

A majority of Canadians support or somewhat support a carbon tax to reduce energy consumption

National survey released August 13, 2018

Project 2018-1198A



THE GLOBE AND MAIL 

 NANOS SURVEY

Summary

Over one in two Canadians support or somewhat support having a carbon tax to encourage Canadians to reduce their consumption of fossil fuels and oppose or somewhat oppose having provinces take the federal government to court to stop such a carbon tax.

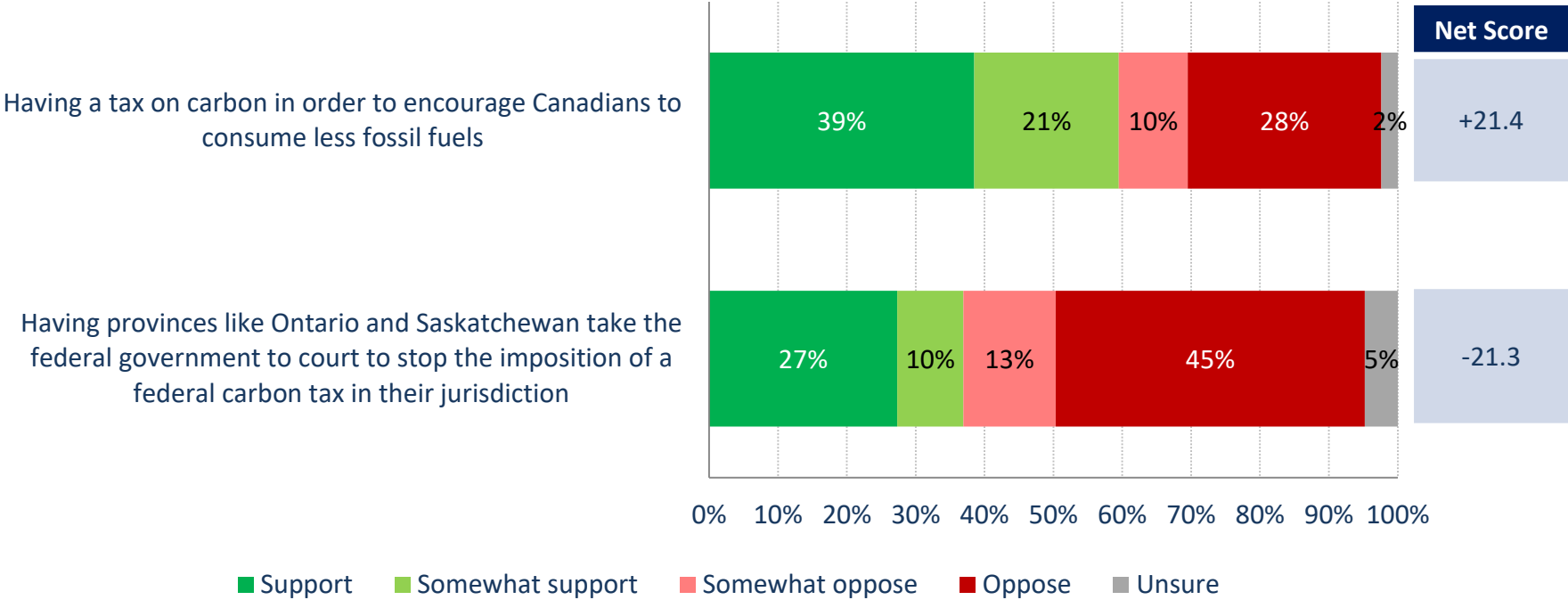
- **A majority of Canadians support or somewhat support having a carbon tax to help reducing energy consumption** – Six in ten respondents support (39%) or somewhat support (21%) having a tax on carbon in order to encourage Canadians to consume less fossil fuels. Twenty-eight per cent oppose and ten per cent somewhat oppose this, while two per cent are unsure.
- **A majority of Canadians oppose or somewhat oppose having provinces take the federal government to court to stop a carbon tax** – Nearly six in ten respondents oppose (45%) or somewhat oppose (13%) having provinces like Ontario and Saskatchewan take the federal government to court to stop the imposition of a federal carbon tax in the jurisdiction. Over one in three support (27%) or somewhat support (10%) this, while five per cent are unsure.

