Over eight in ten York residents oppose new taxes on cars and say having a car is essential

Trillium Automobile Dealers Association Summary

submitted by Nanos to Trillium Automobile Dealers Association, September 2018
(Submission 2018-1251)

NANOS

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NEW CAR DEALERS OF ONTARIO

Summary

{ 80% of residents say it is a very poor or poor time to place a new tax on people's cars }

Nine in ten York residents oppose or somewhat oppose additional charges on license stickers. Eight in ten think that now is a poor or very poor time for placing a new tax on cars and a similar number are unlikely or somewhat unlikely to support politicians who favor putting new taxes on cars or the province giving municipalities power to implement such taxes. Nearly, all say having a car is essential or somewhat essential. Most often, York residents say the infrastructure shortfall should be made up by finding efficiencies or freezing city employee wages.

- **On average, York households have two cars** – When asked how many personal cars their household had, the most popular response was two (43%), followed by one (26%), three (18%), four (seven per cent) and five (two per cent). Four percent say they do not have a personal car in their household.

- **A majority of residents do not intend to purchase or lease a car in the next two years** – Sixty-five percent of residents do not intend to purchase or lease a personal car in the next two years. Sixteen percent say they will purchase, while five percent say they will lease, and two percent say they will both lease and purchase. Thirteen percent are unsure.

- **Over nine in ten residents say it is essential or somewhat essential to have a car** – When asked if having a car is essential, somewhat essential, somewhat not essential, or not essential to their household the nearly all respondents say it is essential (88%) or somewhat essential (seven per cent). Four percent say it is not essential.

- **Eight in ten residents of York say it is very poor or poor timing to place a new tax on peoples cars** – When asked about the timing of the local government of York region placing a new tax on people's cars, just under eight in ten residents say it is a very poor (48%) or poor (32%) time. Ten percent say it is an average time, while five percent say very good (one per cent) or good (four per cent). Five percent are unsure.

> 90% of residents oppose or somewhat oppose adding an additional charge to licence stickers

- **More than eight in ten residents are unlikely or somewhat unlikely to support a politician that favors putting taxes on cars** – When asked if they would support a politician who favours putting new taxes on cars to discourage people from owning a car, a comfortable majority say they would be unlikely (81%) or somewhat unlikely (five per cent), while ten percent say they are likely (five per cent) or somewhat likely (five per cent). Four percent are unsure.

- **Over eight in ten residents are unlikely or somewhat unlikely to support a politician who favors Ontario giving municipalities powers to put new taxes on cars** – When asked if they would support a politician who favoured the Province of Ontario giving powers to municipalities to put new taxes on cars, just over eight in ten say they would be unlikely (72%) or somewhat unlikely (11%), while one in ten say they would be likely (six per cent) or somewhat likely (seven per cent). Four percent are unsure.

- **Region of York should find efficiencies in administration first** – When asked what they would like the Region of York to do first to make up the $220 million infrastructure short fall, finding efficiencies in administration was the most frequent response (45%), followed by freezing wages of employees (22%), doing nothing (10%), increasing fees for municipal services (six per cent), adding a charge for vehicle licenses (six per cent) and increasing property taxes (five per cent). Six percent are unsure.

- **Nine in ten residents of York oppose or somewhat oppose adding an additional charge for license stickers** – When asked if they would support adding an additional $100-$120 charge to renew license plate stickers, in addition to the $120 charged by the Province of Ontario, nine in ten residents say they would be opposed (80%) or somewhat opposed (10%), while just under one in ten say they would support (three per cent) or somewhat support (5%) the increase. One percent are unsure.

These observations are based on a RDD dual frame (land and cell-lines) random telephone survey of 403 residents of the region of York, 18 years of age or older, conducted between September 11th and 16th, 2018. Participants were randomly recruited by telephone using live agents and administered a survey.

This study was commissioned by Trillium Automobile Dealers Association and the research was conducted by Nanos Research.

Number of personal car in household

Mean Score
2.0

Number of personal cars in household	Frequency (n=403)
2	42.8%
1	25.9%
3	17.5%
4	6.8%
None	4.1%
5	1.8%
6	0.2%

QUESTION – How many personal cars does your household have?[Open-ended]

Intention of purchasing or leasing a personal car

Source: Nanos Research, RDD dual frame telephone random survey, September 11th to 16th, 2018, n= 403 residents of the Regional Municipality of York, accurate ± 5.0 percentage points, 19 times out of 20.

