

# Most Canadians support ban on single-use plastics and are willing to pay at least 1% more for sustainable everyday items

National survey released July, 2019

Project 2019-1464



THE GLOBE AND MAIL 

 NANOS SURVEY



Four in five  
Canadians  
support or  
somewhat  
support a ban  
on single-use  
plastics

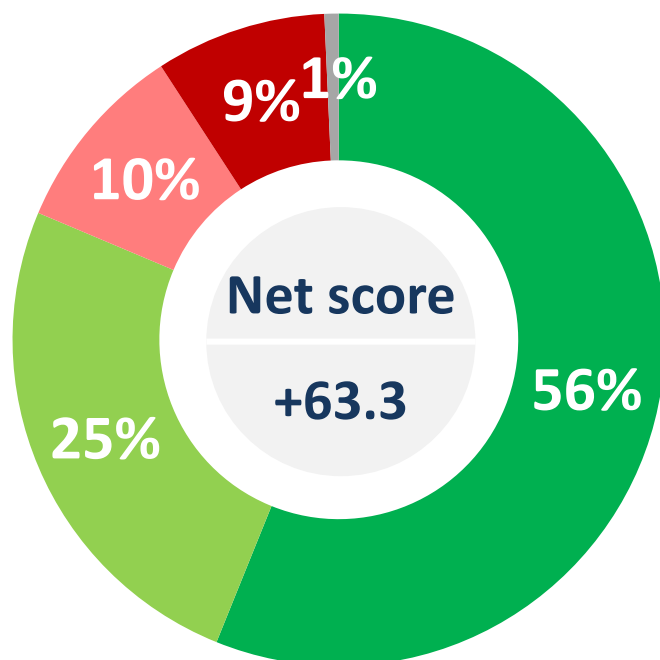
Eight in ten Canadians support or somewhat support a total ban on single use plastics. Seven in ten Canadians would be willing to pay at least 1% more for environmentally sustainable everyday items.

- **A majority of Canadians support a ban on single-use plastics** – Over three quarters of Canadians, support (56%) or somewhat support (25%) a total ban on single-use plastics, such as cutlery and straws. Ten percent somewhat oppose a total ban while eight percent are opposed. One per cent are unsure. Residents of British Columbia are more likely to support (65%) the ban, while residents of the Prairies are less likely to support (47%) it.
- **Over two thirds of Canadians are willing to pay at least 1% more for more environmentally sustainable everyday items** – Asked if they be willing to pay more for everyday items such as coffee cups if they were more environmentally sustainable, 31 per cent of Canadians say they would be willing to pay 5% more, 21 per cent say they would be willing to pay 2% more, 19 per cent say they would be willing to pay 1% more and 25% say they would not be willing to pay more.

These observations are based on a hybrid RDD dual frame hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between June 29<sup>th</sup> to July 4<sup>th</sup>, 2019, as part of an omnibus survey.

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

# Support for total ban on single-use plastics



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

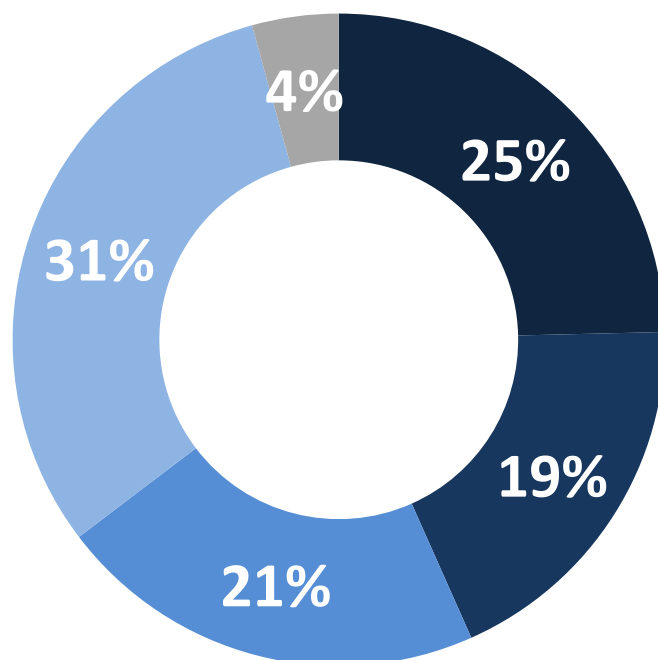
	Support/ somewhat support
Atlantic (n=100)	83.9%
Quebec (n=250)	85.7%
Ontario (n=300)	80.1%
Prairies (n=200)	72.0%
British Columbia (n=150)	87.4%
Male (n=521)	76.4%
Female (n=479)	86.1%
18 to 34 (n=269)	76.3%
35 to 54 (n=421)	82.7%
55 plus (n=310)	83.7%

