

Canadians twice as likely to say carbon tax will make business less rather than more competitive

SecondStreet.org May | Summary | Report one of two

Conducted by Nanos for SecondStreet.org, June 2019
Submission 2019-1454



SUMMARY

Two times more
Canadians say the
business
environment will
be less rather
than more
competitive due
to the carbon tax

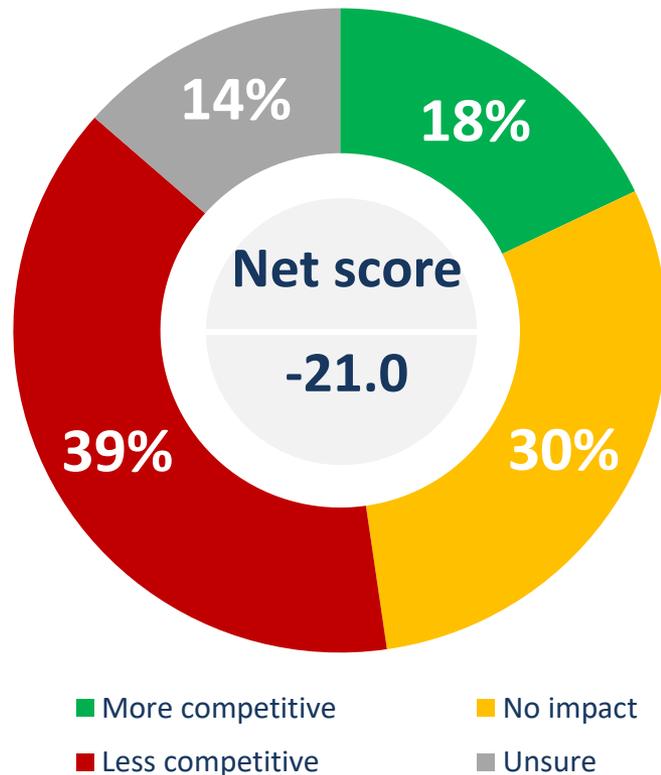
Twice as many Canadians say a carbon tax will make the business environment less competitive compared to those who say it will make it more competitive.

- **Canadians are twice as likely to say that the business environment will be less competitive than more competitive due to a carbon tax** – Nearly two in five Canadians (39%) think having a carbon tax in Canada will make the business environment less competitive compared to other countries, while 18 per cent say more competitive. Under a third (30%) say the carbon tax will have no impact on Canada's competitiveness. Fourteen per cent are unsure. Canadians in the Prairies are more likely to say the business environment will be less competitive (53%) and British Columbians are more likely to say the business environment will be more competitive (26%).
- **Most Canadians say the carbon tax will make it at least a little harder for businesses to pay employees or hire new ones** – Just over a third of Canadians (34%) say a carbon tax will make it a little harder for businesses to pay their workers or hire new workers, while 24 per cent say the carbon tax will make it a lot harder. Just over a third (34%) say that the carbon tax will not impact businesses when it comes to paying workers or hiring new workers. Nine per cent are unsure. Canadians from the Prairies are more likely to say that the carbon tax will make it a lot harder for businesses to pay employees and make new hires (39%).

These observations are based on 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 May 31st and June 4th, 2019 as part of an omnibus survey. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by SecondStreet.org and the research was conducted by Nanos Research.

Effect on business environment

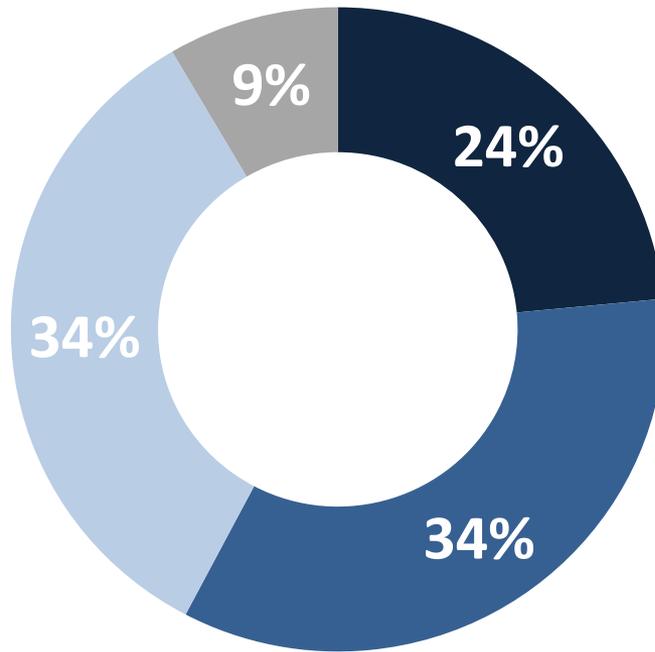


	Less competitive
Atlantic (n=100)	45.0%
Quebec (n=250)	27.0%
Ontario (n=300)	40.3%
Prairies (n=200)	53.2%
British Columbia (n=150)	33.4%
Male (n=519)	47.4%
Female (n=481)	30.9%
18 to 34 (n=263)	35.2%
35 to 54 (n=385)	40.7%
55 plus (n=352)	40.2%

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

QUESTION – Do you think having a carbon tax in Canada will make the business environment more competitive, less competitive or have no impact on Canada’s competitiveness compared to other countries?

