PERCEPTIONS OF CARBON PRICING IN CANADA

A SURVEY OF 2250 CANADIANS

ABACUS DATA

FEB 2018

METHODOLOGY

Online survey	Survey was conducted online with Canadians aged 18 and over. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform.
Sample Size	2,250 Canadians Margin of error for a comparable probability-based random sample of the same size is +/- 2.1%, 19 times out of 20.
Field dates	February 9th to 15th, 2018
Statistical Weighting	Data was weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region.

ABACUS DATA

KEY FINDINGS

ABACUS DATA

LARGE MAJORITY WANT A TRANSITION TO A LOW CARBON ECONOMY, BUT WITH CARE TO MANAGE IMPACTS .

- This goal is broadly embraced, including in Alberta.

- The caution about the pace of ambition is clear, and not only in Alberta. Most people believe we should continue to develop oil and gas resources while transitioning.

- Most Canadians believe climate change is happening, is caused by human behaviour. While 75% say action on climate change should be a high priority, it trails a range of other economic and social issues in terms of perceived urgency.

- 60% want governments to take more action to combat climate change. Only 16% want less action, but this number has doubled in three years.

- Most Canadians prefer regulations and subsidies to carbon pricing, but also prefer carbon pricing to doing nothing at all.

FAMILIARITY WITH CARBON PRICING REMAINS LIMITED YET SUPPORT HAS GROWN SINCE 2015.

- Less than half feel familiar with carbon pricing. This hasn't changed much in three years - the discussion is still largely an elite level discussion.

- People have vague, but directionally accurate ideas of the purpose of a carbon price. Most people are supportive or open to the idea of a carbon price, support is up 7 points over 3 years.

- Majorities in Quebec, Ontario and BC do not know that there is a carbon price in their province.

- Majorities in those provinces planning to have a carbon price do not know that this is the plan.

PERCEIVED IMPACT OF CARBON PRICING

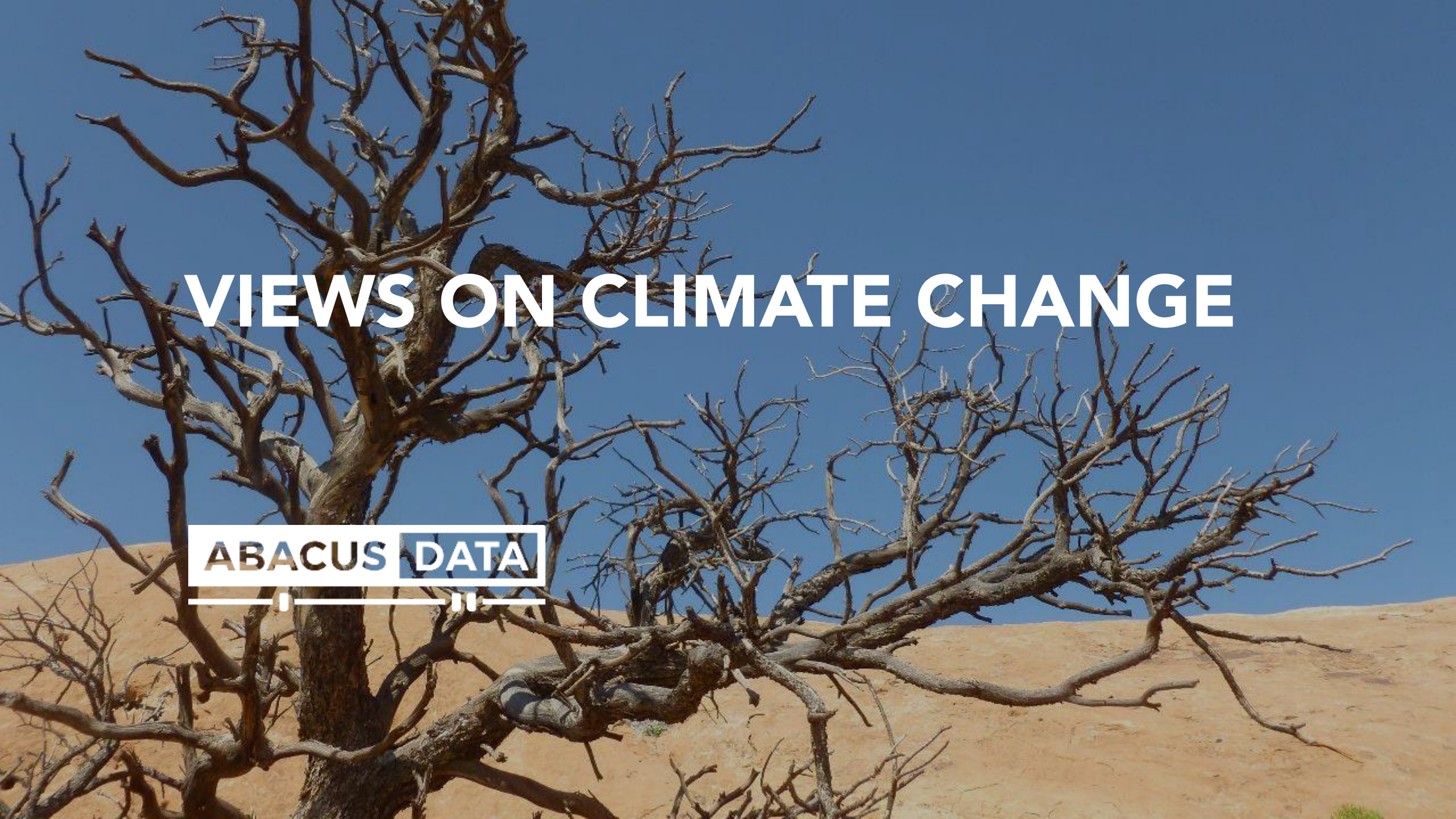
- 47% think it might only cause the cost of living to go up without changing energy use. But when probed on a series of possible specific reactions large majorities think behaviour would occur.

- Few perceive negative impacts from carbon pricing in those provinces where it is in place. But conviction that it has had really positive effects is also limited.

- In many cases the plurality say they have seen no real impact.

- Carbon pricing can gain more votes than it can lose. 37% prefer to vote for a candidate who promises to price carbon compared to 26% who prefer a candidate opposed to a price on carbon. 37% said it would have no impact on their vote.

VIEWS ON CLIMATE CHANGE



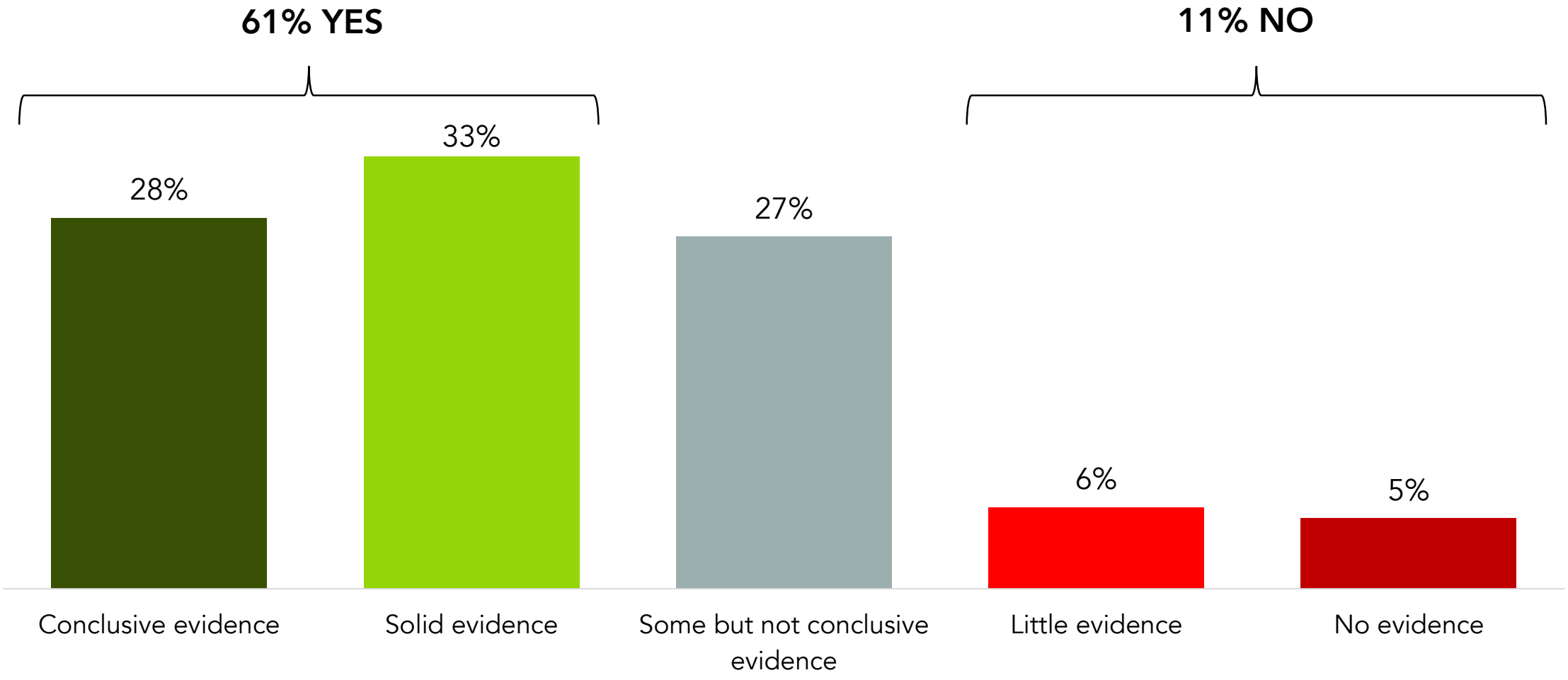
ABACUS DATA

MOST WANT CLIMATE ACTION, BUT IT IS NOT A DOMINANT ISSUE COMPARED TO OTHER PRIORITIES.

- Most Canadians believe climate change is happening and is caused by human behaviour.

- While 75% say action on climate change should be a high priority, it trails a range of other economic and social issues in terms of perceived urgency.

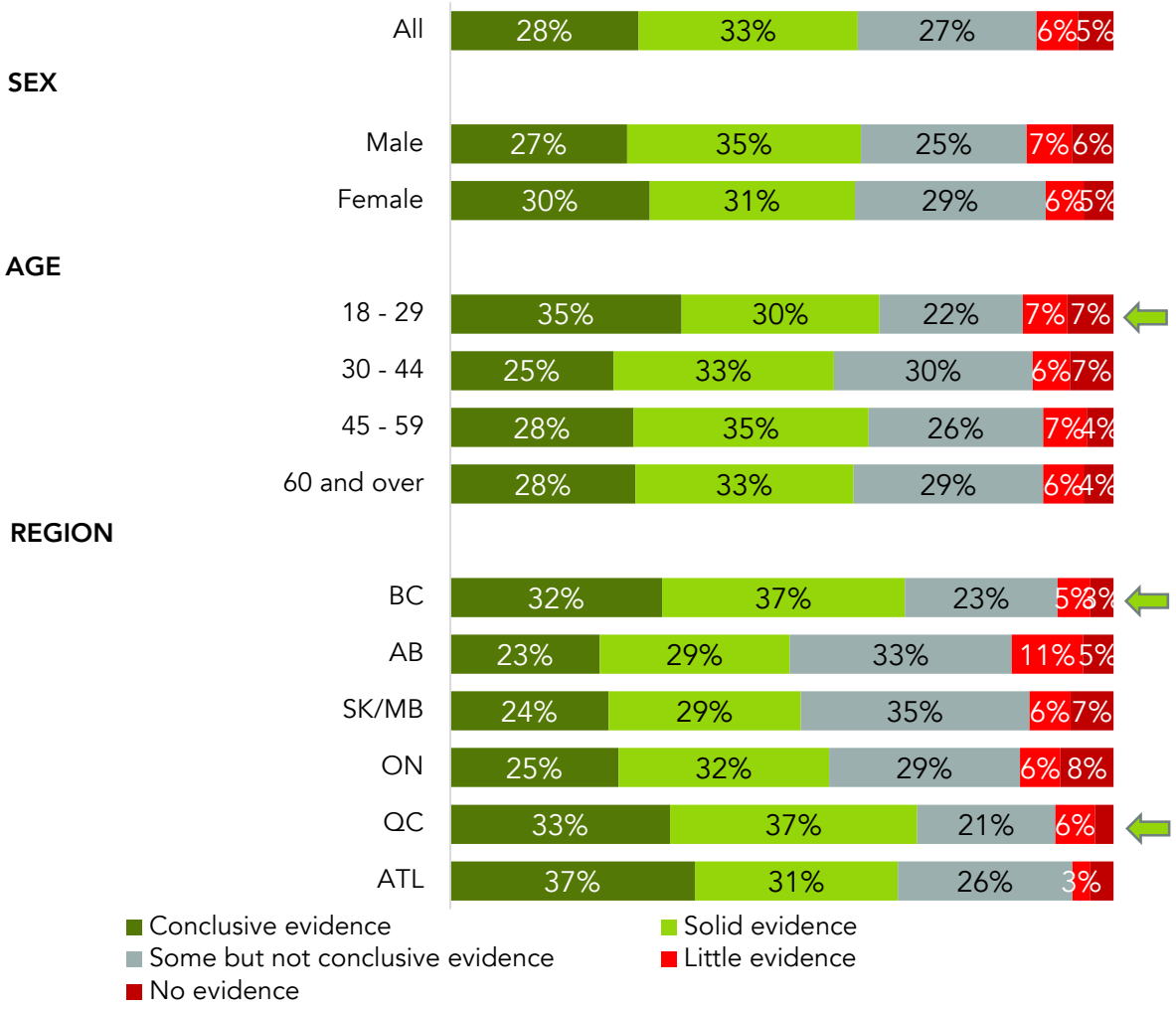
IS THE EARTH WARMING?

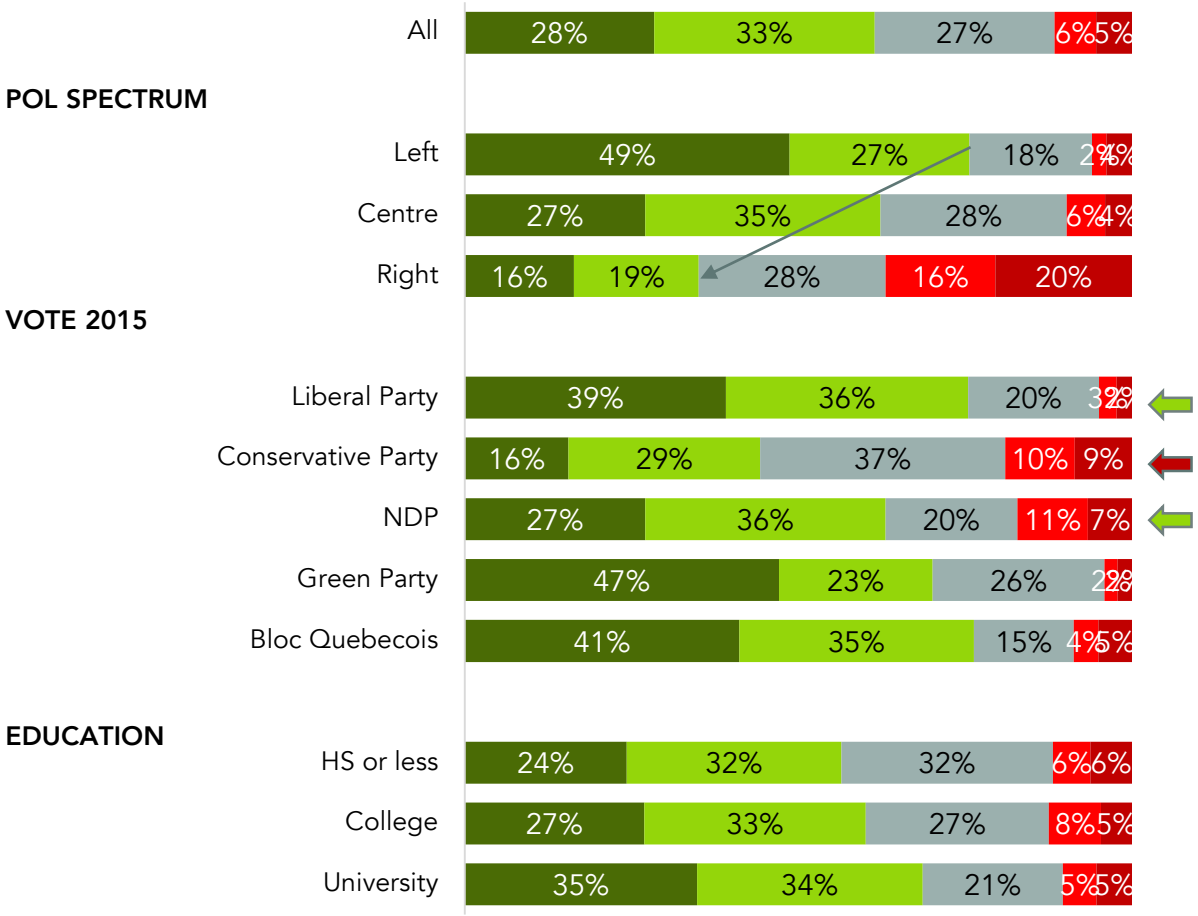


In your view, is there conclusive evidence, solid evidence, some but not conclusive evidence, little evidence, or no evidence that the average temperature on earth has been getting warmer over the past few decades, or not?

ABACUS DATA

IS THE EARTH WARMING?

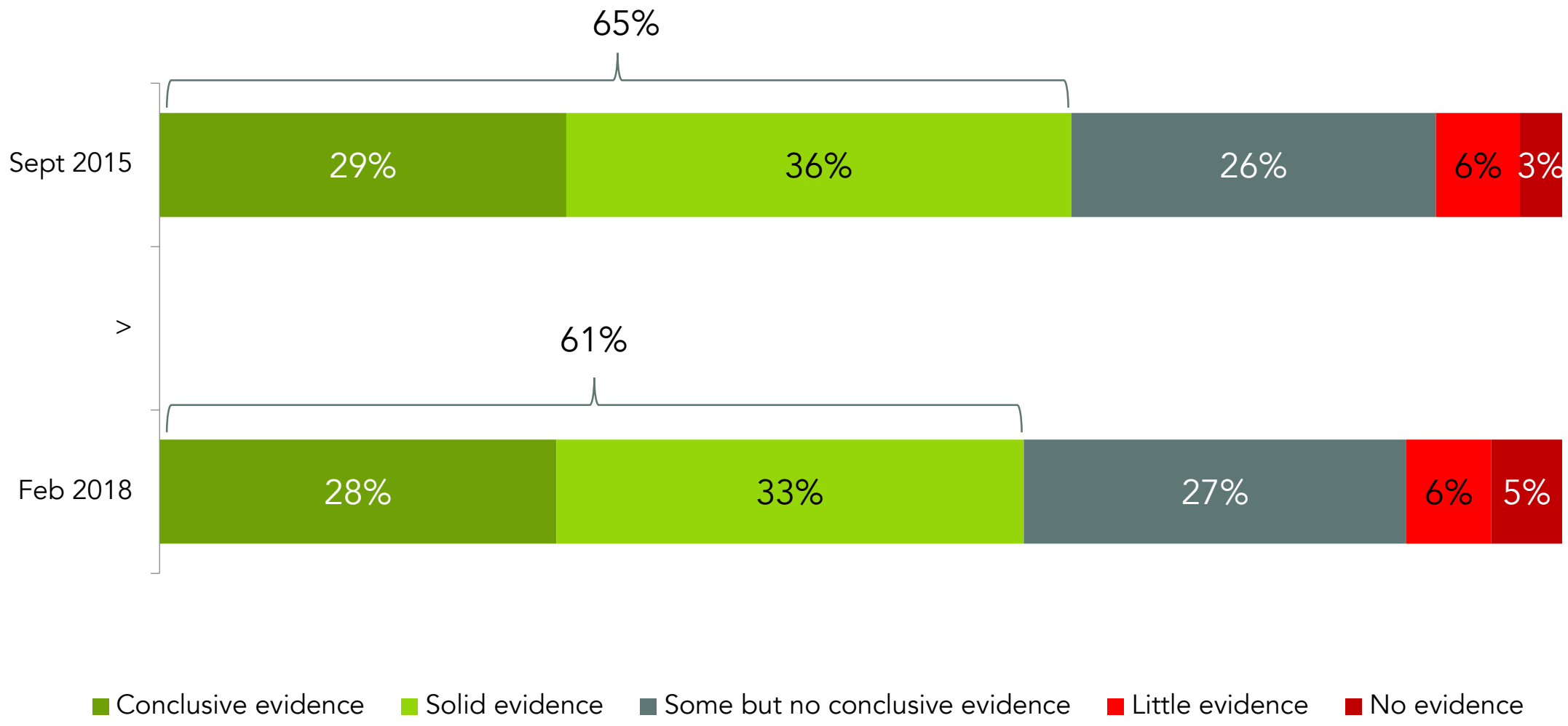




In your view, is there conclusive evidence, solid evidence, some but not conclusive evidence, little evidence, or no evidence that the average temperature on earth has been getting warmer over the past few decades, or not?

