

**Over six in ten Canadians think it is unacceptable or somewhat unacceptable for a province to opt out of the federal climate change plan, including the carbon tax and oppose or somewhat oppose provinces using provincial tax dollars to fight the carbon tax**

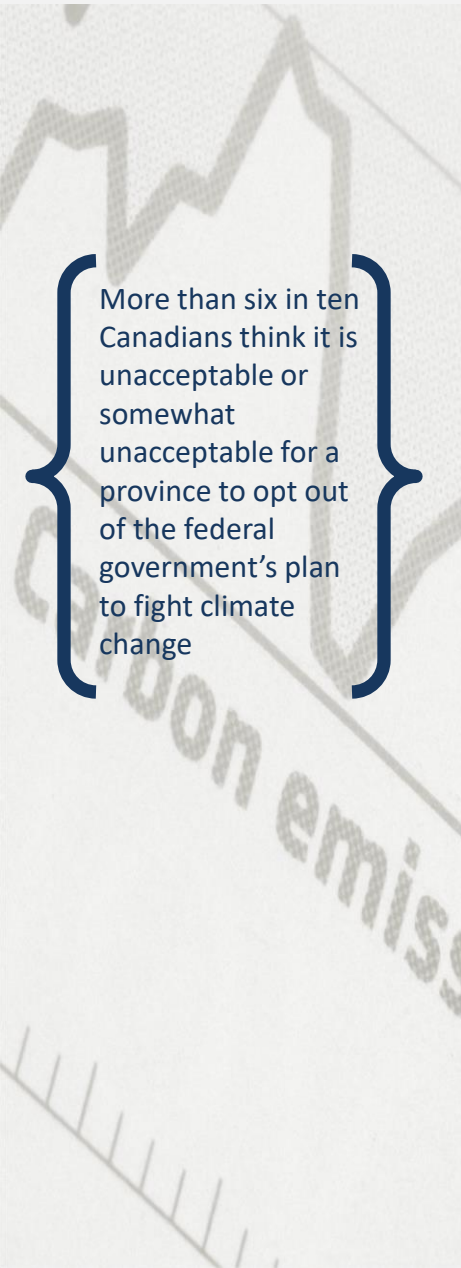
National survey released May, 2019

Project 2019-1422



**THE GLOBE AND MAIL** 

 **NANOS SURVEY**



More than six in ten Canadians think it is unacceptable or somewhat unacceptable for a province to opt out of the federal government's plan to fight climate change

A majority of Canadians think it is unacceptable or somewhat unacceptable for a province to opt out of the federal government's climate change plan, including the carbon tax, and oppose or somewhat oppose provincial governments spending tax money to fight the federal carbon tax. Over half of Canadians say the prospect of rebates make no difference in terms of impact on their likelihood to support the carbon tax.