Unsure
13%

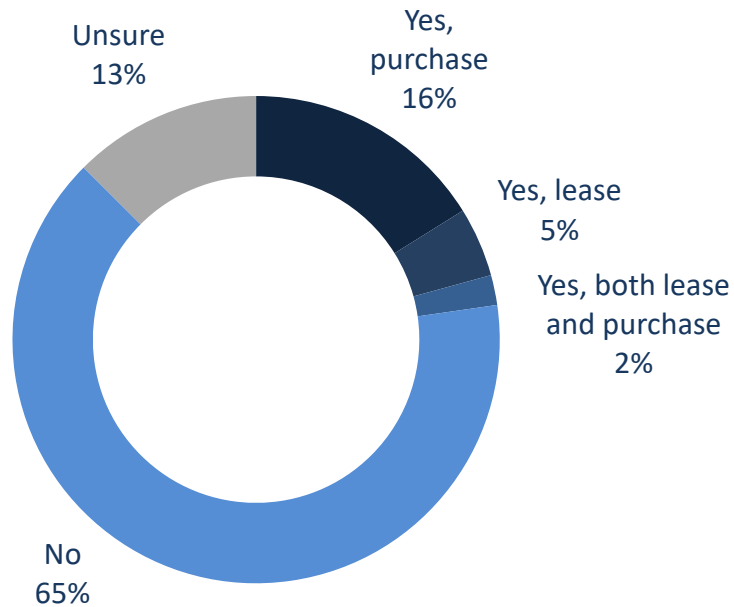Yes, purchase
16%

Yes, lease
5%

Yes, both lease and purchase
2%

No
65%

Subgroups	No
Male (n=173)	62.6%
Female (n=230)	67.4%
18 to 34 (n=68)	60.8%
35 to 54 (n=156)	64.7%
55 plus (n=179)	68.7%

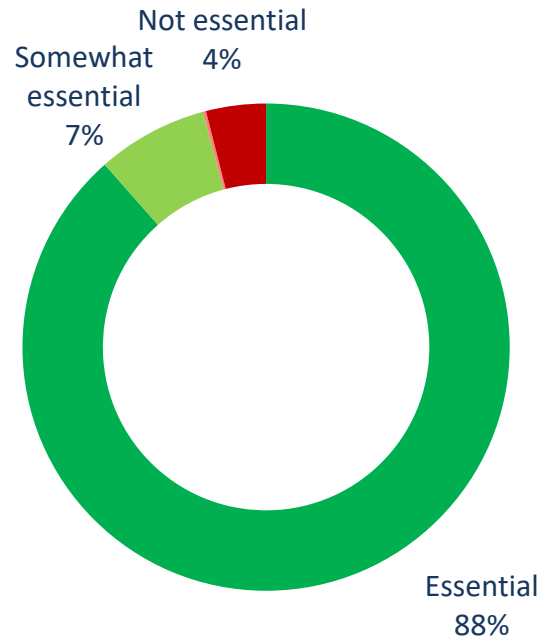*Weighted to the true population proportion.

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

QUESTION – Do you intend to purchase or lease a personal car in the next two years?

Essentiality of a car in a household

Net Score

+91.6

Not essential
4%

Somewhat
essential
7%

Essential
88%

Subgroups	Essential/Somewhat essential
Male (n=173)	96.9%
Female (n=230)	94.7%
18 to 34 (n=68)	98.7%
35 to 54 (n=156)	97.8%
55 plus (n=179)	91.6%

*Weighted to the true population proportion.