\*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 a total ban on single-use plastics, such as cutlery and straws?

# Willingness to pay for environmentally sustainable products



■ Not willing to pay more ■ 1% more ■ 2% more ■ 5% more ■ Unsure

	5% more	None
Atlantic (n=100)	30.0%	21.7%
Quebec (n=250)	32.5%	22.7%
Ontario (n=300)	32.8%	23.2%
Prairies (n=200)	25.1%	30.1%
British Columbia (n=150)	33.6%	25.5%
Male (n=521)	31.1%	27.7%
Female (n=479)	31.0%	21.7%
18 to 34 (n=269)	33.6%	22.7%
35 to 54 (n=421)	27.0%	27.3%
55 plus (n=310)	32.7%	23.7%

\*Weighted to the true population proportion.

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

**QUESTION** – Would you be willing to pay or not pay 1%, 2% or 5% more for everyday items such as coffee cups if they were more environmentally sustainable?



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 June 29<sup>th</sup> and July 4<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. This is one report of three.

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

# 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	June 29 <sup>th</sup> to July 4 <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	11 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 immigration. This is one report of three.
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> .



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2019-1464 – Globe/Nanos Survey – Single-use plastics - STAT SHEET

		Region							Gender		Age		
		Canada 2019-06	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 a total ban on single-use plastics, such as cutlery and straws?	Total	Unwgt N	1000	100	250	300	200	150	521	479	269	421	310
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	56.1	58.7	60.0	54.0	46.6	64.8	53.0	59.1	51.0	57.1	58.8
	Somewhat support	%	25.2	25.2	25.7	26.1	25.4	22.6	23.4	27.0	25.3	25.6	24.9
	Somewhat oppose	%	9.5	13.4	6.7	10.7	11.6	6.1	10.6	8.4	9.9	8.7	9.8
	Oppose	%	8.5	2.3	6.7	8.0	15.9	6.5	11.7	5.3	12.7	8.4	5.6
	Unsure	%	0.7	0.5	0.9	1.2	0.4	0.0	1.3	0.2	1.0	0.2	0.9

			Region						Gender		Age		
			Canada 2019-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Would you be willing to pay or not pay 1%, 2% or 5% more for everyday items such as coffee cups if they were more environmentally sustainable?	Total	Unwgt N	1000	100	250	300	200	150	521	479	269	421	310
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Not willing to pay more	%	24.6	21.7	22.7	23.2	30.1	25.5	27.7	21.7	22.7	27.3	23.7
	1% more	%	18.7	16.6	20.9	16.3	22.1	17.1	16.8	20.6	18.9	17.1	20.0
	2% more	%	21.3	29.6	20.1	22.9	17.8	19.3	19.8	22.7	20.9	22.9	20.2
	5% more	%	31.0	30.0	32.5	32.8	25.1	33.6	31.1	31.0	33.6	27.0	32.7
	Unsure	%	4.3	2.1	3.9	4.8	4.9	4.5	4.6	4.0	3.9	5.8	3.3