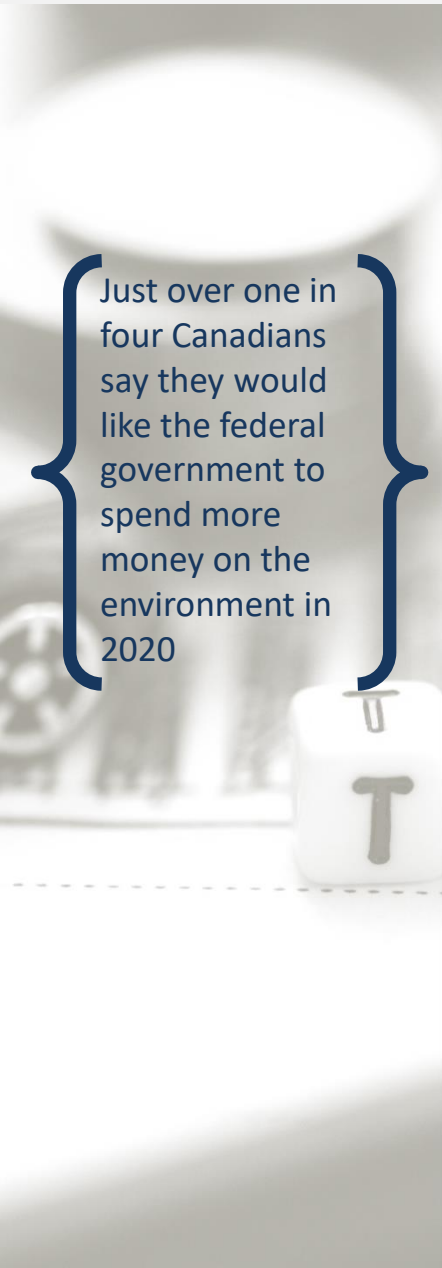# Canadians say they would like the federal government to spend more money on the environment and healthcare in 2020

National survey released January 2020
Project 2019-1552A

CTV NEWS

n NANOS SURVEY

SUMMARY

Canadians say the environment and healthcare is where they would like the government to spend more money in 2020. Canadians are split when it comes to whether or not they support reducing personal taxes if it means increasing the size of the deficit and debt. Nearly half say they believe their personal finances in 2020 will be the same as they were in 2019.
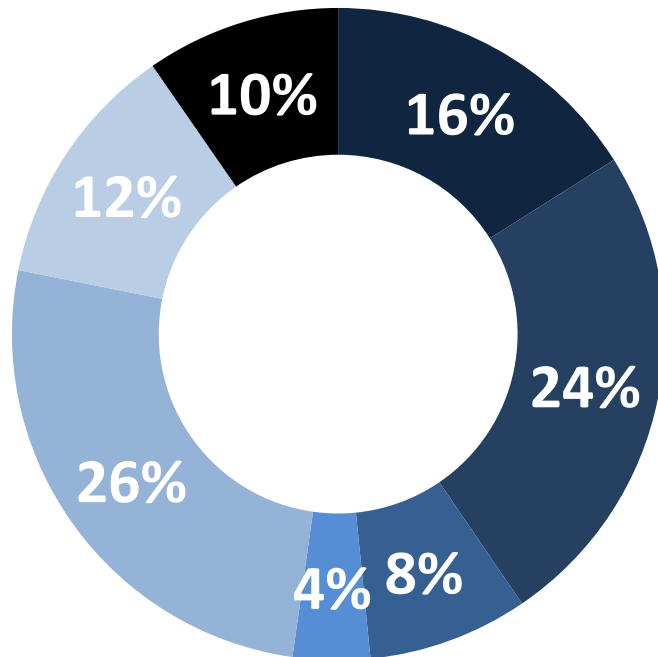
- **Canadians most frequently say the environment and healthcare should be where the government spends more money in 2020** – Asked where they would like the federal government to spend more money in 2020 among a series of possible spending areas, just over one in four Canadians say the environment (26%), while just under one in four (24%) say healthcare. Under two in ten say job creation (16%), while twelve per cent say poverty, eight per cent say Pharmacare and four per cent say Indigenous issues. One in ten (10%) say none of these. Canadians from the Prairies were most likely to say the federal government should spend more money on job creation (31%).

- **Canadians are split on whether or not they support reducing personal taxes if it means increasing the deficit and debt Canada owes** – Just under one in two Canadians say they oppose (26%) or somewhat oppose (23%) reducing personal taxes if it means increasing the size of the annual deficit and long-term debt Canada owes, while just under one in two support (21%) or somewhat support it (27%). Four per cent are unsure.