ABACUS DATA

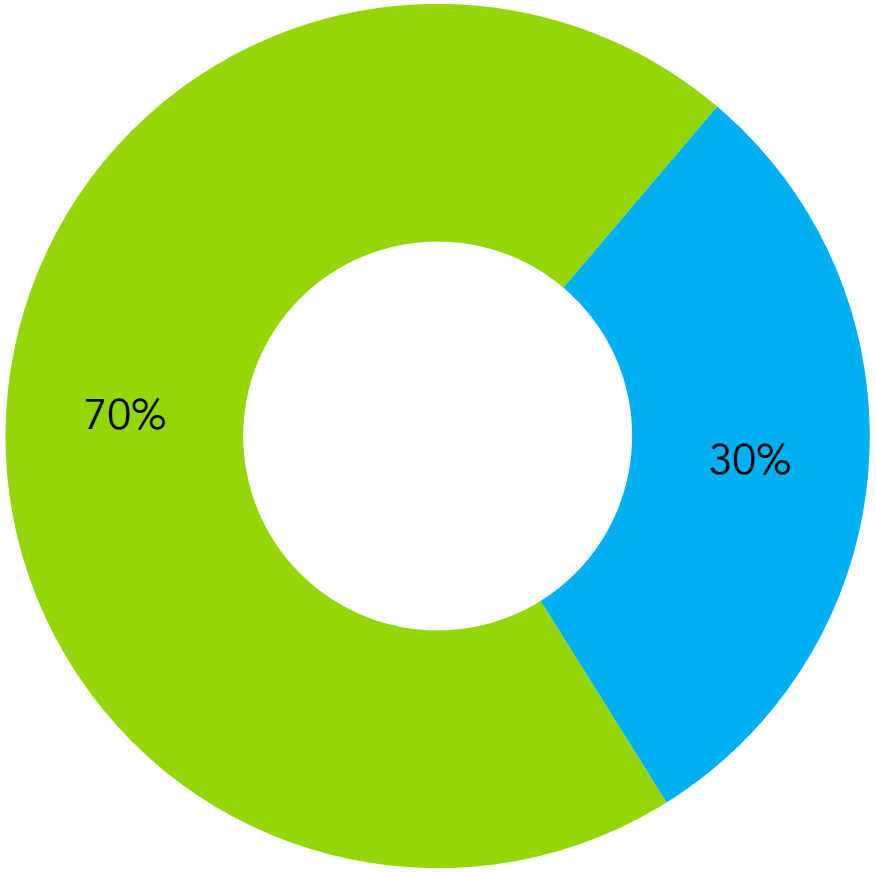
GLOBAL WARMING TRACKING



In your view, is there conclusive evidence, solid evidence, some but not conclusive evidence, little evidence, or no evidence that the average temperature on earth has been getting warmer over the past few decades, or not?

ABACUS DATA

WHY IS THE EARTH WARMING?

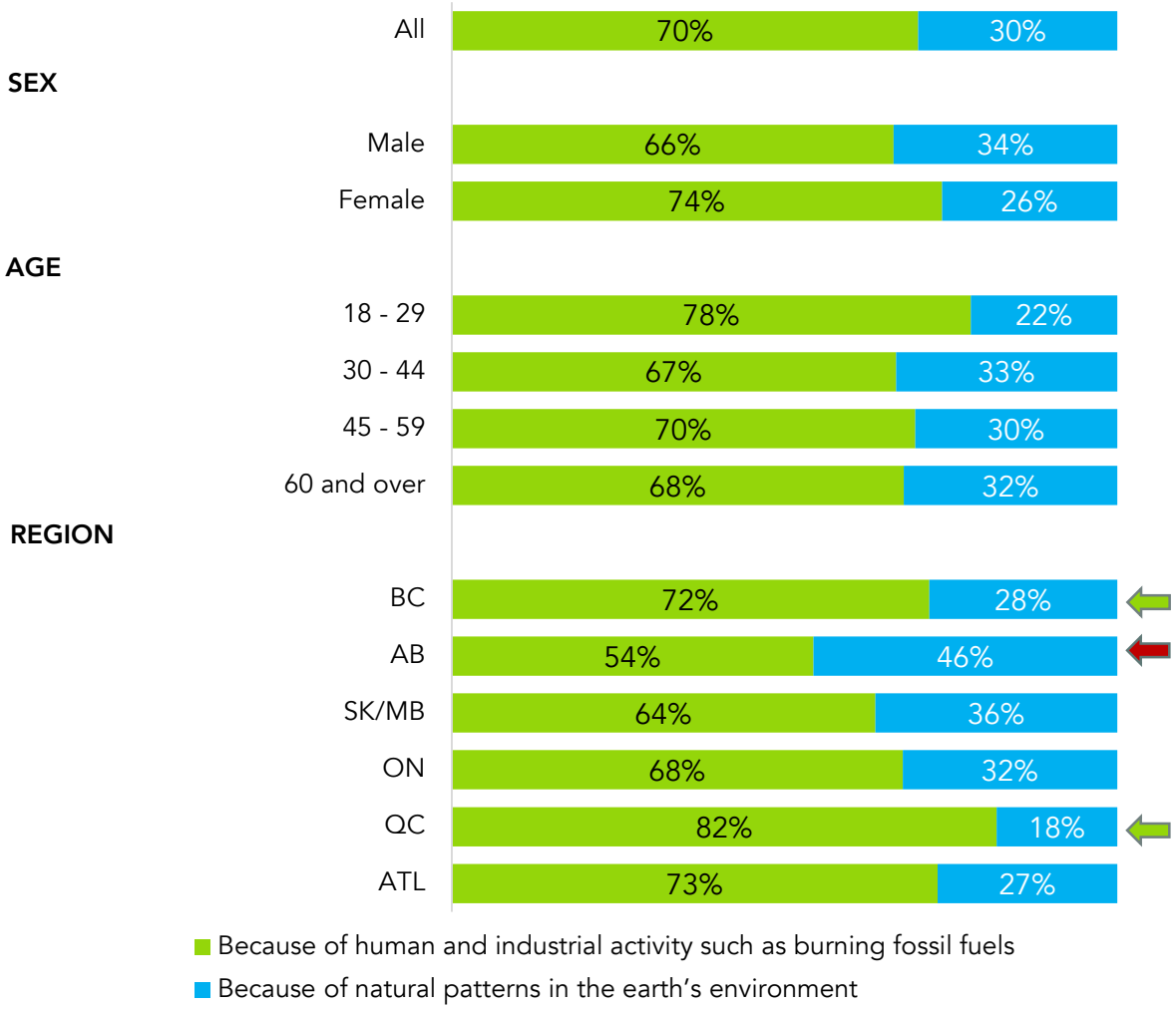


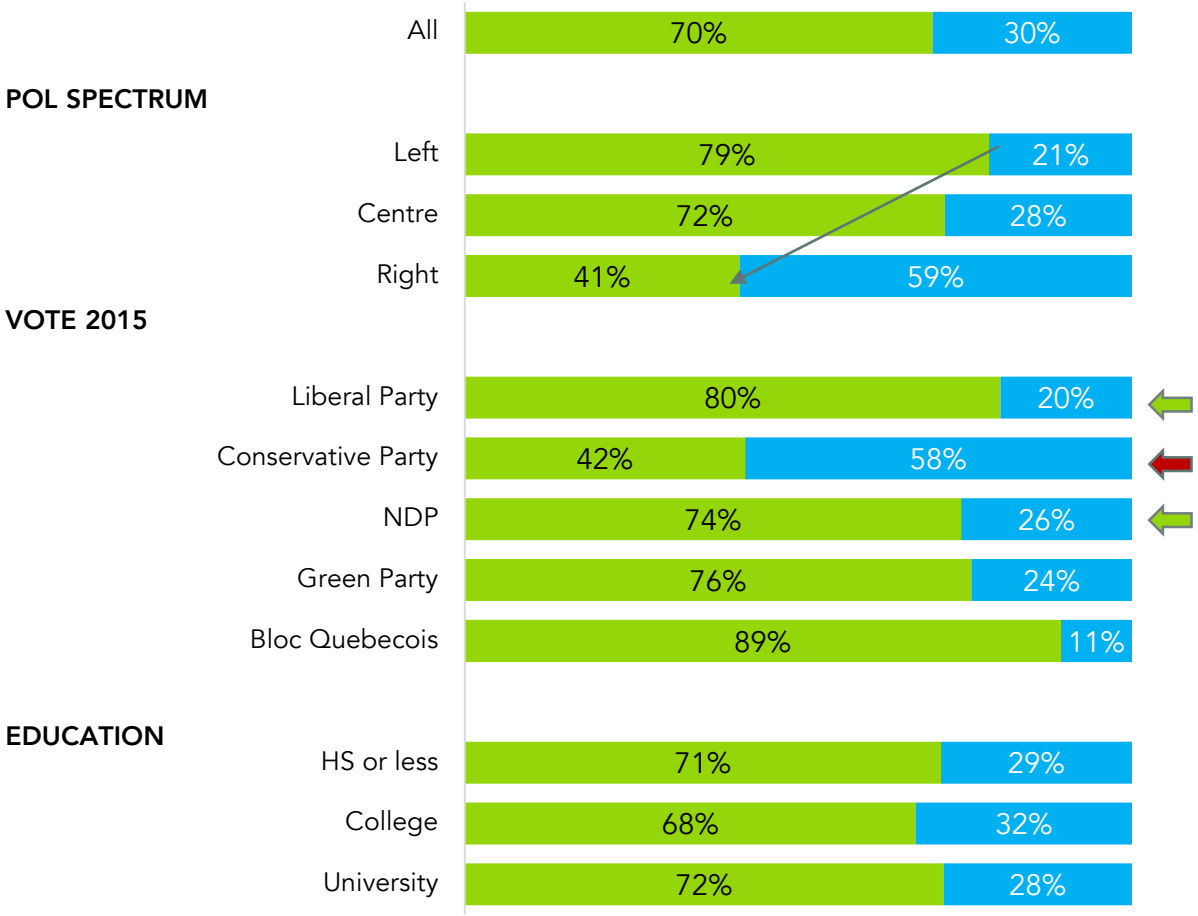
- Because of human and industrial activity such as burning fossil fuels
- Because of natural patterns in the earth's environment

If the earth is warming, do you believe that cause is mostly…?

ABACUS DATA

WHY IS THE EARTH WARMING?

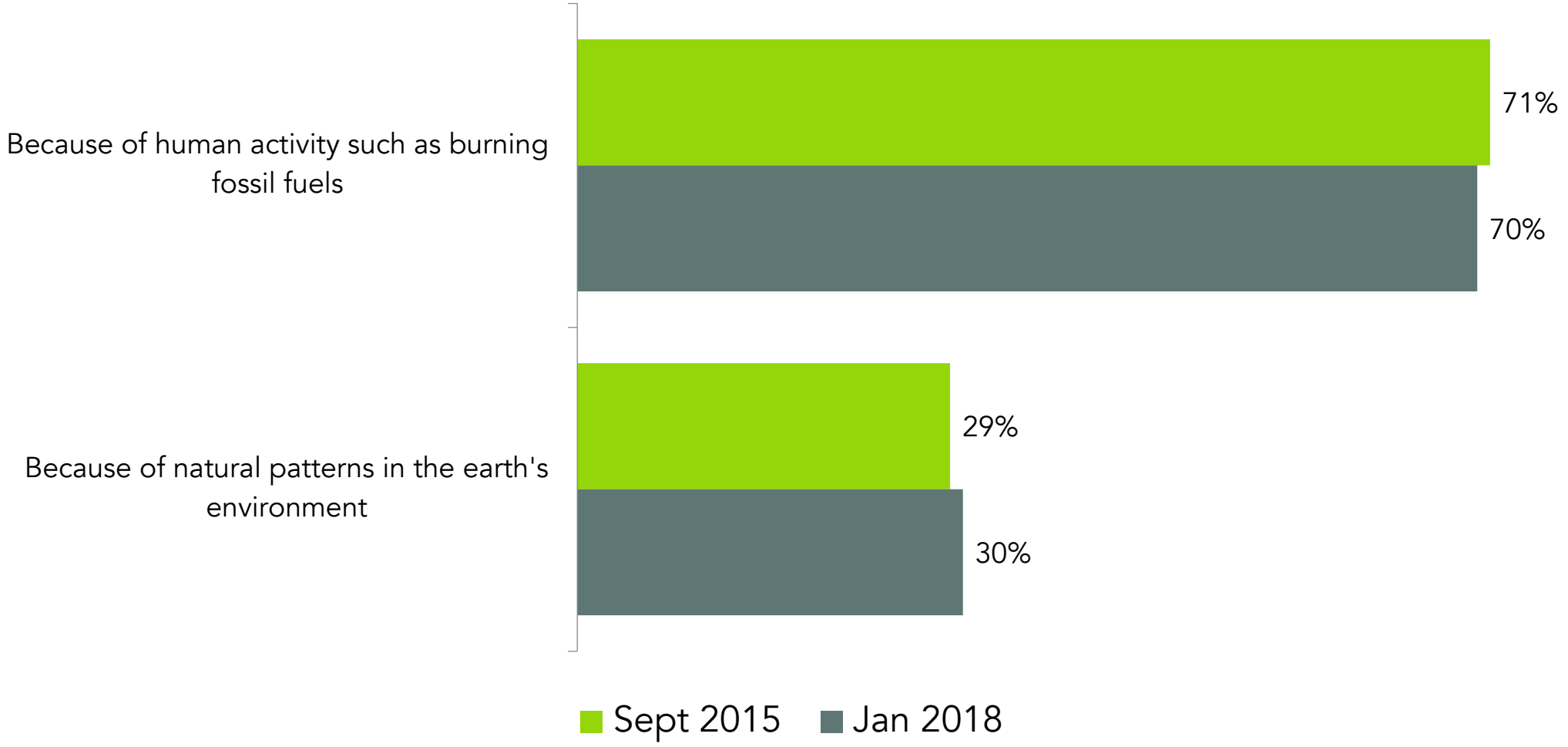




If the earth is warming, do you believe that cause is mostly…?

ABACUS DATA

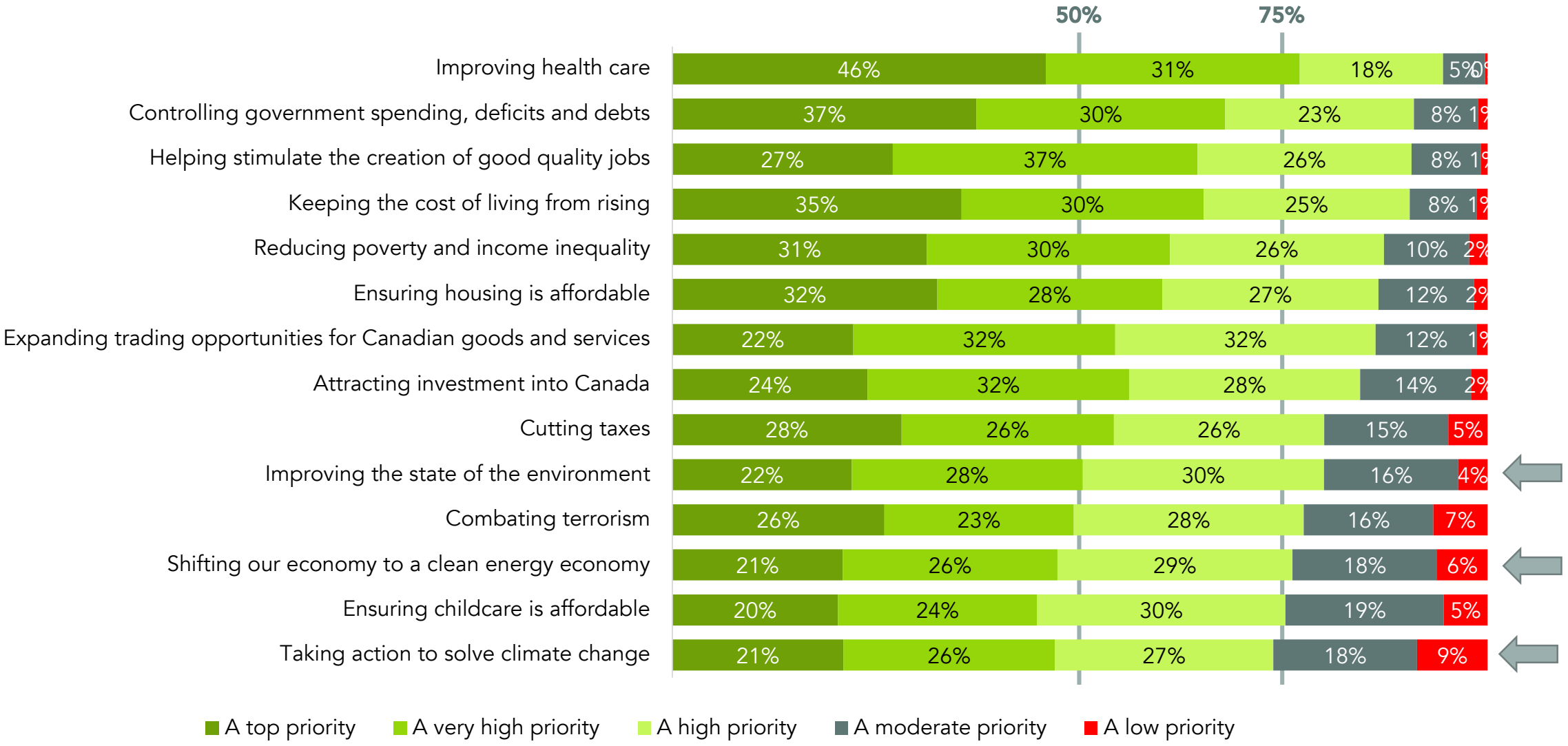
WHY IS THE EARTH WARMING?
2015 VS. 2018



Some governments have discussed or implemented a price or a charge on carbon as a way of reducing emissions. Would you say you are …?

ABACUS DATA

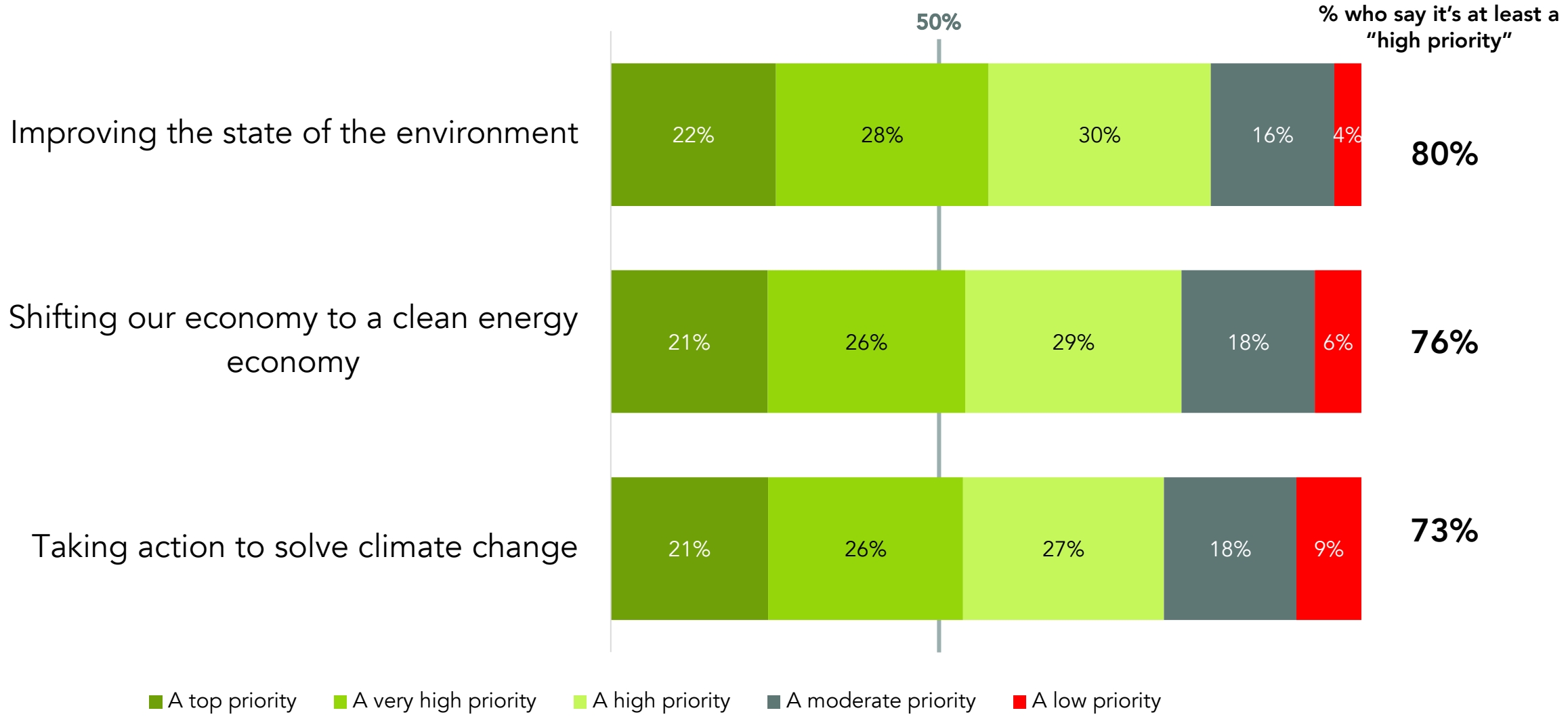
PUBLIC POLICY PRIORITIES



Below is a list of possible public policy priorities. How much of a priority do you feel each one should be?

