

Canadians think higher business taxes in Canada than the US will harm jobs and investment; most favour matching US rates.

The research gauged the opinions among Canadians on the impact of business tax rates in Canada compared to those in the United States. The aim is to understand public sentiment on whether Canadian business taxes should be higher, lower, or similar to those in the U.S. Additionally, it explores perceived economic impacts associated with different tax rate scenarios.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,035 Canadians, 18 years of age or older, between July 29th to August 1st, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

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

The research was commissioned by Means and Ways at Compass Rose and was conducted by Nanos Research.

KEY FINDINGS

1

HAVING HIGHER BUSINESS TAXES IN CANADA THAN US IS SEEN AS NEGATIVE IN TERMS OF THE IMPACT IT COULD HAVE ON JOBS, ATTRACTING INVESTMENT, AND COMPETITIVENESS

Overall, when asked what they think the impact would be if business taxes were higher in Canada than in the US, most Canadians think this would have a negative or somewhat negative impact on Canada's ability to attract new investments from outside of Canada ([77%](#)), keeping businesses headquartered in Canada ([71%](#)), Canada's global competitiveness ([70%](#)), and keeping jobs in Canada ([69%](#)).

2

CANADIANS PREFER THE GOVERNMENT AIM TO KEEP BUSINESS TAXES IN CANADA ABOUT THE SAME AS IN THE US

Just over one in two Canadians prefer that, as a general rule, the Canadian government should aim to keep business taxes in Canada about the same as business taxes in the United States ([54%](#)), while under one in four prefer that they be lower in Canada ([21%](#)). Over one in ten prefer higher business taxes ([15%](#)).

3

CANADIANS THINK HIGHER BUSINESS TAX RATES IN CANADA WILL LEAD TO BUSINESSES LEAVING CANADA; LOWER RATES WILL ATTRACT INVESTMENT

Asked unprompted what would be the impact on the Canadian economy from having higher business taxes in Canada relative to the US, close to one in three Canadians mention businesses moving to the US/outside of Canada ([30%](#)), followed by discouraging investment/less foreign investment or new businesses ([16%](#)) and being bad for the economy ([14%](#)). In terms of impacts from having lower relative business taxes, Canadians often mention attracting more American or foreign investment ([38%](#)) or positive improvements and growth for the Canadian economy ([21%](#)).

4

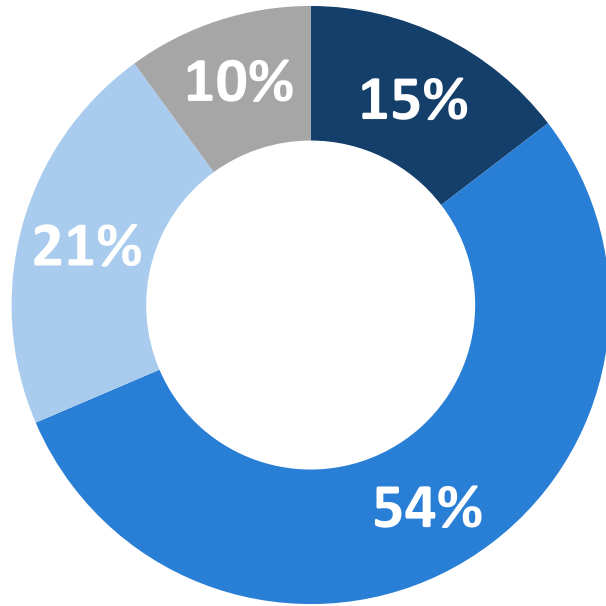
QUEBEC RESIDENTS LESS LIKELY TO VIEW HIGHER BUSINESSES TAXES AS HAVING A POTENTIAL NEGATIVE IMPACT

Residents of Quebec are less likely to see higher business taxes as having an outright negative impact on all the variables tested such as Canada's ability to attract new investments from outside of Canada ([34%](#), [46%](#) for Canadians overall), keeping businesses headquartered in Canada ([31%](#), [42%](#) for Canadians overall), Canada's global competitiveness ([29%](#), [40%](#) for Canadians overall), and keeping jobs in Canada ([24%](#), [37%](#) for Canadians overall).

Rate of business taxes in Canada compared to the US



Q – As a general rule, should the Canadian government aim to keep business taxes in Canada higher, lower or about the same as business taxes in the United States?



