

# Canadians say environment should be top priority in 2020

National survey released January, 2020

Project 2019-1553



THE GLOBE AND MAIL 

 NANOS SURVEY

Most Canadians say it is unacceptable or somewhat unacceptable for provinces to opt out of federal climate change policies

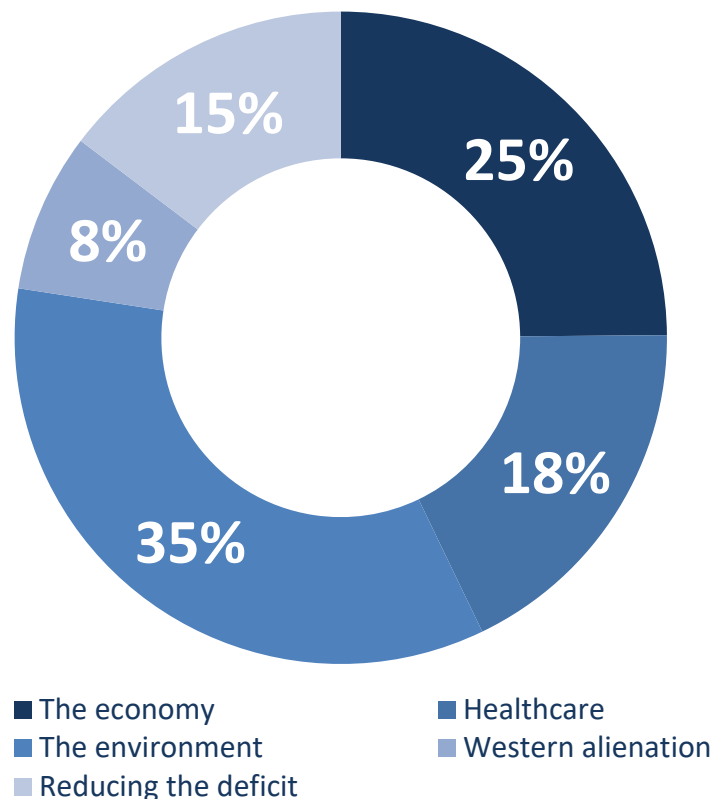
Canadians say that the environment should be the top priority in 2020, followed by the economy. The majority of Canadians say that it is unacceptable or somewhat unacceptable for provinces to opt out of the federal plan to fight climate change, with residents of Quebec being most likely to say this and those of the Prairies least likely. Two times as many Canadians say they will be more likely rather than less likely to support the carbon tax if they receive the money back in rebates.

- **Canadians most frequently say the environment should be the top priority in 2020** – Asked what should be the top priority for the Government of Canada in 2020 based on a list of priorities, over a third (35%, 43% of BC residents, 18% of Prairie residents) of Canadians said the environment, followed by a quarter (25%) who said the economy, 18 per cent said healthcare, 15 per cent said reducing the deficit and eight per cent said Western alienation.
- **Over two thirds of Canadians say it is unacceptable or somewhat unacceptable for a province to opt out of federal climate change policy** – Nearly seven in ten Canadians say it is unacceptable (58%) or somewhat unacceptable (11%) for a province to opt out of the Government of Canada's national plan to fight climate change which includes carbon pricing, while 21 per cent say it is acceptable and seven per cent somewhat acceptable. Three per cent are unsure. Residents of Quebec more frequently say this is unacceptable (65%) or somewhat unacceptable (17%) than those in the Prairies (42% unacceptable, eight per cent somewhat unacceptable).
- **Twice as many Canadians say they are more likely to support the carbon tax rather than less likely because of rebates** – Asked what impact the prospect that 90 percent of the money collected through the carbon tax will be sent back to Canadians in the form of carbon tax rebates will have on their support of the carbon tax, 51 per cent of Canadians say no difference, 30 per cent say they are more likely to support it and 15 per cent less likely to support it. Four per cent are unsure.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between December 22<sup>nd</sup> to 29<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.

