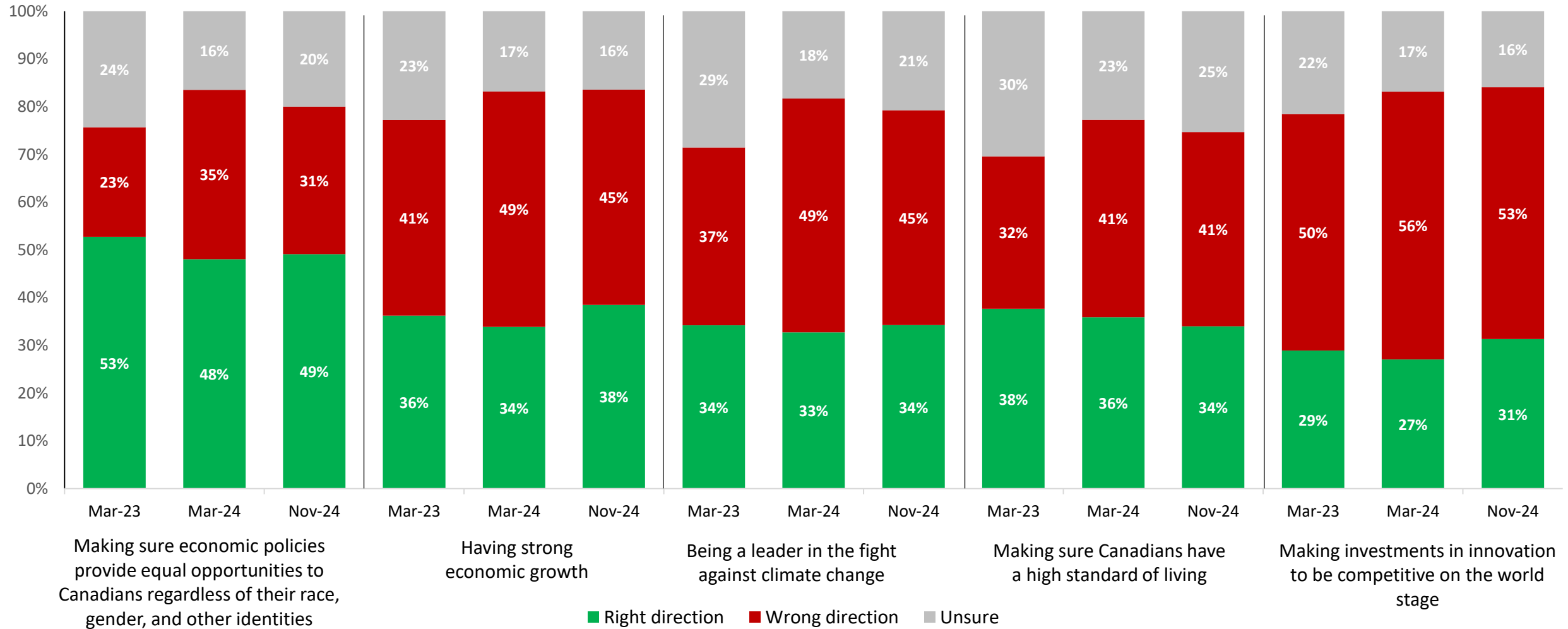
**One in three Canadians rank improved standard of living first as a top potential benefit from economic growth that is most important to them (31%), followed by job creation (15%) and more money for governments to invest in public services (14%).**

# 3 Canadians remain more pessimistic than optimistic on Canada having strong economic growth and a high standard of living

Canadians continue to be more likely to say Canada is moving in the wrong direction rather than the right direction when it comes to a variety of different economic issues such as making sure Canadians have a high standard of living (53% vs. 31% right direction) and having strong economic growth (45% vs 34% right direction). Of note, pessimistic views have not increased for any of the economic measures since 2023.

# Direction of the country - Tracking

Q – Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]



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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4<sup>th</sup> to 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Country moving in the right direction – By demographics

