Views of Canadians on environmental policies

National survey released December, 2016
Project 2016-956B

THE GLOBE AND MAIL*

(n) NANOS SURVEY

> Canadians more likely to support than oppose a tax on carbon and approval of Trans Mountain pipeline

A majority of Canadians agree or somewhat agree that Canada should proceed with placing a tax on carbon in order to reduce greenhouse gas emissions even if it means moving in a different direction than the US. A majority also support or somewhat support approving the Trans Mountain pipeline that carry Alberta heavy oil for markets in Asia.

- **Nearly six in ten Canadians agree or somewhat agree that Canada should proceed with placing a tax on carbon to help reduce greenhouse gas emissions** – Nearly six out of ten Canadians agree (38%) or somewhat agree (20%) that Canada should proceed with placing a tax on carbon to help reduce greenhouse gas emissions even if the incoming Trump administration moves in a different direction which is not as focused on reducing greenhouse gases in the US. Close to four out of ten Canadians disagree (30%) or somewhat disagree (nine per cent) with this. Three per cent are unsure.

- **A comfortable majority of Canadians support or somewhat support the decision to approve the Trans Mountain pipeline that carry Alberta heavy oil to the port of Vancouver** – Almost seven out of ten Canadians support (47%) or somewhat support (19%) the decision to approve the Trans Mountain pipeline that carries Alberta heavy oil to the port of Vancouver for markets in Asia. Nearly three out of ten Canadians disagree (18%) or somewhat disagree (10%) with this. Six 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 December 16th and 19th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

The study was commissioned by the Globe and Mail.

Carbon tax to help reduce greenhouse gas emissions

Net Score

+18.8

Unsure 3%

Agree 38%

Disagree 30%

Somewhat disagree 9%
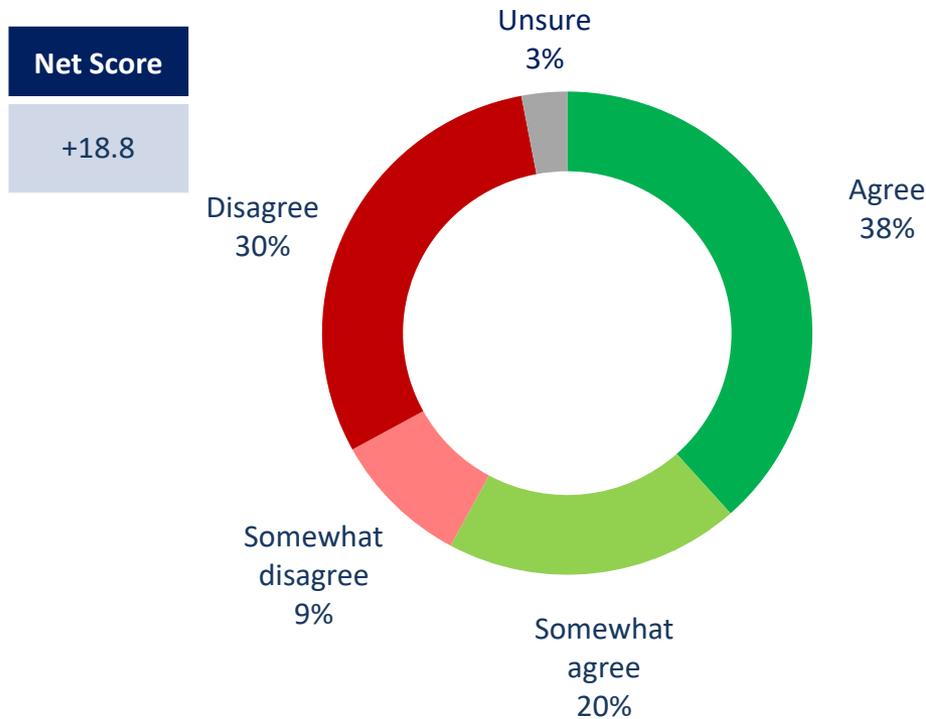
Somewhat agree 20%

| Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	73.7%
Quebec (n=250)	69.5%
Ontario (n=300)	55.0%
Prairies (n=200)	38.4%
British Columbia (n=150)	59.5%
Male (n=488)	51.1%
Female (n=512)	64.3%
18 to 29 (n=153)	60.5%
30 to 39 (n=122)	56.8%
40 to 49 (n=212)	55.4%
50 to 59 (n=207)	53.3%
60 plus (n=306)	61.6%

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

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? [RANDOMIZE]

Canada should proceed with placing a tax on carbon to help reduce greenhouse gas emissions even if the incoming Trump administration moves in a different direction which is not as focused on reducing greenhouse gases in the US.

