

# Majority favours allowing Canadians to buy more online from U.S without duty or sales tax

National survey released August, 2017  
Project 2017-1048B



**CTV**  
**NEWS**

**NANOS SURVEY**

# Summary

The majority of Canadians are inclined to say that allowing Canadians to buy more online from the U.S. without duty or sales tax is acceptable. On the other hand, half of Canadians believe opening borders for Canadian and American businesses to operate in both countries would have a somewhat negative or negative impact.

- **Just over one in two Canadians believe that opening the borders for both Canadian and American businesses to operate in both countries regardless of sector would have a somewhat negative or negative impact** – When asked about the impact of opening the borders for both Canadian and American businesses to operate in both countries regardless of sector, just over half of Canadians responded that the impact would be negative (26%) or somewhat negative (25%), while close to four in ten Canadians believe the impact would be positive (13%) or somewhat positive (25%). Ten per cent are unsure.
- **Over half of Canadians say that it is acceptable to allow Canadians to buy more online from the US without duty or sales tax** – When asked which statement best reflected their personal view, 55 per cent of Canadians sided with it being acceptable allow Canadians to buy more online from the US without duty or sales tax. Over a third of respondents (36%) say that we should not increase the tax free and duty free level because it will hurt Canadian retailers. Nine per cent are unsure.

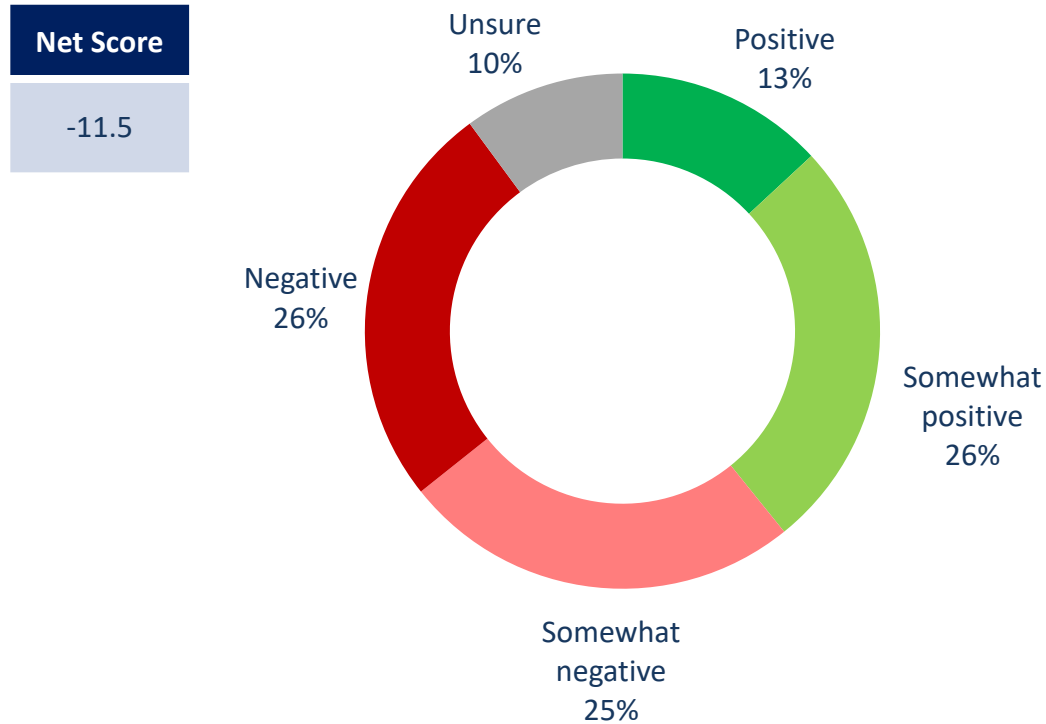
These observations are based on a Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between July 23<sup>rd</sup> and 26<sup>th</sup>, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by CTV News and Nanos Research.



# Impact of opening borders for both Canadian and American businesses on Canadian economy

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 23<sup>rd</sup> to 26<sup>th</sup>, 2017, n=1000, accurate ±3.1 percentage points plus or minus, 19 times out of 20.



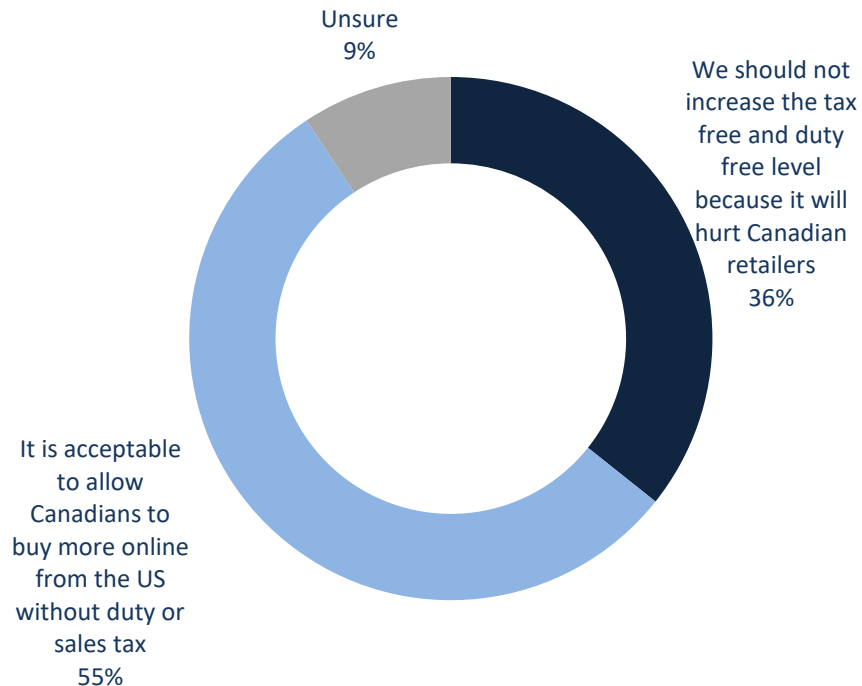
\*Note: Charts may not add up to 100 due to rounding