Q – Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

	Atlantic			Quebec			Ontario			Prairies			BC		
	Nov 2024 (n=106)	March 2024 (n=102)	March 2023 (n=93)	Nov 2024 (n=174)	March 2024 (n=252)	March 2023 (n=236)	Nov 2024 (n=356)	March 2024 (n=344)	March 2023 (n=300)	Nov 2024 (n=216)	March 2024 (n=216)	March 2023 (n=217)	Nov 2024 (n=158)	March 2024 (n=157)	March 2023 (n=166)
Making sure economic policies provide equal opportunities to Canadians regardless of their race, gender, and other identities	<b>46.9%</b>	53.6%	53.8%	<b>57.0%</b>	60.0%	58.6%	<b>51.3%</b>	43.9%	51.6%	<b>36.2%</b>	38.4%	43.7%	<b>47.2%</b>	49.3%	56.8%
Having strong economic growth	<b>45.2%</b>	36.1%	43.0%	<b>35.3%</b>	36.0%	34.9%	<b>36.5%</b>	33.2%	36.9%	<b>25.8%</b>	28.5%	23.5%	<b>31.5%</b>	29.9%	34.8%
Being a leader in the fight against climate change	<b>44.1%</b>	40.3%	41.9%	<b>34.4%</b>	32.0%	33.7%	<b>42.6%</b>	36.7%	42.5%	<b>31.7%</b>	23.5%	26.1%	<b>39.5%</b>	39.3%	33.1%
Making investments in innovation to be competitive on the world stage	<b>37.0%</b>	36.4%	37.9%	<b>38.1%</b>	37.7%	38.7%	<b>35.8%</b>	36.6%	41.1%	<b>26.8%</b>	32.7%	30.9%	<b>29.6%</b>	34.9%	34.8%
Making sure Canadians have a high standard of living	<b>33.9%</b>	30.0%	31.7%	<b>31.4%</b>	29.2%	32.7%	<b>34.7%</b>	28.8%	28.3%	<b>26.5%</b>	22.3%	23.6%	<b>26.4%</b>	23.1%	29.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4<sup>th</sup> to 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Country moving in the right direction – By demographics

Q – Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

	Men			Women			18 to 34			34 to 54			55 plus		
	<b>Nov 2024</b> (n=522)	March 2024 (n=552)	March 2023 (n=542)	<b>Nov 2024</b> (n=488)	March 2024 (n=517)	March 2023 (n=465)	<b>Nov 2024</b> (n=197)	March 2024 (n=196)	March 2023 (n=157)	<b>Nov 2024</b> (n=365)	March 2024 (n=376)	March 2023 (n=374)	<b>Nov 2024</b> (n=448)	March 2024 (n=499)	March 2023 (n=481)
Making sure economic policies provide equal opportunities to Canadians regardless of their race, gender, and other identities	<b>49.4%</b>	45.1%	50.8%	<b>48.9%</b>	50.9%	54.3%	<b>51.7%</b>	40.7%	54.1%	<b>41.3%</b>	44.4%	49.9%	<b>53.5%</b>	55.7%	54.0%
Having strong economic growth	<b>32.7%</b>	31.6%	36.8%	<b>35.7%</b>	33.8%	31.9%	<b>34.2%</b>	27.7%	26.7%	<b>32.0%</b>	30.5%	33.6%	<b>36.0%</b>	37.7%	39.6%
Being a leader in the fight against climate change	<b>35.3%</b>	31.9%	34.3%	<b>41.5%</b>	35.9%	38.1%	<b>39.4%</b>	31.4%	33.7%	<b>33.5%</b>	29.0%	37.0%	<b>41.8%</b>	39.3%	37.3%
Making investments in innovation to be competitive on the world stage	<b>32.9%</b>	35.6%	38.4%	<b>35.0%</b>	36.2%	37.2%	<b>30.7%</b>	33.8%	31.2%	<b>34.0%</b>	32.1%	36.8%	<b>36.1%</b>	40.2%	42.6%
Making sure Canadians have a high standard of living	<b>31.6%</b>	25.7%	30.4%	<b>31.0%</b>	28.3%	27.4%	<b>27.0%</b>	26.0%	27.5%	<b>29.3%</b>	21.9%	29.2%	<b>35.6%</b>	31.8%	29.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4<sup>th</sup> to 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Country moving in the wrong direction – By demographics

Q – Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

	Atlantic			Quebec			Ontario			Prairies			BC		
	<b>Nov 2024</b> (n=106)	March 2024 (n=102)	March 2023 (n=93)	<b>Nov 2024</b> (n=174)	March 2024 (n=252)	March 2023 (n=236)	<b>Nov 2024</b> (n=356)	March 2024 (n=344)	March 2023 (n=300)	<b>Nov 2024</b> (n=216)	March 2024 (n=216)	March 2023 (n=217)	<b>Nov 2024</b> (n=216)	March 2024 (n=216)	March 2023 (n=166)
Making sure economic policies provide equal opportunities to Canadians regardless of their race, gender, and other identities	<b>34.5%</b>	26.9%	17.0%	<b>23.1%</b>	24.9%	18.8%	<b>33.0%</b>	38.5%	21.4%	<b>36.4%</b>	47.3%	36.6%	<b>29.1%</b>	33.9%	20.1%
Having strong economic growth	<b>27.5%</b>	37.1%	29.6%	<b>34.0%</b>	38.9%	30.5%	<b>47.4%</b>	52.3%	35.6%	<b>55.9%</b>	58.8%	56.6%	<b>51.5%</b>	49.9%	32.4%
Being a leader in the fight against climate change	<b>41.1%</b>	40.7%	39.4%	<b>43.6%</b>	47.1%	38.4%	<b>43.6%</b>	47.6%	36.7%	<b>50.0%</b>	64.2%	52.6%	<b>47.5%</b>	43.1%	43.6%
Making sure Canadians have a high standard of living	<b>43.5%</b>	55.1%	51.2%	<b>47.6%</b>	50.8%	42.4%	<b>51.5%</b>	57.2%	47.0%	<b>61.7%</b>	61.9%	65.0%	<b>58.1%</b>	55.0%	48.4%
Making investments in innovation to be competitive on the world stage	<b>31.3%</b>	36.0%	25.5%	<b>33.7%</b>	40.7%	29.1%	<b>41.6%</b>	42.2%	29.6%	<b>49.4%</b>	46.8%	47.4%	<b>43.5%</b>	35.7%	26.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4<sup>th</sup> to 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Country moving in the wrong direction – By demographics