■ Higher ■ About the same ■ Lower ■ Unsure

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

	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
About the same	58.3%	50.9%	56.5%	49.8%	55.3%
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	57.3%	50.7%	50.7%	54.8%	55.5%
Lower	20.3%	14.5%	22.4%	30.3%	19.3%
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	25.2%	17.8%	22.0%	24.8%	18.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=1035, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Impact of higher tax rates in Canada than in the US

Q – If business taxes in Canada are higher relative to business taxes in the United States, what will be the impact on the Canadian economy, if any? [OPEN]

TOP RESPONSES		Total (n=886)	Atlantic (n=72)	Quebec (n=198)	Ontario (n=301)	Prairies (n=189)	BC (n=126)	Men (n=484)	Women (n=402)	18-34 (n=132)	35-54 (n=308)	55 plus (n=446)
	Businesses moving to the US/outside of Canada	29.5%	30.7%	28.1%	30.7%	28.0%	29.9%	30.9%	28.1%	33.9%	30.9%	25.8%
	Discourage business investment/less foreign investment/fewer new businesses	15.7%	8.1%	10.1%	19.0%	19.4%	15.2%	17.9%	13.5%	21.4%	12.0%	15.2%
	Bad for the economy/decline in the economy/negative	14.4%	14.7%	16.3%	13.8%	13.0%	14.7%	14.8%	14.1%	10.5%	13.7%	17.3%
	Canada will become less competitive/less attractive/reduced export	10.0%	11.1%	15.5%	5.9%	10.2%	11.3%	8.8%	11.2%	3.8%	11.2%	12.7%
	No impact/minor impact/remain equally as attractive for trade/balance out	7.7%	8.2%	7.1%	8.2%	6.5%	8.4%	9.1%	6.3%	3.7%	8.3%	9.6%
	Businesses will pass expenses off to the consumer/increased prices/decreased spending/inflation	4.8%	4.1%	6.7%	4.3%	5.2%	2.9%	3.5%	6.2%	3.1%	6.0%	4.9%
	Unsure	6.1%	11.1%	5.4%	6.0%	4.5%	7.3%	3.0%	9.3%	9.8%	5.7%	4.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=886, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Impact of lower tax rates in Canada than in the US

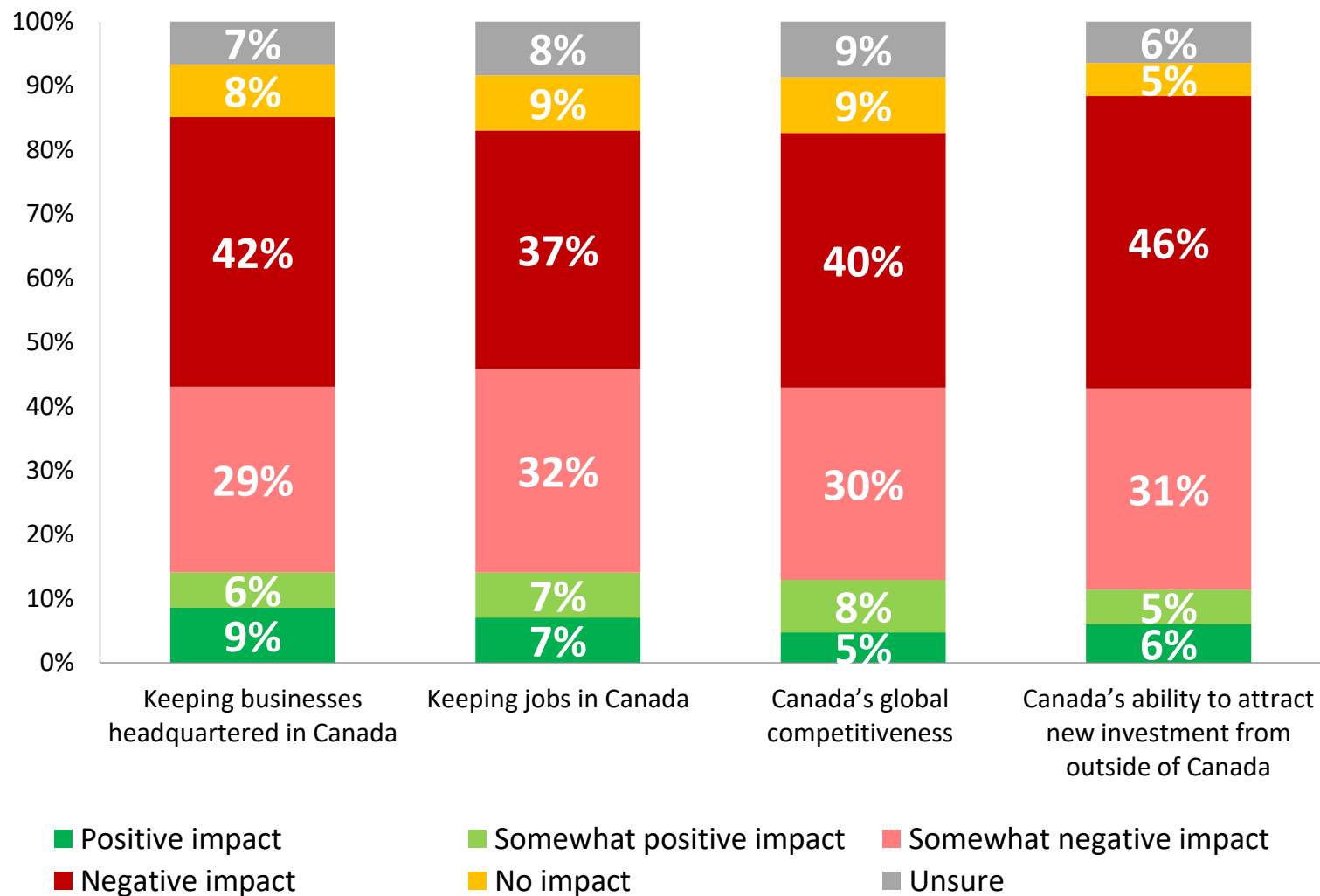
Q – If business taxes in Canada are lower relative to business taxes in the United States, what will be the impact on the Canadian economy, if any? [OPEN]

