Slim majority of Canadians believe that Carney's additional deficit spending will benefit the economy.

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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 and views on additional deficit spending for fostering economic growth.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,028 Canadians, 18 years of age or older, between August 30th and September 3rd, 2025 as part of an omnibus survey.

The margin of error for this survey is ±3.1 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.

Summary

KEY FINDINGS

1

CANADIANS ARE MORE LIKELY TO BE IN AGREEMENT THAN DISAGREEMENT THAT CARNEY'S ADDITIONAL DEFICIT SPENDING WILL GROW THE ECONOMY

Just over half of Canadians (53%) agree or somewhat agree that Carney's additional deficit spending will grow the economy. However, just under two in five Canadians say they disagree or somewhat disagree (37%), while one in ten say they are unsure (10%). Canadians aged 55 plus are more likely to agree/somewhat agree that Carney's additional deficit spending will grow the economy (61%), compared to Canadians aged 18 to 34 (41%).
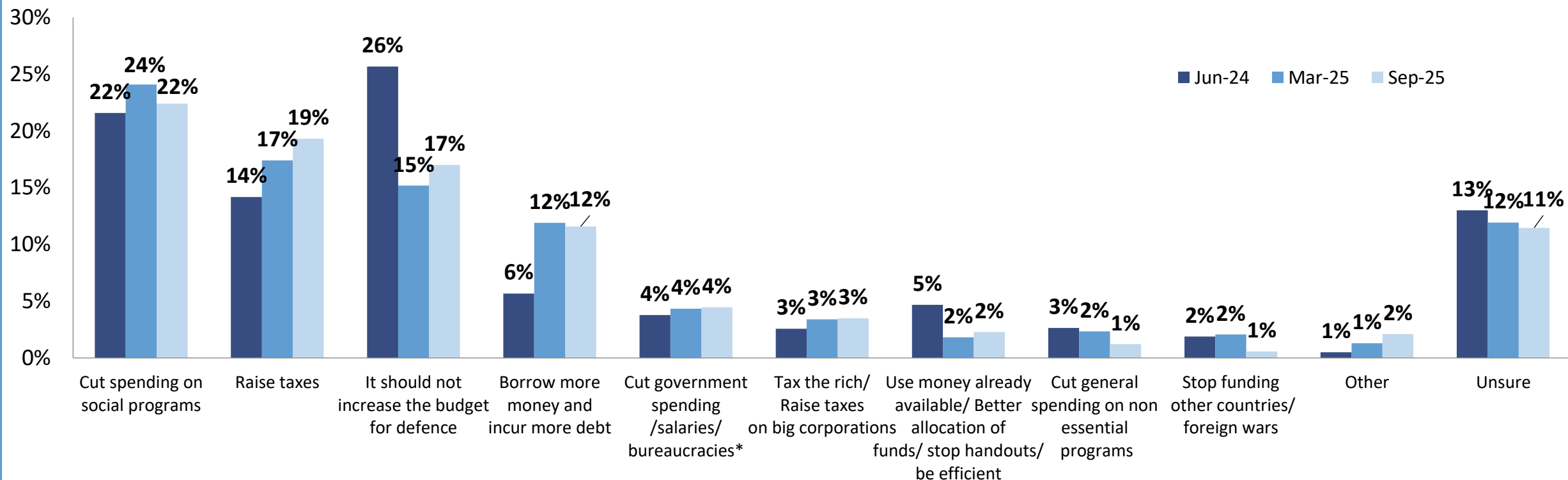
2

CANADIANS MORE OFTEN SAY THAT THE GOVERNMENT SHOULD FUND THE ADDITIONAL SPENDING NEEDED TO REACH THE TWO PER CENT NATO DEFENSE SPENDING TARGET BY CUTTING SPENDING ON SOCIAL PROGRAMS AND RAISING TAXES

Canadians say that the government should fund the additional budget needed to reach the two per cent NATO defense spending target by cutting spending on social programs (22%), raising taxes (19%) and to borrow more money and incur more debt (12%). Seventeen per cent say that the government shouldn't increase the budget for defense and twelve per cent are unsure. Men are more likely to say that we should cut spending on social programs to reach the NATO defense spending target (31%) compared to women (14%). The top mentions as to how the government should fund the additional spending target are consistent with the previous March 2025 wave.

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Preferred approach to the government funding the NATO defense spending target - Tracking

Q – [TRACKING 2025-2797 TWEAKED] 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. Prime Minister Mark Carney plans to spend $9 billion more on defense this year to meet that target, and his April election platform projected a budget deficit of $62 billion. How do you think the government should fund the additional spending needed to reach the 2% NATO target, if at all? (Select one)[RANDOMIZE]

Q – [PREVIOUSLY ASKED] 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 about 1.4%. It would need to spend about $20 billion more per year to reach the target and it already plans to run a roughly $48 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] – TOP MENTIONS

Legend: Jun-24, Mar-25, Sep-25

Category	Jun-24	Mar-25	Sep-25
Cut spending on social programs	22%	24%	22%
Raise taxes	14%	17%	19%
It should not increase the budget for defence	26%	15%	17%
Borrow more money and incur more debt	6%	12%	12%
Cut government spending /salaries/ bureaucracies*	4%	4%	4%
Tax the rich/ Raise taxes on big corporations	3%	3%	3%
Use money already available/ Better allocation of funds/ stop handouts/ be efficient	5%	2%	2%
Cut general spending on non essential programs	3%	2%	1%
Stop funding other countries/ foreign wars	2%	2%	1%
Other	1%	1%	2%
Unsure	13%	12%	11%

*"Cut government spending/salaries" from prior waves updated to "Cut government spending/salaries/bureaucracies.