# Top priority for the Government of Canada



	The environment	The economy
Atlantic (n=100)	40.1%	18.2%
Quebec (n=246)	41.2%	16.8%
Ontario (n=312)	34.6%	30.4%
Prairies (n=213)	17.9%	30.9%
British Columbia (n=139)	43.3%	17.8%
Male (n=501)	29.0%	27.8%
Female (n=509)	40.0%	22.0%
18 to 34 (n=266)	37.9%	27.4%
35 to 54 (n=365)	32.6%	29.7%
55 plus (n=379)	34.1%	18.8%

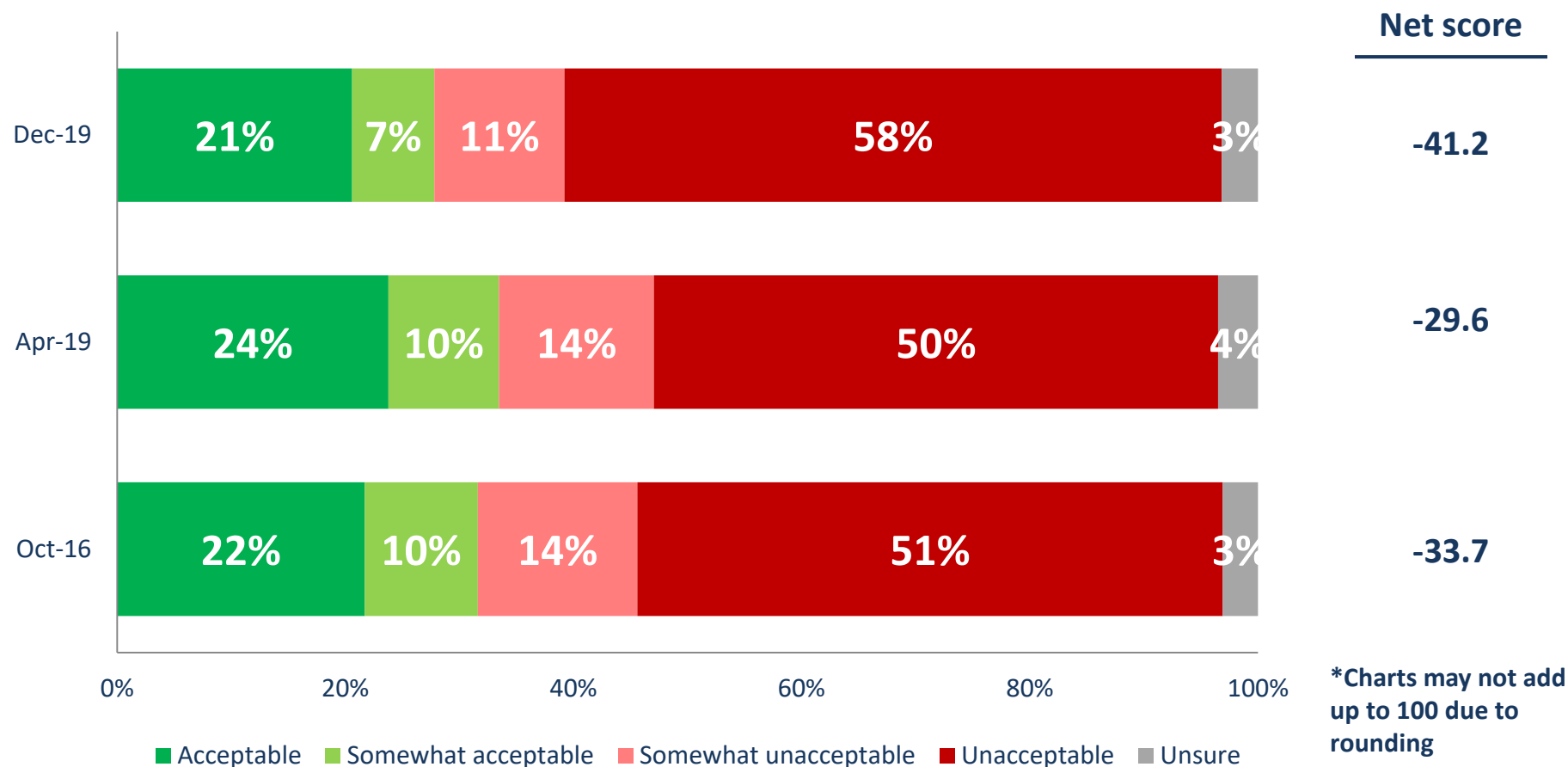
\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

