

Carbon tax tracking suggests protecting the environment in the long term as a priority still a majority but on the decline from 67% in 2018 to 55% as people increasingly worry about how to keep costs down today.



The research gauged views on the carbon tax and what is more important between keeping costs own today or protecting the environment in the long term.

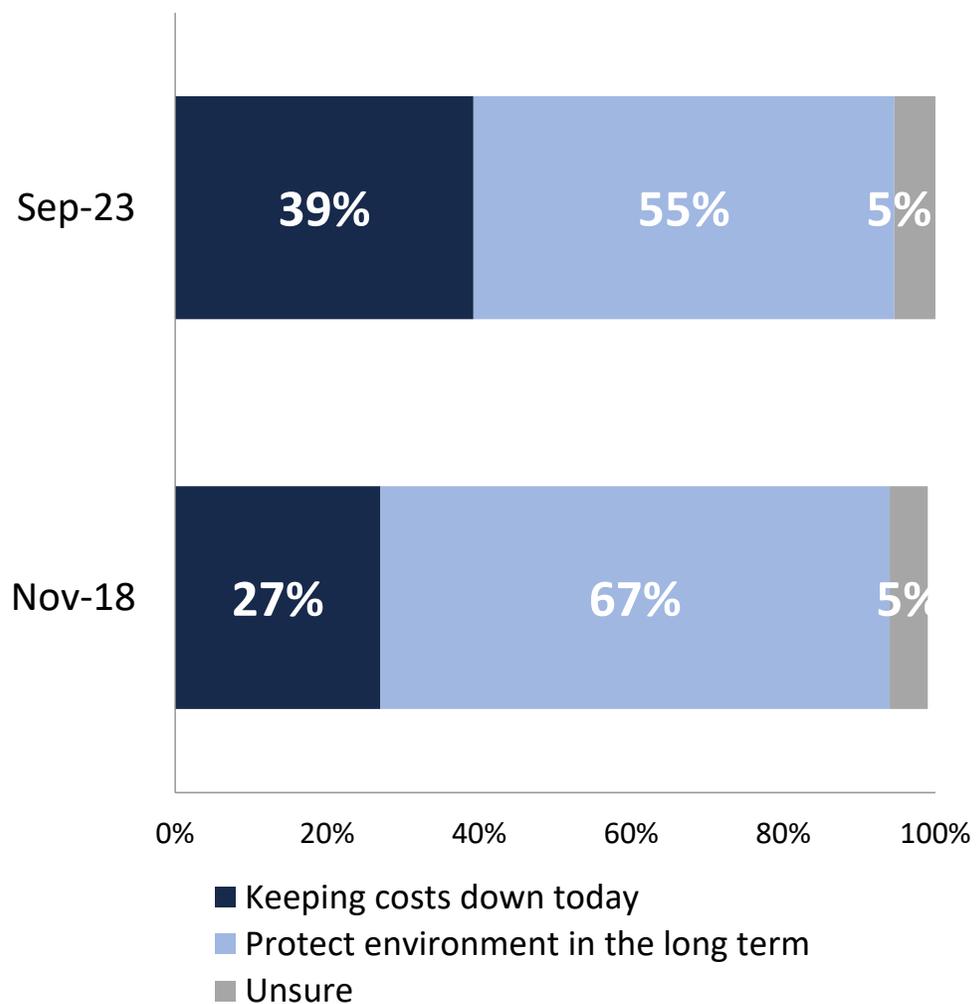
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1044 Canadians, 18 years of age or older, between September 2<sup>nd</sup> and 4<sup>th</sup>, 2023 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

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

# Priority regarding carbon tax

While just over **1 in 2** Canadians

still prefer protecting the environment in the long term (55%) over keeping costs down today, this is a decrease when compared to November 2018 when two thirds (67%) preferred protecting the environment in the long term.



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Q – When it comes to a carbon tax on things like gas, is it more important to you to [ROTATE] keep costs down today or to protect the environment in the long term?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 2<sup>nd</sup> to 4<sup>th</sup>, 2023, n=1044, accurate 3.0 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL\*



# Priority regarding carbon tax – By demographics

Q – When it comes to a carbon tax on things like gas, is it more important to you to [ROTATE] keep costs down today or to protect the environment in the long term?