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

Q – [TRACKING 2025-2797 TWEAKED] 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. Prime Minister Mark Carney plans to spend $9 billion more on defense this year to meet that target, and his April election platform projected a budget deficit of $62 billion. How do you think the government should fund the additional spending needed to reach the 2% NATO target, if at all? (Select one)[RANDOMIZE]
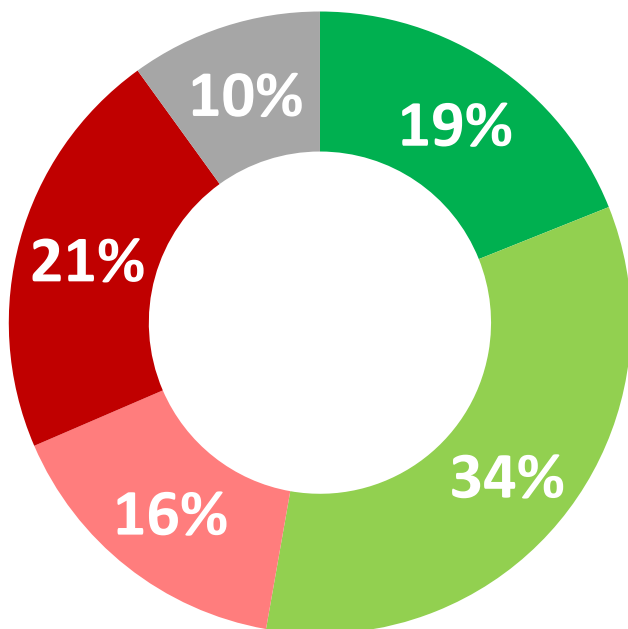
	2025-09 (n=1028)	Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)	Men (n=537)	Women (n=491)	18-34 (n=194)	35-54 (n=397)	55 plus (n=437)
Cut spending on social programs	22.4%	18.5%	21.4%	23.7%	24.7%	19.4%	31.4%	13.8%	26.2%	25.5%	17.5%
Raise taxes	19.3%	11.2%	19.9%	21.6%	17.5%	18.1%	22.4%	16.4%	13.3%	15.3%	26.3%
It should not increase the budget for defense	17.0%	20.4%	21.3%	14.6%	17.2%	14.7%	10.9%	22.9%	27.2%	13.7%	13.0%
Borrow more money and incur more debt	11.6%	19.0%	7.4%	11.7%	13.0%	12.7%	10.1%	13.0%	10.2%	11.3%	12.7%
Cut government spending/salaries of funds/stop handouts	4.5%	3.0%	5.0%	3.8%	4.6%	6.1%	3.9%	5.0%	1.8%	6.4%	4.7%
Tax the rich/ Raise taxes on big corporations	3.5%	2.8%	3.6%	2.4%	3.3%	7.1%	2.8%	4.1%	2.8%	3.6%	3.8%
Use money already available/Better allocation of funds/stop handouts/be efficient	2.3%	1.1%	3.3%	2.2%	2.0%	1.6%	2.3%	2.3%	1.4%	2.3%	2.8%
Combination of the above choices	2.3%	5.2%	2.7%	1.7%	1.8%	2.6%	2.6%	2.0%	1.1%	2.7%	2.8%
Unsure	11.5%	13.0%	11.0%	11.8%	11.3%	10.8%	6.4%	16.3%	10.9%	12.3%	11.2%

Top mentions

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Views on additional deficit spending in fostering economic growth

19% Agree

34% Somewhat agree

16% Somewhat disagree

21% Disagree

10% Unsure

- ■ Agree
- ■ Somewhat agree
- ■ Somewhat disagree
- ■ Disagree
- ■ Unsure

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

1 in 2 Canadians

say they agree/somewhat agree (53%) that Carney's additional deficit spending will grow the economy. Meanwhile, just under two in five (37%) say they disagree/somewhat disagree that Carney's additional deficit spending will grow the economy and one in ten (10%) say they are unsure.

Q – Prime Minister Mark Carney says he plans to increase the budget deficit in order to strengthen economic growth. His April election platform promised a $62 billion deficit this year, roughly $20 billion more than the government under Justin Trudeau had projected. To what extent do you agree that Carney's additional deficit spending will grow the economy?

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Views on additional deficit spending in fostering economic growth – By demographics

Q – Prime Minister Mark Carney says he plans to increase the budget deficit in order to strengthen economic growth. His April election platform promised a $62 billion deficit this year, roughly $20 billion more than the government under Justin Trudeau had projected. To what extent do you agree that Carney's additional deficit spending will grow the economy?

Agree/ Somewhat agree

Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)
58.2%	**51.5%**	**54.6%**	**49.3%**	**51.6%**
Men (n=537)	Women (n=491)	18 to 34 (n=194)	35 to 54 (n=397)	55 plus (n=437)
51.2%	**54.3%**	**41.3%**	**51.6%**	**61.1%**

Disagree/ Somewhat disagree

Atlantic (n=107)	Quebec (n=190)	Ontario (n=360)	Prairies (n=213)	BC (n=158)
33.9%	**35.7%**	**34.6%**	**46.9%**	**36.7%**
Men (n=537)	Women (n=491)	18 to 34 (n=194)	35 to 54 (n=397)	55 plus (n=437)
43.5%	**31.3%**	**41.7%**	**41.5%**	**31.1%**

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,028 Canadians, 18 years of age or older, between August 30th and September 3rd, 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 ±3.1 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.

METHODOLOGY

Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1028 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.1 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	August 30th to September 3rd, 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	14 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, views on helping Ukraine, views on Canada-US tariffs issues and Canada-China trade relationship.
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

TECHNICAL NOTE

NANOS RESEARCH

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
NANOS   dimap

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

EthicStratēgies

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

Any questions?

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