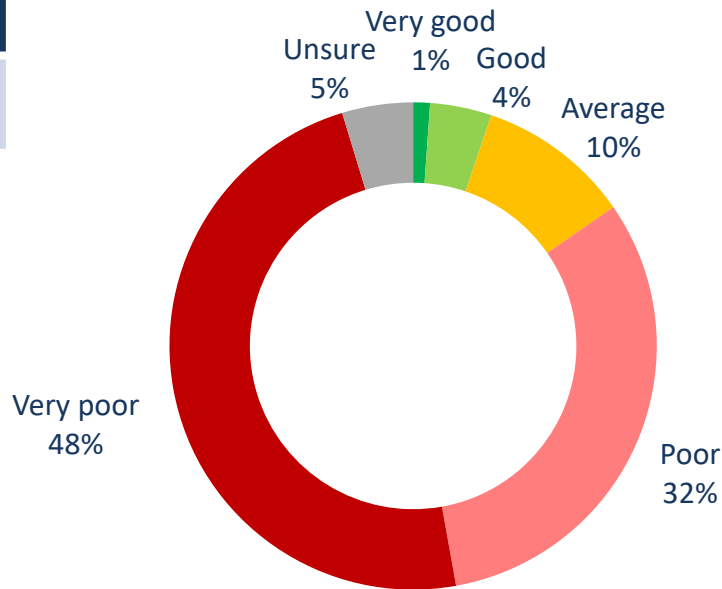***Note: Charts may not add up to 100 due to rounding**
*Data labels less than one percent have been removed for clarity

QUESTION – Would you say that having a car is essential, somewhat essential, somewhat not essential, not essential to your household?

Timing of taxing by government of York

Net Score

-74.7

Very good
1%

Unsure
5%

Good
4%

Average
10%

Very poor
48%

Poor
32%

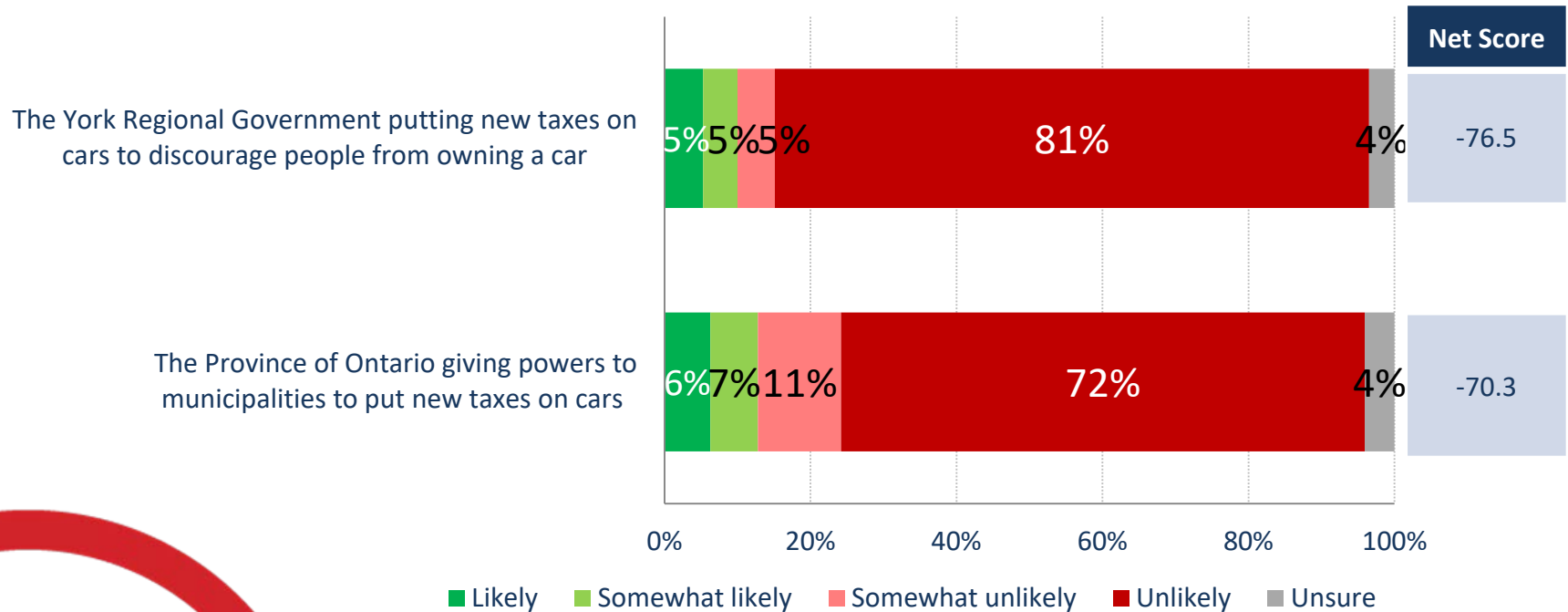| Subgroups	Very poor/Poor
Male (n=173)	75.0%
Female (n=230)	84.3%
18 to 34 (n=68)	79.6%
35 to 54 (n=156)	84.1%
55 plus (n=179)	75.4%

*Weighted to the true population proportion.

