

Capital gains tax changes will influence the vote of four in ten Canadians in the next federal election.

National survey released June 2024  
Field: May 31<sup>st</sup> to June 2<sup>nd</sup>, 2024  
Submission 2024-2608

**Bloomberg**



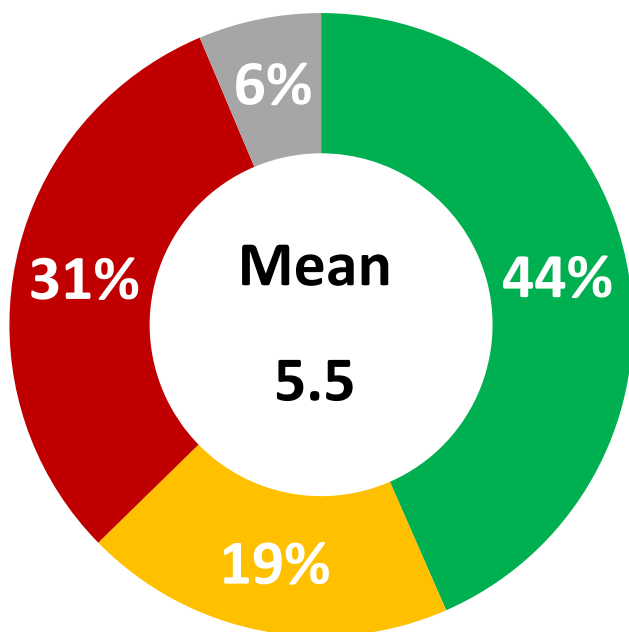
The research gauged the opinions among Canadians on the importance of changes to the capital gain tax influencing their vote in the next federal election.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1043 Canadians, 18 years of age or older, between May 31<sup>st</sup> and June 2<sup>nd</sup>, 2024 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 Bloomberg News and was conducted by Nanos Research.

# Influence of changes to capital gains tax on vote in the next federal election



■ Important (7-10)

■ Neutral (4-6)

■ Not important (0-3)

■ Unsure

Over **2 in 5** Canadians

say that changes to the capital gains are important in terms of influencing their vote in the next federal election than say it is not important (31%) and six percent are unsure.

\*Weighted to the true population proportion.

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

Q – On a scale from 0 to 10, where 0 is not at all important and 10 is very important, how important are changes to the capital gains tax in terms of influencing your vote in the next federal election?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31<sup>st</sup> to June 2<sup>nd</sup>, 2024, n=1043, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Influence of changes to capital gains tax on vote in the next federal election – By demographics

Q – On a scale from 0 to 10, where 0 is not at all important and 10 is very important, how important are changes to the capital gains tax in terms of influencing your vote in the next federal election?

	Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
<b>Mean</b>	<b>4.3</b>	<b>5.5</b>	<b>5.4</b>	<b>6.2</b>	<b>5.3</b>
	Men (n=565)	Women (n=477)	18 to 34 (n=208)	35 to 54 (n=364)	55 plus (n=471)
	<b>5.4</b>	<b>5.7</b>	<b>5.6</b>	<b>5.7</b>	<b>5.3</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31<sup>st</sup> to June 2<sup>nd</sup>, 2024, n=1043, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# METHODOLOGY