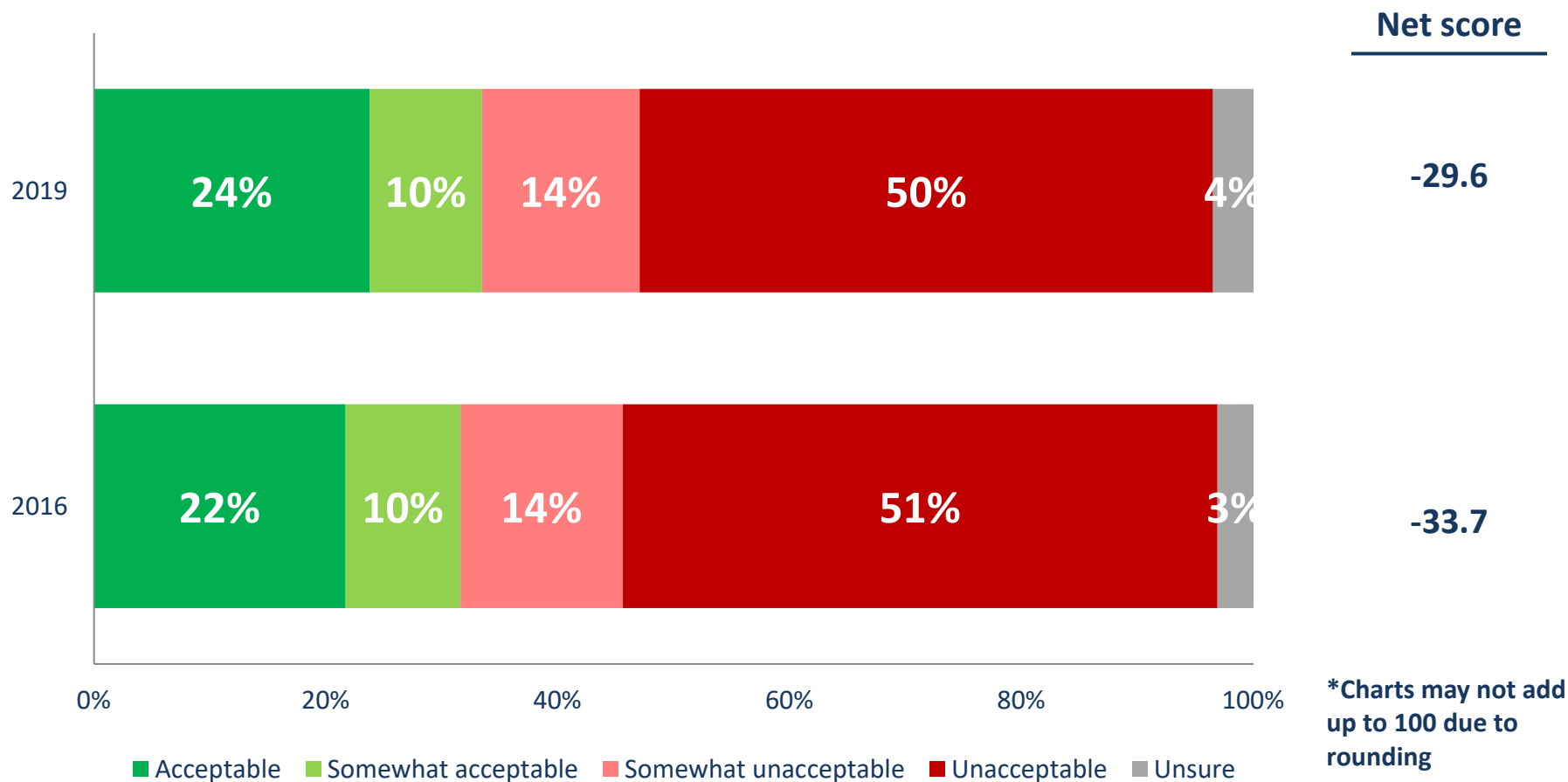
- **More than six in ten Canadians think it is unacceptable or somewhat unacceptable for a province to opt out of the federal government's plan to fight climate change, including carbon pricing** – A majority of Canadians think it is unacceptable (50%) or somewhat unacceptable (14%) for a province to opt out of the Government of Canada's national plan to fight climate change, which includes carbon pricing. One in three Canadians think this is acceptable (24%) or somewhat acceptable (10%), while four per cent are unsure.
- **More than half of Canadians say the prospect of rebates makes no difference in terms of their likelihood of supporting the carbon tax** – Asked if the prospect of rebates impact how likely they are to support the carbon tax, more than one in two Canadians (54%) said it makes no difference, while 27 per cent said it makes them more likely to support carbon tax, and 17 per cent said it makes them less likely to do so. Three per cent are unsure.
- **Nearly two in three Canadians oppose or somewhat oppose provincial governments spending provincial tax money to fight the federal carbon tax** – More than six in ten Canadians say they oppose (50%) or somewhat oppose (14%) provincial governments spending provincial tax dollars to fight the federal carbon tax, while just over three in ten support (17%) or somewhat support (14%) this. Five per cent are unsure.

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 April 25<sup>th</sup> and April 28<sup>th</sup>, 2019 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