	Total (n=891)	Atlantic (n=69)	Quebec (n=200)	Ontario (n=300)	Prairies (n=193)	BC (n=129)	Men (n=483)	Women (n=408)	18-34 (n=129)	35-54 (n=309)	55 plus (n=453)
TOP RESPONSES											
Attract more American/foreign investment and business	37.9%	29.2%	32.4%	43.0%	40.7%	33.5%	39.1%	36.7%	52.8%	33.7%	32.6%
Positive/Improvement/Growth for Canadian economy	21.0%	20.2%	23.5%	19.3%	17.7%	25.9%	21.3%	20.7%	12.5%	22.3%	24.8%
No impact/Minor impact	8.9%	5.3%	7.9%	9.6%	12.5%	6.2%	9.1%	8.8%	5.9%	8.5%	11.0%
Canadian companies will become more competitive/increased competitiveness	5.8%	8.0%	7.1%	3.8%	5.6%	8.5%	6.4%	5.2%	2.7%	7.3%	6.4%
Less tax revenue/less money for the government/less social services and programs	3.5%	3.2%	4.5%	3.8%	1.0%	4.8%	4.3%	2.8%	4.1%	3.3%	3.4%
Drop in consumer prices/more consumer spending	3.0%	6.2%	3.4%	2.6%	3.0%	1.9%	2.9%	3.1%	1.5%	4.0%	3.1%
Make companies richer/Individual taxpayers and consumers would have to pay more	2.7%	3.4%	2.0%	2.9%	4.4%	1.2%	2.5%	2.9%	1.5%	3.0%	3.3%
Unsure	7.2%	16.3%	6.3%	6.7%	6.3%	6.7%	4.2%	10.2%	9.9%	6.4%	6.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=891, accurate 3.3 percentage points plus or minus, 19 times out of 20.

Impacts of higher tax rates in Canada than in the US

Overall, Canadians think having higher businesses taxes in Canada relative to the US would have at least a somewhat negative impact on Canada's ability to attract investments, global competitiveness, and ability to keep jobs and businesses headquartered in Canada.