ABACUS DATA

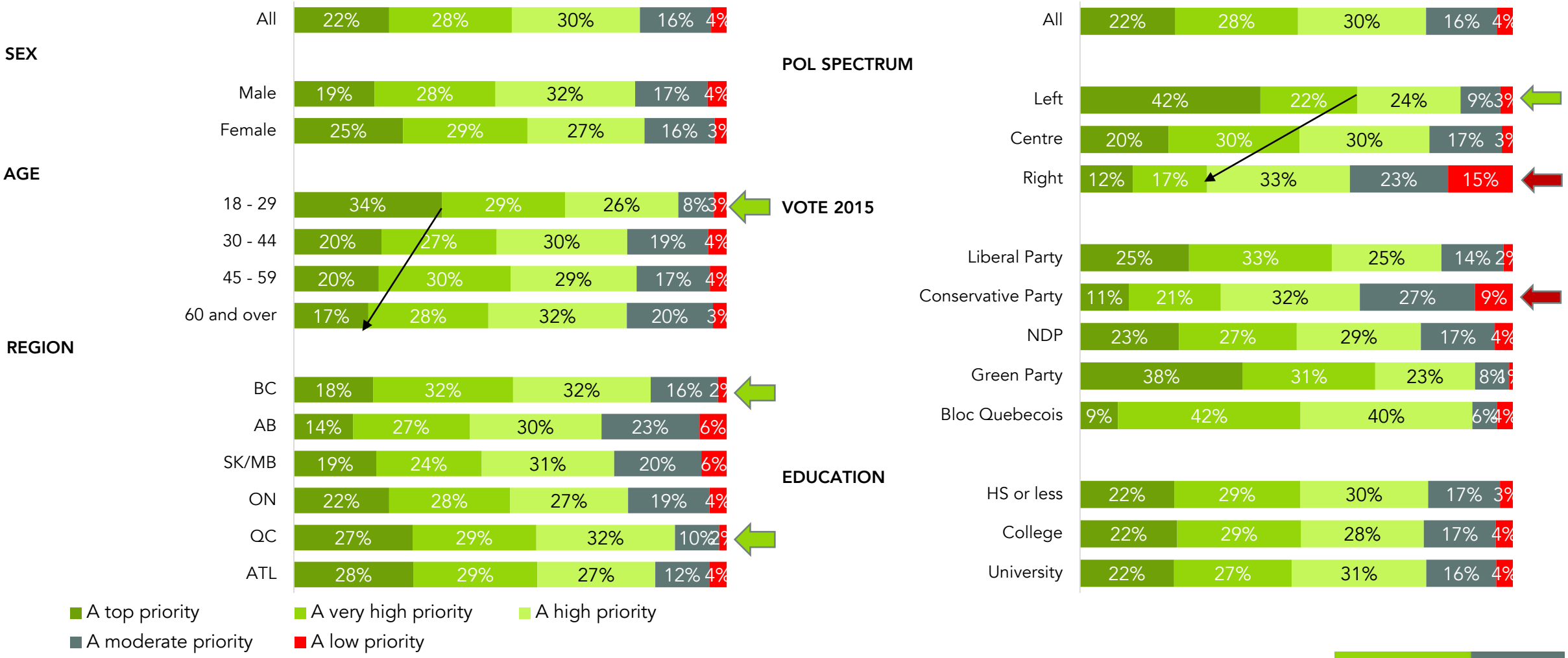
ENVIRONMENT/CLIMATE POLICY PRIORITIES



Below is a list of possible public policy priorities. How much of a priority do you feel each one should be?

ABACUS DATA

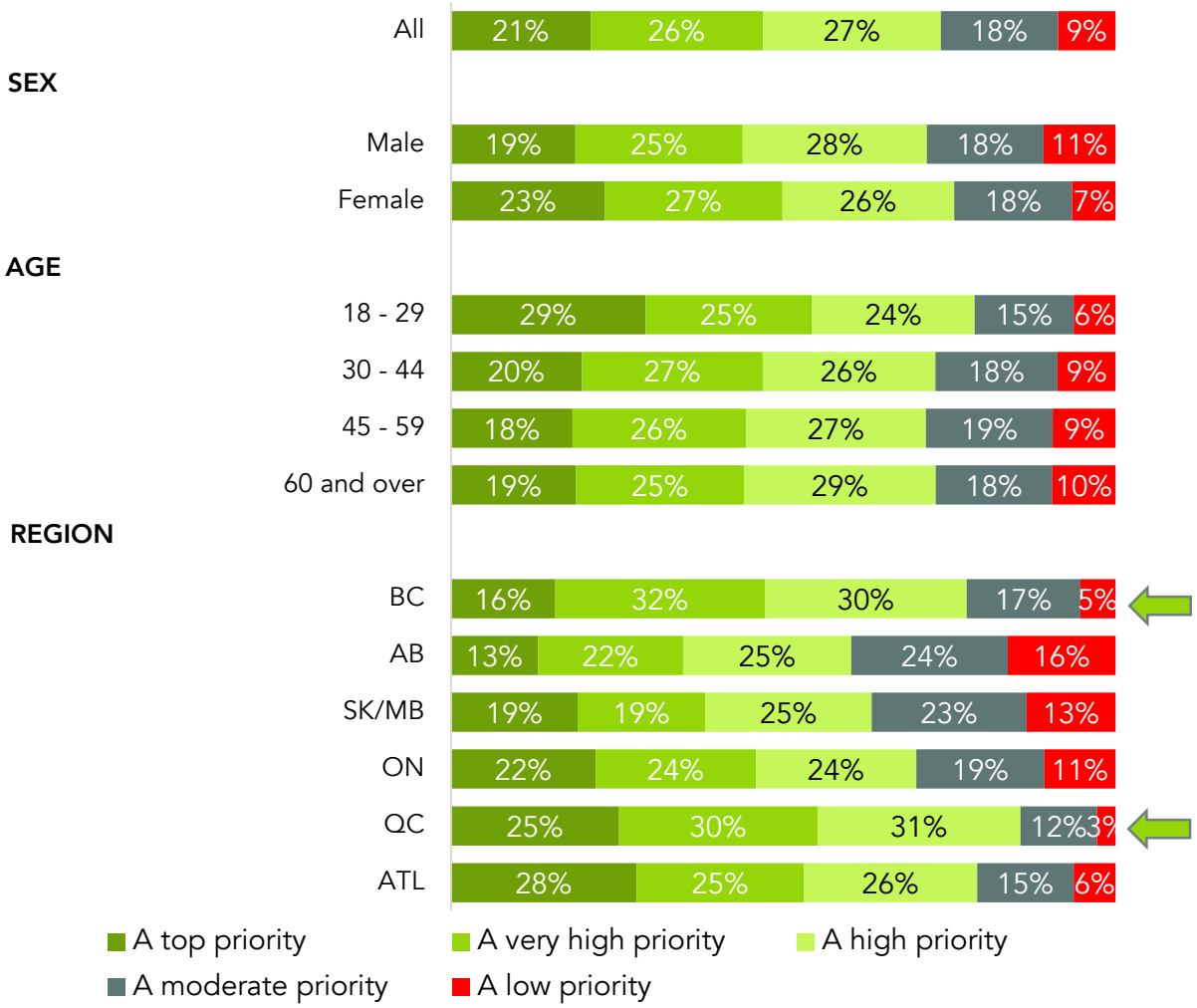
PUBLIC POLICY PRIORITIES:
IMPROVING THE STATE OF THE ENVIRONMENT

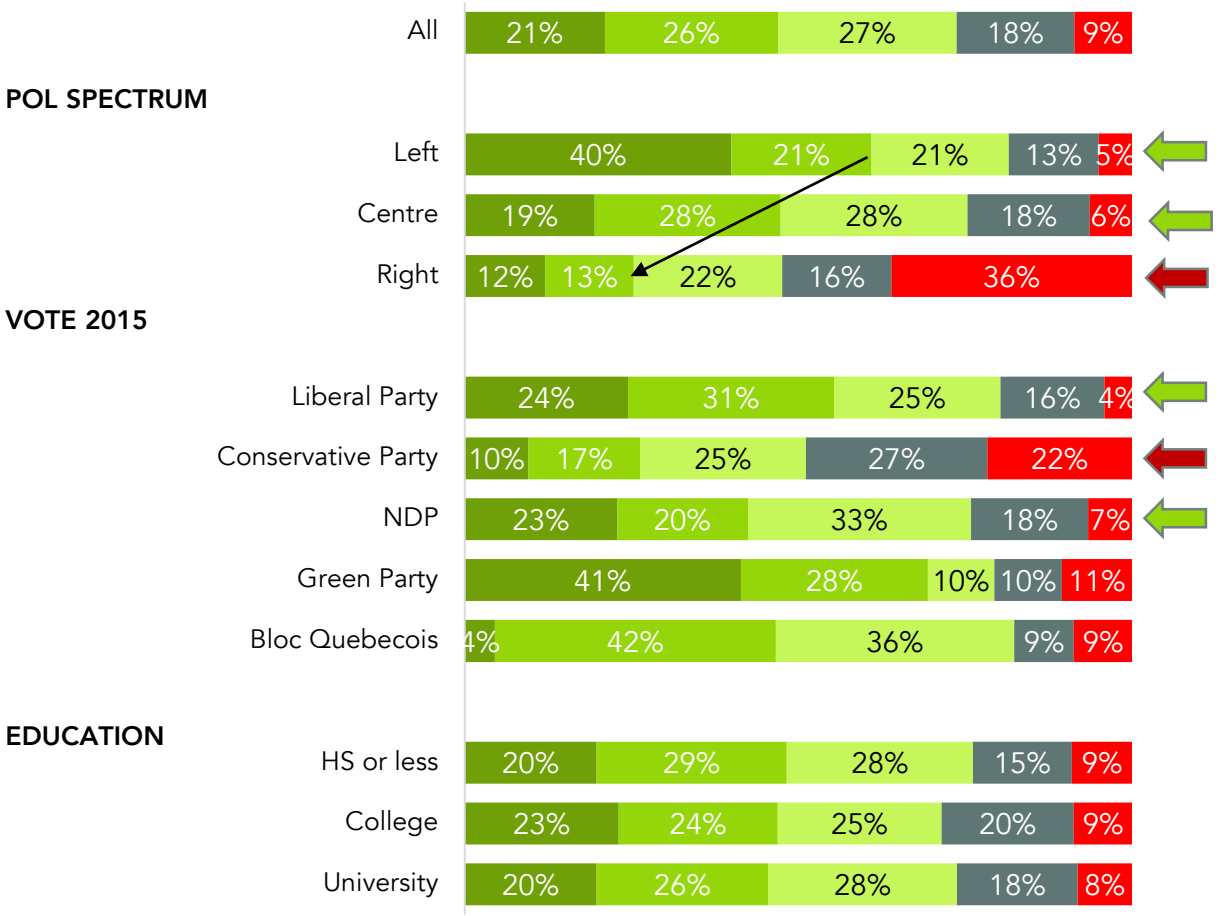


Below is a list of possible public policy priorities. How much of a priority do you feel each one should be?

ABACUS DATA

PUBLIC POLICY PRIORITIES:
TAKING ACTION TO SOLVE CLIMATE CHANGE

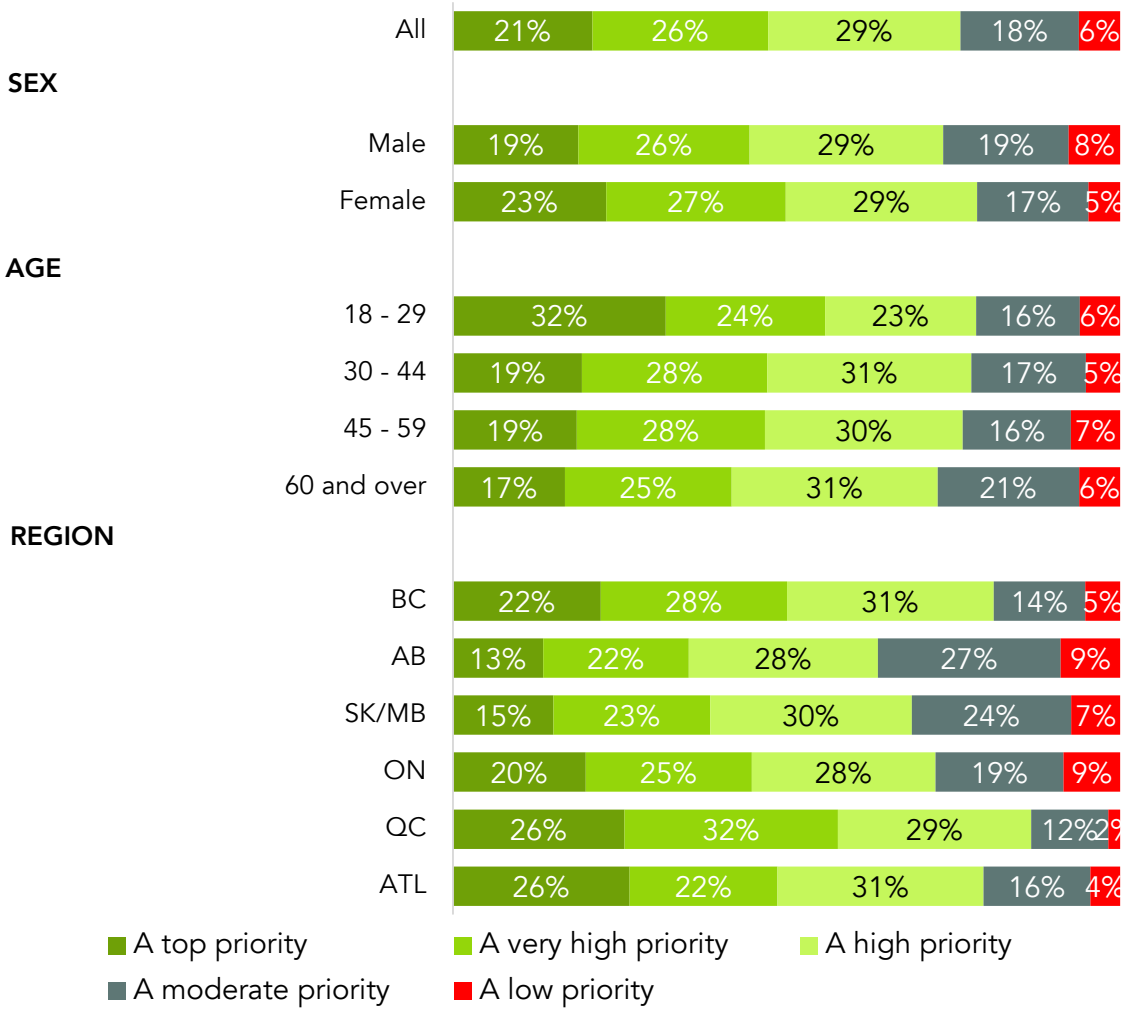


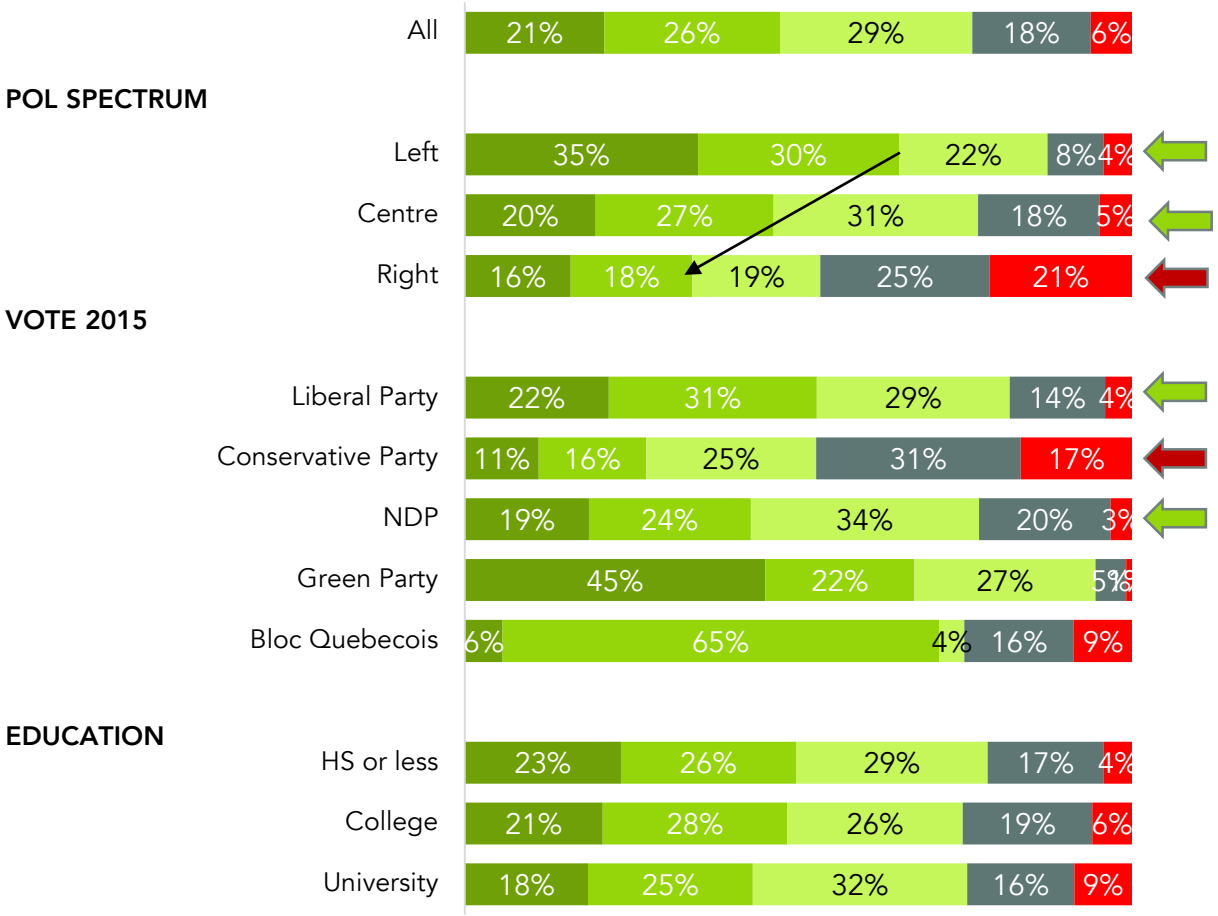


Below is a list of possible public policy priorities. How much of a priority do you feel each one should be?

ABACUS DATA

PUBLIC POLICY PRIORITIES:
SHIFTING OUR ECONOMY TO A CLEAN ENERGY ECONOMY





Below is a list of possible public policy priorities. How much of a priority do you feel each one should be?

