

Less than one in five Canadians say we should have lower business and personal taxes than the US - balancing the budget is more important than running deficit

National survey released October, 2018

Project 2018-1277B



THE GLOBE AND MAIL 



NANOS SURVEY

Summary

Canadians are more accepting of higher personal rather than higher business tax rates compared to the US.

Tax Rates

The appetite for lower business and personal taxes than the US is not strong in Canada. In fact, Canadians were more likely to say that taxes in Canada should be higher rather than lower than the US by a margin of about two to one. Of note, the appetite was comparatively stronger for higher personal rather than higher business tax rates.

- **Just under one in three Canadians say business tax rates in Canada should be higher than the U.S.** – When asked if Canada should have business tax rates which are higher, about the same or lower than the United States, just under half (47%) say Canada should have business tax rates that are about the same, while twenty-eight say Canada should have higher rates and 14 percent say Canada should have lower. Eleven percent are unsure.
- **Over one in three Canadians say personal tax rates should be higher than the U.S.** – When asked if Canada should have higher, about the same or lower personal tax rates compared to the United States over one third say higher (36%), followed by about the same (33%), and lower (20%).



Summary

58% of Canadians value balancing the budget more than investing in government programs and running a deficit

Federal Deficit

Canadians are more likely to say balancing the budget is more important than investing in government programs.

- **A majority of Canadians say balancing the budget is more important to them than investing in government programs** – When asked if it was more important to balance the federal government budget to eliminate the deficit, or run a deficit and invest in government programs just under six in ten Canadians (58%) say balancing the budget, while just over three in ten say running a deficit and investing in government programs (33%). Nine percent are unsure.

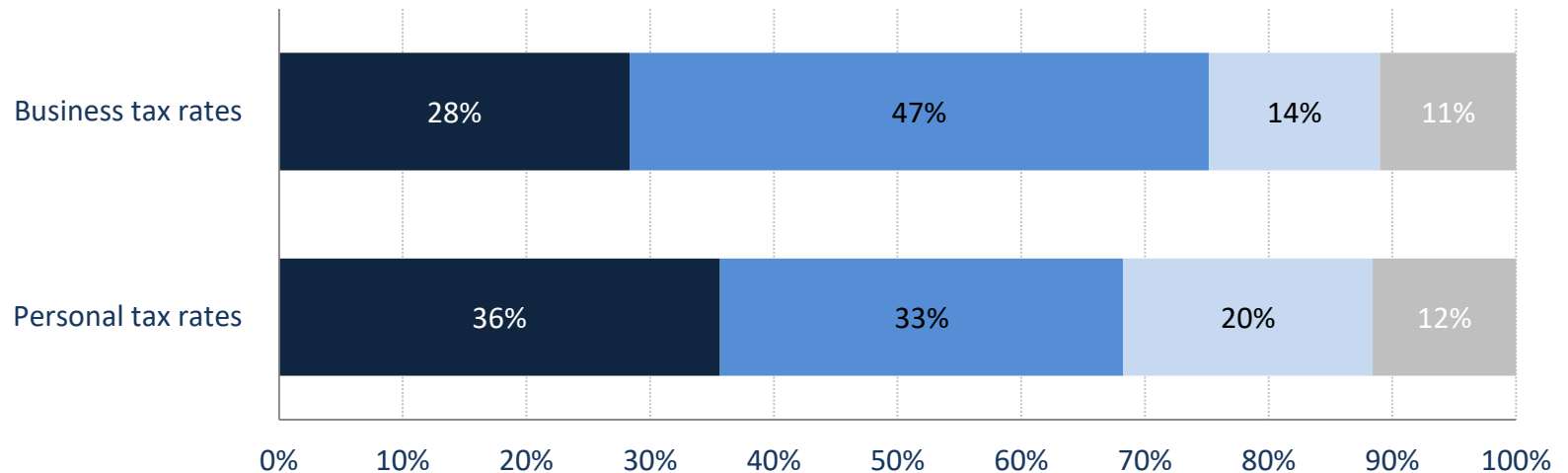
The observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between September 29th and October 4th, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.



