

Generating Savings



February 28th, 2012

Six in ten Canadians favour generating government savings

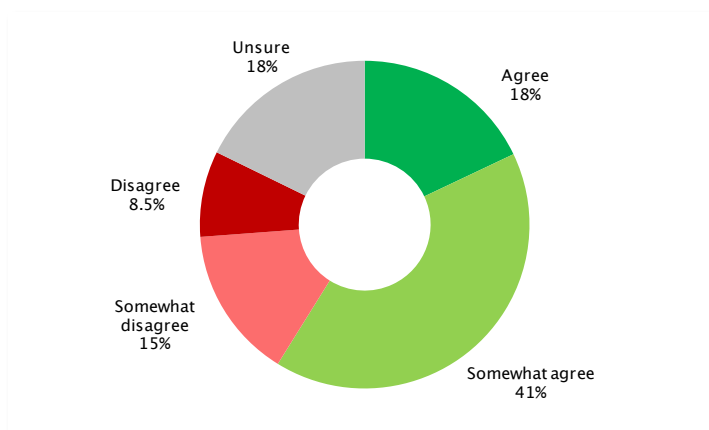
METHODOLOGY

To follow is a review of the latest Nanos national random online survey. The current wave is based on a representative random sample of 1,001 Canadians, conducted online by Nanos Research between February 7th and 11th, 2012.

The data has been weighted using the latest Census results to ensure that the final sample group is representative of the Canadian populace and is believed to be a true reflection of Canadian opinion at the time of the research.

All references or use of this data must cite Nanos Research as the source.

As you may know, the Government of Canada wants to generate at least \$4 billion in ongoing annual savings by 2014. To help achieve this goal, government departments will be required to cut costs. **QUESTION:** Do you agree, somewhat agree, somewhat disagree, or disagree with the Government of Canada's objective of generating at least \$4 billion in ongoing annual savings by 2014?



GOVERNMENT CUTS

Responses (%)**	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure
	%	%	%	%	%
Canada (n=1,001)	17.9	40.9	15.0	8.5	17.7
Atlantic (n=103)*	21.9	34.7	18.4	9.4	15.6
Quebec (n=252)	15.5	42.1	15.0	9.5	17.8
Ontario (n=294)	21.5	41.8	13.2	5.3	18.2
Prairies (n=200)	18.0	38.5	14.9	11.1	17.3
British Columbia (n=152)	11.7	44.7	16.5	8.6	18.5
Male (n=496)	23.8	41.4	14.0	9.0	11.8
Female (n=505)	12.0	40.5	16.1	8.0	23.5
Age 18-29 (n=199)	18.8	41.7	14.6	3.2	21.6
Age 30-39 (n=204)	15.1	37.8	17.2	9.6	20.3
Age 40-49 (n=206)	17.0	39.8	15.6	9.9	17.7
Age 50-59 (n=205)	19.6	42.4	14.1	9.2	14.6
Age 60 plus (n=186)	18.8	43.0	13.7	10.5	14.0

* Note: Small sample size.

**Note: Percentages may not add up to 100 due to rounding.

Media inquiries should be directed to: Nik Nanos at nnanos@nanosresearch.com or (613) 234-4666 x237. Visit the Nanos website to sign up for instant email updates at www.nanosresearch.com. Get the new free Nanos iPhone app at <http://bit.ly/nanosapp>.

Government Cuts



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Cuts under ten percent deemed appropriate by one in two

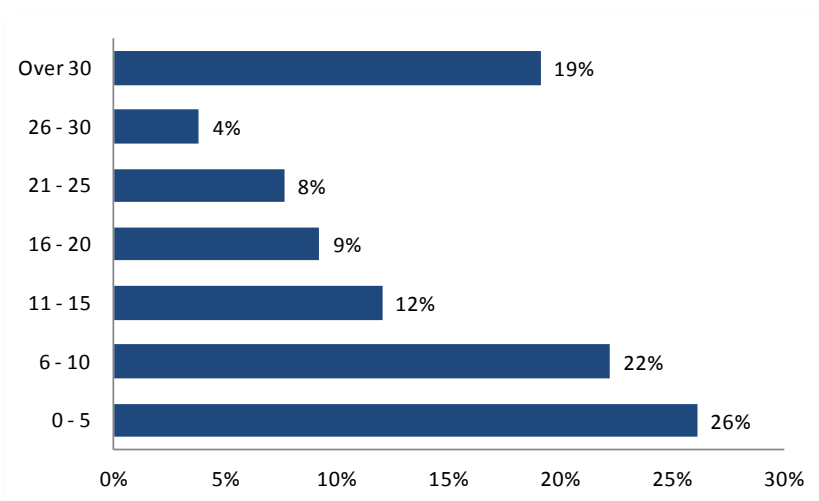
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QUESTION: In your opinion, what should be the target percentage cut from government departments? [Open-ended]



OPINION ON TARGET PERCENTAGE CUTS

Responses (%)**	0-5	6-10	11-15	16-20	21-25	26-30	Over 30
	%	%	%	%	%	%	%
	n=261	n=222	n=120	n=92	n=76	n=38	n=191
Canada (n=1,001)	26.1	22.2	12.0	9.2	7.6	3.8	19.1
Atlantic (n=103)	25.5	21.0	15.8	7.8	6.1	5.9	17.9
Quebec (n=252)	23.1	19.4	7.1	8.9	12.5	4.5	24.6
Ontario (n=294)	26.7	19.0	14.0	9.8	5.8	4.3	20.4
Prairies (n=200)	27.2	29.1	9.4	9.8	6.9	3.1	14.5
British Columbia (n=152)	28.7	24.7	17.2	9.0	4.6	1.2	14.5
Male (n=496)	26.1	23.8	11.8	10.1	7.7	3.4	17.1
Female (n=505)	26.0	20.6	12.2	8.4	7.5	4.3	21.1
Age 18-29 (n=199)	29.3	19.2	12.5	7.5	6.6	4.0	20.9
Age 30-39 (n=204)	24.3	17.9	15.2	11.9	3.2	4.4	23.1
Age 40-49 (n=206)	26.6	19.3	12.7	10.7	7.2	3.1	20.3
Age 50-59 (n=205)	19.8	24.4	10.2	8.3	13.3	5.0	19.1
Age 60 plus (n=186)	30.9	30.8	9.3	7.5	7.4	2.5	11.6

Mean Target Percentage: 20.9

Median Target Percentage: 15.0

**Note: Percentages may not add up to 100 due to rounding.

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NANOS

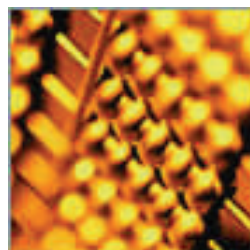
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At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients’ business, marketing, public affairs and communications needs.



Getting Started

At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with national omnibus surveys. We'll sit down with you to learn about your challenges and work on your challenge together. The results can be used to conduct a strategic assessment of your current challenge or can be the basis of a broader mission plan for you to achieve your market or mind share objectives.

The Right Solution for the Right Job

- Strategy Retainer
- Strategic Assessment
- Telephone Surveys
- Online Surveys
- eConsultation Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



A Trusted Source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.

For the recent national election, Nanos was the official pollster for CTV News and the Globe and Mail, Canada's national newspaper.



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