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

QUESTION – Would you say that now is a very good, good, average, poor or very poor time for the local government of York Region to put a new tax on people's cars?

Likelihood of support for politicians

	Net Score
The York Regional Government putting new taxes on cars to discourage people from owning a car	-76.5
The Province of Ontario giving powers to municipalities to put new taxes on cars	-70.3

The York Regional Government putting new taxes on cars to discourage people from owning a car: 5% 5% 5% 81% 4%

The Province of Ontario giving powers to municipalities to put new taxes on cars: 6% 7% 11% 72% 4%

0%   20%   40%   60%   80%   100%

■ Likely   ■ Somewhat likely   ■ Somewhat unlikely   ■ Unlikely   ■ Unsure

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

QUESTION – Are you likely, somewhat likely, somewhat unlikely or unlikely to support a politician that favoured the following: [ROTATE]

Support for politician that favoured new tax on cars by York Regional Government

Net Score

-76.5

Unsure 4%

Likely 5%

Somewhat likely 5%

Somewhat unlikely 5%

Unlikely 81%

Subgroups	Unlikely/Some what unlikely
Male (n=173)	84.4%
Female (n=230)	88.5%
18 to 34 (n=68)	86.4%
35 to 54 (n=156)	88.1%
55 plus (n=179)	84.8%

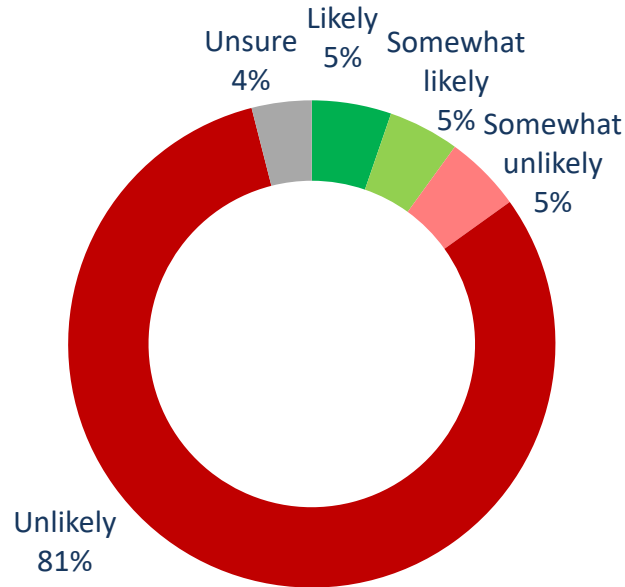*Weighted to the true population proportion.

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

QUESTION – Are you likely, somewhat likely, somewhat unlikely or unlikely to support a politician that favoured the following: [ROTATE]

The York Regional Government putting new taxes on cars to discourage people from owning a car

Support for politician that favoured new tax on cars by municipalities

Net Score

-70.3

Unsure 4%
Likely 6%
Somewhat likely 7%
Somewhat unlikely 11%
Unlikely 72%

Subgroups	Unlikely/Somewhat unlikely
Male (n=173)	77.8%
Female (n=230)	87.9%
18 to 34 (n=68)	84.3%
35 to 54 (n=156)	83.2%
55 plus (n=179)	82.0%

*Weighted to the true population proportion.

