



Over four in five Canadians care to one extent or another about the size of the deficit.

National survey released April, 2025
Field: March 29th to April 1st, 2025
Submission 2025-2810

Bloomberg



The research gauged the opinions among Canadians on their level of concern regarding the size of the federal government's deficit.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,054 Canadians, 18 years of age or older, between March 29th and April 1st, 2025 as part of an omnibus survey.

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

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

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

“

People continue to care about the size of the Government of Canada deficit. This in the wake of a focus on the binational relationship and economic uncertainty. The intensity of care has marginally declined. Overall, the numbers are consistent with the 2021 baseline.

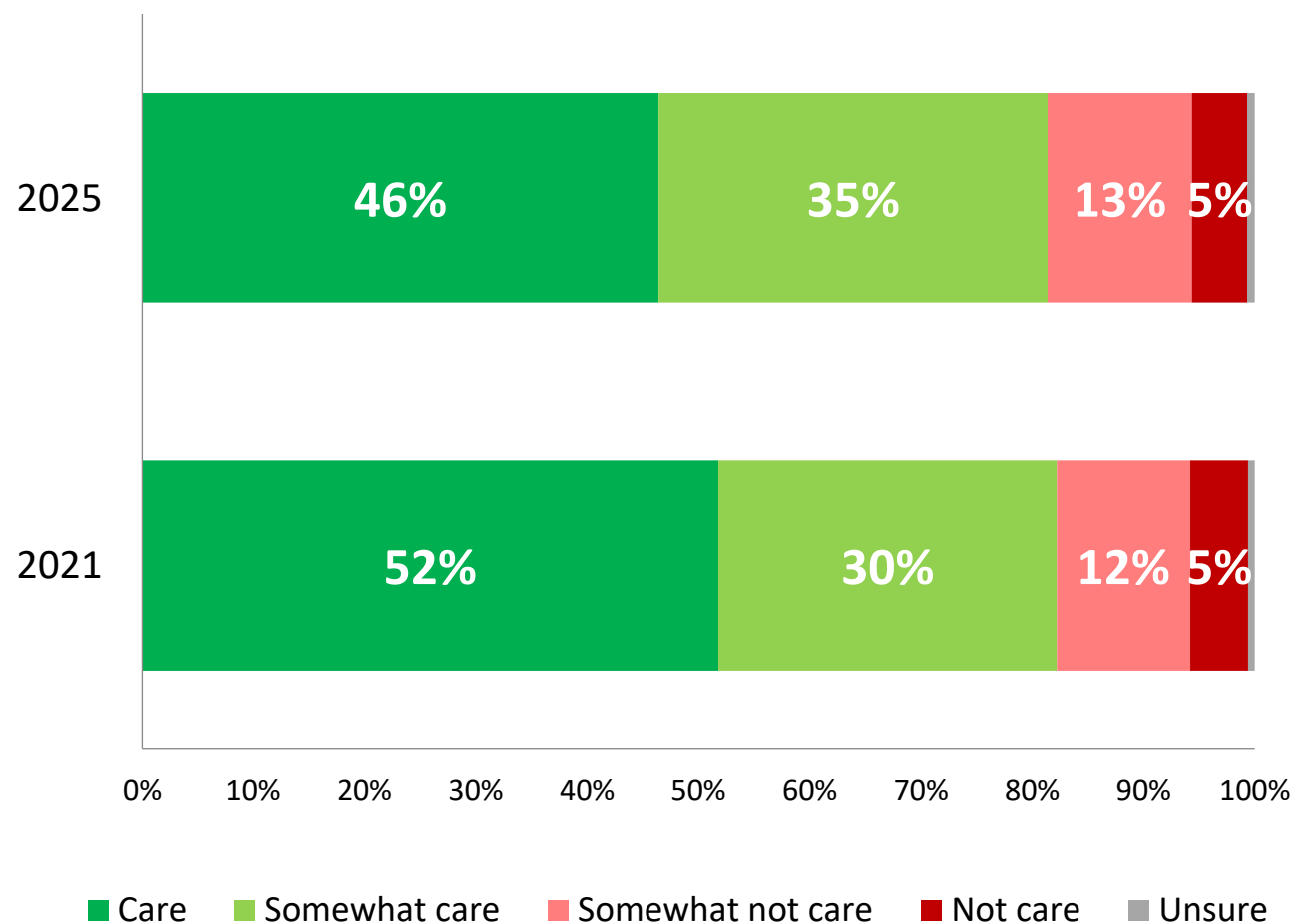
”

Nik Nanos, Chief Data Scientist

A majority of Canadians continue to report caring to one extent or another about the size of the Government of Canada's deficit. This is consistent with results from 2021. Canadians from the Prairies report the highest intensity of caring (60% care).