ABACUS DATA

SEGMENTATION ON VIEWS TOWARDS CLIMATE CHANGE

ABACUS DATA

CLIMATE CHANGE SEGMENTS

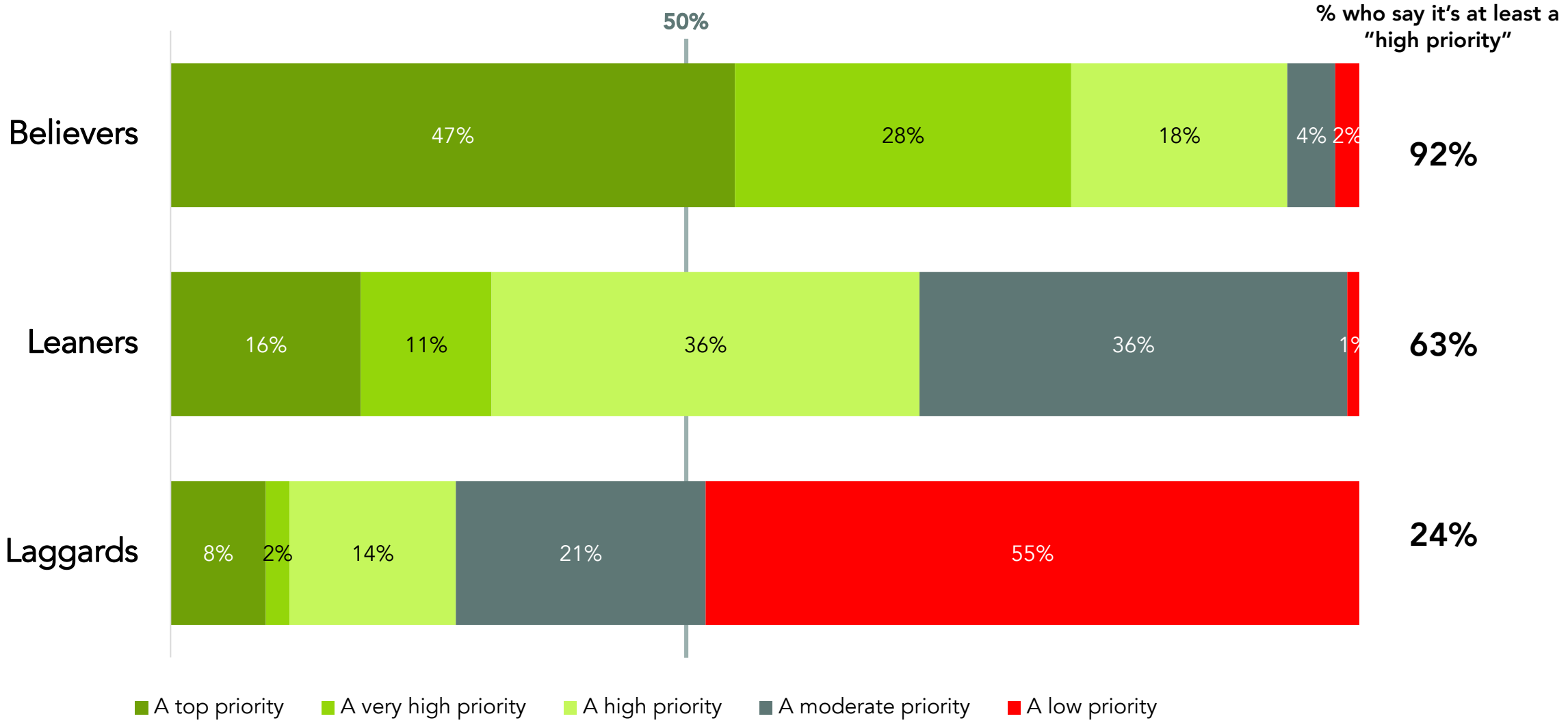
- In an effort to simplify analysis, we conducted a segmentation analysis that modeled responses to four questions:
  - Level of priority for governments to take action on climate change
  - Evidence that climate change is happening
  - Whether climate change is man-made or natural
  - The ranking of "doing nothing" to deal with climate change.
- The statistical analysis produced 3 groups with members more similar to each other.
- 42% are what we term "Climate Believers". They believe there is conclusive evidence that climate change is happening, think its man-made, and are more likely to think government action on the problem should be a top or very high priority.
- 47% are what we term "Climate Leaners". They believe there is clear evidence that climate change is happening but only two-thirds believes its caused by man-made actions. Despite aligning closely with Believers on the existence and cause of climate change, they are less likely to prioritize government action. They are more concerned about other issues.
- 11% are what we term "Climate Laggards". They do not believe there is clear evidence that climate change is happening, most think it's naturally caused, and most want government to do nothing to solve it.

ABACUS DATA

SEGMENTS

	BELIEVERS	LEANERS	LAGGARDS
	42%	47%	11%
Taking action to solve climate change Top/Very High Priority	83%	24%	7%
Would like to see governments put more emphasis on climate action	88%	47%	6%
Rank Carbon Pricing in Top 2 of ways to reduce emissions	47%	39%	21%
Carbon pricing is a very good/good idea	66%	34%	15%
Very/Pretty Familiar with Carbon Pricing	49%	34%	46%
Possible to price emissions without hurting economy (Certain/Very Likely/Likely)	74%	59%	28%
Conclusive or solid evidence climate change is happening	100%	41%	10%
Regional	QC (+5), AB (-4), SK/MB (-1)	Even regional distribution	AB (+10), SK/MB (+3), QC (-12)
Gender	Male 46% | Female 54%	Male 50% | Female 50%	Male 59% | Female 41%
Age	Highest concentration of under 30	Equal age distribution	Only 14% are under 30
Current Federal Vote	LPC 46% | CPC 17% | NDP 20%	LPC 31% | CPC 37% | NDP 21%	LPC 13% | CPC 63% | NDP 14%
Past Federal Vote	LPC 54% | CPC 19% | NDP 18%	LPC 36% | CPC 37% | NDP 21%	LPC 19% | CPC 62% | NDP 15%

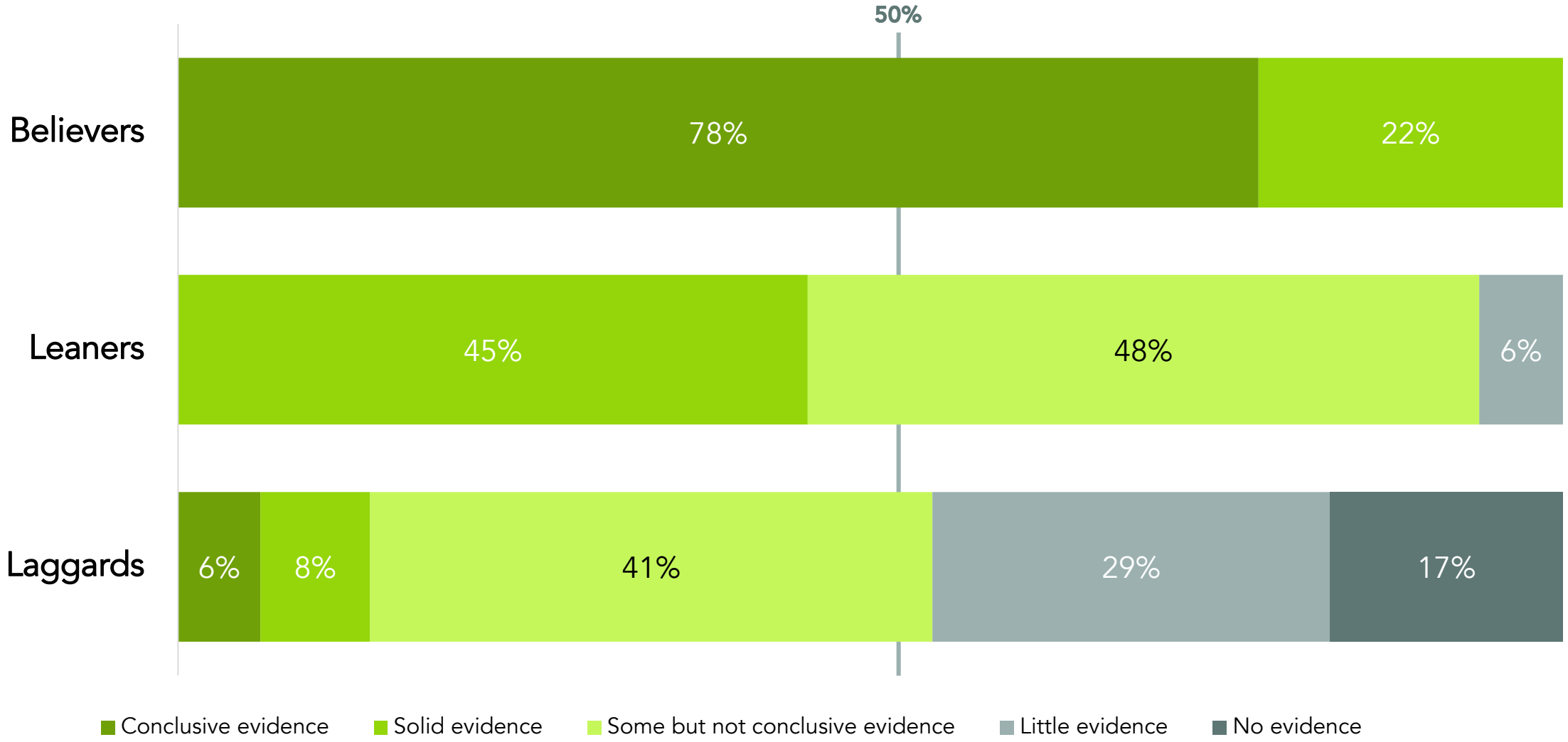
PRIORITY: TAKING ACTION ON CLIMTE CHANGE



Below is a list of possible public policy priorities. How much of a priority do you feel each one should be?

ABACUS DATA

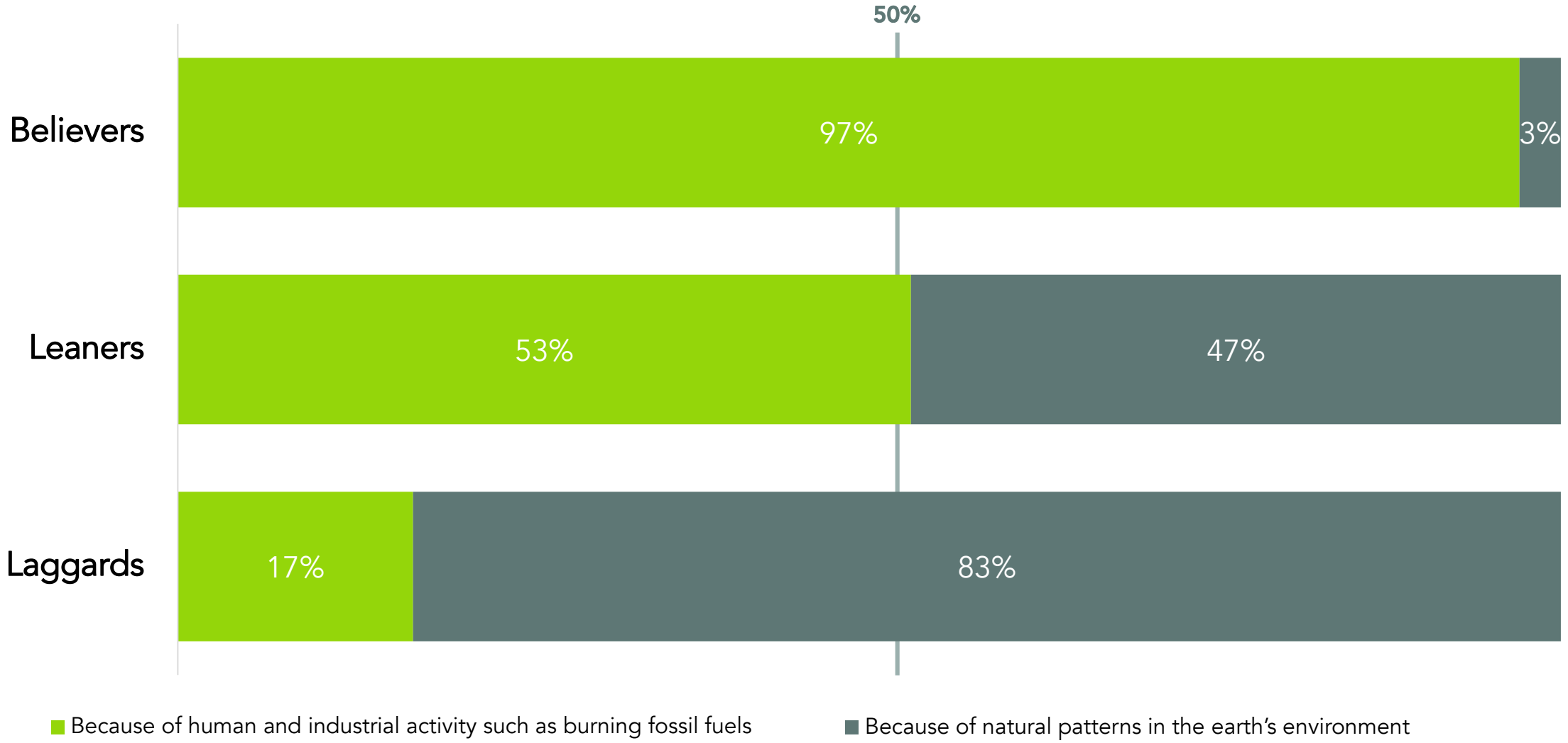
EVIDENCE THE EARTH IS WARMING



In your view, is there conclusive evidence, solid evidence, some but not conclusive evidence, little evidence, or no evidence that the average temperature on earth has been getting warmer over the past few decades, or not?

ABACUS DATA

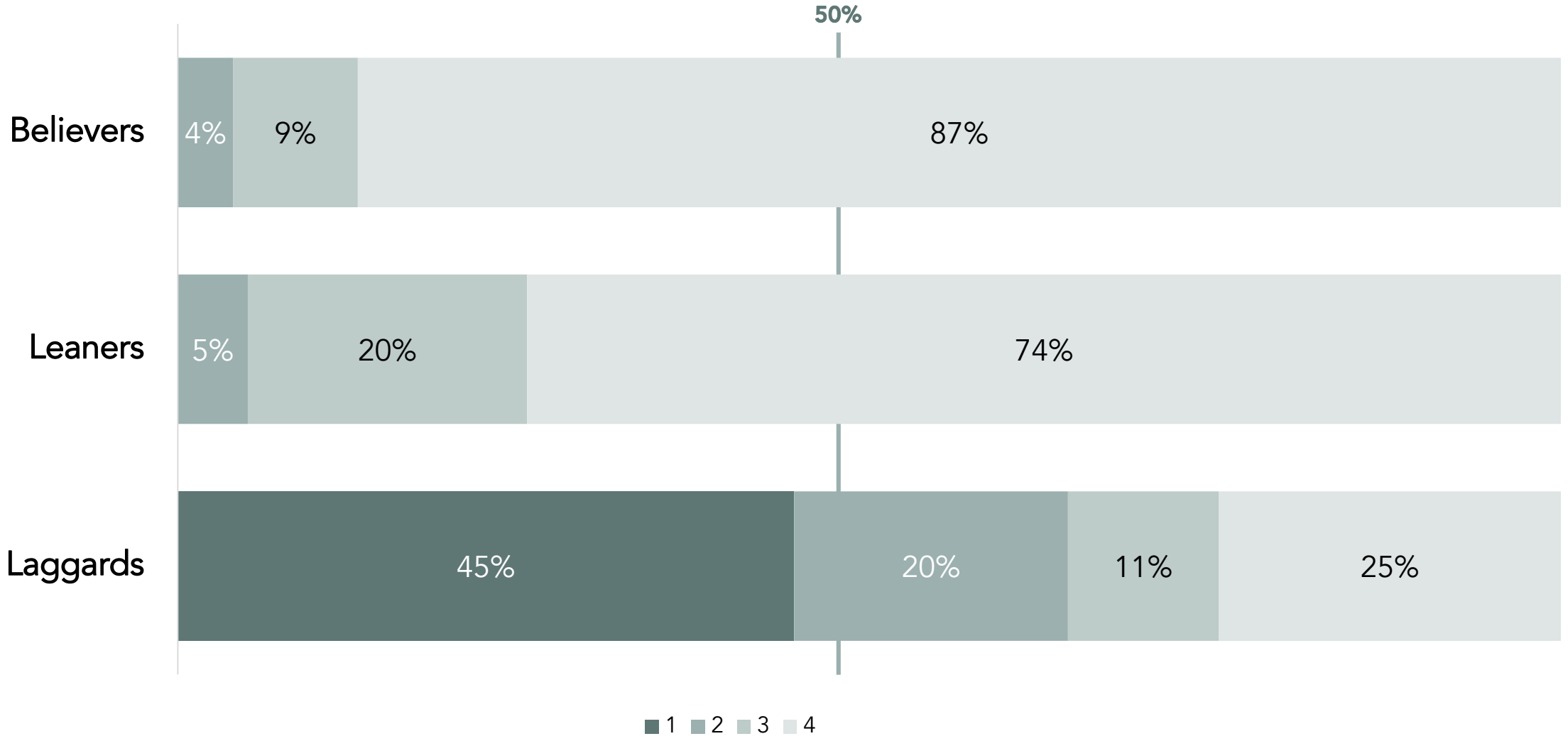
CAUSE OF CLIMATE CHANGE



If the earth is warming, do you believe that cause is mostly

ABACUS DATA

GOVERNMENTS SHOULD "DO NOTHING" TO REDUCE EMISSIONS

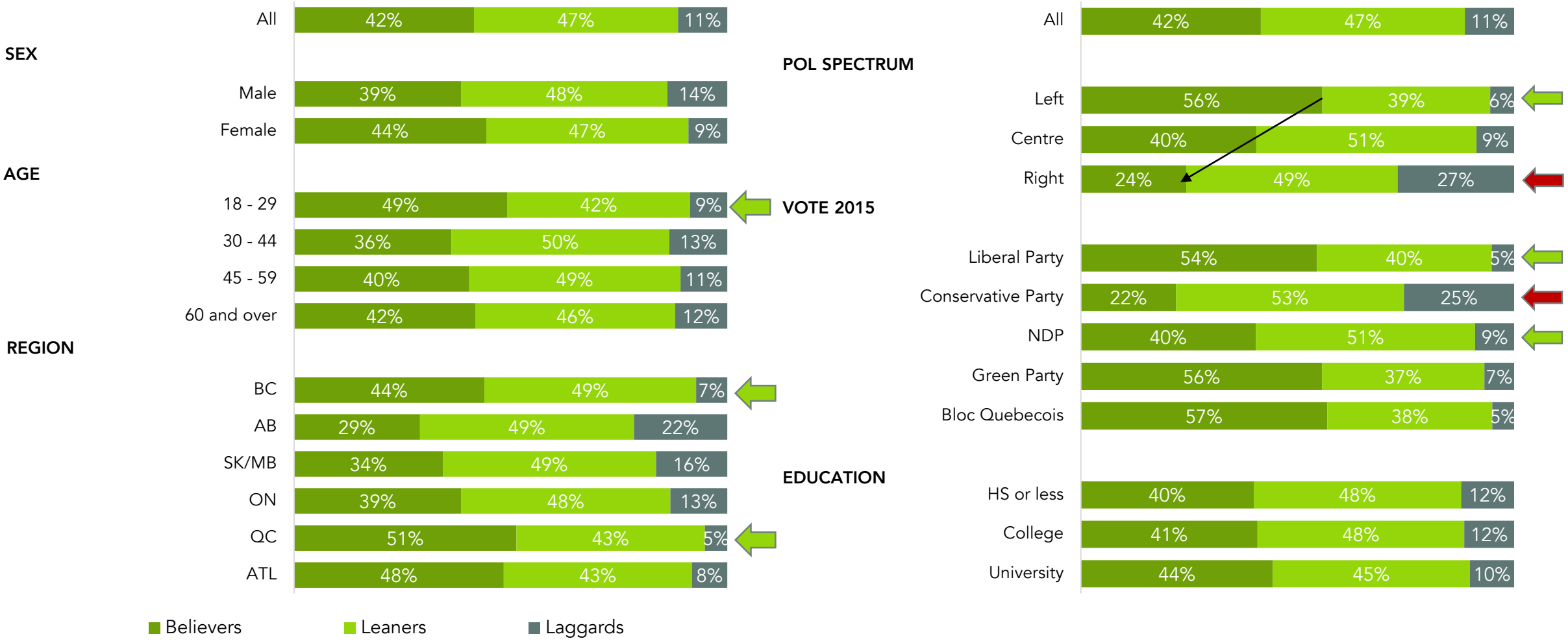


Do nothing to encourage emissions reductions :Rank the following choices for how you would prefer governments use policy to reduce emissions?

ABACUS DATA

CLIMATE CHANGE POPULATION SEGMENTS

DISTRIBUTION BY GROUP



Below is a list of possible public policy priorities. How much of a priority do you feel each one should be?