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

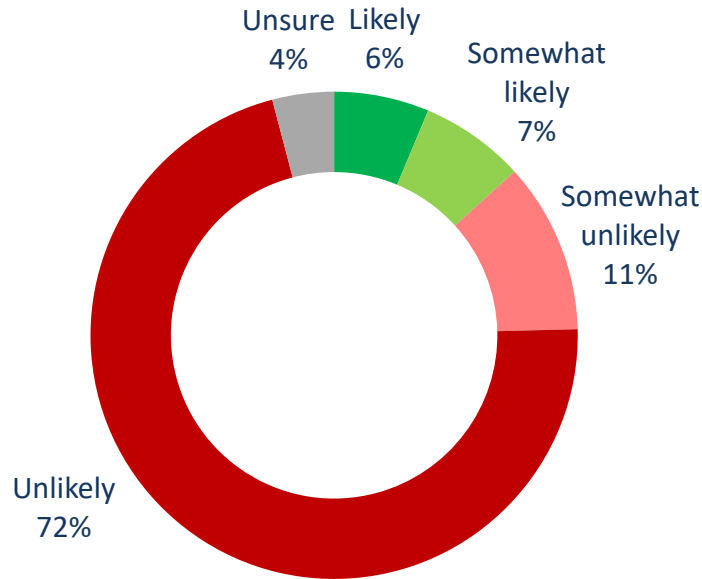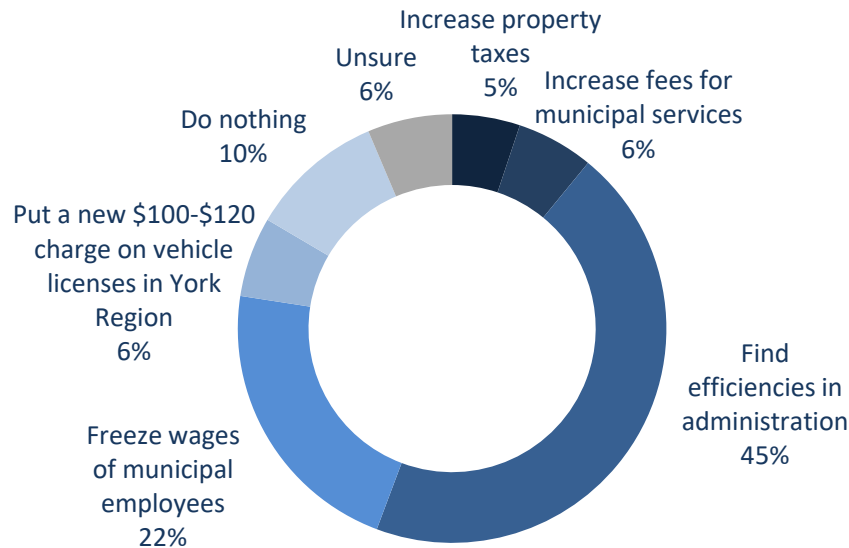**QUESTION –** Are you likely, somewhat likely, somewhat unlikely or unlikely to support a politician that favoured the following: [ROTATE]

The Province of Ontario giving powers to municipalities to put new taxes on cars

Measures to make up for shortfall

Increase property taxes 5%

Unsure 6%

Increase fees for municipal services 6%

Do nothing 10%

Put a new $100-$120 charge on vehicle licenses in York Region 6%

Find efficiencies in administration 45%

Freeze wages of municipal employees 22%

Subgroups	Find efficiencies in administration
Male (n=173)	44.4%
Female (n=230)	45.1%
18 to 34 (n=68)	39.7%
35 to 54 (n=156)	45.6%
55 plus (n=179)	47.6%

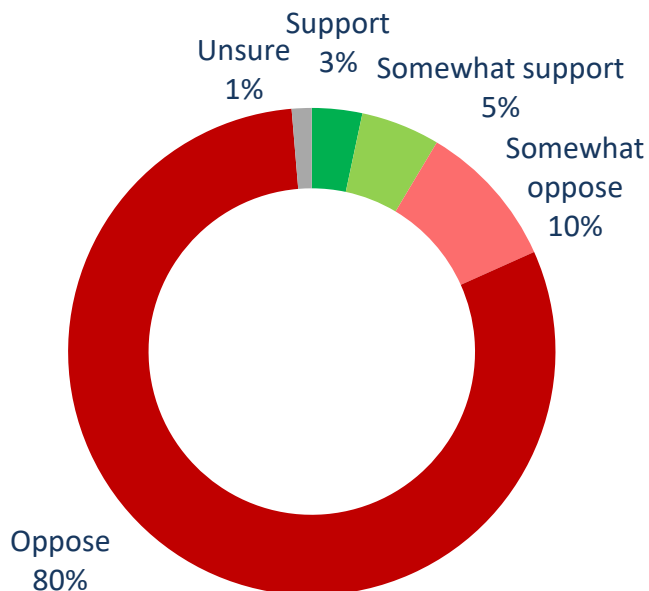*Weighted to the true population proportion.