Views on tax rates

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, XX to XX, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

- Canada should have higher business/personal tax rates than the U.S
- Canada should have business/personal tax rates that are about the same as the U.S.
- Canada should have lower business/personal tax rates than the U.S.
- Unsure

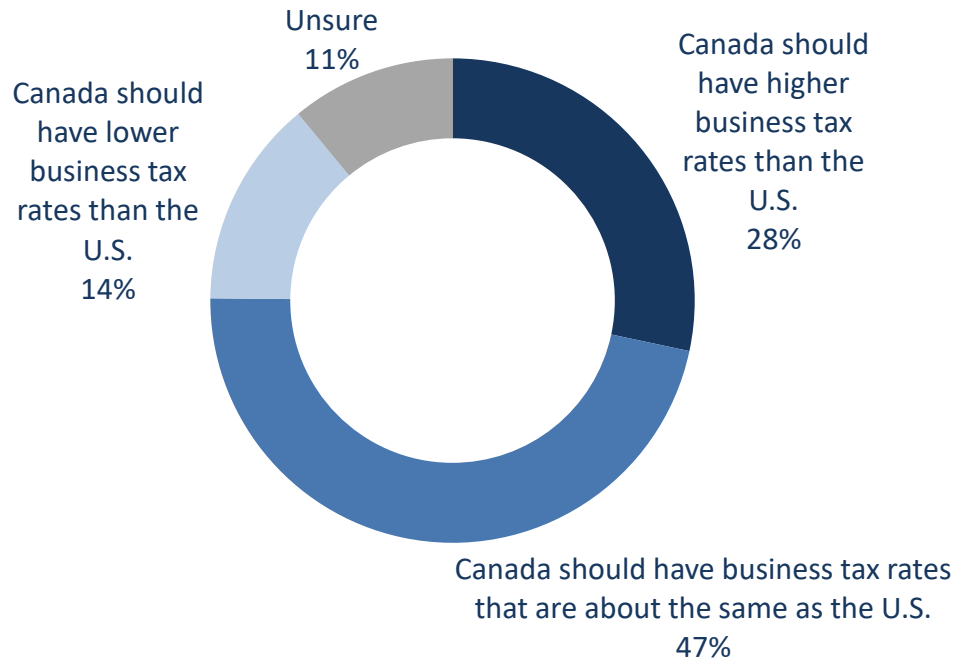
The U.S. government recently lowered corporate and personal tax rates. Business groups in Canada say the federal government should respond by cutting corporate and personal taxes so that the Canadian economy remains competitive. Critics say cutting taxes would mean less federal revenue for government services.

QUESTION – Should Canada have business tax rates which are higher, about the same, or lower than the United States?

QUESTION – Should Canada have personal tax rates which are higher, about the same, or lower than the United States?

Business tax rates

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 4th, 2018, n=1000, accurate ±3.1 percentage points, 19 times out of 20.



Subgroups	About the same as the U.S.
Atlantic (n=100)	43.4%
Quebec (n=250)	52.1%
Ontario (n=300)	43.0%
Prairies (n=200)	49.8%
British Columbia (n=150)	43.8%
Male (n=511)	48.3%
Female (n=489)	45.3%
18 to 34 (n=196)	39.4%
35 to 54 (n=455)	46.9%
55 plus (n=349)	51.9%