**QUESTION** – From the following list, what should be the top priority for the Government of Canada in 2020?  
[RANDOMIZE]



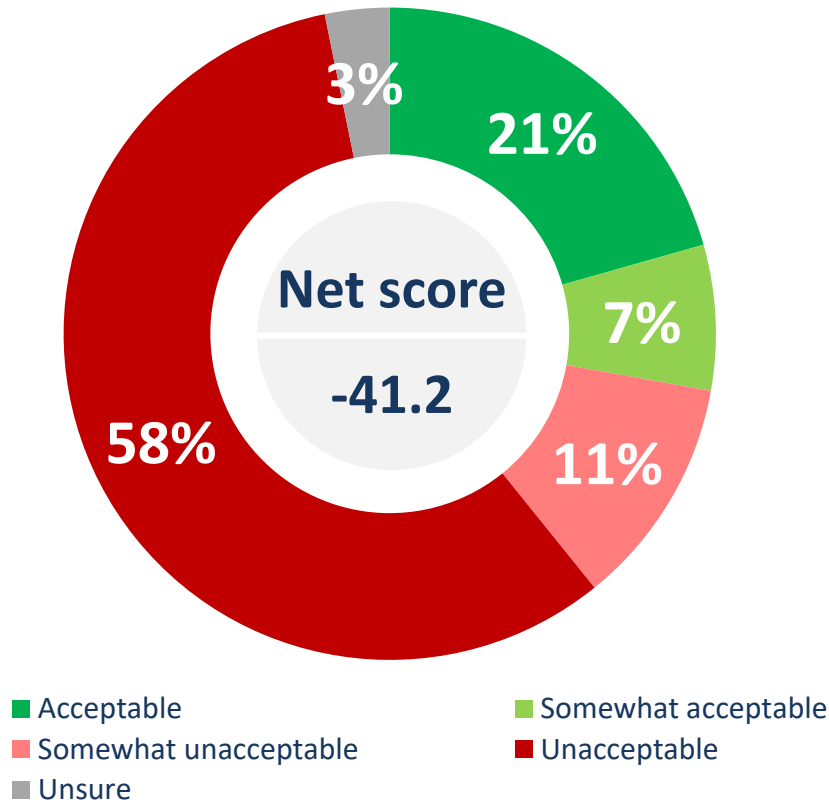
# Provinces opting out of Canada's national plan to fight climate change

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?

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

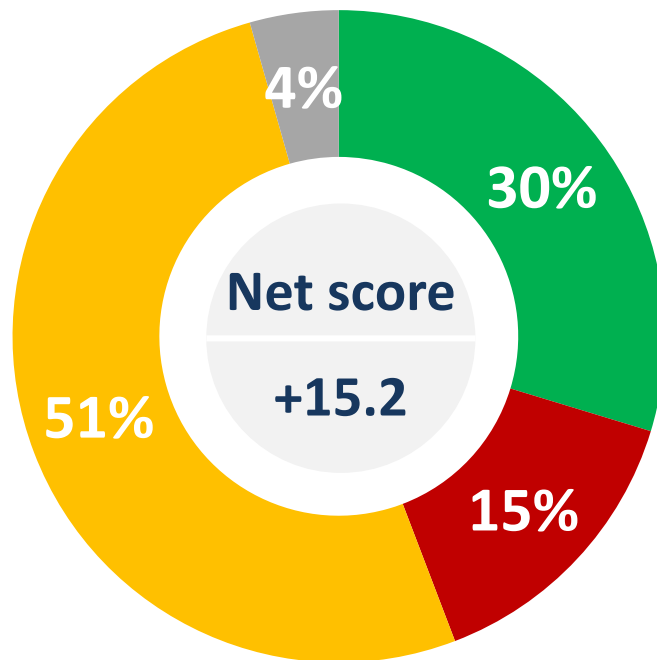


	Unacceptable/ Somewhat unacceptable
Atlantic (n=100)	75.8%
Quebec (n=246)	81.6%
Ontario (n=312)	69.2%
Prairies (n=213)	49.9%
British Columbia (n=139)	69.5%
Male (n=501)	62.9%
Female (n=509)	75.1%
18 to 34 (n=266)	72.1%
35 to 54 (n=365)	63.9%
55 plus (n=379)	71.4%

\*Weighted to the true population proportion.  
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**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.