THE GLOBE AND MAIL (n) **NANOS SURVEY**

Approval of Trans Mountain pipeline

Net Score
+37.4

Pie chart:
- Support 47%
- Somewhat support 19%
- Somewhat oppose 10%
- Oppose 18%
- Unsure 6%

*Note: Charts may not add up to 100 due to rounding
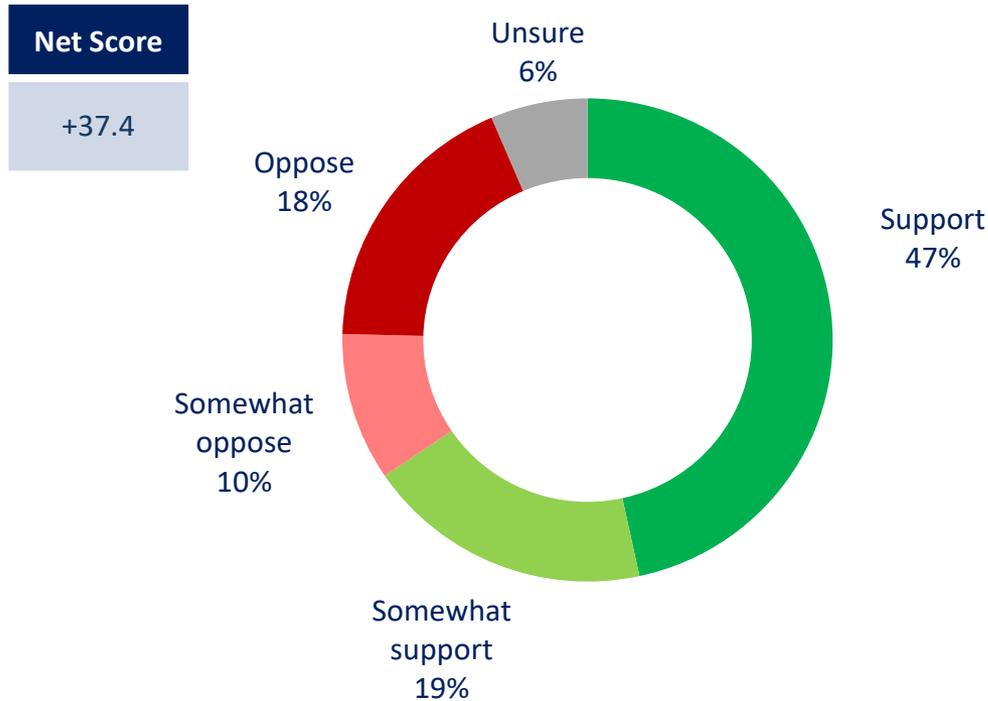
Subgroups	Support/ Somewhat support
Atlantic (n=100)	65.9%
Quebec (n=250)	62.6%
Ontario (n=300)	62.2%
Prairies (n=200)	81.9%
British Columbia (n=150)	54.4%
Male (n=488)	75.1%
Female (n=512)	56.3%
18 to 29 (n=153)	52.3%
30 to 39 (n=122)	62.8%
40 to 49 (n=212)	65.8%
50 to 59 (n=207)	65.9%
60 plus (n=306)	76.3%

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the decision by the federal government to approve the Trans Mountain pipeline that carry Alberta heavy oil to the port of Vancouver for markets in Asia?

THE GLOBE AND MAIL NANOS SURVEY

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 December 16th and 19th, 2016 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.

The data presented in this research is part of a joint project by The Globe and Mail and 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 as per the MRIA Code of Conduct
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 16th to 19th, 2016.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) 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 (2014) 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	This was module three of an omnibus survey. Previous modules related to unprompted top national issues of concern, economic priorities and trade agreements.
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.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