Q – Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

	Men			Women			18 to 34			34 to 54			55 plus		
	<b>Nov 2024</b> (n=522)	March 2024 (n=552)	March 2023 (n=542)	<b>Nov 2024</b> (n=488)	March 2024 (n=517)	March 2023 (n=465)	<b>Nov 2024</b> (n=197)	March 2024 (n=196)	March 2023 (n=157)	<b>Nov 2024</b> (n=365)	March 2024 (n=376)	March 2023 (n=374)	<b>Nov 2024</b> (n=448)	March 2024 (n=499)	March 2023 (n=481)
Making sure economic policies provide equal opportunities to Canadians regardless of their race, gender, and other identities	<b>30.8%</b>	39.0%	26.6%	<b>31.0%</b>	32.0%	20.1%	<b>30.9%</b>	45.6%	26.4%	<b>39.1%</b>	38.4%	23.7%	<b>24.4%</b>	26.5%	20.2%
Having strong economic growth	<b>46.9%</b>	55.3%	40.4%	<b>43.2%</b>	42.9%	34.2%	<b>47.5%</b>	56.5%	47.1%	<b>53.4%</b>	52.5%	37.3%	<b>36.9%</b>	41.3%	30.8%
Being a leader in the fight against climate change	<b>49.8%</b>	53.1%	44.8%	<b>40.6%</b>	45.6%	37.3%	<b>45.3%</b>	52.3%	41.5%	<b>48.1%</b>	52.3%	40.4%	<b>42.6%</b>	45.1%	41.1%
Making sure Canadians have a high standard of living	<b>51.8%</b>	59.8%	51.4%	<b>53.7%</b>	52.6%	47.7%	<b>56.0%</b>	63.6%	58.3%	<b>61.9%</b>	61.3%	49.5%	<b>43.5%</b>	47.1%	43.8%
Making investments in innovation to be competitive on the world stage	<b>45.6%</b>	47.7%	37.8%	<b>36.0%</b>	35.2%	26.6%	<b>44.7%</b>	47.9%	35.5%	<b>43.4%</b>	43.9%	31.9%	<b>36.0%</b>	35.1%	29.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4<sup>th</sup> to 6<sup>th</sup>, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Important potential benefits from economic growth

Our next few questions are about economic growth, which refers to an increase in the production of goods and services in a country over time.

Q – Please rank the top two potential benefits from economic growth that are most important to you, where 1 is the most important and 2 the second most important. [RANDOMIZE] [RANK TOP 2]

## TOP RESPONSES

	Rank 1 (n=1002)	Rank 2 (n=972)
Improved standard of living	31.2%	24.2%
Job creation	15.4%	14.9%
More money for governments to invest in public services	14.0%	13.2%
Higher income	12.3%	10.5%
Innovation through increase research and development	11.5%	15.0%
Increased domestic and foreign investment	6.3%	8.6%
More products and services available	4.3%	6.2%
Stronger international reputation	2.7%	6.1%
Other	1.8%	1.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4<sup>th</sup> to 6<sup>th</sup>, 2024, n=1002, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# First ranked important potential benefits from economic growth – By demographics

Q – Please rank the top two potential benefits from economic growth that are most important to you, where 1 is the most important and 2 the second most important. [RANDOMIZE] [FIRST RANKED]