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

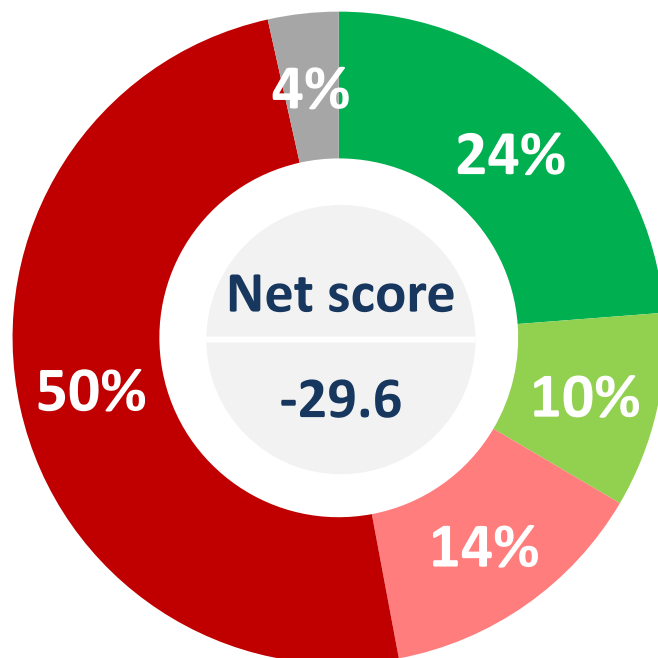
# Provinces opting out of Canada's national plan to fight climate change

THE GLOBE AND MAIL



**QUESTION** – Is it acceptable, somewhat acceptable, somewhat unacceptable or unacceptable for a province to opt out of the Government of Canada's national plan to fight climate change which includes carbon pricing?

# Provinces opting out of Canada's national plan to fight climate change



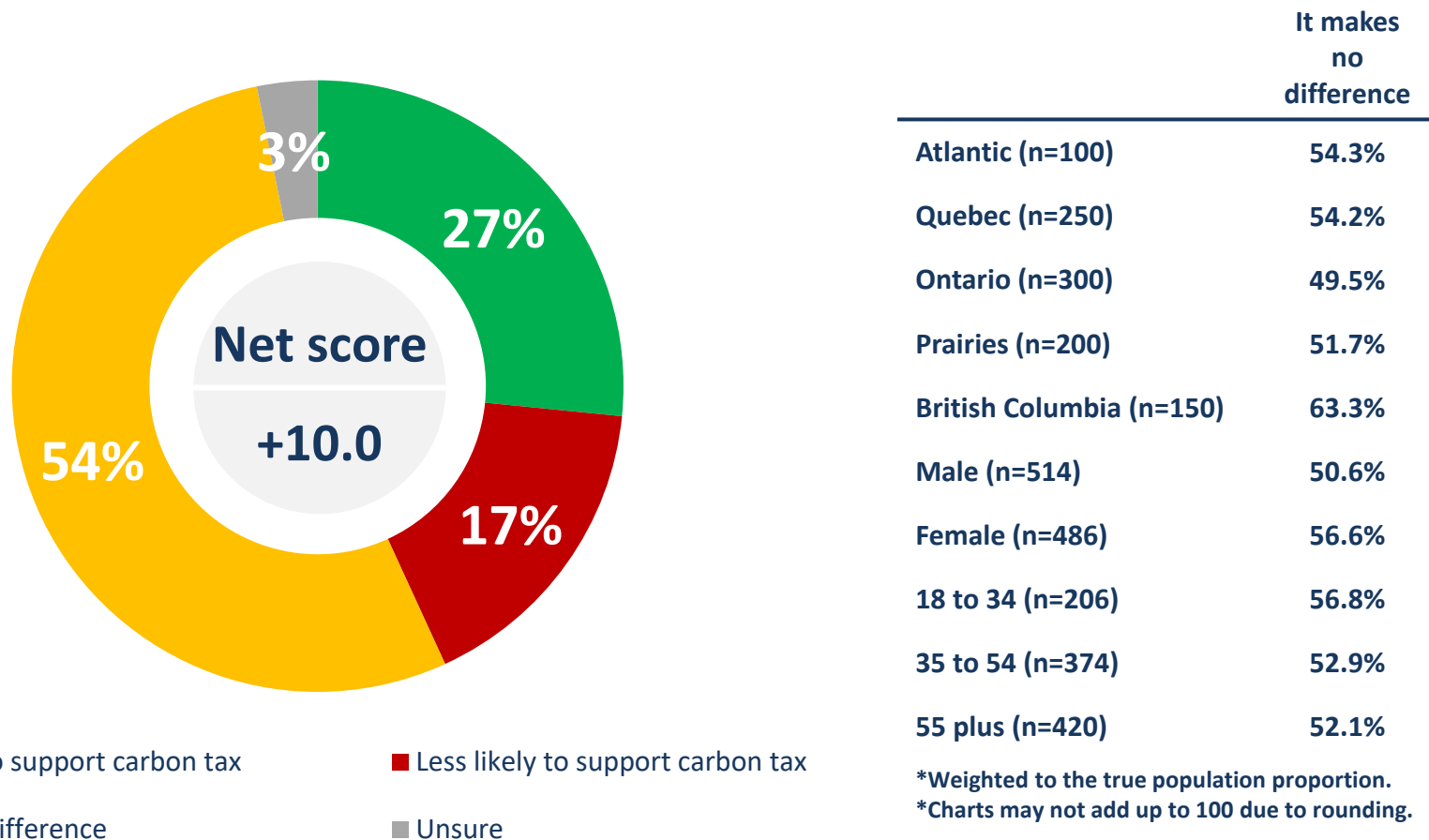
■ Acceptable ■ Somewhat acceptable ■ Somewhat unacceptable ■ Unacceptable ■ Unsure