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

QUESTION – As you may know, York Region has an infrastructure shortfall of $220 million. What would you like the Region of York to do first to help to make up for the shortfall? [RANDOMIZE]

Support for additional charge to renew license plate stickers

Net Score

-81.6

Unsure 1%
Support 3%
Somewhat support 5%
Somewhat oppose 10%
Oppose 80%

Subgroups	Oppose/Somewhat oppose
Male (n=173)	86.4%
Female (n=230)	93.5%
18 to 34 (n=68)	92.4%
35 to 54 (n=156)	89.5%
55 plus (n=179)	89.1%

*Weighted to the true population proportion.

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

QUESTION – As you may know, when someone renews their license plate on their vehicle there is a $120 charge from the Province of Ontario. The York Regional government is considering adding an additional $100-$120 charge, on top of the fee from the Province of Ontario for vehicles in York Region. Would you support, somewhat support, somewhat oppose or oppose the York Regional government adding a $100-$120 charge to renew license plate stickers in addition to the current $120 charged by the Province of Ontario?
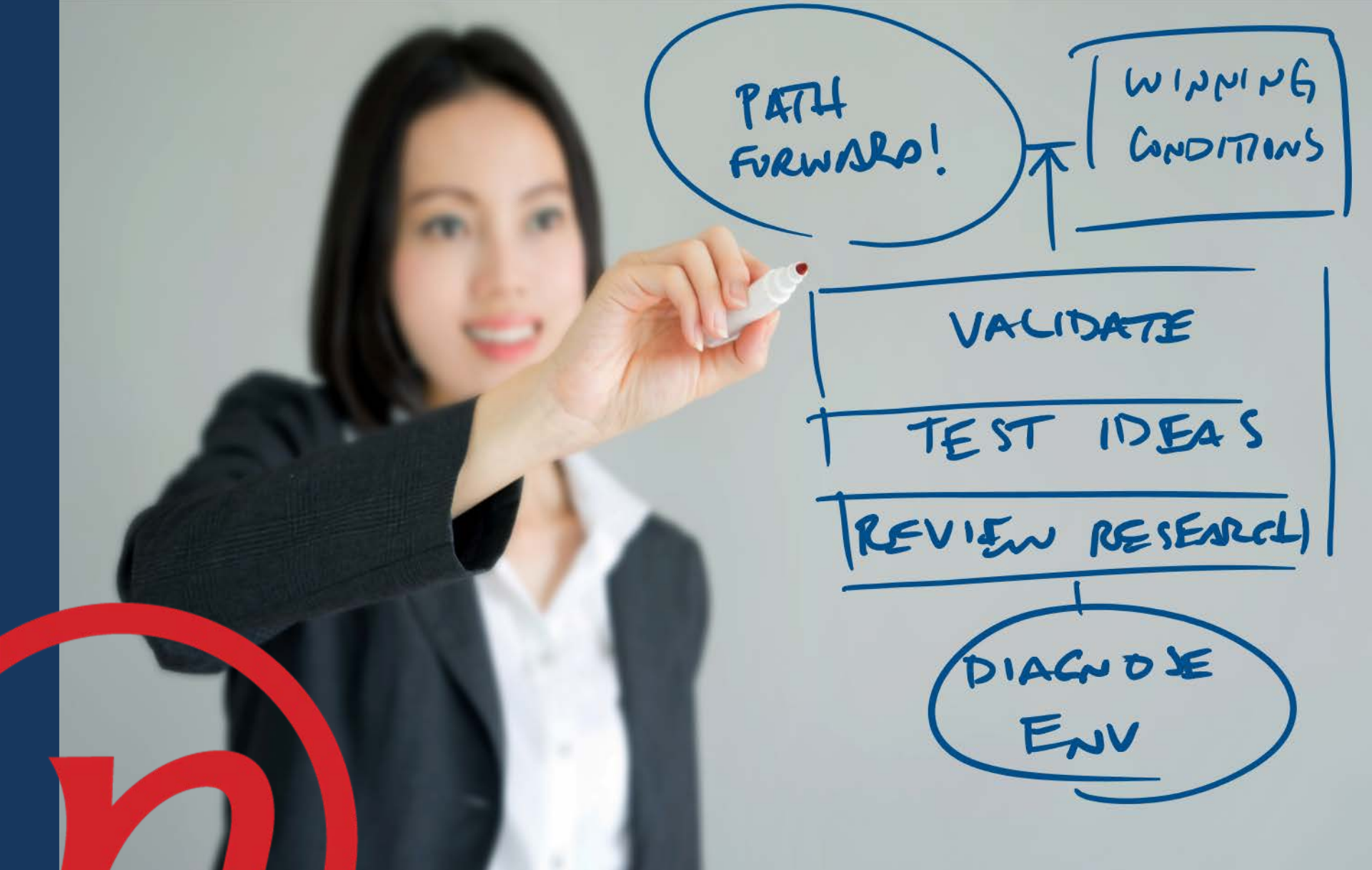
Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 403 residents of the Regional Municipality of York, 18 years of age or older, between September 11th and 16th, 2018. Participants were randomly recruited by telephone using live agents and administered a survey. The sample is geographically stratified to be representative of the Regional Municipality of York.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 403 Canadians is ±5.0 percentage points, 19 times out of 20.