Business paying carbon tax



- The carbon tax will make it a lot harder for businesses to pay their workers or hire new workers
- The carbon tax will make it a little harder for businesses to pay their workers or hire new workers
- The carbon tax will not impact businesses when it comes to paying workers or hiring new workers
- Unsure

	A little harder	No impact
Atlantic (n=100)	40.5%	26.5%
Quebec (n=250)	32.5%	45.0%
Ontario (n=300)	36.0%	31.2%
Prairies (n=200)	28.8%	26.6%
British Columbia (n=150)	37.6%	32.9%
Male (n=519)	32.8%	34.0%
Female (n=481)	35.9%	33.0%
18 to 34 (n=263)	36.9%	31.8%
35 to 54 (n=385)	34.5%	32.6%
55 plus (n=352)	32.4%	35.5%

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

QUESTION – When it comes to businesses paying carbon taxes, which of the following statements best represents your personal view:[RANDOMIZE]

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 May 31st and June 4th, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by SecondStreet.org and was conducted by Nanos Research.

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

TECHNICAL NOTE

Element	Description
Organization who commissioned the research	SecondStreet.org
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) random telephone [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	May 31 st to June 4 th , 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 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 six of an omnibus survey. Previous modules were about international relations, the government, recycling, electoral issues, artificial intelligence and air travel. This is one (1) report of two (2).
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.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

ABOUT NANOS



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process.

www.nanos.co



A public relations consultancy for executives and organizations with images to create, issues to manage, relationships to build, and reputations to protect in a digitally disrupted era. We serve senior leaders with PR counsel that is both strategic and social, informed by a deep understanding of analytics, content, communities, media, sustainability and technology. www.signaleadership.com

nanos dimap analytika



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

www.nanosdimap.com

NANOS RUTHERFORD McKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

Carbon ex

TABULATIONS





2019-1454 – Second Street/Nanos Survey – Second Street May - STAT SHEET

			Region						Gender		Age		
			Canada 2019-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	34 to 54	55 plus
Question - Do you think having a carbon tax in Canada will make the business environment more competitive, less competitive or have no impact on Canada's competitiveness compared to other countries?	Total	Unwgt N	1000	100	250	300	200	150	519	481	263	385	352
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	More competitive	%	18.0	11.7	18.2	19.9	11.8	26.1	18.8	17.1	22.1	17.1	15.9
	No impact	%	29.5	26.9	37.4	26.8	25.6	28.5	26.4	32.4	30.2	27.5	30.7
	Less competitive	%	39.0	45.0	27.0	40.3	53.2	33.4	47.4	30.9	35.2	40.7	40.2
	Unsure	%	13.6	16.4	17.5	12.9	9.4	12.1	7.4	19.5	12.6	14.7	13.3

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 May 31st and June 4th, 2019. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

www.nanos.co



2019-1454 – Second Street/Nanos Survey – Second Street May - STAT SHEET

			Region						Gender		Age		
			Canada 2019-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	34 to 54	55 plus
Question - When it comes to businesses paying carbon taxes, which of the following statements best represents your personal view: [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	519	481	263	385	352
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	2.27	2.12	2.61	2.21	1.98	2.32	2.20	2.34	2.28	2.29	2.25
	The carbon tax will make it a lot harder for businesses to pay their workers or hire new workers	%	23.6	26.9	9.7	25.4	39.4	19.8	26.9	20.4	22.1	23.1	25.0
	The carbon tax will make it a little harder for businesses to pay their workers or hire new workers	%	34.4	40.5	32.5	36.0	28.8	37.6	32.8	35.9	36.9	34.5	32.4
	The carbon tax will not impact businesses when it comes to paying workers or hiring new workers	%	33.5	26.5	45.0	31.2	26.6	32.9	34.0	33.0	31.8	32.6	35.5
	Unsure	%	8.5	6.1	12.8	7.4	5.2	9.7	6.3	10.7	9.1	9.8	7.0

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 May 31st and June 4th, 2019. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

www.nanos.co