Borrowing for Battle: Canadians Prefer Debt to Taxes in Military Spending.

National survey released July 2025
Field: July 2nd to 6th, 2025
Submission 2025-2860

THE GLOBE AND MAIL

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About the Research

This survey gauges the opinion of Canadians on whether they support increased personal income taxes or national debt to fund military capacity.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,047 Canadians, 18 years of age or older, between July 2nd and 6th, 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 the Globe and Mail and was conducted by Nanos Research.

KEY FINDINGS

1

NEARLY HALF OF CANADIANS SUPPORTIVE TO SOME EXTENT OF INCREASING THE NATIONAL DEBT IF THE FUNDS WERE USED TO INCREASE MILITARY CAPACITY

Forty-nine percent of Canadians report that they would either support (15%) or somewhat support (34%) increasing the national debt if the funds were used to increase Canada's military capacity. Conversely, 46 percent say they would somewhat oppose (22%) or oppose (24%) increasing the national debt to fund an increase in Canada's military capacity. Respondents aged 55 and over are more likely to be supportive to some extent of increasing the national debt to increase Canada's military capacity (61%) than those aged 35 to 54 (46%) or those and 18 to 34 (36%).

2

CANADIANS ARE MORE LIKELY TO BE OPPOSED TO SOME EXTENT THAN SUPPORTIVE TO SOME EXTENT OF INCREASING PERSONAL INCOME TAXES TO FUND AN INCREASE IN CANADA'S MILITARY CAPACITY

Three in five Canadians report being opposed (38%) or somewhat opposed (22%) to increasing personal income taxes if the funds were used to fund an increase in Canada's military capacity, while 36 percent say they would support (nine percent) or somewhat support this (27%). Men (42%) are more likely than women (31%) to be supportive to some extent of increasing the personal income taxes to fund an increase in Canada's military capacity, as are respondents aged 55 and over (49%) relative to those aged 35 to 54 (30%) and those aged 18 to 34 (24%).

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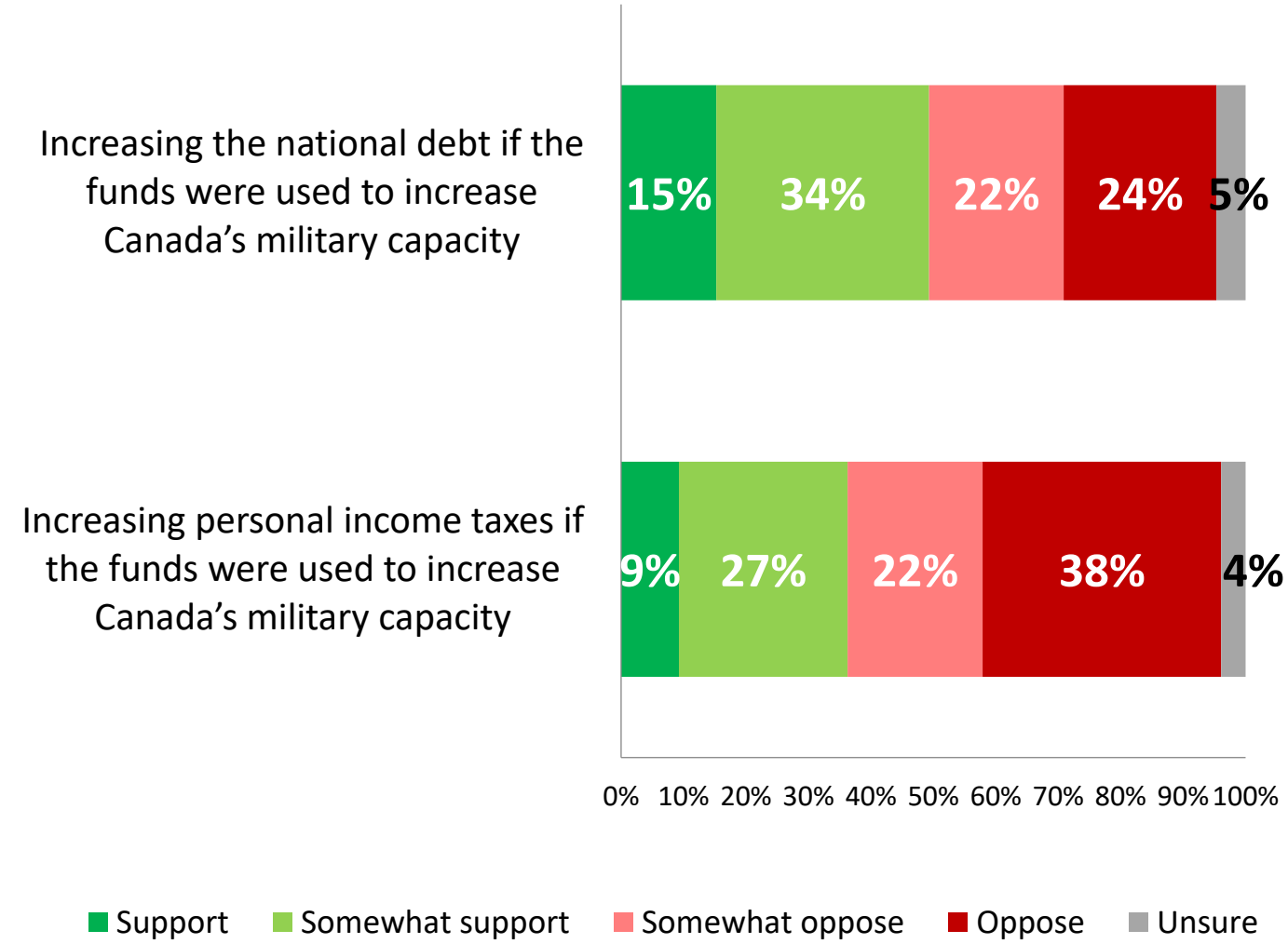
Support for increasing Canada's military capacity

Canadians are more likely to support or somewhat support increasing the national debt if the funds were used to increase Canada's military capacity (49%: 15% support, 34% somewhat support) than they are to support or somewhat support increasing personal income taxes if the funds were used for the same purpose (36%: nine percent support, 27% somewhat support).