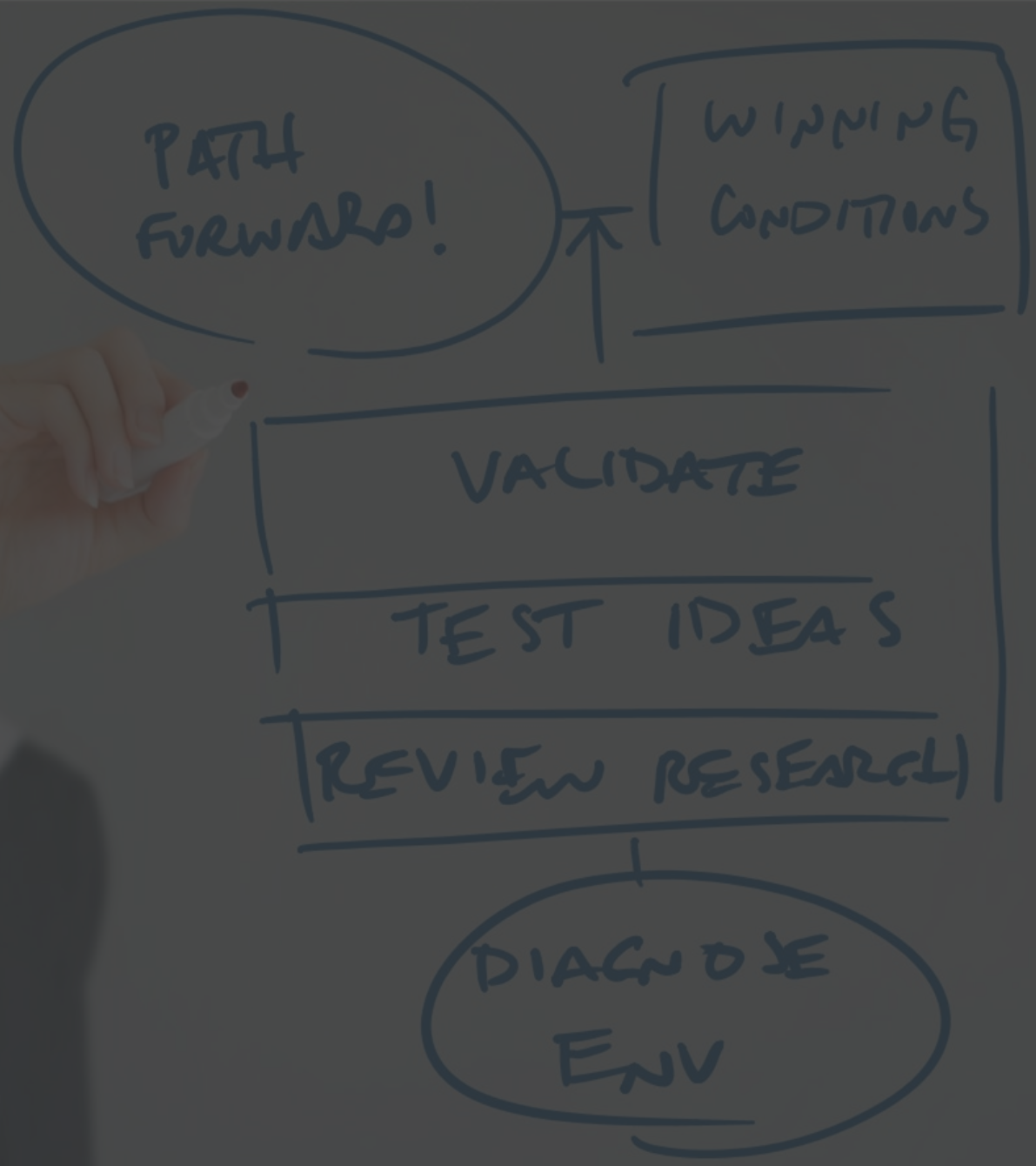
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,043 Canadians, 18 years of age or older, between May 31<sup>st</sup> and June 2<sup>nd</sup>, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents 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  $\pm 3.0$  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



Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1043 Randomly selected individuals.
Source of Sample	Nanos Probability 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	May 31 <sup>st</sup> to June 2 <sup>nd</sup> , 2024.
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>

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	11 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire. This was the only question asked on this topic.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on food affordability, views on work arrangements and federal public service.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .
Data Tables	By region, age and gender: <a href="#">Data Tables</a>



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EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](#) and the [Nanos Research Corporation](#), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. [www.ethicstrategies.com](http://www.ethicstrategies.com)

ABOUT NANOS



# Any questions?

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For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)







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