# Support for the carbon tax



■ More likely to support carbon tax
 ■ Less likely to support carbon tax  
■ It makes no difference
 ■ Unsure

	More likely to support	No difference	Less likely to support
Atlantic (n=100)	31.7%	47.3%	13.0%
Quebec (n=246)	30.3%	53.3%	9.3%
Ontario (n=312)	30.1%	52.2%	13.9%
Prairies (n=213)	26.9%	48.8%	22.6%
British Columbia (n=139)	30.1%	51.5%	15.0%
Male (n=501)	32.6%	45.0%	19.1%
Female (n=509)	26.8%	57.6%	10.1%
18 to 34 (n=266)	31.7%	50.5%	12.9%
35 to 54 (n=365)	28.0%	52.7%	13.4%
55 plus (n=379)	29.6%	50.9%	16.7%

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

**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?



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between December 22<sup>nd</sup> to 29<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.



Element	Description
Research sponsor	The Globe and Mail
Population and Final Sample Size	1010 randomly selected individuals.
Source of Sample	Nanos Panel
Type of Sample	Probability
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	December 22 <sup>nd</sup> to 29 <sup>th</sup> , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

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	Eleven 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. Previous content included finances, the environment and new oil sands projects.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	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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# TABULATIONS

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# 2019-1553 – Globe and Mail/Nanos Survey – Government of Canada - STAT SHEET

			Region						Gender		Age		
			Canada 2019-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - From the following list, what should be the top priority for the Government of Canada in 2020? [RANDOMIZE]	Total	Unwgt N	1010	100	246	312	213	139	501	509	266	365	379
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	The economy	%	24.9	18.2	16.8	30.4	30.9	17.8	27.8	22.0	27.4	29.7	18.8
	Healthcare	%	18.0	24.8	22.0	17.1	15.6	13.0	14.5	21.3	15.8	16.4	20.9
	The environment	%	34.6	40.1	41.2	34.6	17.9	43.3	29.0	40.0	37.9	32.6	34.1
	Western alienation	%	7.9	4.0	2.5	4.3	20.4	12.4	9.0	6.9	5.2	8.4	9.3
	Reducing the deficit	%	14.7	12.8	17.4	13.5	15.1	13.4	19.7	9.8	13.8	12.9	16.9

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			Region						Gender		Age		
			Canada 2019-12	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 pricin?	Total	Unwgt N	1010	100	246	312	213	139	501	509	266	365	379
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Acceptable	%	20.6	11.0	7.8	22.7	34.6	22.1	27.0	14.3	18.6	21.9	20.8
	Somewhat acceptable	%	7.2	7.5	5.4	5.8	13.2	6.1	8.5	5.9	6.0	9.2	6.3
	Somewhat unacceptable	%	11.4	12.0	17.1	11.2	7.9	6.9	9.8	13.1	11.2	11.0	12.0
	Unacceptable	%	57.6	63.8	64.5	58.0	42.0	62.6	53.1	62.0	60.9	52.9	59.4
	Unsure	%	3.2	5.7	5.2	2.3	2.3	2.3	1.7	4.7	3.4	5.0	1.5

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		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	More likely to support carbon tax	%	29.7	31.7	30.3	30.1	26.9	30.1	32.6	26.8	31.7	28.0	29.6
	Less likely to support carbon tax	%	14.5	13.0	9.3	13.9	22.6	15.0	19.1	10.1	12.9	13.4	16.7
	It makes no difference	%	51.4	47.3	53.3	52.2	48.8	51.5	45.0	57.6	50.5	52.7	50.9
	Unsure	%	4.4	8.0	7.0	3.8	1.7	3.4	3.3	5.4	4.8	5.9	2.8

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