ABACUS DATA

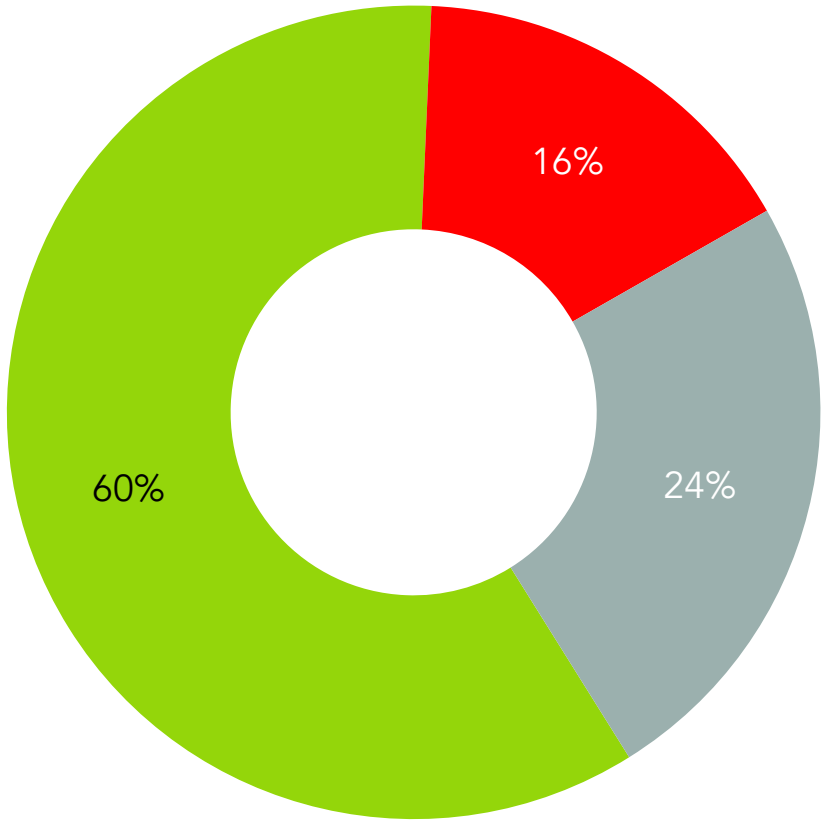
GOVERNMENT ACTION ON CLIMATE CHANGE

BY A FACTOR OF 4:1 PEOPLE PREFER MORE GOVERNMENT ACTION TO LESS GOVERNMENT ACTION ON CLIMATE.

- 60% want governments to take more action to combat climate change. Only 16% want less action, but this number has doubled in three years.

- The plurality of Alberta voters (46%) want more action. Conservatives are evenly split.

GOVERNMENT EMPHASIS ON EMISSION REDUCTIONS

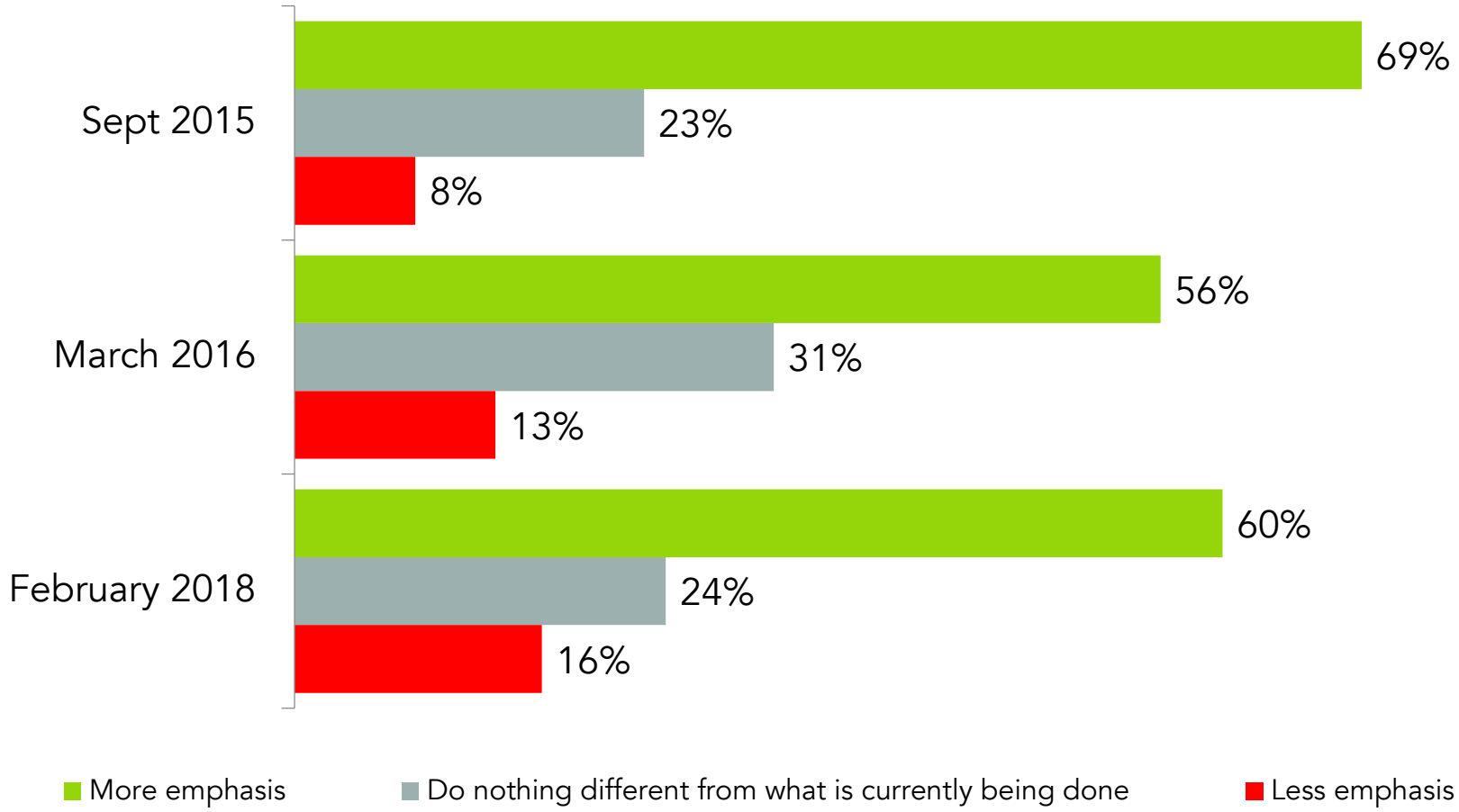


- More emphasis
- Less emphasis
- Do nothing different from what is currently being done

Generally speaking, how would you like to see governments in Canada emphasize policies that reduce greenhouse gas emissions?

ABACUS DATA

GOVERNMENT EMPHASIS ON EMISSION REDUCTIONS
SINCE 2015

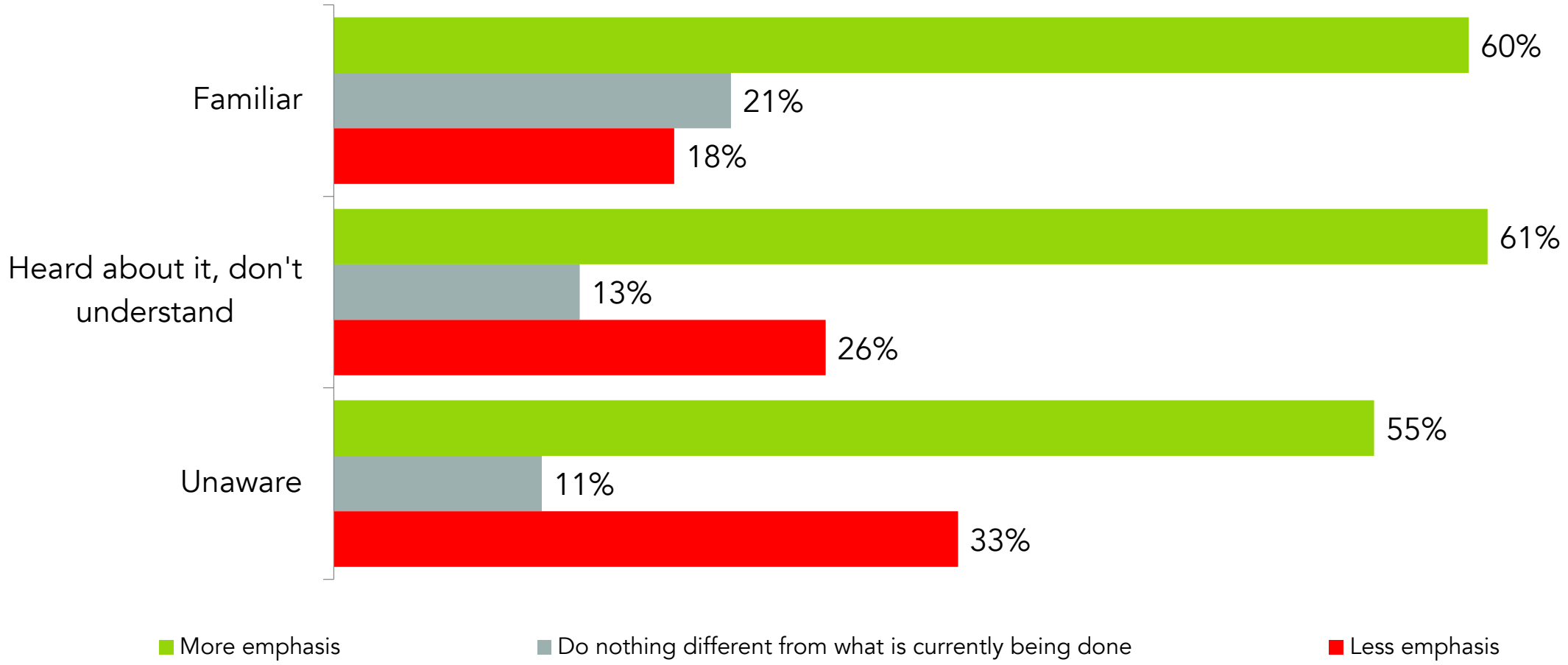


Enthusiasm for more action to reduce emissions has not waned much since before the 2015 Federal Election and is up slightly since March 2016.

Generally speaking, how would you like to see governments in Canada emphasize policies that reduce greenhouse gas emissions?

ABACUS DATA

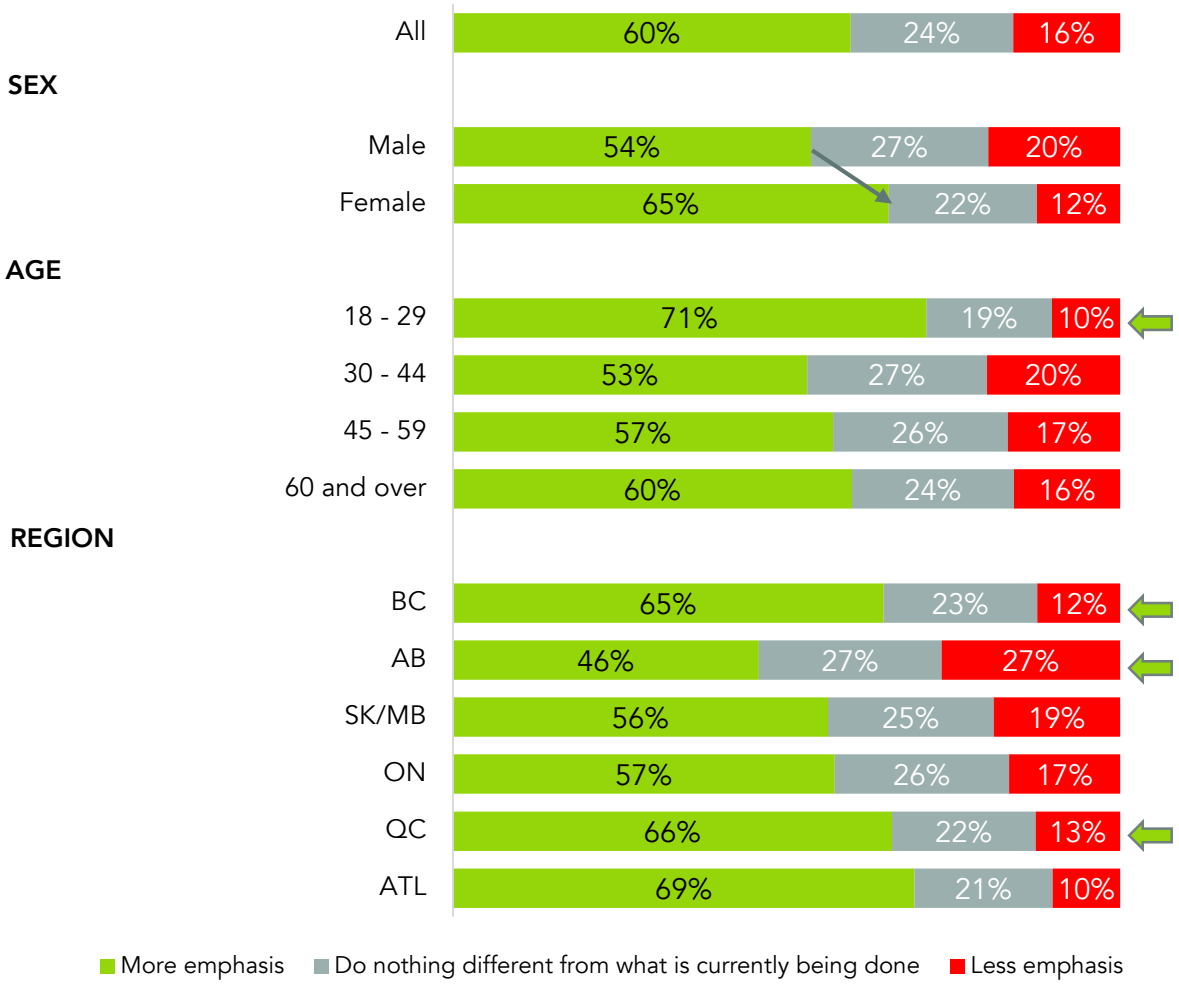
GOVERNMENT EMPHASIS ON EMISSION REDUCTIONS
BY FAMILIARITY WITH CARBON PRICING

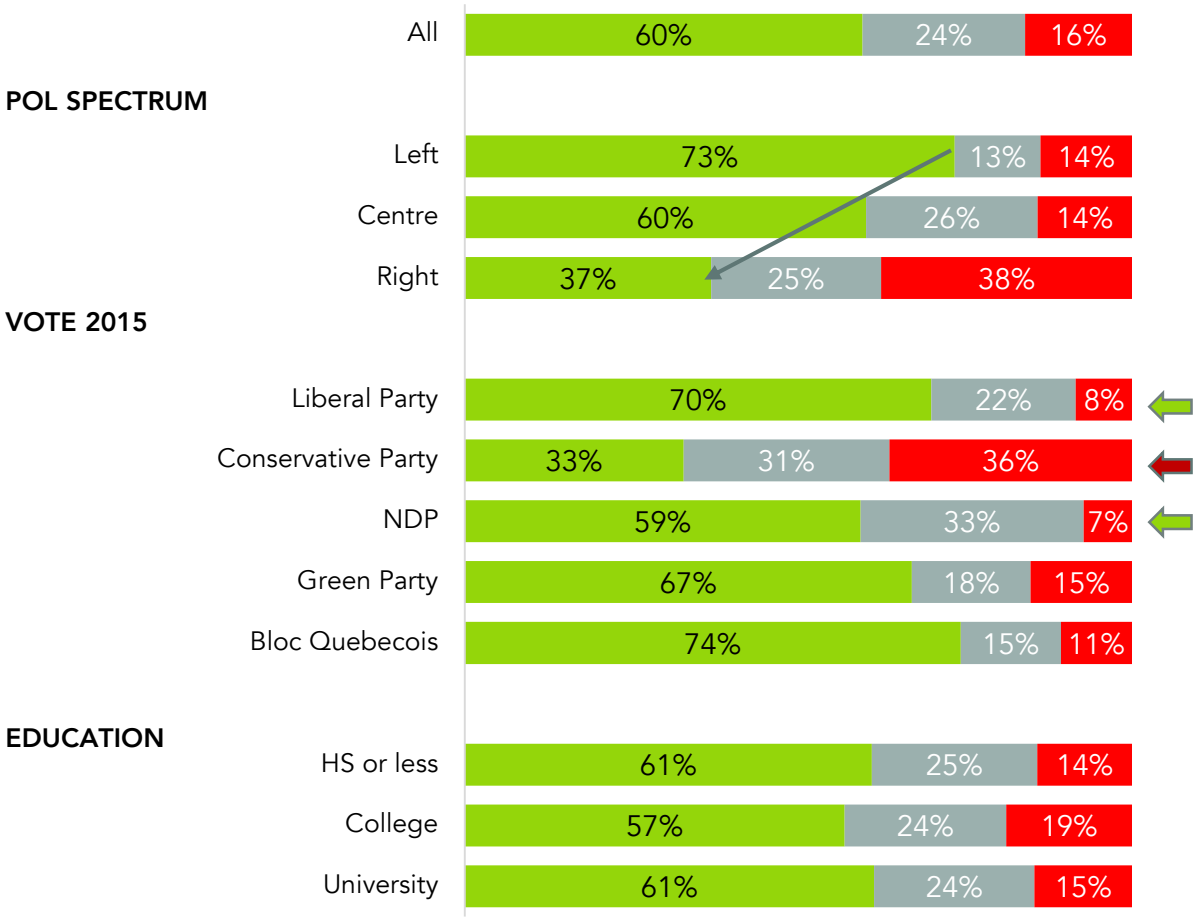


Generally speaking, how would you like to see governments in Canada emphasize policies that reduce greenhouse gas emissions?

ABACUS DATA

GOVERNMENT EMPHASIS ON EMISSION REDUCTIONS





Generally speaking, how would you like to see governments in Canada emphasize policies that reduce greenhouse gas emissions?

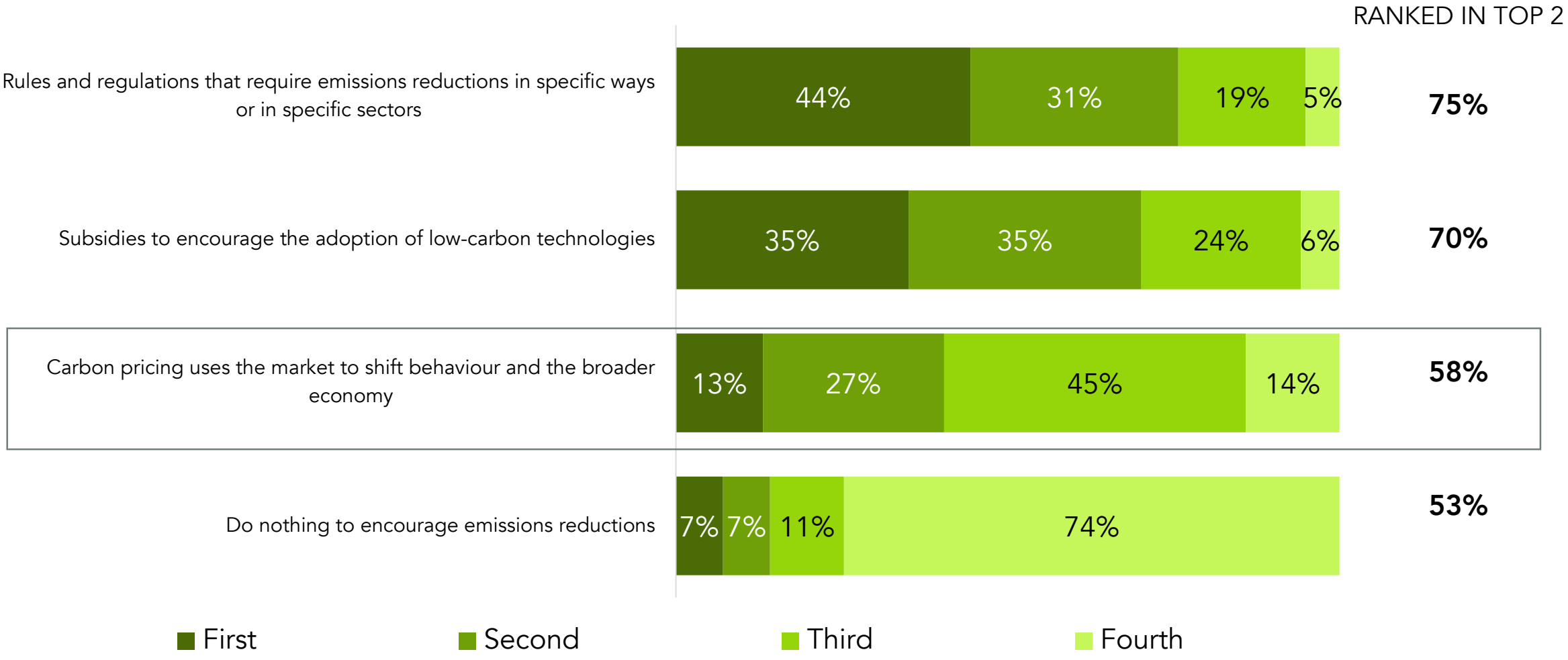
ABACUS DATA

GENERALLY PEOPLE GRAVITATE TOWARDS REGULATION AND SUBSIDY OVER TAXATION AS A CLIMATE SOLUTION.