- **Canadians are most likely to say they believe their personal finances will be the same in 2020 as they were in 2019** – Just under one in two Canadians (47%) say they think their personal finances in 2020 will be the same as 2019, while just over one in four (26%) believe they will be worse off in 2020 than 2019, and under one in four (22%) believe they will be better off in 2020 than 2019. Quebecers were more likely to say they believe their personal finances will be the same (61%), while those living in the Prairies were more likely to say they will be worse off in 2020 than 2019 (36%). Younger Canadians (18 to 34) were more likely to say they believe they will be better off in 2020 (35%) than older Canadians (26% for those 35 to 54; 10% for those 55 plus).

Just over one in four Canadians say they would like the federal government to spend more money on the environment in 2020

These observations are based on a hybrid survey of 1,010 Canadians, 18 years of age or older, between December 22nd and 29th, 2019 as part of an omnibus survey. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.
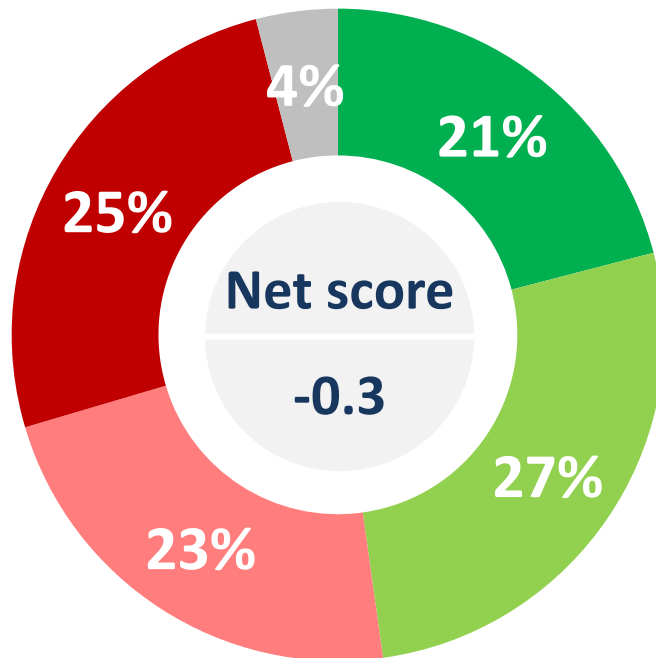
Federal spending in 2020

Donut chart:
- Job creation: 16%
- Healthcare: 24%
- Pharmacare: 8%
- Indigenous issues: 4%
- The environment: 26%
- Poverty: 12%
- None of these: 10%

Legend:
- ■ Job creation
- ■ Healthcare
- ■ Pharmacare
- ■ Indigenous issues
- ■ The environment
- ■ Poverty
- ■ None of these

	The environment	Healthcare
Atlantic (n=100)	29.8%	24.4%
Quebec (n=246)	34.8%	31.0%
Ontario (n=312)	26.0%	25.0%
Prairies (n=213)	13.6%	18.6%
British Columbia (n=139)	25.2%	19.5%
Male (n=501)	22.5%	21.8%
Female (n=509)	29.1%	27.0%
18 to 34 (n=266)	31.7%	21.0%
35 to 54 (n=365)	23.6%	20.4%
55 plus (n=379)	23.8%	30.4%

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

QUESTION – From the following possible spending areas, where would you like the federal government to spend more money in 2020?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 22nd to 29th, 2019, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

4

Support for reducing personal taxes

21%

27%

23%

25%

4%

Net score

-0.3

■ Support ■ Somewhat support ■ Somewhat oppose ■ Oppose ■ Unsure

	Oppose/ somewhat oppose
Atlantic (n=100)	**41.7%**
Quebec (n=246)	**52.8%**
Ontario (n=312)	**46.7%**
Prairies (n=213)	**47.7%**
British Columbia (n=139)	**48.3%**
Male (n=501)	**52.3%**
Female (n=509)	**44.2%**
18 to 34 (n=266)	**46.0%**
35 to 54 (n=365)	**43.2%**
55 plus (n=379)	**54.1%**

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

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QUESTION – The Federal Government has announced plans to cut the personal taxes that Canadians pay. Do you support, somewhat support, somewhat oppose or oppose the reducing personal taxes if it means increasing the size of the annual deficit and long-term debt Canada owes?

Personal finances in 2020

Net score

-3.8
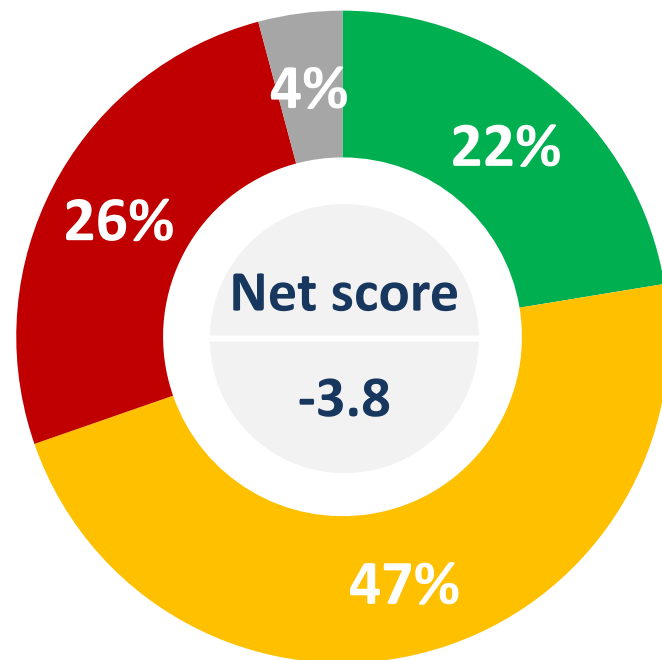
- 🟩 Better off in 2020 than 2019
- 🟥 Worse off in 2020 than 2019
- 🟨 The same
- ⬜ Unsure

