Majority of Canadians believe federal government incentives to secure a Volkswagen AG electric-vehicle battery plant in Ontario are a worthwhile investment as it will bring jobs and economic benefits.

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Key Findings

1

Majority of Canadians say Volkswagen AG electric-vehicle battery plant incentives are a worthwhile investment

Just over one in two Canadians believe the incentives are a worthwhile investment as it will bring jobs (54%), while three in ten Canadians believe the money should go towards other spending priorities (30%). Residents of Quebec and Ontario are significantly more likely to believe the government incentives are a worthwhile investment (59%) compared to residents of the Prairies (42%).

2

Canadians split on their support for government incentives to reduce emissions

Canadians are split on their support when it comes to the Canadian government using tax-payer money to offer incentives to reduce carbon emissions with about one in two saying they support (14%) or somewhat support (33%) and another one in two oppose (30%) or somewhat oppose (20%). Quebec residents (16% support, 42% somewhat support) and Canadians 55 years or older (16% support, 39% somewhat support) are more likely to support or somewhat support, while Prairie residents (38% oppose, 23% somewhat oppose) and Canadians aged 18-34 (36% oppose, 19% somewhat oppose) are more likely to oppose or somewhat oppose .

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Views on Volkswagen AG electric-vehicle battery plant incentives
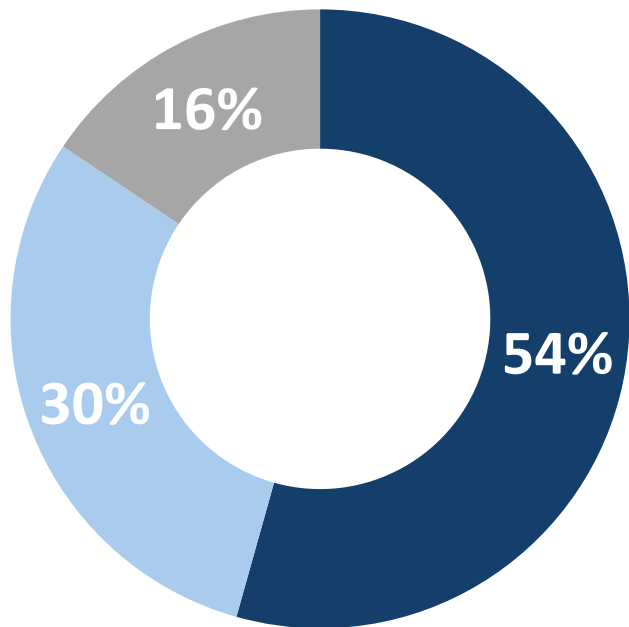
- This is a worthwhile investment because it will bring jobs and economic benefits to Canada
- This money should not be spent on jobs but on other spending priorities
- Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=1,080, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q As you may know, Canada's federal government recently agreed to incentives that may reach 13 billion dollars over 10 years to secure a Volkswagen AG electric-vehicle battery plant in Ontario.

Some people say [ROTATE] this is a worthwhile investment as it will bring jobs and economic benefits, while others say that this money should not be spent on jobs but on other spending priorities. Which of these two views comes closest to yours? [ROTATE]

"Over one in two Canadians say that the Volkswagen AG electric-vehicle battery plant incentives are a worthwhile investment as it will will bring jobs and economic benefits (54%). Canadians living in Quebec are more likely to say so (59%) than those living in the Prairies (42%)."

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Views on Volkswagen AG electric-vehicle battery plant incentives – By demographics

Q As you may know, Canada's federal government recently agreed to incentives that may reach 13 billion dollars over 10 years to secure a Volkswagen AG electric-vehicle battery plant in Ontario.

Some people say [ROTATE] this is a worthwhile investment as it will bring jobs and economic benefits, while others say that this money should not be spent on jobs but on other spending priorities. Which of these two views comes closest to yours? [ROTATE]

This is a worthwhile investment because it will bring jobs and economic benefits to Canada

Atlantic (n=105)	Quebec (n=213)	Ontario (n=380)	Prairies (n=217)	BC (n=165)
57.4%	**59.4%**	**59.2%**	**42.1%**	**46.6%**

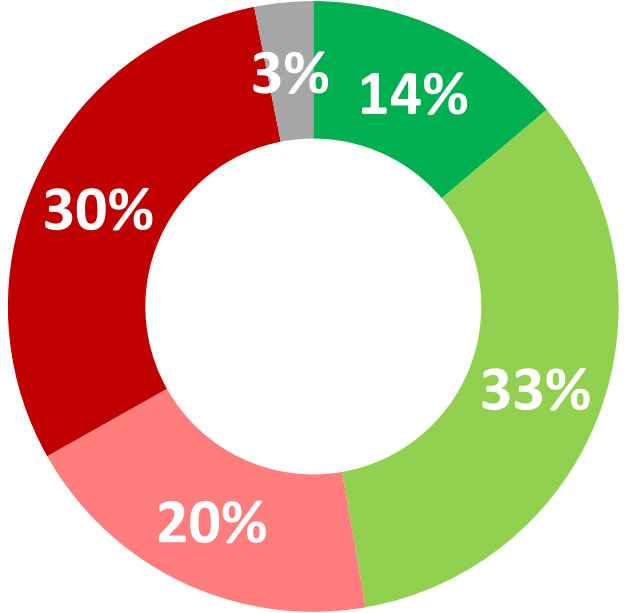| Men (n=552)	Women (n=520)	18 to 34 (n=237)	35 to 54 (n=383)	55 plus (n=460)
56.5%	**52.8%**	**53.7%**	**52.3%**	**56.4%**