These observations are based on a Nanos 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 30th and August 5th, 2018 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.

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

Opinions on carbon tax

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 5th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

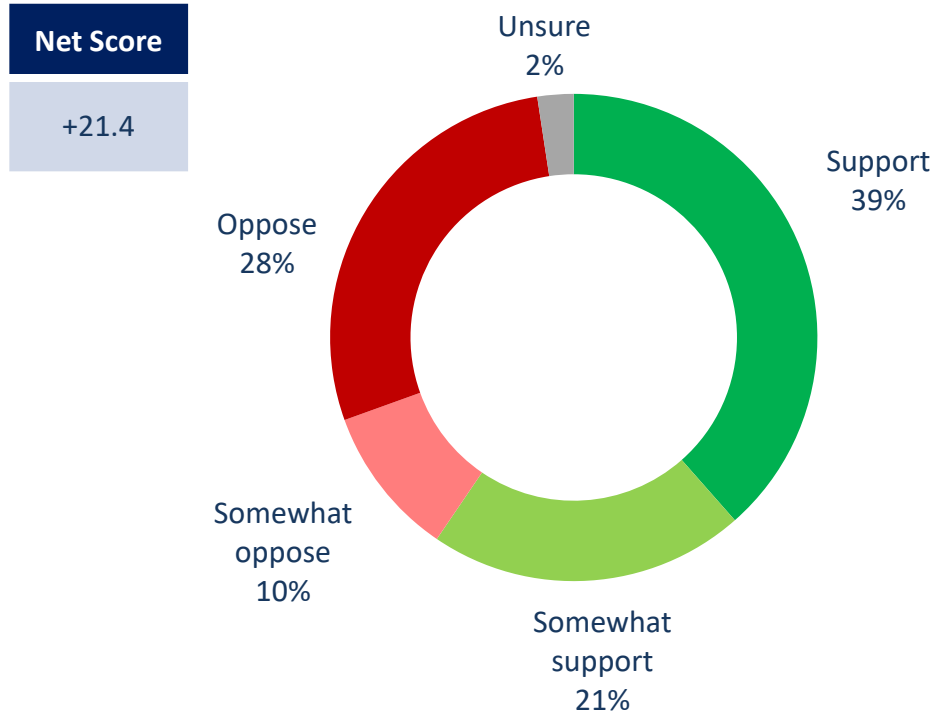


*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following [ROTATE]:

Reducing energy consumption

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 5th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups*	Support/ Somewhat support
Atlantic (n=100)	57.5%
Quebec (n=250)	72.4%
Ontario (n=300)	63.0%
Prairies (n=200)	41.4%
British Columbia (n=150)	56.7%
Male (n=508)	56.5%
Female (n=492)	62.4%
18 to 34 (n=192)	64.6%
35 to 54 (n=349)	55.6%
55 plus (n=459)	59.4%

*Weighted to the true population proportion

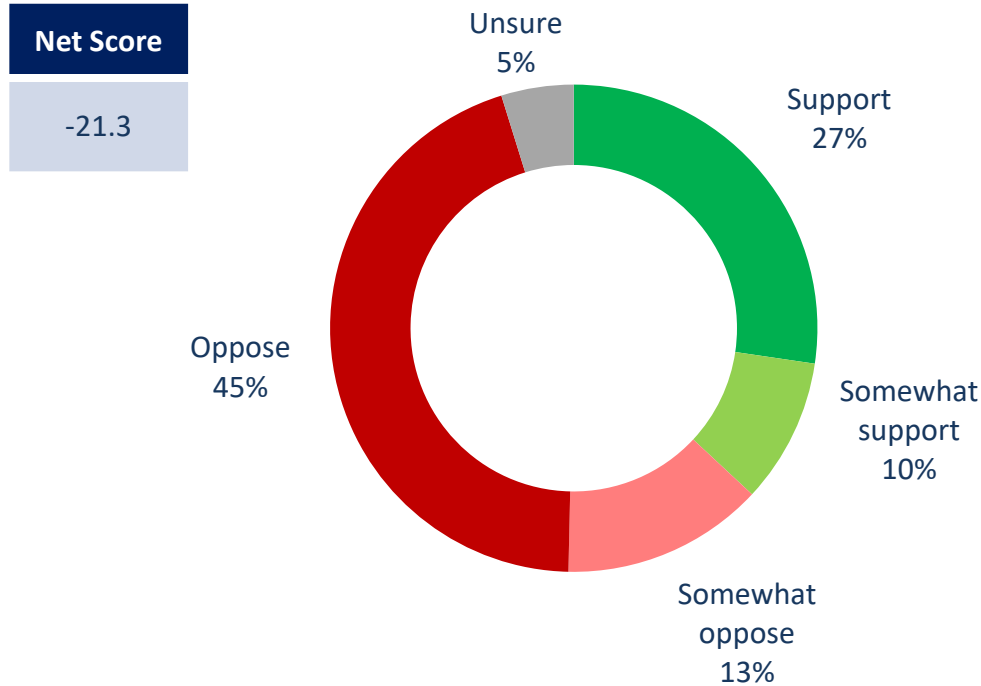
*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following