*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, July 2nd to 6th, 2025, n=1,047, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q – Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]

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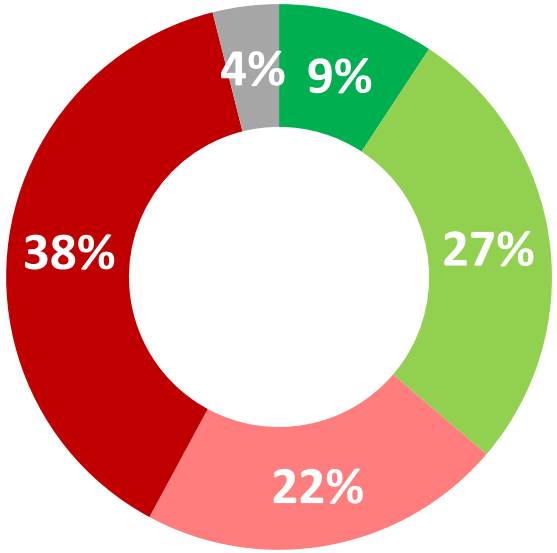
Support for increasing Canada's military capacity by increasing personal income taxes

Q – Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE] **Increasing personal income taxes if the funds were used to increase Canada's military capacity**



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

Support/Somewhat support	Atlantic (n=105)	Quebec (n=220)	Ontario (n=352)	Prairies (n=214)	BC (n=156)
	43.5%	**31.5%**	**39.3%**	**34.8%**	**33.9%**
	Men (n=544)	Women (n=499)	18 to 34 (n=159)	35 to 54 (n=390)	55 plus (n=498)
	42.1%	**30.7%**	**23.7%**	**30.2%**	**49.2%**

Somewhat oppose/Oppose	Atlantic (n=105)	Quebec (n=220)	Ontario (n=352)	Prairies (n=214)	BC (n=156)
	45.9%	**64.8%**	**56.6%**	**62.8%**	**63.4%**
	Men (n=544)	Women (n=499)	18 to 34 (n=159)	35 to 54 (n=390)	55 plus (n=498)
	54.5%	**64.8%**	**70.0%**	**65.9%**	**48.5%**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 2nd to 6th, 2025, n=1,047, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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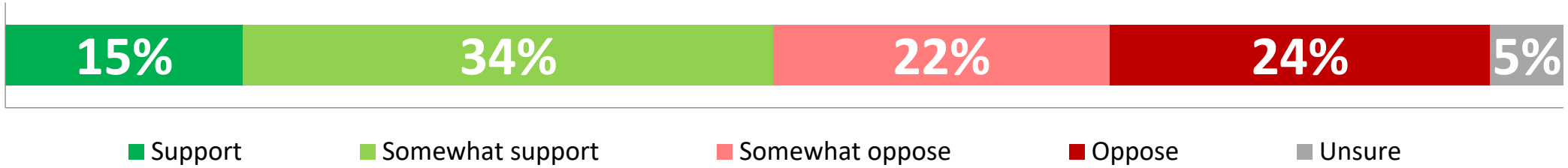
Support for increasing Canada's military capacity by increasing the national debt

Q – Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]
Increasing the national debt if the funds were used to increase Canada's military capacity



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

Support/Somewhat support	Atlantic (n=105)	Quebec (n=220)	Ontario (n=352)	Prairies (n=214)	BC (n=156)
	57.0%	**42.6%**	**50.3%**	**50.1%**	**52.9%**
	Men (n=544)	Women (n=499)	18 to 34 (n=159)	35 to 54 (n=390)	55 plus (n=498)
	51.4%	**47.3%**	**35.9%**	**46.2%**	**60.5%**

Oppose/Somewhat oppose	Atlantic (n=105)	Quebec (n=220)	Ontario (n=352)	Prairies (n=214)	BC (n=156)
	36.7%	**52.1%**	**43.3%**	**47.6%**	**45.9%**
	Men (n=544)	Women (n=499)	18 to 34 (n=159)	35 to 54 (n=390)	55 plus (n=498)
	45.5%	**46.5%**	**55.3%**	**50.7%**	**36.3%**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 2nd to 6th, 2025, n=1,047, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,047 Canadians, 18 years of age or older, between July 2nd and 6th, 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 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 the Globe and Mail 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

TECHNICAL NOTE

Element	Description
Research sponsor	The Globe and Mail
Population and Final Sample Size	1,047 Randomly selected individuals.
Source of Sample	Nanos Insights Lab
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	July 2nd to 6th, 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/

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, defense spending, automobile manufacturing, boycotts in response to US tariffs and a ban on gasoline-powered cars and SUVs.
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.
Tabulations	By region, age and gender:2025-2860 Globe June - Military - Formatted tabs

ABOUT NANOS

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

Any questions?

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