This money should not be spent on jobs but on other spending priorities

Atlantic (n=105)	Quebec (n=213)	Ontario (n=380)	Prairies (n=217)	BC (n=165)
25.6%	**27.8%**	**27.9%**	**37.8%**	**32.1%**

Men (n=552)	Women (n=520)	18 to 34 (n=237)	35 to 54 (n=383)	55 plus (n=460)
31.2%	**28.8%**	**31.6%**	**34.7%**	**25.3%**

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=1,080, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Support for government using tax-payer money to help corporations reduce emissions

Q Do you support, somewhat support, somewhat oppose or oppose the government using tax-payer money to offer incentives to help corporations reduce carbon emissions so that Canada achieves its climate goals?

- ■ Support
- ■ Somewhat support
- ■ Somewhat oppose
- ■ Oppose
- ■ Unsure

"Canadians are split when it comes to the Canadian government using tax-payer money to offer incentives to reduce carbon emissions. Residents of Quebec are more likely to support or somewhat support (58%) the usage of tax-payer money to offer incentives to help corporations reduce carbon emissions, while residents of the Prairies are more likely to oppose or somewhat oppose (61%)."

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=1,080, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Support for government using tax-payer money to help corporations reduce emissions – By demographics

Q Do you support, somewhat support, somewhat oppose or oppose the government using tax-payer money to offer incentives to help corporations reduce carbon emissions so that Canada achieves its climate goals?

Support/somewhat support

Atlantic (n=105)	Quebec (n=213)	Ontario (n=380)	Prairies (n=217)	BC (n=165)
46.9%	**57.6%**	**47.3%**	**35.5%**	**45.2%**

Men (n=552)	Women (n=520)	18 to 34 (n=237)	35 to 54 (n=383)	55 plus (n=460)
49.8%	**44.8%**	**39.9%**	**43.3%**	**55.2%**

Oppose/somewhat oppose

Atlantic (n=105)	Quebec (n=213)	Ontario (n=380)	Prairies (n=217)	BC (n=165)
47.4%	**39.8%**	**49.2%**	**61.2%**	**53.5%**

Men (n=552)	Women (n=520)	18 to 34 (n=237)	35 to 54 (n=383)	55 plus (n=460)
47.7%	**51.7%**	**55.4%**	**54.2%**	**42.3%**

