

The background of the slide features a series of stacks of Canadian coins, likely one-dollar coins, arranged in a row that recedes into the distance. The coins are silver-colored and have the word 'CANADA' and the year '2011' visible on them. The stacks vary in height, with the tallest stack on the left and the shortest on the right. The background is a light gray gradient.

Canadians five times more likely to say decrease rather than increase US financial investments.

National survey released July 2025
Field: July 2nd to 6th, 2025
Submission 2025-2861

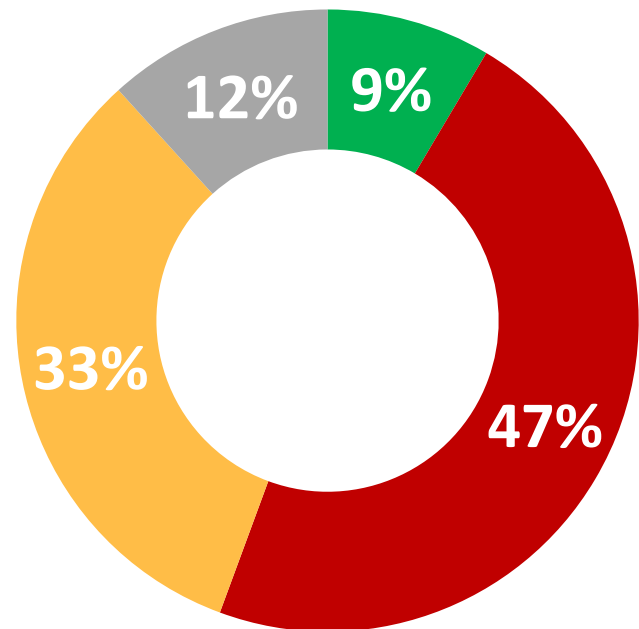
Bloomberg  **NANOS**

The research gauged the opinions among Canadians on Canadian pension funds.

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 Bloomberg News and was conducted by Nanos Research.



- Increasing
- Decreasing
- Keeping about the same amount
- Unsure

*Weighted to the true population proportion.

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

Q – Do you think Canadian pension funds, investors and money managers should be increasing, reducing, or keeping about the same amount of their U.S.-based financial investments?

Changes in Canadian pension funds

Over **2 in 5** Canadians

think Canadian pension funds, investors and money managers should reduce their U.S.-based financial investments. Meanwhile, over three in ten think they should maintain the same amount of U.S.-based financial investments, nine percent think they should increase the amount and twelve percent are unsure.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 2nd to 6th, 2025, n=1047, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Changes in Canadian pension funds by demographics

Q – Do you think Canadian pension funds, investors and money managers should be increasing, reducing, or keeping about the same amount of their U.S.-based financial investments?

	2025-07 (n=1047)	Atlantic (n=105)	Quebec (n=220)	Ontario (n=352)	Prairies (n=214)	BC (n=156)	Men (n=544)	Women (n=499)	18-34 (n=159)	35-54 (n=390)	55 plus (n=498)
Decreasing	47.1%	50.1%	56.2%	42.2%	44.3%	47.8%	42.8%	50.8%	37.9%	46.7%	53.4%
Keeping the same amount	32.7%	24.1%	30.1%	36.5%	33.1%	29.6%	37.5%	28.3%	37.3%	31.8%	30.3%
Increasing	8.5%	2.7%	5.2%	9.2%	11.3%	11.5%	10.7%	6.5%	14.4%	10.2%	3.4%
Unsure	11.7%	23.1%	8.5%	12.1%	11.3%	11.1%	9.1%	14.4%	10.5%	11.2%	12.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 2nd to 6th, 2025, n=1047, 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 1,047 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 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
Research sponsor	Bloomberg News
Population and Final Sample Size	1047 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	July 2 nd to 6 th , 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, US-Canada relations, defence, car purchases and the environment.
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



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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?



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