- Carbon pricing ranks third among these alternative policy approaches.

- But by far the least popular idea is “do nothing.”

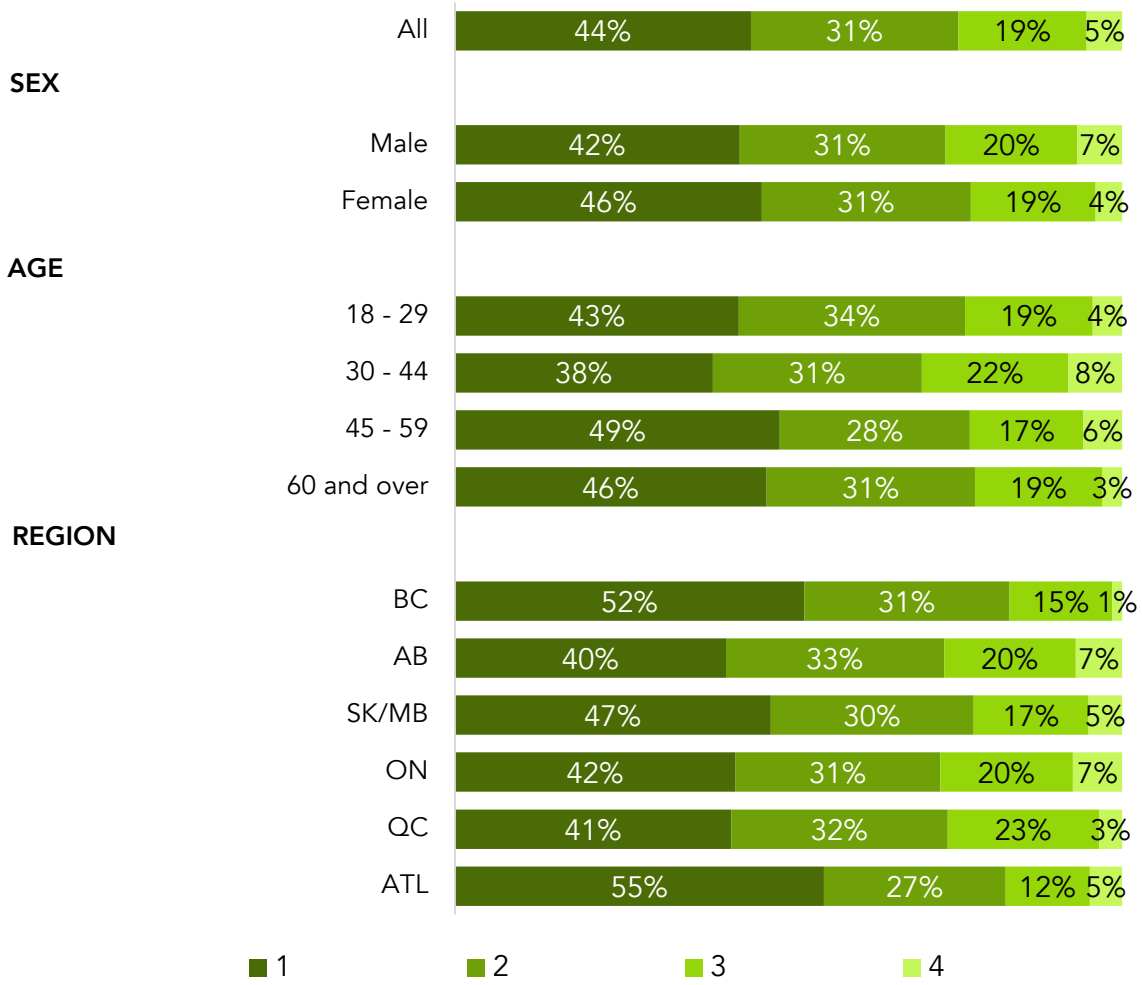
RANKING EMISSION REDUCTION POLICIES

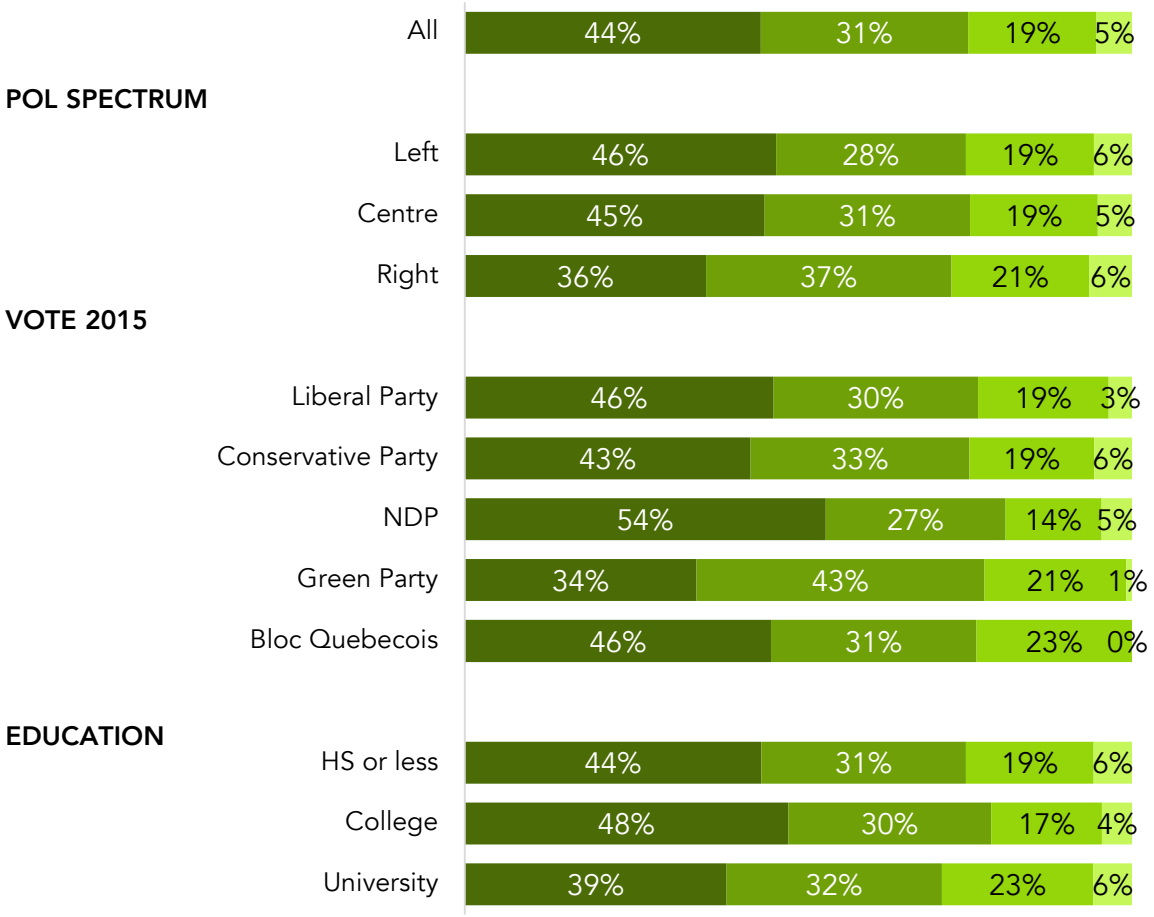


Rank the following choices for how you would prefer governments use policy to reduce emissions.

ABACUS DATA

RANKING EMISSION REDUCTION POLICIES
RULES AND REGULATIONS

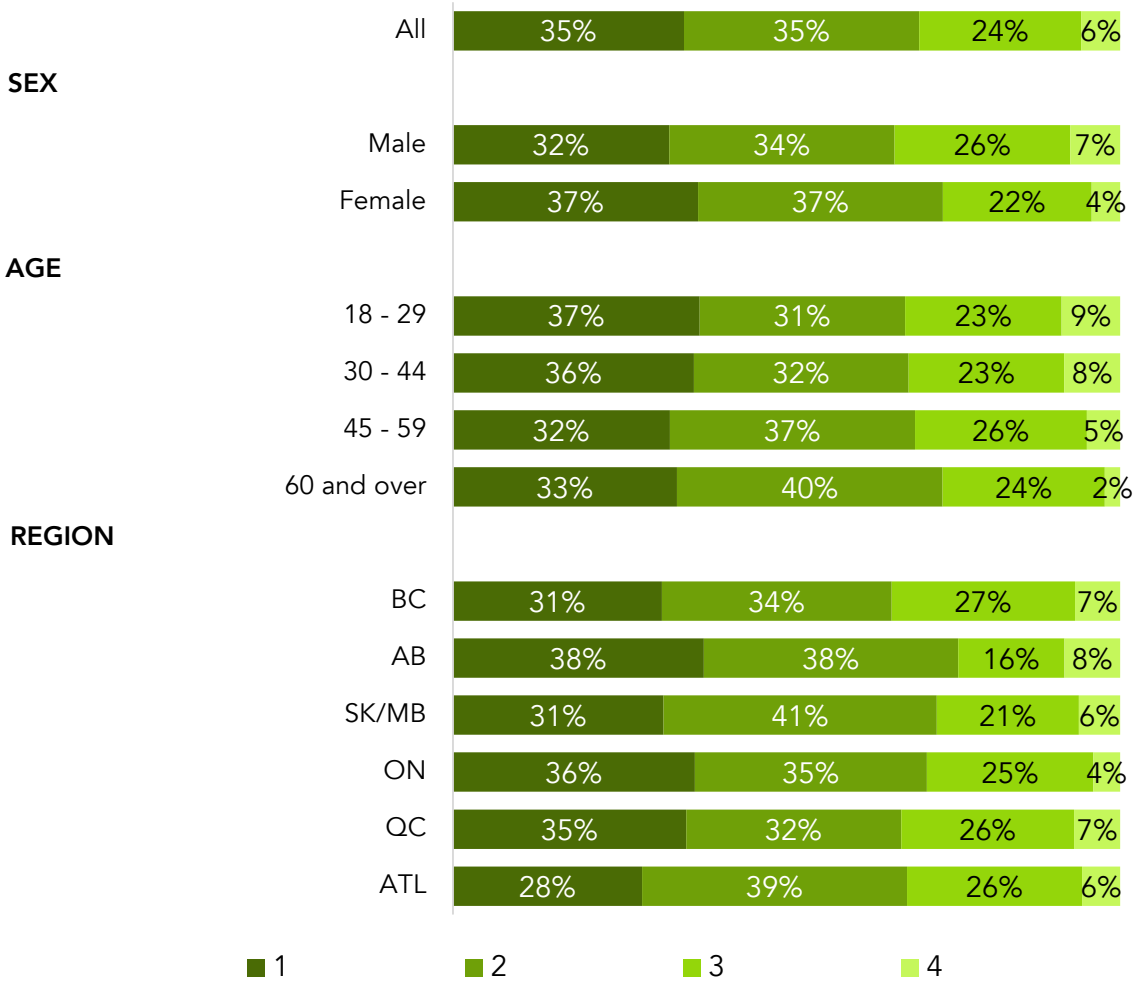


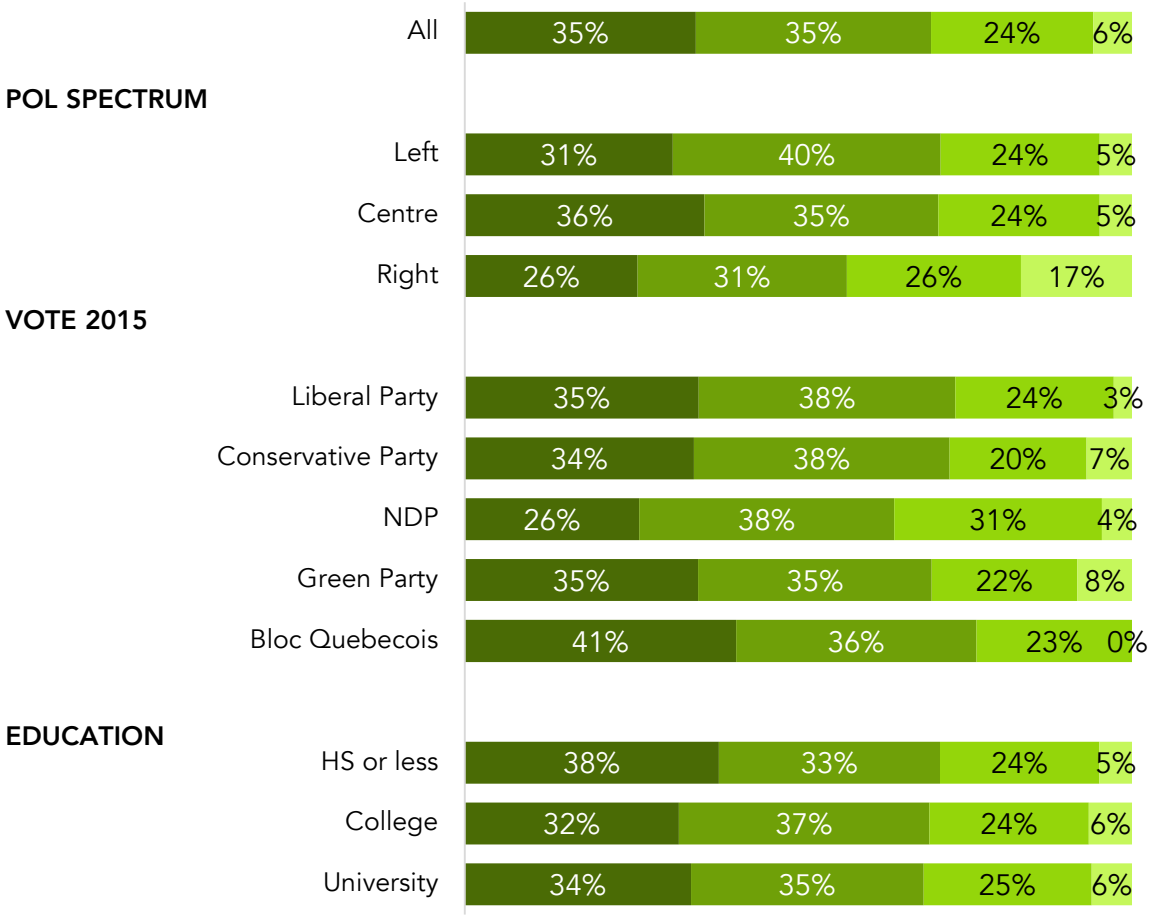


Rank the following choices for how you would prefer governments use policy to reduce emissions.

ABACUS DATA

RANKING EMISSION REDUCTION POLICIES:
LOW-CARBON TECHNOLOGY SUBSIDIES

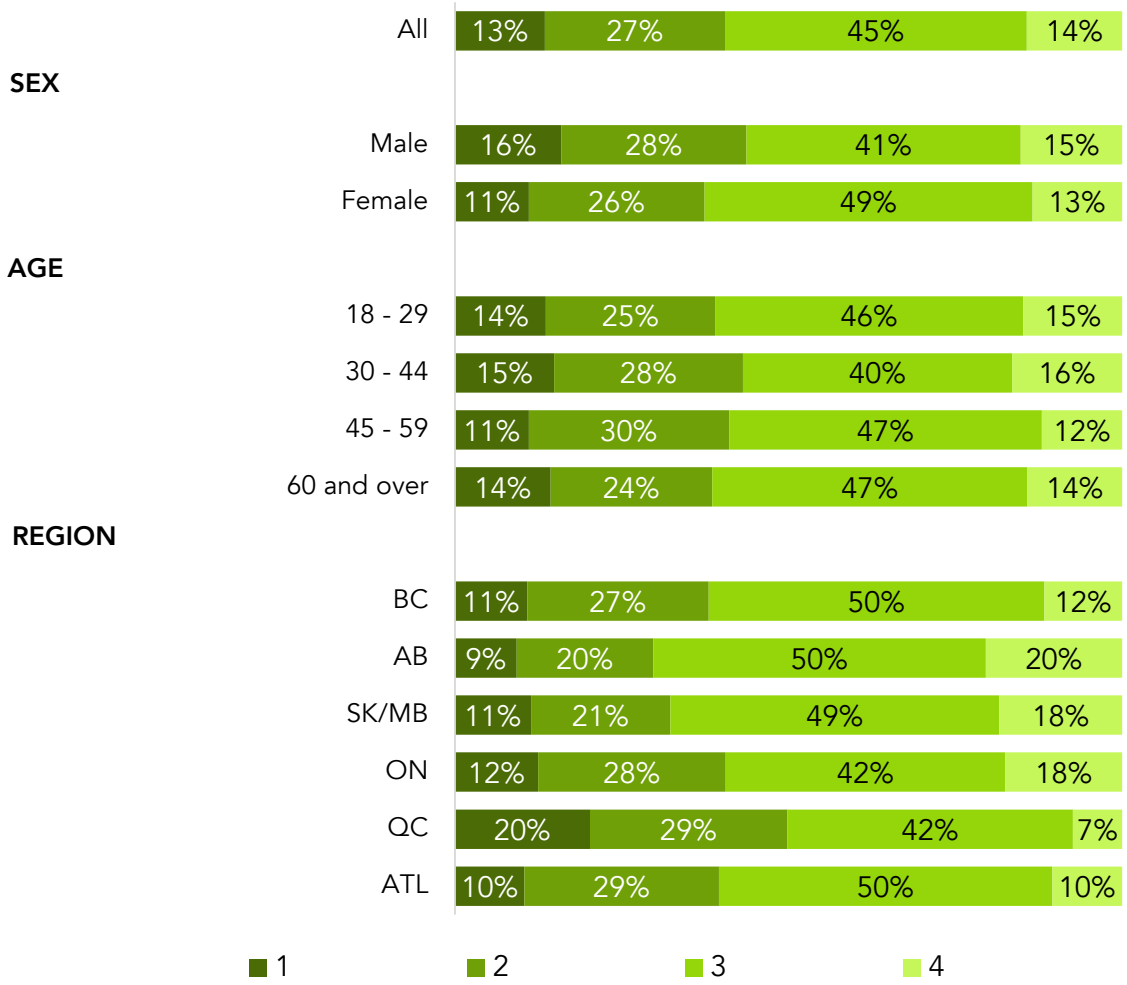


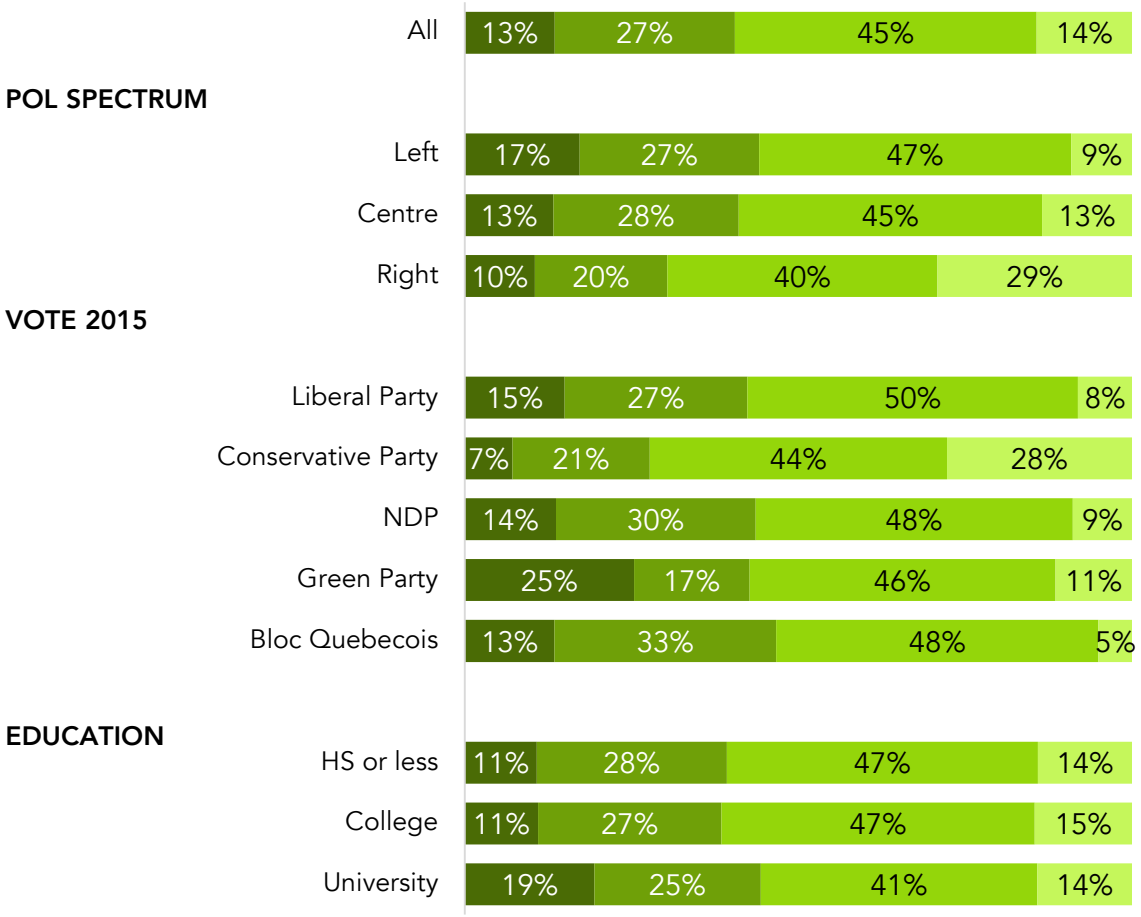


Rank the following choices for how you would prefer governments use policy to reduce emissions.