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 30th to May 3rd, 2023, n=1,080, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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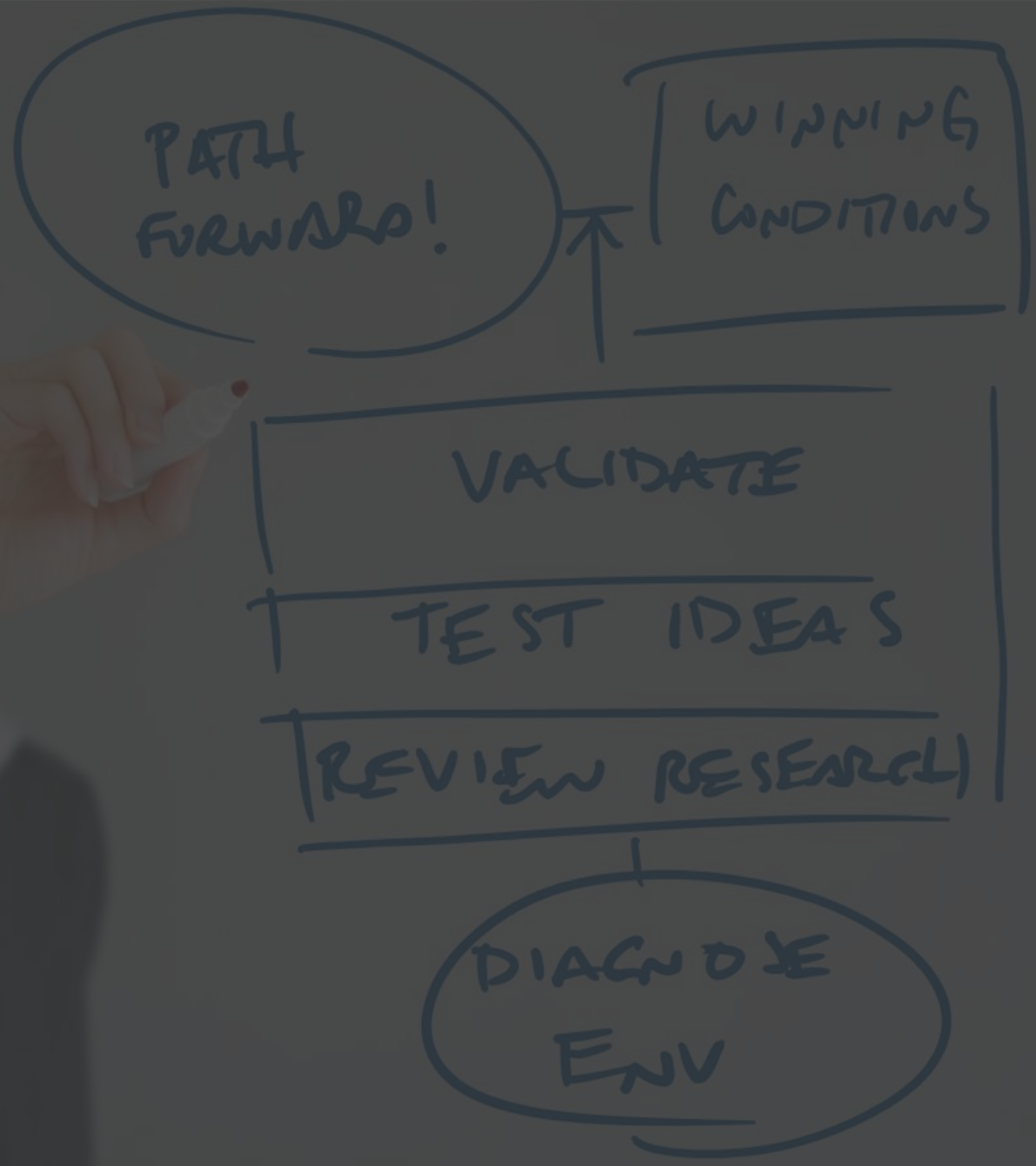
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,080 Canadians, 18 years of age or older, between April 30th and May 3rd, 2023, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey 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 dialing with a maximum of five call backs.

The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

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

METHODOLOGY

Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1,080 Randomly selected individuals.
Source of Sample	Nanos Hybrid Panel
Type of Sample	Probability
Margin of Error	±3.0 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 to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	April 30th to May 3rd, 2023.
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. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) 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 (2021) 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	10 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	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues.
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. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

TECHNICAL NOTE

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ABOUT NANOS

Any questions?

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TABULATIONS

2023-2378 – Bloomberg/Nanos Survey –April OMNI - STAT SHEET

					Region					Gender			Age	
			Canada 2023-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - As you may know, Canada's federal government recently agreed to incentives that may reach 13 billion dollars over 10 years to secure a Volkswagen AG electric-vehicle battery plant in Ontario. Some people say [ROTATE] this is a worthwhile investment as it will bring jobs and economic benefits, while others say that this money should not be spent on jobs but on other spending priorities. Which of these two views comes closest to yours? [ROTATE]	Total	Unwgt N	1080	105	213	380	217	165	552	520	8	237	383	460
		Wgt N	1008	68	233	390	178	139	490	510	8	271	324	413
	This is a worthwhile investment because it will bring jobs and economic benefits to Canada	%	54.4	57.4	59.4	59.2	42.1	46.6	56.5	52.8		53.7	52.3	56.4
	This money should not be spend on jobs but on other spending priorities	%	30.0	25.6	27.8	27.9	37.8	32.1	31.2	28.8		31.6	34.7	25.3
	Unsure	%	15.6	17.0	12.9	12.9	20.1	21.4	12.4	18.3		14.7	13.0	18.2

					Region					Gender			Age	
			Canada 2023-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Do you support, somewhat support, somewhat oppose or oppose the government using tax-payer money to offer incentives to help corporations reduce carbon emissions so that Canada achieves its climate goals?	Total	Unwgt N	1080	105	213	380	217	165	552	520	8	237	383	460
		Wgt N	1008	68	233	390	178	139	490	510	8	271	324	413
	Support	%	13.9	11.7	15.8	15.4	9.2	13.3	15.3	12.7		11.2	12.8	16.4
	Somewhat support	%	33.4	35.2	41.7	31.9	26.3	31.9	34.5	32.0		28.7	30.4	38.8
	Somewhat oppose	%	19.6	18.3	19.3	19.1	22.9	17.9	17.7	21.7		19.4	20.6	18.9
	Oppose	%	30.1	29.2	20.5	30.2	38.3	35.7	30.0	30.0		36.0	33.6	23.4
	Unsure	%	3.1	5.7	2.6	3.5	3.2	1.2	2.5	3.5		4.7	2.5	2.5