	Better	The same	Worse
Atlantic (n=100)	29.5%	47.8%	19.6%
Quebec (n=246)	19.2%	60.6%	15.2%
Ontario (n=312)	24.3%	43.9%	28.9%
Prairies (n=213)	19.6%	37.2%	35.8%
British Columbia (n=139)	23.0%	47.2%	27.7%
Male (n=501)	25.6%	47.4%	23.3%
Female (n=509)	19.3%	47.1%	28.9%
18 to 34 (n=266)	34.6%	39.3%	20.4%
35 to 54 (n=365)	26.3%	42.2%	28.1%
55 plus (n=379)	10.3%	57.4%	28.6%

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

QUESTION – Thinking of your personal finances, do you think next year in 2020 your personal finances will be better off, worse off or the same as 2019?

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METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between December 22nd and 29th, 2019 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 ±3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

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

TECHNICAL NOTE

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1010 Randomly selected individuals.
Source of Sample	Dynata
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.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	December 22nd to 29th, 2019.
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 (2016) 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 (2016) 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	Eleven 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	This was module one of an omnibus survey.
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.

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					Region					Gender		Age		
			Canada 2019-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - From the following possible spending areas, where would you like the federal government to spend more money in 2020?	Total	Unwgt N	1010	100	246	312	213	139	501	509	266	365	379
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Job creation	%	16.0	13.8	8.0	14.9	31.1	13.7	19.4	12.8	18.3	20.5	10.5
	Healthcare	%	24.4	24.4	31.0	25.0	18.6	19.5	21.8	27.0	21.0	20.4	30.4
	Pharmacare	%	8.0	18.1	5.1	7.3	9.8	7.2	8.6	7.4	5.4	7.8	9.8
	Indigenous issues	%	3.8	0.0	4.0	4.2	3.2	5.1	3.8	3.8	2.8	3.8	4.6
	The environment	%	25.9	29.8	34.8	26.0	13.6	25.2	22.5	29.1	31.7	23.6	23.8
	Poverty	%	12.2	9.9	9.2	13.6	11.1	16.3	9.5	14.8	11.3	13.1	12.1
	None of these	%	9.6	4.1	7.9	9.0	12.7	13.0	14.4	5.1	9.5	10.7	8.7

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between December 22nd and 29th, 2019. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

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				Region					Gender		Age		
			Canada 2019-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The Federal Government has announced plans to cut the personal taxes that Canadians pay. Do you support, somewhat support, somewhat oppose or oppose reducing personal taxes if it means increasing the size of the annual deficit and long-term debt Canada owes?	Total	Unwgt N	1010	100	246	312	213	139	501	509	266	365	379
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Support	%	21.0	17.1	18.3	23.5	21.7	19.2	23.9	18.2	23.3	20.8	19.4
	Somewhat support	%	26.8	35.3	25.1	27.2	25.9	26.0	21.2	32.2	25.1	31.7	23.8
	Somewhat oppose	%	22.6	22.4	29.0	21.2	19.5	20.1	20.2	25.0	23.3	22.8	22.0
	Oppose	%	25.5	19.3	23.8	25.5	28.2	28.2	32.1	19.2	22.7	20.4	32.1
	Unsure	%	4.0	5.9	3.9	2.7	4.7	6.5	2.6	5.4	5.6	4.3	2.7

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between December 22nd and 29th, 2019. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.
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				Region					Gender		Age		
			Canada 2019-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Thinking of your personal finances, do you think next year in 2020 your personal finances will be better off, worse off or the same as 2019?	Total	Unwgt N	1010	100	246	312	213	139	501	509	266	365	379
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Better off in 2020 than 2019	%	22.4	29.5	19.2	24.3	19.6	23.0	25.6	19.3	34.6	26.3	10.3
	The same	%	47.3	47.8	60.6	43.9	37.2	47.2	47.4	47.1	39.3	42.2	57.4
	Worse off in 2020 than 2019	%	26.2	19.6	15.2	28.9	35.8	27.7	23.3	28.9	20.4	28.1	28.6
	Unsure	%	4.2	3.1	5.0	3.0	7.5	2.1	3.6	4.7	5.7	3.5	3.7