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

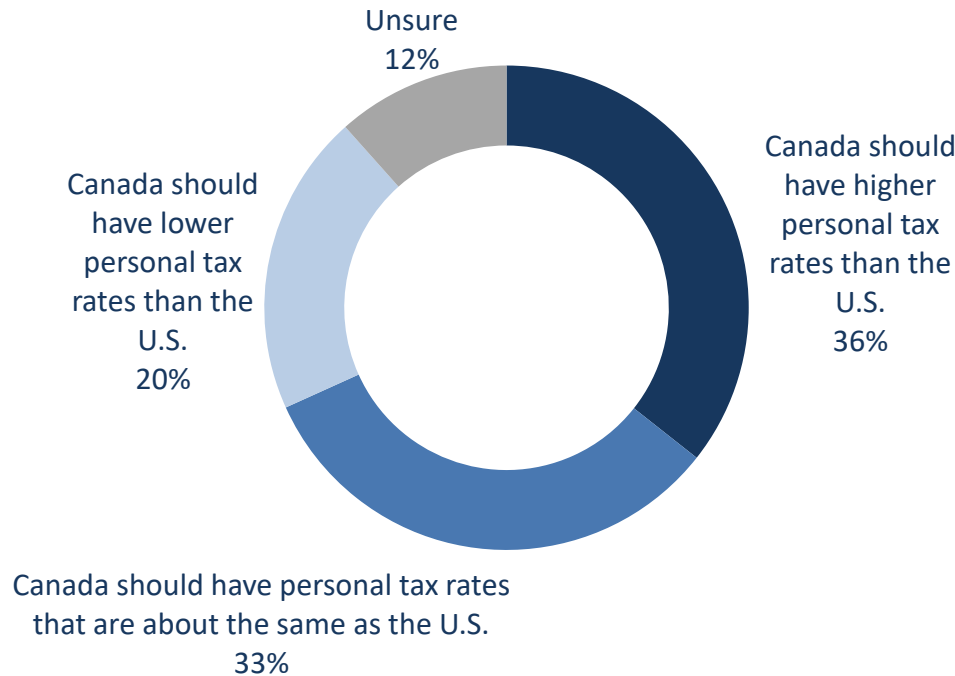
**Weighted to the true population proportion.*

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QUESTION – Should Canada have business tax rates which are higher, about the same, or lower than the United States?

Personal tax rates

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 4th, 2018, n=1000, accurate ±3.1 percentage points, 19 times out of 20.



Subgroups	Higher than the U.S.
Atlantic (n=100)	34.6%
Quebec (n=250)	35.8%
Ontario (n=300)	39.0%
Prairies (n=200)	27.3%
British Columbia (n=150)	40.4%
Male (n=511)	36.3%
Female (n=489)	35.0%
18 to 34 (n=196)	42.2%
35 to 54 (n=455)	32.9%
55 plus (n=349)	33.4%

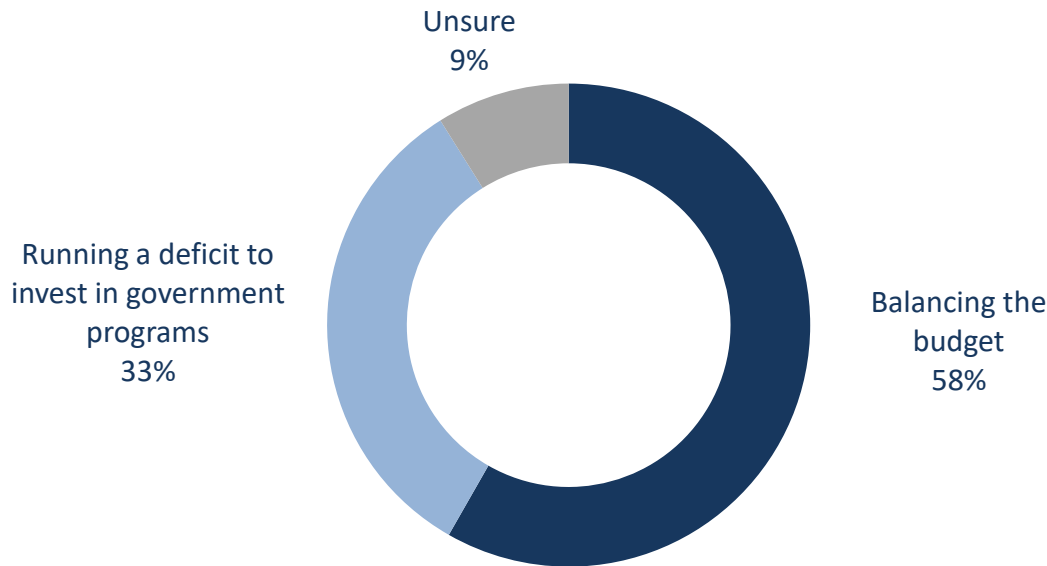
*Weighted to the true population proportion.

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

QUESTION – Should Canada have personal tax rates which are higher, about the same, or lower than the United States?