The research was commissioned by Trillium Automobile Dealers Association 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	Trillium Automobile Dealers Association
Final Sample Size	403 residents of the Regional Municipality of York.
Margin of Error	±5.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Residents of the Regional Municipality of York; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
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	September 11th to 16th, 2018.
Language of Survey	The survey was conducted in English.
Standards	This report meets the standards set forth by ESOMAR and AAPOR.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016). 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; individuals that are not residents of the Regional Municipality of York could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of the Regional Municipality of York.
Estimated Response Rate	9 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	All questions are included in the report.
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. Email: info@nanosresearch.com.

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Tabulations

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				Gender		Age		
			York Region 2018-09	Male	Female	18 to 34	35 to 54	55 plus
Question 1 - How many personal cards does your household have?	Total	Unwgt N	403	173	230	68	156	179
		Wgt N	400	192	208	105	153	142
		Mean	2.0	2.1	2.0	2.3	2.1	1.7
		Median	2.0	2.0	2.0	2.0	2.0	2.0
	0	%	4.1	2.3	5.7	0.0	3.6	7.7
	1	%	25.9	24.3	27.4	20.5	20.8	35.5
	2	%	42.8	47.0	38.8	43.1	46.6	38.4
	3	%	17.5	17.2	17.8	23.5	19.8	10.6
	4	%	6.8	5.7	7.9	11.2	6.6	3.9
	5	%	1.8	2.0	1.6	1.7	1.9	1.7
	6	%	0.2	0.4	0.0	0.0	0.0	0.6
	Refuse	%	0.9	1.0	0.7	0.0	0.8	1.7

				Gender		Age		
			York Region 2018-09	Male	Female	18 to 34	35 to 54	55 plus
Question 2 - Do you intend to purchase or lease a personal car in the next two years?	Total	Unwgt N	403	173	230	68	156	179
		Wgt N	400	192	208	105	153	142
	Yes, purchase	%	16.2	21.1	11.6	20.3	15.9	13.5
	Yes, lease	%	4.6	4.8	4.5	3.0	5.5	4.9
	Yes, both lease and purchase	%	1.5	1.5	1.5	1.3	1.9	1.2
	No	%	65.1	62.6	67.4	60.8	64.7	68.7
	Unsure	%	12.6	10.0	15.0	14.6	12.0	11.7

			Gender			Age		
			York Region 2018-09	Male	Female	18 to 34	35 to 54	55 plus
Question 3 - Would you say that having a car is essential, somewhat essential, somewhat not essential or not essential to your household?	Total	Unwgt N	403	173	230	68	156	179
		Wgt N	400	192	208	105	153	142
	Essential	%	88.5	85.7	91.0	89.0	91.5	84.8
	Somewhat essential	%	7.3	11.2	3.7	9.7	6.3	6.8
	Somewhat not essential	%	0.2	0.4	0.0	0.0	0.0	0.6
	Not essential	%	4.0	2.6	5.3	1.3	2.2	7.8

			Gender			Age		
			York Region 2018-09	Male	Female	18 to 34	35 to 54	55 plus
Question 4 - Would you say that now is a very good, good, average, poor or very poor time for the local government of York Region to put a new tax on people's cars?	Total	Unwgt N	403	173	230	68	156	179
		Wgt N	400	192	208	105	153	142
	Very good	%	1.1	1.0	1.2	0.0	1.9	1.1
	Good	%	4.1	6.2	2.2	4.7	4.9	2.8
	Average	%	10.2	12.4	8.2	11.0	7.2	12.9
	Poor	%	31.5	31.0	31.9	47.0	26.6	25.2
	Very poor	%	48.4	44.0	52.4	32.6	57.5	50.2
	Unsure	%	4.7	5.5	4.1	4.7	1.9	7.8