NANOS SURVEY

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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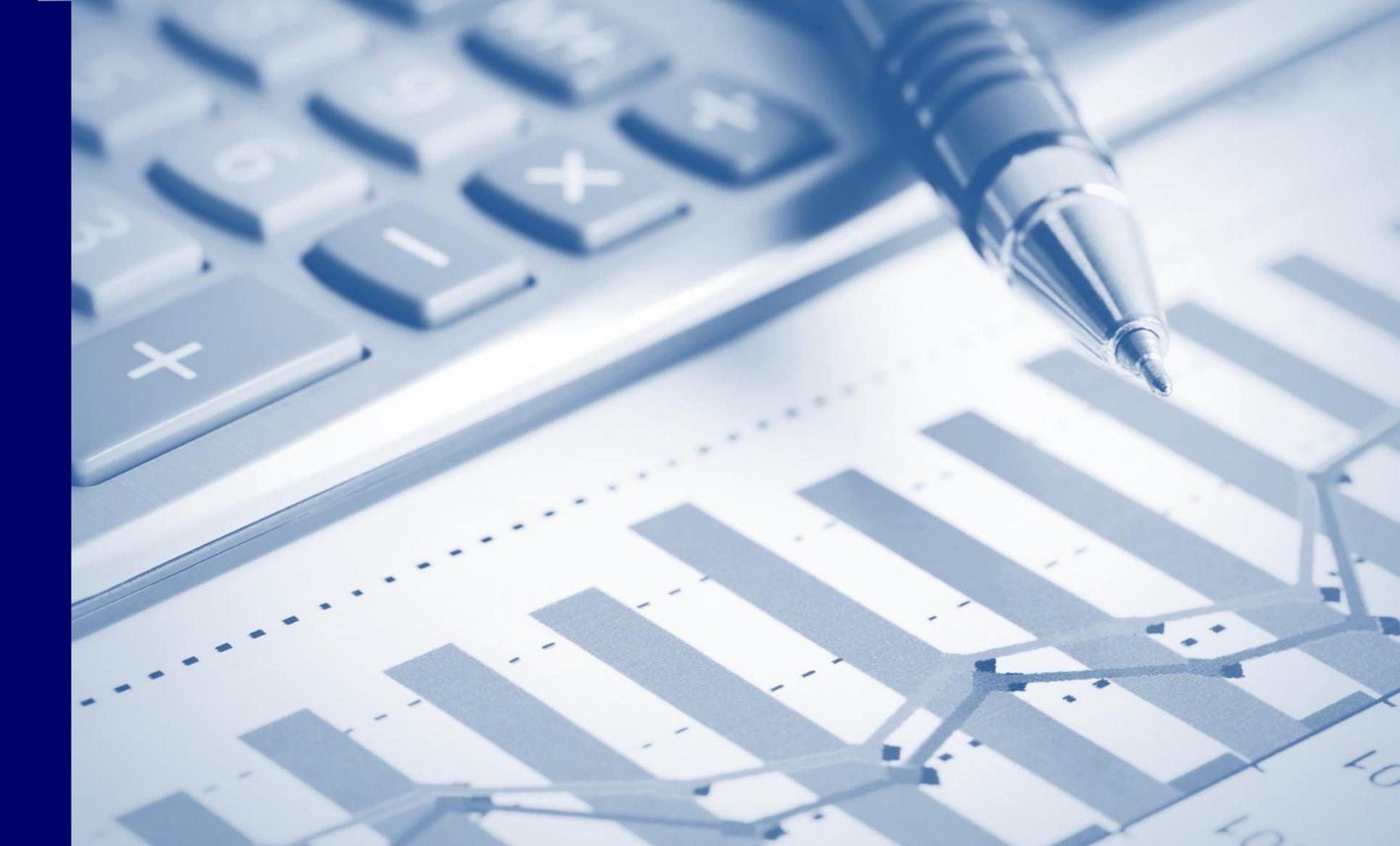
Tabulations

2016-956 – Globe and Mail/Nanos Survey – Environment – STAT SHEET

					Region				Gender		Age				
			Canada 2016-12	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Do you agree, somewhat agree, somewhat disagree or disagree with each of the following? | Canada should proceed with placing a tax on carbon to help reduce greenhouse gas emissions even if the incoming Trump administration moves in a different direction which is not as focused on reducing greenhouse gases in the US.	Total	Unwgt N	1000	100	250	300	200	150	488	512	153	122	212	207	306
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Agree	%	38.4	54.1	41.8	35.8	28.3	40.7	34.0	42.5	40.5	34.7	35.7	34.7	43.6
	Somewhat agree	%	19.5	19.6	27.7	19.2	10.1	18.8	17.1	21.8	20.0	22.1	19.7	18.6	18.0
	Somewhat disagree	%	9.1	7.2	8.7	9.1	9.7	10.2	9.7	8.5	9.2	9.1	9.0	11.2	7.5
	Disagree	%	30.0	16.5	19.3	31.4	50.4	27.0	36.1	24.3	27.7	32.6	34.6	30.3	26.9
	Unsure	%	3.0	2.6	2.5	4.4	1.6	3.2	3.0	3.0	2.5	1.5	1.0	5.3	4.1

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			Region					Gender		Age				
			Canada 2016-12	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Do you support, somewhat support, somewhat oppose or oppose the decision by the federal government to approve the Trans Mountain pipeline that carry Alberta heavy oil to the port of Vancouver for markets in Asia?	Total	Unwgt N	1000	100	250	300	200	150	488	512	153	122	212	207	306
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Support	%	46.6	40.4	41.3	40.6	70.2	40.0	57.5	36.2	37.8	47.1	47.0	45.8	53.0
	Somewhat support	%	18.9	25.5	21.3	21.6	11.7	14.4	17.6	20.1	14.5	15.7	18.8	20.1	23.3
	Somewhat oppose	%	9.9	7.1	11.1	12.2	8.0	7.6	6.8	12.8	14.8	8.6	11.7	9.1	6.3
	Oppose	%	18.2	20.0	16.0	17.4	8.1	35.8	15.3	20.9	24.5	19.2	15.8	21.3	12.4
	Unsure	%	6.4	7.0	10.2	8.2	2.0	2.2	2.8	9.9	8.4	9.4	6.6	3.7	5.0