ABACUS DATA

RANKING EMISSION REDUCTION POLICIES: CARBON PRICING

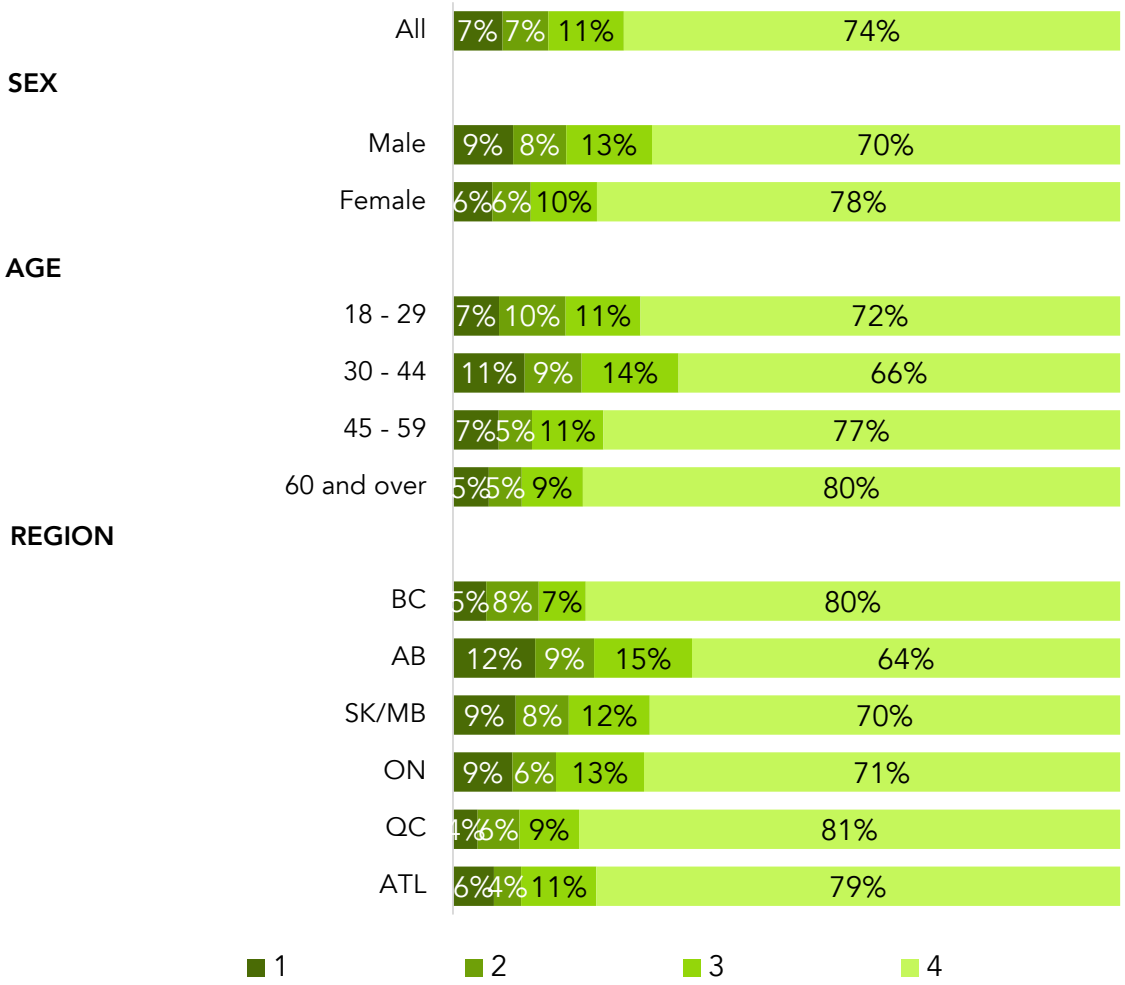


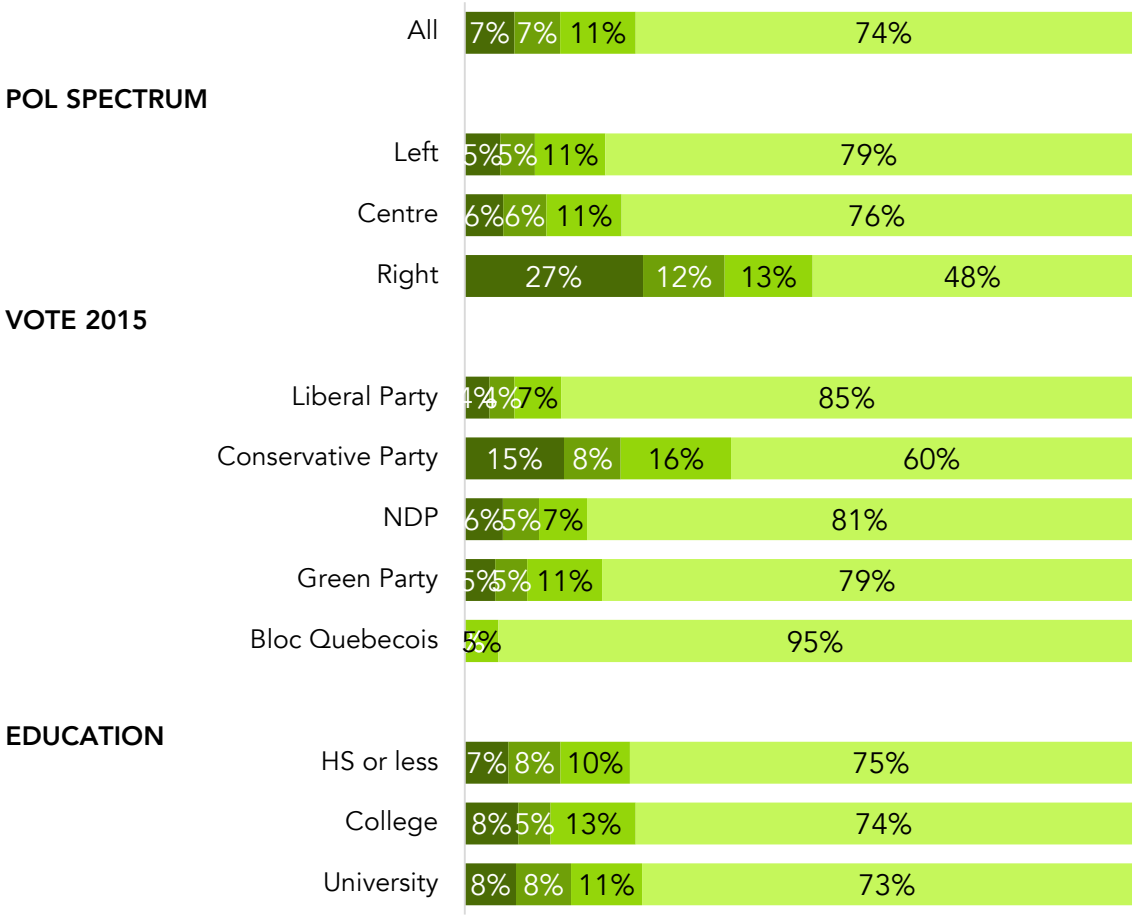


Rank the following choices for how you would prefer governments use policy to reduce emissions.

ABACUS DATA

RANKING EMISSION REDUCTION POLICIES
DO NOTHING





Rank the following choices for how you would prefer governments use policy to reduce emissions.

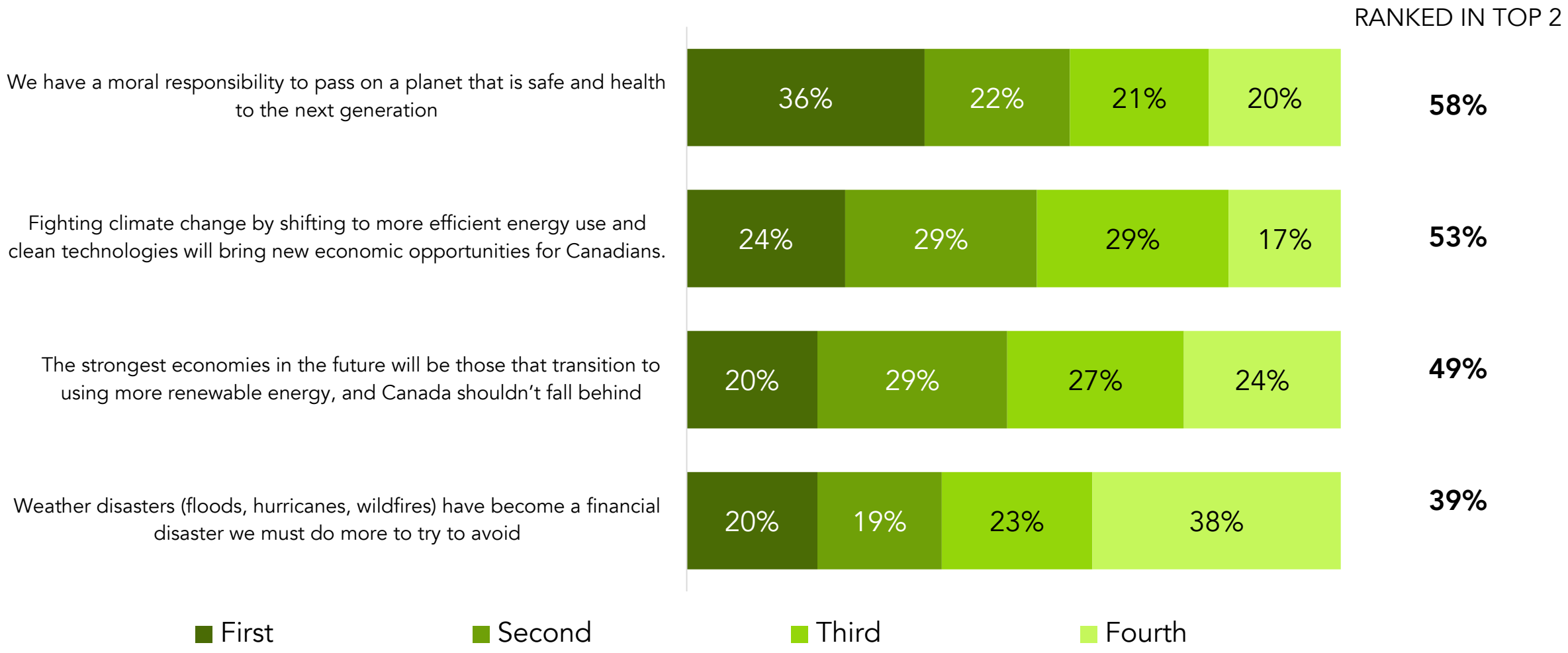
ABACUS DATA

MORAL IMPERATIVE IS THE #1 RANKED REASON TO ACT, BUT ECONOMIC ARGUMENTS ALSO MATTER.

- 36% say they are most motivated by the moral imperative, led by women and NDP voters.

- However 64% said one of three economic arguments was most compelling (opportunities in transition, staying competitive with clean growth trend, cost of weather disasters)

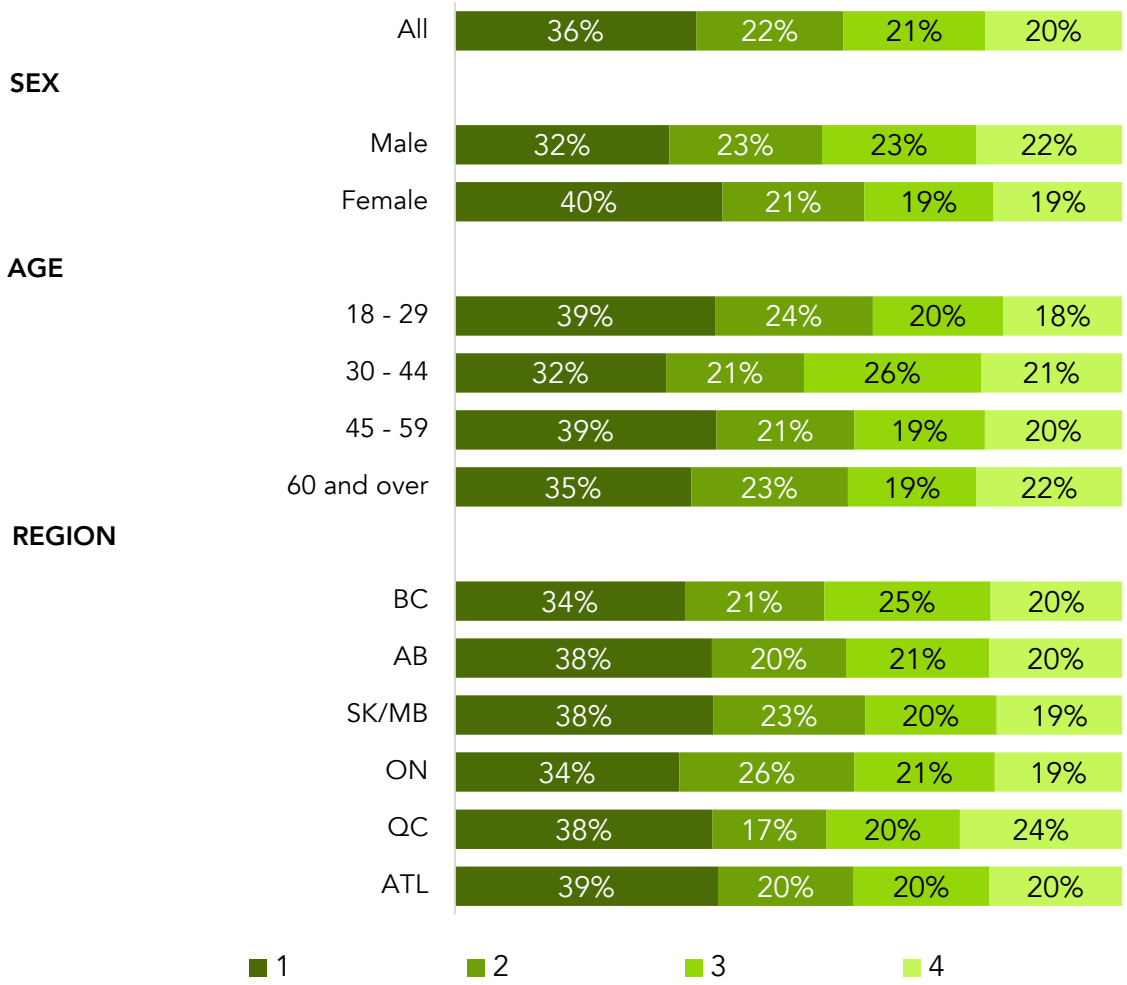
REASON TO ACT

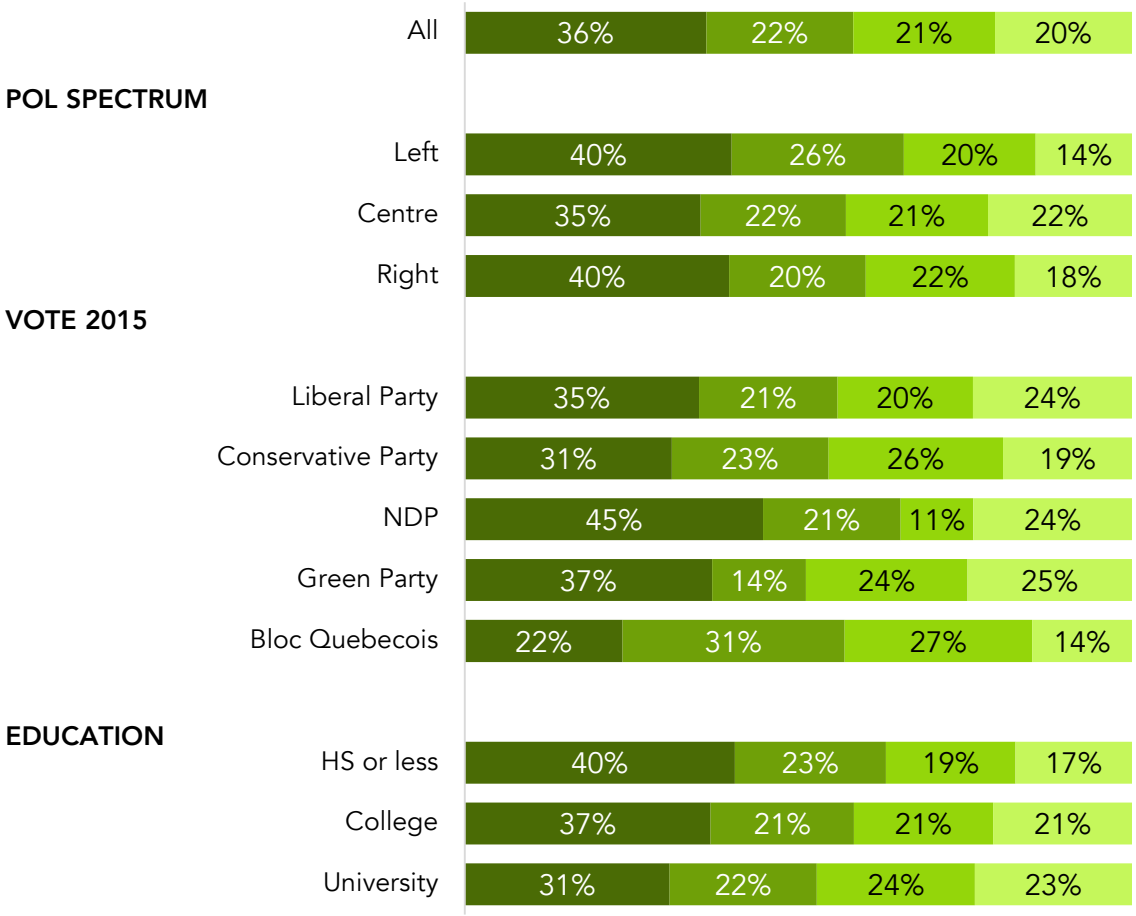


Rank the following reasons to do more to combat climate change from most important to least important to you.