## Protect environment in the long term

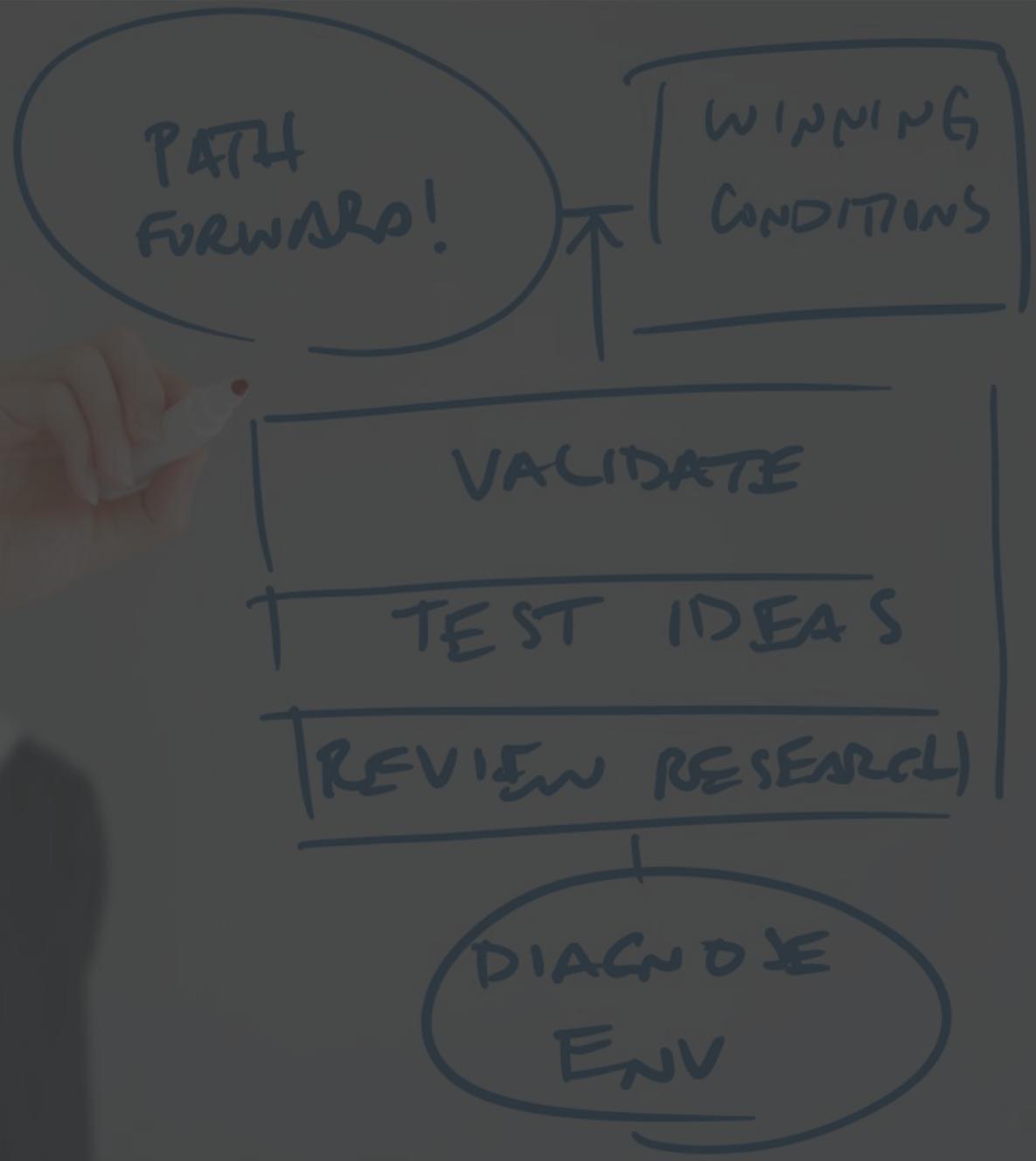
Atlantic (n=90)	Quebec (n=252)	Ontario (n=350)	Prairies (n=209)	BC (n=143)
<b>54.3%</b>	<b>65.8%</b>	<b>57.3%</b>	<b>34.3%</b>	<b>59.8%</b>
Men (n=504)	Women (n=537)	18 to 34 (n=174)	35 to 54 (n=396)	55 plus (n=474)
<b>47.9%</b>	<b>62.5%</b>	<b>49.6%</b>	<b>53.5%</b>	<b>60.6%</b>

## Keeping costs down today

Atlantic (n=90)	Quebec (n=252)	Ontario (n=350)	Prairies (n=209)	BC (n=143)
<b>42.3%</b>	<b>28.3%</b>	<b>36.4%</b>	<b>62.4%</b>	<b>34.5%</b>
Men (n=504)	Women (n=537)	18 to 34 (n=174)	35 to 54 (n=396)	55 plus (n=474)
<b>46.7%</b>	<b>32.1%</b>	<b>43.3%</b>	<b>42.8%</b>	<b>33.7%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 2<sup>nd</sup> to 4<sup>th</sup>, 2023, n=1044, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,044 Canadians, 18 years of age or older, between September 2<sup>nd</sup> and 4<sup>th</sup>, 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 dialling with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.0$  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

Element	Description	Element	Description
Research sponsor	The Globe and Mail	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
Population and Final Sample Size	1044 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.
Source of Sample	Nanos Hybrid Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	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.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	10 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, housing and immigration.
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 Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	September 2 <sup>nd</sup> to 4 <sup>th</sup> , 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# Any questions?

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# TABULATIONS

**2023-2450 – Globe and Mail/Nanos Survey – August Omni - STAT SHEET – Carbon tax**

		Region							Gender			Age		
		Canada 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question - When it comes to a carbon tax on things like gas, is it more important to you to keep costs down today or to protect the environment in the long term? [ROTATE]	Total	Unwgt N	1044	90	252	350	209	143	504	537	3	174	396	474
		Wgt N	1003	69	231	388	176	139	490	510	3	269	322	412
	Keeping costs down today	%	39.2	42.3	28.3	36.4	62.4	34.5	46.7	32.1	3	43.3	42.8	33.7
	Protect environment in the long term	%	55.4	54.3	65.8	57.3	34.3	59.8	47.9	62.5	3	49.6	53.5	60.6
	Unsure	%	5.4	3.4	5.9	6.3	3.2	5.7	5.4	5.4	3	7.1	3.6	5.7