Are you likely, somewhat likely, somewhat unlikely or unlikely to support a politician that favoured the following: [ROTATE]

			Gender			Age		
			York Region 2018-09	Male	Female	18 to 34	35 to 54	55 plus
Question 5 - The York Regional Government putting new taxes on cars to discourage people from owning a car	Total	Unwgt N	403	173	230	68	156	179
		Wgt N	400	192	208	105	153	142
	Likely	%	5.3	5.8	4.9	2.6	7.4	5.1
	Somewhat likely	%	4.7	6.7	3.0	9.7	2.6	3.3
	Somewhat unlikley	%	5.1	1.5	8.5	5.2	5.3	4.9
	Unlikely	%	81.4	82.9	80.0	81.2	82.8	79.9
	Unsure	%	3.5	3.2	3.7	1.3	1.9	6.7

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Are you likely, somewhat likely, somewhat unlikely or unlikely to support a politician that favoured the following: [ROTATE]

				Gender		Age		
			York Region 2018-09	Male	Female	18 to 34	35 to 54	55 plus
Question 6 - The Province of Ontario giving powers to municipalities to put new taxes on cars	Total	Unwgt N	403	173	230	68	156	179
		Wgt N	400	192	208	105	153	142
	Likely	%	6.3	9.3	3.6	5.0	9.5	3.9
	Somewhat likely	%	6.5	7.6	5.5	9.0	4.5	6.8
	Somewhat unlikley	%	11.4	8.2	14.3	23.1	6.8	7.6
	Unlikely	%	71.7	69.6	73.6	61.2	76.4	74.4
	Unsure	%	4.1	5.3	3.0	1.7	2.8	7.3

Are you likely, somewhat likely, somewhat unlikely or unlikely to support a politician that favoured the following: [ROTATE]

				Gender		Age		
			York Region 2018-09	Male	Female	18 to 34	35 to 54	55 plus
Question 7 - As you may know, York region has an infrastructure shortfall of $220 million. What would you like the Region of York to do first to help make up for the shortfall?	Total	Unwgt N	403	173	230	68	156	179
		Wgt N	400	192	208	105	153	142
	Increase property taxes	%	5.1	8.1	2.3	3.4	4.7	6.9
	Increase fees for municipal services	%	5.8	6.9	4.8	7.6	5.3	5.0
	Find efficiencies in administration	%	44.8	44.4	45.1	39.7	45.6	47.6
	Freeze wages of municipal employees	%	21.7	21.0	22.4	31.2	20.0	16.6
	Put a new $100-$120 charge on vehicle licences in York Region	%	6.0	7.1	5.0	3.0	8.5	5.6
	Do nothing	%	10.1	9.3	10.9	7.3	12.3	10.0
	Unsure	%	6.4	3.2	9.3	7.8	3.6	8.3

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 403 residents of the Regional Municipality of York, 18 years of age or older, between September 11th and 16th, 2018. The margin of error for a random survey of 403 Canadians is ±5.0 percentage points, 19 times out of 20.

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Are you likely, somewhat likely, somewhat unlikely or unlikely to support a politician that favoured the following: [ROTATE]

				Gender		Age		
			York Region 2018-09	Male	Female	18 to 34	35 to 54	55 plus
Question 8 - As you may know, when someone renews their license plate on their vehicle there is a $120 charge from the Province of Ontario. The York Regional government is considering adding an additional $100-$120 charge, on top of the fee from the Province of Ontario for vehicles in York Region. Would you support, somewhat support, somewhat oppose or oppose the York Regional government adding a $100-$120 charge to renew license plate stickers in addition to the current $120 charged by the Province of Ontario	Total	Unwgt N	403	173	230	68	156	179
		Wgt N	400	192	208	105	153	142
	Support	%	3.3	5.3	1.6	0.0	3.4	5.7
	Somewhat support	%	5.2	6.9	3.7	7.6	5.3	3.4
	Somewhat oppose	%	9.7	7.2	12.0	19.8	5.7	6.6
	Oppose	%	80.4	79.2	81.5	72.6	83.8	82.5
	Unsure	%	1.3	1.5	1.2	0.0	1.9	1.7