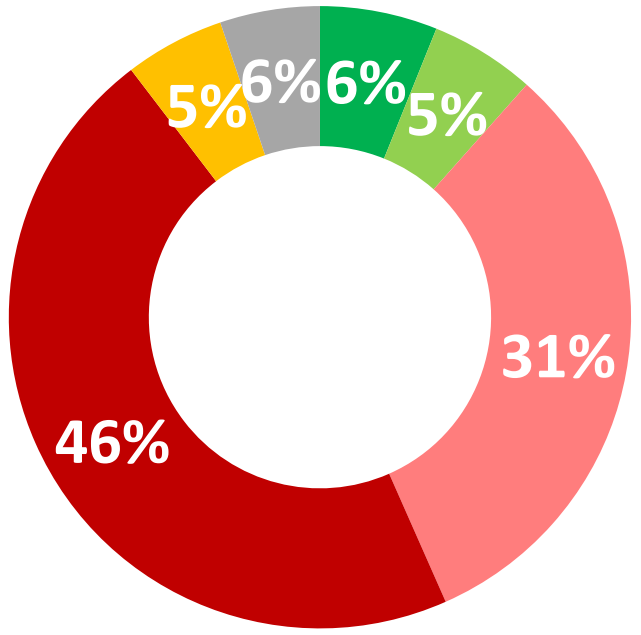
*Weighted to the true population proportion.
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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=1035, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Q - If business taxes are higher in Canada relative to business taxes in the United States, will this have a positive, a somewhat positive, a somewhat negative, a negative or no impact on the following: [RANDOMIZE]

Impacts of higher taxes on Canada's ability to attract foreign investment



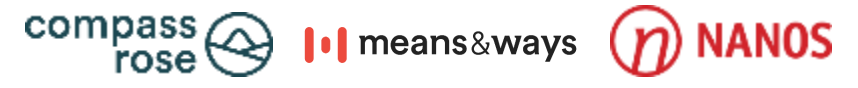
- Positive impact
- Somewhat positive impact
- Somewhat negative impact
- Negative impact
- No impact
- Unsure

	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
Negative impact/Somewhat negative impact	79.4%	73.5%	77.6%	81.7%	74.0%
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	79.3%	74.7%	74.9%	78.5%	77.1%
Positive impact/Somewhat positive impact	9.5%	11.5%	12.4%	8.7%	12.6%
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	11.0%	11.8%	11.8%	9.5%	12.6%

*Weighted to the true population proportion.
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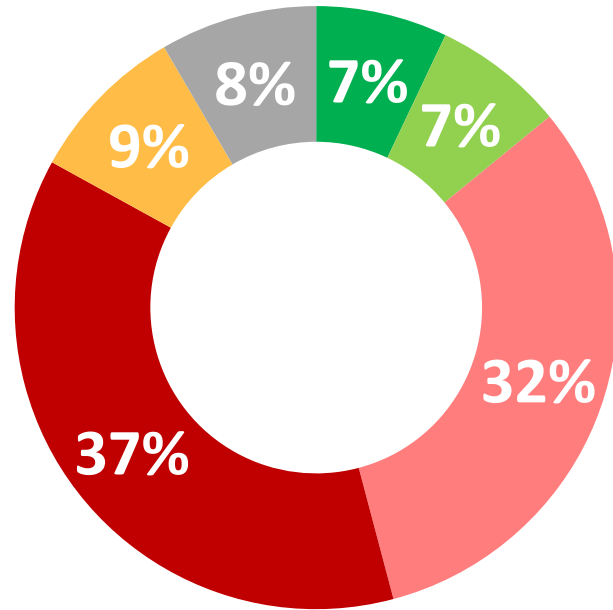
Q – If business taxes are higher in Canada relative to business taxes in the United States, will this have a positive, a somewhat positive, a somewhat negative, a negative or no impact on the following [RANDOMIZE] :
Canada's ability to attract new investment from outside of Canada

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=1035, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Impacts of higher taxes on keeping jobs in Canada

Q – If business taxes are higher in Canada relative to business taxes in the United States, will this have a positive, a somewhat positive, a somewhat negative, a negative or no impact on the following: [RANDOMIZE] **Keeping jobs in Canada**



- Positive impact
- Somewhat negative impact
- No impact
- Somewhat positive impact
- Negative impact
- Unsure

*Weighted to the true population proportion.