TOP RESPONSES	2024-11 (n=1002)	Atlantic (n=105)	Quebec (n=173)	Ontario (n=354)	Prairies (n=214)	BC (n=156)	Men (n=518)	Women (n=484)	18-34 (n=195)	35-54 (n=361)	55 plus (n=446)	
	Improved standard of living	31.2%	31.9%	23.9%	33.3%	36.7%	30.5%	30.7%	31.7%	30.8%	38.0%	26.2%
	Job creation	15.4%	15.8%	16.0%	14.7%	19.9%	10.6%	14.8%	16.0%	15.0%	14.8%	16.2%
	More money for governments to invest in public services	14.0%	13.7%	12.8%	12.8%	11.9%	22.0%	12.2%	15.8%	18.3%	9.0%	15.1%
	Higher income	12.3%	17.3%	9.2%	14.7%	6.4%	15.9%	14.1%	10.6%	16.2%	15.6%	7.3%
	Innovation through increase research and development	11.5%	9.5%	21.0%	9.7%	7.0%	7.4%	12.8%	10.3%	7.2%	10.7%	15.0%
	Increased domestic and foreign investment	6.3%	4.0%	4.9%	6.2%	10.5%	4.6%	8.0%	4.6%	5.5%	4.3%	8.3%
	More products and services available	4.3%	5.2%	7.4%	2.9%	3.1%	4.1%	2.3%	6.2%	3.2%	4.1%	5.2%
	Stronger international reputation	2.7%	1.7%	2.9%	3.1%	2.3%	1.9%	2.0%	3.3%	1.6%	1.6%	4.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4<sup>th</sup> to 6<sup>th</sup>, 2024, n=1002, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Government spending priorities

Q – Thinking about additional money in the budget that is generated from economic growth in Canada, please rank what should be the government’s top priority in terms of spending, where 1 is the first priority and 2 the 2<sup>nd</sup> most important priority.

[RANDOMIZE] [RANK TOP 2]

	Rank 1 (n=1004)	Rank 2 (n=935)
<b>TOP RESPONSES</b> Making our healthcare system stronger	29.0%	21.1%
Affordable housing	16.8%	16.2%
Reducing the deficit	14.3%	12.9%
Reducing taxes	11.0%	12.7%
Investing in infrastructure	7.5%	14.0%
Fighting climate change	6.6%	6.6%
There should not be any new spending	5.2%	-
Investing in clean technology to transition to a green economy	4.6%	8.5%
Education	3.3%	6.8%
Invest in defense/NATO/military	0.9%	0.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4<sup>th</sup> to 6<sup>th</sup>, 2024, n=1004, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Firs ranked government spending priorities – By demographics

Q – Thinking about additional money in the budget that is generated from economic growth in Canada, please rank what should be the government's top priority in terms of spending, where 1 is the first priority and 2 the 2<sup>nd</sup> most important priority. [RANDOMIZE] [FIRST RANKED]

TOP RESPONSES	2024-11 (n=1004)	Atlantic (n=105)	Quebec (n=174)	Ontario (n=353)	Prairies (n=215)	BC (n=157)	Men (n=518)	Women (n=486)	18-34 (n=195)	35-54 (n=363)	55 plus (n=446)	
	Making our healthcare system stronger	29.0%	40.7%	18.9%	34.2%	23.6%	32.8%	22.6%	35.1%	26.3%	26.6%	32.7%
	Affordable housing	16.8%	20.0%	20.6%	15.9%	16.5%	12.2%	14.4%	19.2%	23.7%	13.0%	15.4%
	Reducing the deficit	14.3%	5.6%	14.3%	13.4%	18.5%	15.5%	18.0%	10.7%	10.7%	14.5%	16.4%
	Reducing taxes	11.0%	13.1%	5.6%	12.8%	12.9%	11.8%	12.6%	9.5%	14.0%	12.8%	7.8%
	Investing in infrastructure	7.5%	3.5%	9.5%	6.5%	8.3%	7.7%	9.7%	5.4%	9.1%	7.8%	6.2%
	Fighting climate change	6.6%	6.0%	9.2%	6.6%	3.7%	6.2%	6.4%	6.8%	4.9%	6.8%	7.5%
	There should not be any new spending	5.2%	3.6%	8.0%	4.4%	5.1%	3.9%	5.4%	5.0%	3.3%	7.2%	4.9%
	Investing in clean technology to transition to a green economy	4.6%	4.7%	8.2%	2.4%	2.7%	7.4%	5.3%	4.0%	3.5%	4.9%	5.1%
	Education	3.3%	2.0%	4.4%	1.8%	7.7%	0.6%	4.0%	2.6%	4.0%	2.9%	3.0%
Invest in defense/NATO/military	0.9%	-	-	1.8%	0.5%	0.7%	0.9%	0.8%	-	2.1%	0.5%	

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4<sup>th</sup> to 6<sup>th</sup>, 2024, n=1004, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone and online survey of 1010 Canadians, 18 years of age or older, between November 4<sup>th</sup> and 6<sup>th</sup>, 2024, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 1010 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by Coalition for a Better Future and was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	Coalition for a Better Future	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	1010 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	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	11 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) random 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, and views on immigration.
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.	Tabulations	<a href="#">By region, age and gender</a>
Field Dates	November 4 <sup>th</sup> to 6 <sup>th</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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