Importance of balancing the budget versus investing in programs

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 4th, 2018, n=1000, accurate ±3.1 percentage points, 19 times out of 20.



Subgroups	Balancing the budget
Atlantic (n=100)	49.0%
Quebec (n=250)	56.9%
Ontario (n=300)	58.4%
Prairies (n=200)	64.8%
British Columbia (n=150)	57.6%
Male (n=511)	65.6%
Female (n=489)	51.2%
18 to 34 (n=196)	51.4%
35 to 54 (n=455)	59.2%
55 plus (n=349)	62.2%

*Weighted to the true population proportion.

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

QUESTION – The federal government says the size of the federal deficit will decline from about \$19-billion to \$12-billion over the next five years. What is more important to you [ROTATE], balancing the budget to eliminate the deficit or running a deficit and investing in government programs?



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 29th and October 4th, 2018 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 a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

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

Technical Note

Element	Description
Organization who commissioned the research	Globe and Mail
Final Sample Size	1,000 Randomly selected individuals.
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.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work.
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	September 29 th to October 4 th , 2018.
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by ESOMAR.

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 line 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	10 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 three of an omnibus survey. Previous modules contained questions regarding unprompted issues of national concern, cannabis and free trade.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Nanos Research

North America Toll-free

1.888.737.5505

info@nanosresearch.com





Tabulations



2018-1277B – Globe and Mail/Nanos Survey – Tax Rates – STAT SHEET

			Region						Gender		Age		
			Canada 2018-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The U.S. government recently lowered corporate and personal tax rates. Business groups in Canada say the federal government should respond by cutting corporate and personal taxes so that the Canadian economy remains competitive. Critics say cutting taxes would mean less federal revenue for government services. Should Canada have business tax rates which are higher, about the same, or lower than the United States?	Total	Unwgt N	1000	100	250	300	200	150	511	489	196	455	349
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Canada should have higher business tax rates than the U.S.	%	28.3	28.6	30.2	30.3	20.9	31.3	26.5	30.2	35.1	26.6	25.1
	Canada should have business tax rates that are about the same as the U.S.	%	46.8	43.4	52.1	43.0	49.8	43.8	48.3	45.3	39.4	46.9	51.9
	Canada should have lower business tax rates than the U.S.	%	13.9	13.4	6.4	17.8	17.9	13.2	17.1	10.8	14.8	15.5	11.8
	Unsure	%	11.0	14.6	11.3	8.9	11.4	11.7	8.2	13.7	10.7	11.0	11.2

			Region						Gender		Age		
			Canada 2018-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Should Canada have personal tax rates which are higher, about the same, or lower than the United States?	Total	Unwgt N	1000	100	250	300	200	150	511	489	196	455	349
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Canada should have higher personal tax rates than the U.S.	%	35.6	34.6	35.8	39.0	27.3	40.4	36.3	35.0	42.2	32.9	33.4
	Canada should have personal tax rates that are about the same as the U.S.	%	32.6	25.5	31.2	29.9	43.4	30.7	33.7	31.6	26.1	37.2	33.2
	Canada should have lower personal tax rates than the U.S.	%	20.2	26.2	18.7	19.4	18.3	22.5	21.2	19.1	20.8	19.2	20.6
	Unsure	%	11.6	13.6	14.3	11.7	10.9	6.4	8.8	14.3	10.9	10.7	12.9

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2018-1277C – Globe and Mail/Nanos September Survey – Federal Deficit – STAT SHEET

			Region						Gender		Age		
			Canada 2018-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The federal government says the size of the federal deficit will decline from about \$19-billion to \$12-billion over the next five years. What is more important to you [ROTATE], balancing the budget to eliminate the deficit or running a deficit and investing in government programs?	Total	Unwgt N	1000	100	250	300	200	150	511	489	196	455	349
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Balancing the budget	%	58.3	49.0	56.9	58.4	64.8	57.6	65.6	51.2	51.4	59.2	62.2
	Running a deficit to invest in government programs	%	32.8	44.7	28.9	33.7	27.6	36.7	27.2	38.3	36.0	32.0	31.3
	Unsure	%	8.9	6.3	14.2	7.9	7.6	5.6	7.2	10.5	12.6	8.8	6.5