Q – As you may know, the federal government deficit is the excess government expenditures for programs and services over government revenue. When the government has a deficit, it means it is spending more money than revenue taken in. Do you care, somewhat care, somewhat not care or not care about the size of the Government of Canada's deficit?

Sentiment on the size of the Government of Canada's deficit



*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, March 29th to April 1st, 2025, n=1054, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Sentiment on the size of the Government of Canada's deficit – by demographics

Q – As you may know, the federal government deficit is the excess government expenditures for programs and services over government revenue. When the government has a deficit, it means it is spending more money than revenue taken in. Do you care, somewhat care, somewhat not care or not care about the size of the Government of Canada's deficit?

	Atlantic		Quebec		Ontario		Prairies		British Columbia	
	2025-04 (n=92)	2021-03 (n=100)	2025-04 (n=233)	2021-03 (n=205)	2025-04 (n=356)	2021-03 (n=344)	2025-04 (n=213)	2021-03 (n=198)	2025-04 (n=160)	2021-03 (n=160)
Care	53.9%	54.6%	33.0%	38.0%	48.0%	53.6%	60.3%	66.8%	43.4%	48.5%
Somewhat care	35.9%	25.9%	42.9%	45.2%	33.5%	28.5%	25.5%	21.3%	37.0%	25.1%
Somewhat not care	6.2%	14.0%	17.4%	13.2%	12.7%	11.5%	8.8%	7.5%	14.9%	16.3%
Not care	4.0%	5.5%	4.9%	2.6%	5.5%	5.8%	5.0%	4.4%	4.0%	8.8%
Unsure	-	-	1.9%	1.0%	0.3%	0.5%	0.4%	-	0.6%	1.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 29th to April 1st, 2025, n=1054, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Sentiment on the size of the Government of Canada's deficit – by demographics continued

Q – As you may know, the federal government deficit is the excess government expenditures for programs and services over government revenue. When the government has a deficit, it means it is spending more money than revenue taken in. Do you care, somewhat care, somewhat not care or not care about the size of the Government of Canada's deficit?

	Male		Female		18 to 34		35 to 54		55 plus	
	2025-04 (n=550)	2021-03 (n=546)	2025-04 (n=504)	2021-03 (n=461)	2025-04 (n=178)	2021-03 (n=218)	2025-04 (n=362)	2021-03 (n=374)	2025-04 (n=514)	2021-03 (n=415)
Care	52.3%	57.5%	40.8%	46.3%	39.8%	45.1%	50.9%	53.9%	47.3%	54.6%
Somewhat care	30.2%	26.2%	39.4%	34.5%	34.6%	29.2%	33.5%	29.1%	36.3%	32.6%
Somewhat not care	12.0%	10.5%	14.0%	13.4%	15.7%	17.0%	11.6%	10.1%	12.3%	10.0%
Not care	4.8%	5.5%	5.1%	4.8%	9.5%	7.5%	3.1%	6.2%	3.5%	2.6%
Unsure	0.7%	0.2%	0.7%	1.0%	0.5%	1.1%	0.9%	0.7%	0.7%	0.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 29th to April 1st, 2025, n=1054, 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 1,054 Canadians, 18 years of age or older, between March 29th and April 1st, 2025, 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.

Full data tables with weighted and unweighted number of interviews is [here](#).

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	1054 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, views on Canada and the US, tariffs, and views on pipelines.
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. http://www.nanos.co 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	By region, age and gender
Field Dates	March 29 th to April 1 st , 2025.		
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/		



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

nanos dimap analytika



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), 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

Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co





NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

For more information about our services, please visit us at:

www.nanos.co