Having a tax on carbon in order to encourage Canadians to consume less fossil fuels

Taking the federal government to court

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 5th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups*	Oppose/ Somewhat oppose
Atlantic (n=100)	61.4%
Quebec (n=250)	71.1%
Ontario (n=300)	60.4%
Prairies (n=200)	40.4%
British Columbia (n=150)	54.0%
Male (n=508)	53.1%
Female (n=492)	63.1%
18 to 34 (n=192)	61.8%
35 to 54 (n=349)	53.8%
55 plus (n=459)	59.6%

*Weighted to the true population proportion

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

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following

Having provinces like Ontario and Saskatchewan take the federal government to court to stop the imposition of a federal carbon tax in their jurisdiction



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 July 30th and August 5th, 2018 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.

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.

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	The Globe and Mail	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
Final Sample Size	1,000 Randomly selected individuals.	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Nine percent, consistent with industry norms.
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.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module three of an omnibus survey. Module one was about top unprompted national issues of concern, and module two was about NATO and the Russian election interference.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	July 30 th to August 5 th , 2018.		
Language of Survey	The survey was conducted in both English and French.		
Standards	This report meets the standards set forth by the MRIA which can be found here: https://mria-arim.ca/polling		



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



Do you support, somewhat support, somewhat oppose or oppose the following [ROTATE]:

			Region						Gender		Age		
			Canada 2018-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Having a tax on carbon in order to encourage Canadians to consume less fossil fuels	Total	Unwgt N	1000	100	250	300	200	150	508	492	192	349	459
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	38.5	30.3	44.9	44.6	27.1	36.2	35.8	41.1	44.8	35.6	36.6
	Somewhat support	%	21.0	27.2	27.5	18.4	14.3	20.5	20.7	21.3	19.8	20.0	22.8
	Somewhat oppose	%	10.0	14.6	10.5	8.2	9.8	9.8	9.3	10.7	8.5	10.8	10.4
	Oppose	%	28.1	24.4	14.1	26.9	47.8	29.8	31.9	24.3	24.1	32.0	27.4
Unsure	%	2.4	3.4	3.0	1.9	1.0	3.7	2.3	2.6	2.9	1.6	2.8	

Do you support, somewhat support, somewhat oppose or oppose the following [ROTATE]:

			Region						Gender		Age		
			Canada 2018-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Having provinces like Ontario and Saskatchewan take the federal government to court to stop the imposition of a federal carbon tax in their jurisdiction	Total	Unwgt N	1000	100	250	300	200	150	508	492	192	349	459
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	27.3	22.8	10.4	27.6	48.8	29.4	33.7	21.1	23.3	29.3	28.4
	Somewhat support	%	9.6	9.7	11.9	8.2	7.6	11.3	9.1	10.1	7.7	11.6	9.2
	Somewhat oppose	%	13.4	16.9	20.5	11.1	8.5	10.2	11.6	15.1	12.7	14.3	13.1
	Oppose	%	44.8	44.5	50.6	49.3	31.9	43.8	41.5	48.0	49.1	39.5	46.5
Unsure	%	4.8	6.0	6.6	3.9	3.1	5.4	4.0	5.7	7.3	5.2	2.8	