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

	Somewhat unacceptable/ Unacceptable
Atlantic (n=100)	63.5%
Quebec (n=250)	80.5%
Ontario (n=300)	59.3%
Prairies (n=200)	44.2%
British Columbia (n=150)	66.6%
Male (n=514)	54.0%
Female (n=486)	71.8%
18 to 34 (n=206)	60.2%
35 to 54 (n=374)	62.7%
55 plus (n=420)	65.4%

**QUESTION** – Is it acceptable, somewhat acceptable, somewhat unacceptable or unacceptable for a province to opt out of the Government of Canada's national plan to fight climate change which includes carbon pricing?

# Impact of prospective rebates on support for carbon tax



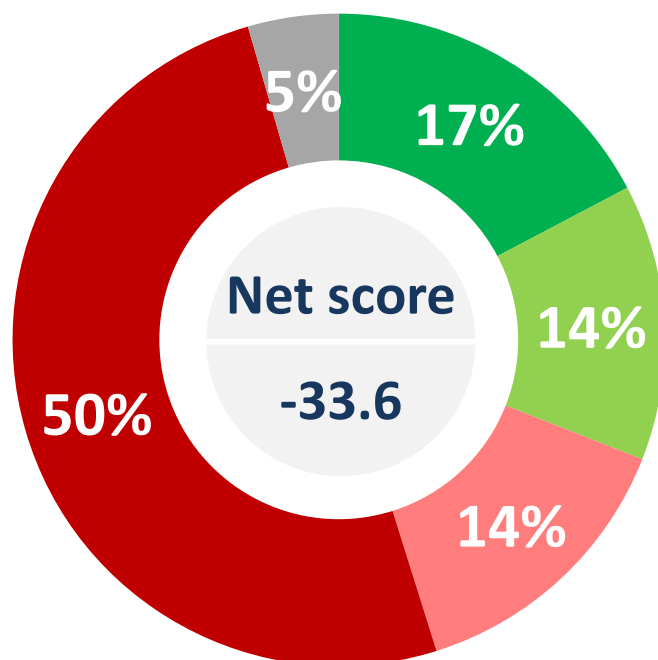
**QUESTION** – According to the Government of Canada, 90 percent of the money collected through the carbon tax will be sent back to Canadians in the form of carbon tax rebates. Does the prospect of rebates make you more likely to support the carbon tax, less likely to support the carbon tax or does it make no difference on your support?



# Provincial governments spending provincial tax dollars to fight the federal carbon tax

THE GLOBE AND MAIL

NANOS



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

	Somewhat oppose/ Oppose
Atlantic (n=100)	72.0%
Quebec (n=250)	71.1%
Ontario (n=300)	66.3%
Prairies (n=200)	50.4%
British Columbia (n=150)	64.5%
Male (n=514)	58.5%
Female (n=486)	70.5%
18 to 34 (n=206)	64.7%
35 to 54 (n=374)	64.3%
55 plus (n=420)	64.8%

\*Weighted to the true population proportion.

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

**QUESTION** – Do you support, somewhat support, somewhat oppose or oppose provincial governments spending provincial tax dollars to fight the federal carbon tax?



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 April 25<sup>th</sup> and April 28<sup>th</sup>, 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  $\pm 3.1$  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.

This is one (1) report of two (2).



# TECHNICAL NOTE

Element	Description
Organization who commissioned the research	The Globe and Mail
Final Sample Size	1000 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.
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	April 25 <sup>th</sup> to April 28 <sup>th</sup> , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

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	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	This was module two of an omnibus survey. Module one was about fuel consumption. This is one (1) report of two (2).
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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .



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](http://www.nanos.co)



A public relations consultancy for executives and organizations with images to create, issues to manage, relationships to build, and reputations to protect in a digitally disrupted era. We serve senior leaders with PR counsel that is both strategic and social, informed by a deep understanding of analytics, content, communities, media, sustainability and technology. [www.signaleadership.com](http://www.signaleadership.com)

nanos dimap analytika



This international joint venture between [dimap](http://dimap) and [Nanos](http://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](http://www.nanosdimap.com)

NANOS RUTHERFORD McKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. [www.nrmpublicaffairs.com](http://www.nrmpublicaffairs.com)

# TABULATIONS

THE GLOBE AND MAIL   NANOS



**2019-1422 – Globe and Mail/Nanos Survey – Carbon Tax - STAT SHEET**

			Region						Gender		Age		
			Canada 2019-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Is it acceptable, somewhat acceptable, somewhat unacceptable or unacceptable for a province to opt out of the Government of Canada's national plan to fight climate change which includes carbon pricing.	Total	Unwgt N	1000	100	250	300	200	150	514	486	206	374	420
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Acceptable	%	23.8	21.4	9.6	26.9	40.5	20.4	31.9	15.9	23.2	23.4	24.4
	Somewhat acceptable	%	9.7	13.4	6.2	9.9	11.3	10.3	11.4	8.0	12.6	9.6	7.7
	Somewhat unacceptable	%	13.6	14.2	22.8	8.1	10.2	13.5	13.1	14.1	13.7	14.3	13.0
	Unacceptable.	%	49.5	49.3	57.7	51.2	34.0	53.1	40.9	57.7	46.5	48.4	52.4
	Unsure	%	3.5	1.7	3.6	4.0	4.0	2.8	2.7	4.3	4.0	4.3	2.4

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 April 25<sup>th</sup> and 28<sup>th</sup>, 2019. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

[www.nanos.co](http://www.nanos.co)

**2019-1422 – Globe and Mail/Nanos Survey – Carbon Tax - STAT SHEET**

			Region						Gender		Age		
			Canada 2019-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - According to the Government of Canada, 90 percent of the money collected through the carbon tax will be sent back to Canadians in the form of carbon tax rebates. Does the prospect of rebates make you more likely to support the carbon tax, less likely to support the carbon tax or does it make no difference on your support?	Total	Unwgt N	1000	100	250	300	200	150	514	486	206	374	420
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	More likely to support carbon tax	%	26.6	26.3	31.7	31.0	17.7	21.6	27.0	26.2	28.6	26.0	25.8
	Less likely to support carbon tax	%	16.6	18.6	10.0	16.0	28.2	11.8	20.1	13.1	10.1	18.9	19.1
	It makes no difference	%	53.7	54.3	54.2	49.5	51.7	63.3	50.6	56.6	56.8	52.9	52.1
	Unsure	%	3.2	0.8	4.2	3.6	2.4	3.2	2.2	4.0	4.5	2.3	3.0

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 April 25<sup>th</sup> and 28<sup>th</sup>, 2019. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

[www.nanos.co](http://www.nanos.co)



**2019-1422 – Globe and Mail/Nanos Survey – Carbon Tax - STAT SHEET**

			Region						Gender		Age		
			Canada 2019-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you support, somewhat support, somewhat oppose or oppose provincial governments spending provincial tax dollars to fight the federal carbon tax?	Total	Unwgt N	1000	100	250	300	200	150	514	486	206	374	420
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	17.3	12.1	10.0	18.5	28.4	15.4	25.4	9.4	18.3	15.4	18.1
	Somewhat support	%	13.7	9.7	14.1	12.2	15.9	15.5	12.3	14.9	12.9	14.7	13.3
	Somewhat oppose	%	14.2	11.5	25.0	10.6	9.7	11.1	12.1	16.2	13.0	17.9	11.7
	Oppose	%	50.4	60.5	46.1	55.7	40.7	53.4	46.4	54.3	51.7	46.4	53.1
	Unsure	%	4.5	6.3	4.8	3.0	5.3	4.7	3.8	5.2	4.1	5.5	3.9

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 April 25<sup>th</sup> and 28<sup>th</sup>, 2019. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

[www.nanos.co](http://www.nanos.co)