Subgroups	Negative/ Somewhat negative
Atlantic (n=100)	46.4%
Quebec (n=250)	45.9%
Ontario (n=300)	55.2%
Prairies (n=200)	48.2%
British Columbia (n=150)	55.3%
Male (n=511)	48.3%
Female (n=489)	52.9%
18 to 29 (n=163)	47.5%
30 to 39 (n=164)	43.6%
40 to 49 (n=195)	51.8%
50 to 59 (n=225)	49.2%
60 plus (n=253)	57.3%

**QUESTION** – Canada currently limits foreign ownership in certain sectors of the economy such as banking and telecommunications. In the upcoming free trade negotiations with the United States, do you think opening the borders for both Canadian and American businesses to operate in both countries regardless of sector would be positive, somewhat positive, somewhat negative or negative for the Canadian economy?

# View on increasing duty or sales tax for Canada on online purchases made in U.S.

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 23<sup>rd</sup> and 26<sup>th</sup>, 2017, n=1000, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.



Subgroups	It is acceptable
Atlantic (n=100)	60.1%
Quebec (n=250)	41.3%
Ontario (n=300)	58.2%
Prairies (n=200)	63.3%
British Columbia (n=150)	56.9%
Male (n=511)	62.4%
Female (n=489)	48.0%
18 to 29 (n=163)	56.4%
30 to 39 (n=164)	64.0%
40 to 49 (n=195)	56.7%
50 to 59 (n=225)	56.0%
60 plus (n=253)	46.5%

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

**QUESTION** – As you may know, currently when a Canadian buys something online from the US which is \$20 or less there is no duty or sales tax. There is a proposal to increase how much Canadians can purchase online with no duty or sales tax. Some say that we should not increase the tax free and duty free level because it will hurt Canadian retailers. Others say that it is acceptable to allow Canadians to buy more online from the US without duty or sales tax. Which of the two views, if either, best reflects your personal view?

# 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 July 23<sup>rd</sup> and 26<sup>th</sup>, 2017 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  $\pm 3.1$  percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by CTV News and Nanos Research.

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

# Technical Note

Element	Description
Organization who commissioned the research	CTV
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	July 23 <sup>rd</sup> to 26 <sup>th</sup> , 2017.
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	Sixteen 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. The previous module asked about the top national unprompted issue of concern.
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.nanosresearch.com">http://www.nanosresearch.com</a> 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.



View our brochure

## **Nanos Research**

North America Toll-free

1.888.737.5505

[info@nanosresearch.com](mailto:info@nanosresearch.com)



# Tabulations



**NANOS SURVEY**



# 2017-1048B – CTV/Nanos Survey – Canada-US Issues - STAT SHEET

			Region						Gender		Age				
			Canada 2017-07	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Canada currently limits foreign ownership in certain sectors of the economy such as banking and telecommunications. In the upcoming free trade negotiations with the United States, do you think opening the borders for both Canadian and American businesses to operate in both countries regardless of sector would be positive, somewhat positive, somewhat negative or negative for the Canadian economy?	Total	Unwgt N	1000	100	250	300	200	150	511	489	163	164	195	225	253
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Positive	%	13.1	10.4	14.4	13.8	13.2	11.2	16.9	9.5	15.8	14.9	12.1	13.3	10.6
	Somewhat positive	%	26.1	28.5	28.0	21.4	28.8	27.4	28.9	23.6	22.2	31.8	28.1	29.7	21.8
	Somewhat negative	%	25.1	17.9	29.4	25.4	24.1	23.2	22.8	27.2	22.2	21.8	27.1	23.5	28.7
	Negative	%	25.6	28.5	16.5	29.8	24.1	32.1	25.5	25.7	25.3	21.8	24.7	25.7	28.6
	Unsure	%	10.1	14.6	11.7	9.5	9.9	6.1	5.9	14.1	14.5	9.7	8.0	7.7	10.3

			Region						Gender		Age				
			Canada 2017-07	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - As you may know, currently when a Canadian buys something online from the US which is \$20 or less there is no duty or sales tax. There is a proposal to increase how much Canadians can purchase online with no duty or sales tax. Some say that we should not increase the tax free and duty free level because it will hurt Canadian retailers. Others say that it is acceptable to allow Canadians to buy more online from the US without duty or sales tax. Which of the two views, if either, best reflects your personal view?	Total	Unwgt N	1000	100	250	300	200	150	511	489	163	164	195	225	253
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	We should not increase the tax free and duty level because it will hurt Canadian retailers	%	35.7	31.9	49.8	31.0	31.7	29.4	29.4	41.7	32.8	26.1	33.3	38.3	43.6
	It is acceptable to allow Canadians to buy more online from the US without duty or sales tax	%	55.0	60.1	41.3	58.2	63.3	56.9	62.4	48.0	56.4	64.0	56.7	56.0	46.5
	Unsure	%	9.3	8.0	9.0	10.7	4.9	13.7	8.3	10.3	10.8	9.9	10.0	5.8	9.9

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 July 23<sup>rd</sup> and 26<sup>th</sup>, 2017. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

[www.nanosresearch.com](http://www.nanosresearch.com)