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

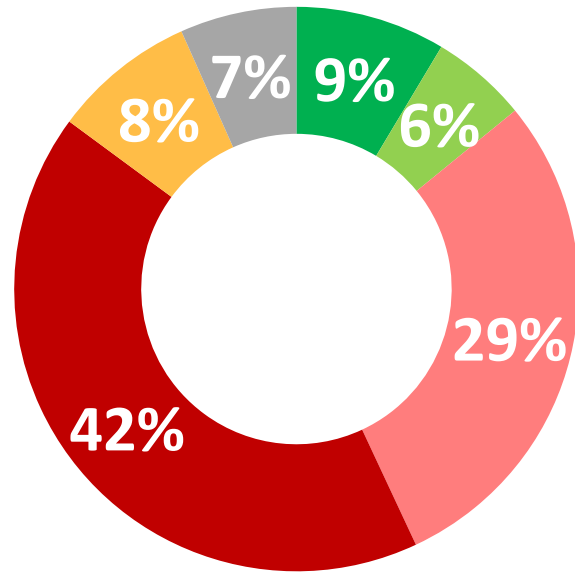
	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
Negative impact/ Somewhat negative impact	70.9%	62.8%	71.5%	72.9%	65.8%
Men (n=551)		Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
74.0%	64.0%	66.2%	72.0%	68.3%	
Positive impact/Somewhat positive impact	10.1%	12.3%	14.6%	13.6%	18.2%
Men (n=551)		Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
12.2%	15.9%	12.4%	11.4%	17.3%	

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=1035, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Impact of higher taxes on keeping businesses headquartered in Canada

Q – If business taxes are higher in Canada relative to business taxes in the United States, will this have a positive, a somewhat positive, a somewhat negative, a negative or no impact on the following: [RANDOMIZE] **Keeping businesses headquartered in Canada**



- Positive impact
- Somewhat positive impact
- Somewhat negative impact
- Negative impact
- No impact
- Unsure

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

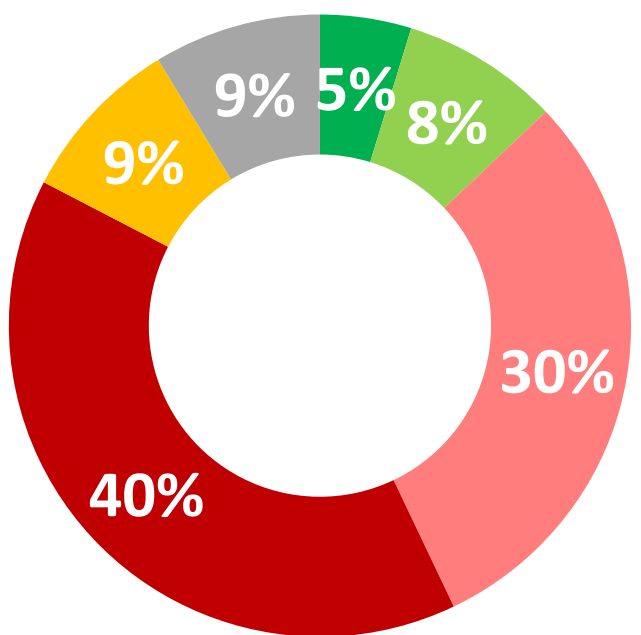
	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
Negative impact/Somewhat negative impact	75.6%	66.9%	71.6%	74.6%	69.5%
Men (n=551)		Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
73.3%	68.8%	68.5%	74.6%	69.8%	
Positive impact/Somewhat positive impact	9.3%	12.3%	15.0%	13.7%	17.6%
Men (n=551)		Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
11.0%	17.1%	16.6%	10.8%	15.1%	



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=1035, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Impacts of higher taxes on Canada's global competitiveness



- Positive impact
- Somewhat positive impact
- Somewhat negative impact
- Negative impact
- No impact
- Unsure

	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
Negative impact/Somewhat negative impact	76.7%	65.7%	71.7%	68.5%	68.9%
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	72.9%	66.6%	66.4%	71.2%	70.6%
Positive impact/Somewhat positive impact	9.1%	12.2%	13.8%	10.3%	16.8%
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	12.7%	13.2%	13.1%	11.7%	13.8%

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

Q – If business taxes are higher in Canada relative to business taxes in the United States, will this have a positive, a somewhat positive, a somewhat negative, a negative or no impact on the following:
[RANDOMIZE] Canada's global competitiveness

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=1035, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,035 Canadians, 18 years of age or older, between July 29th to August 1st, 2024 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 a random survey of 1,035 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by Means and Ways at Compass Rose and was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	Means and Ways at Compass Rose	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	1035 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 Probability 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	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	Nine 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, views on federal party leaders and politics, extreme weather events, views on Liberal political party figures and the Liberal Party of Canada, and views on the US election.
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. http://www.nanos.co 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.	Data Tables	By region, age and gender
Field Dates	July 29 th to August 1 st , 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. https://canadianresearchinsightscouncil.ca/standards/		



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Any questions?



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