ABACUS DATA

REASONS TO ACT:
MORAL RESPONSIBILITY

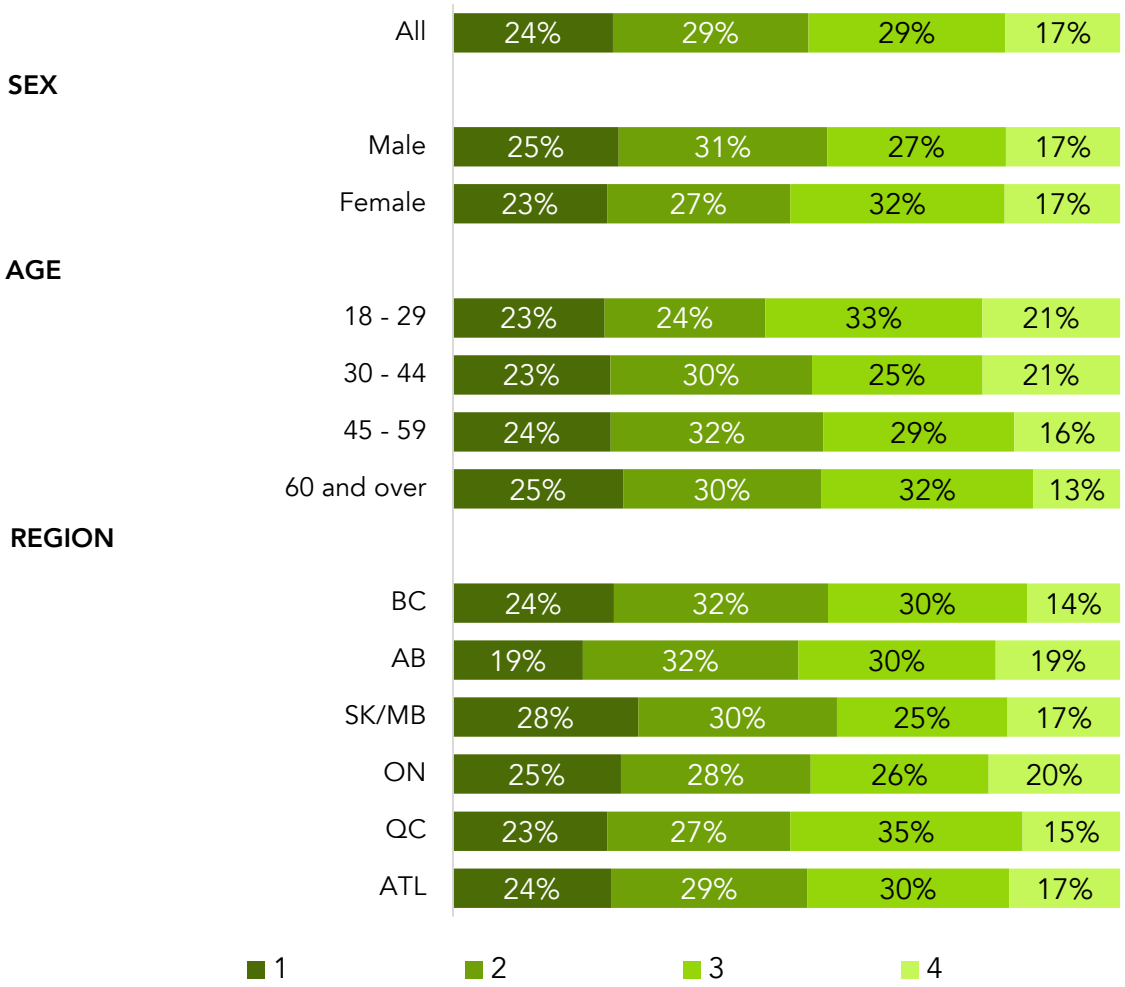


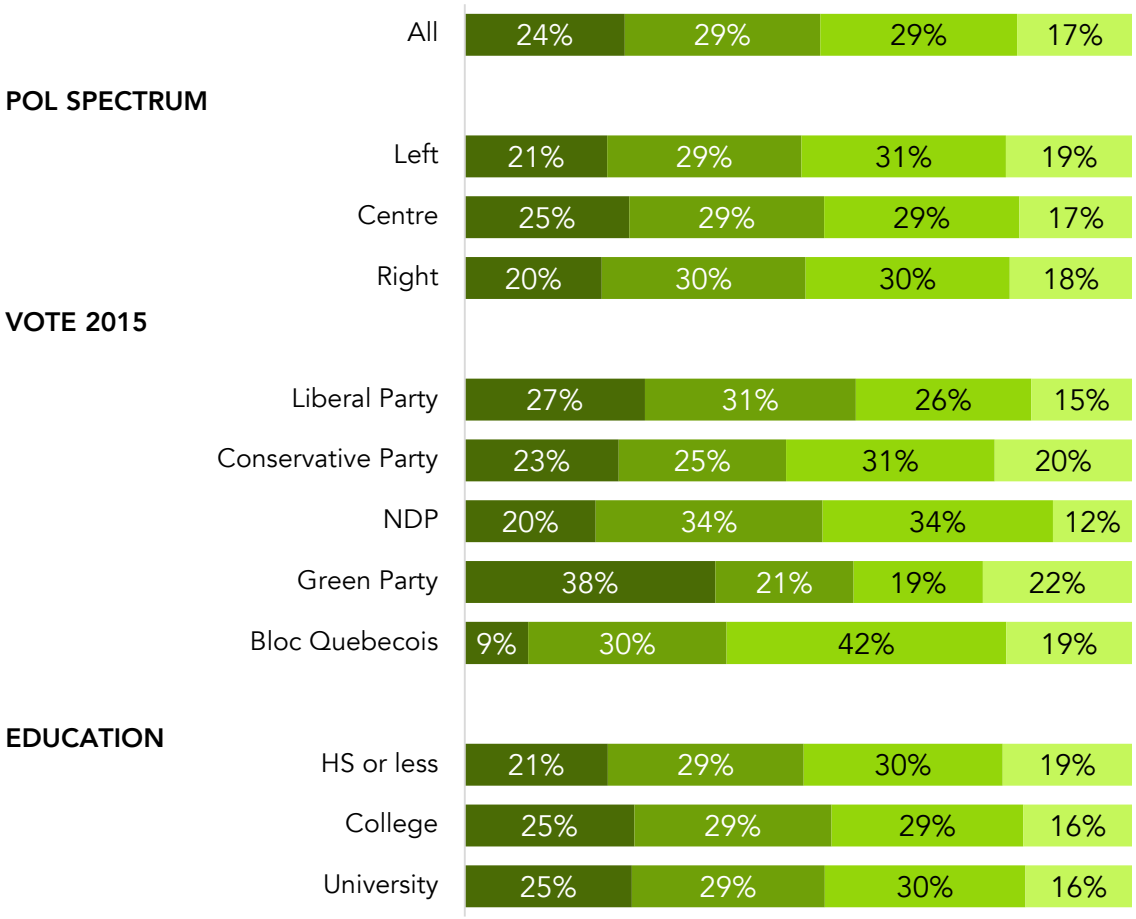


Rank the following reasons to do more to combat climate change from most important to least important to you.

ABACUS DATA

REASONS TO ACT:
SHIFTING TO ENERGY EFFICIENCY AND CLEAN TECH

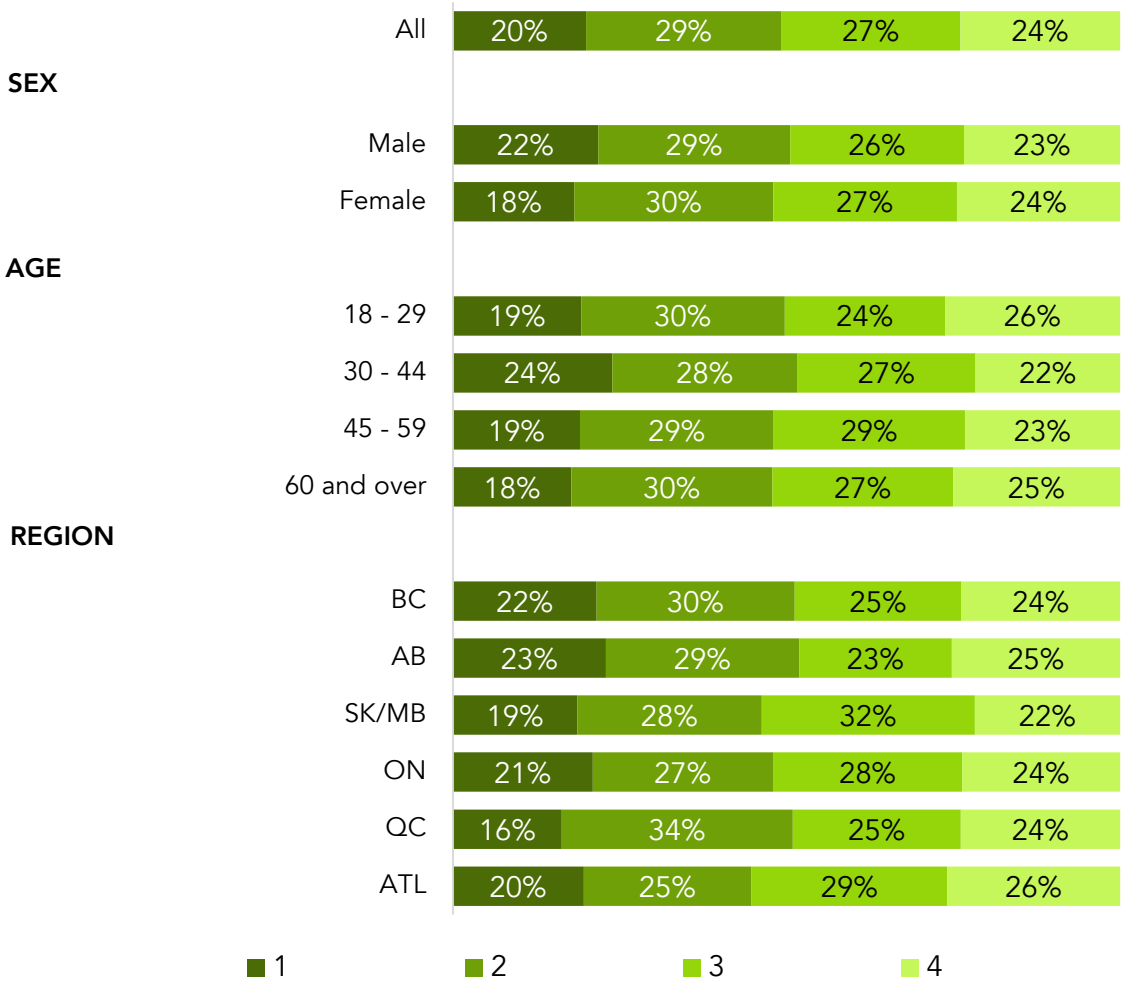


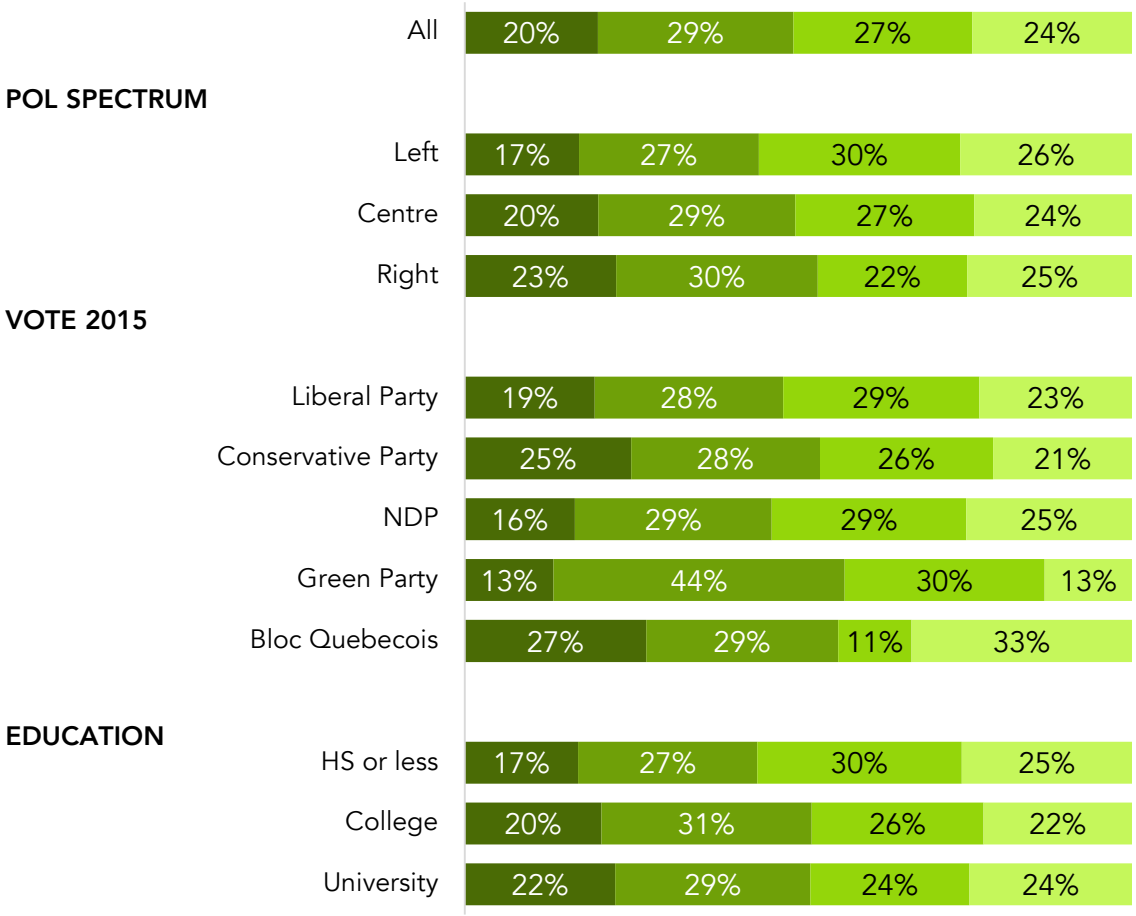


Rank the following reasons to do more to combat climate change from most important to least important to you.

ABACUS DATA

REASONS TO ACT:
TRANSITION TO MORE RENEWABLES OR FALL BEHIND ECONOMICALLY

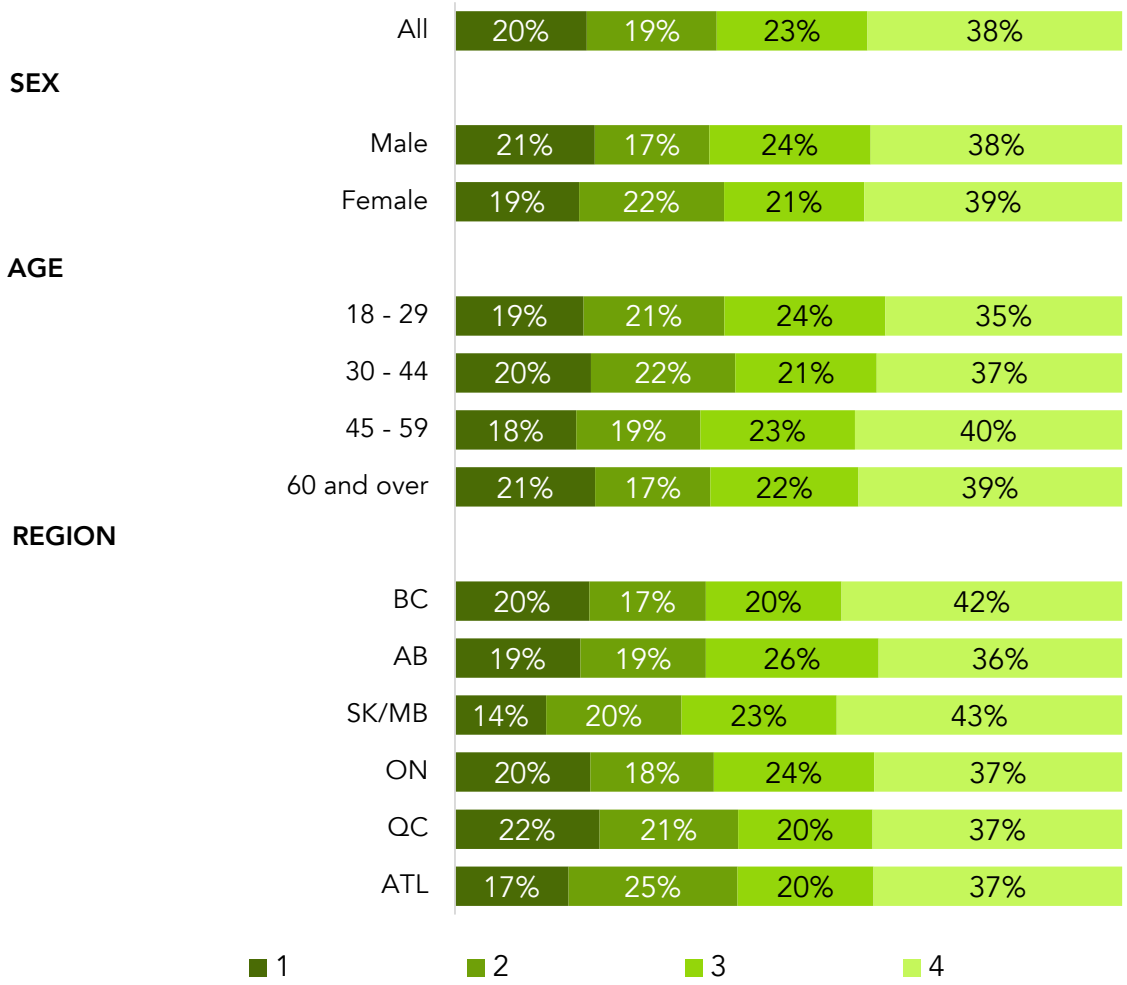


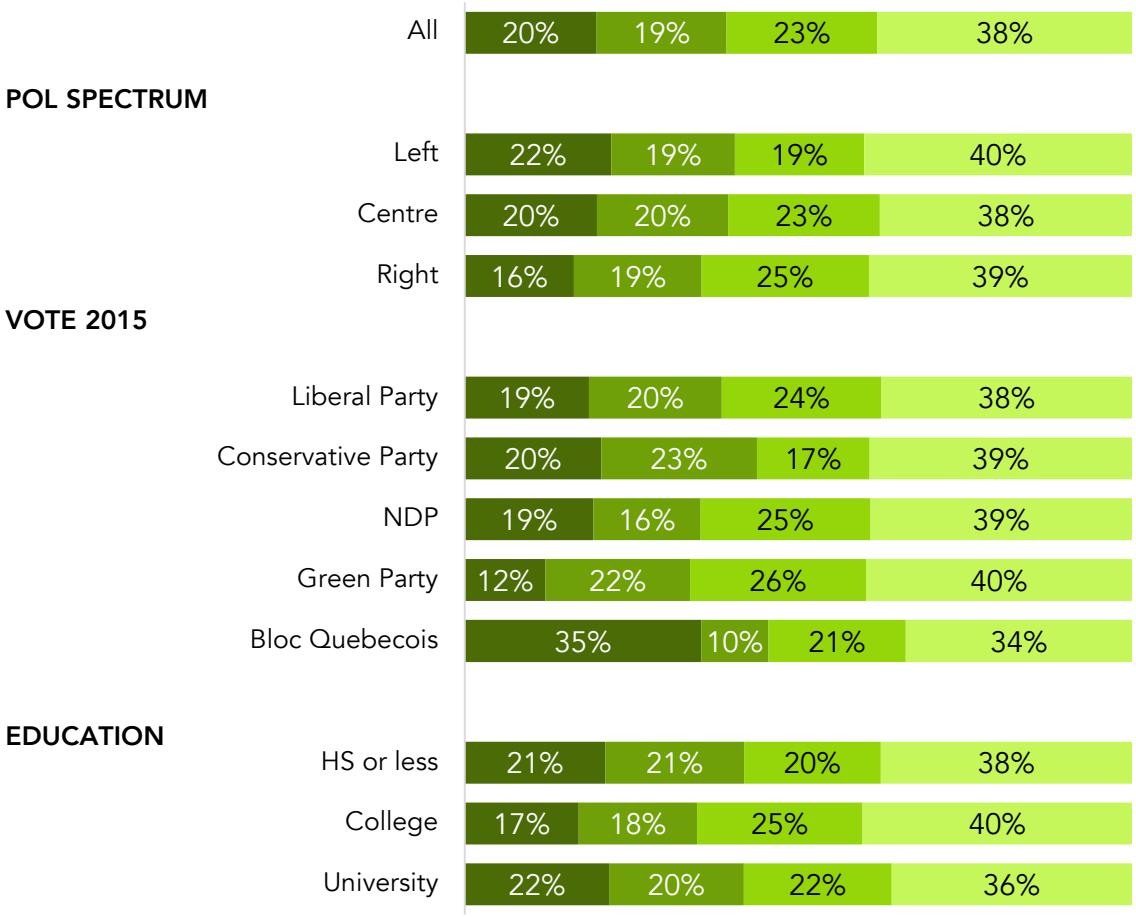


Rank the following reasons to do more to combat climate change from most important to least important to you.

ABACUS DATA

REASONS TO ACT:
WEATHER DISASTERS ARE COSTLY





Rank the following reasons to do more to combat climate change from most important to least important to you.

ABACUS DATA

TRANSITIONING TO A LOW CARBON ECONOMY

ABACUS DATA

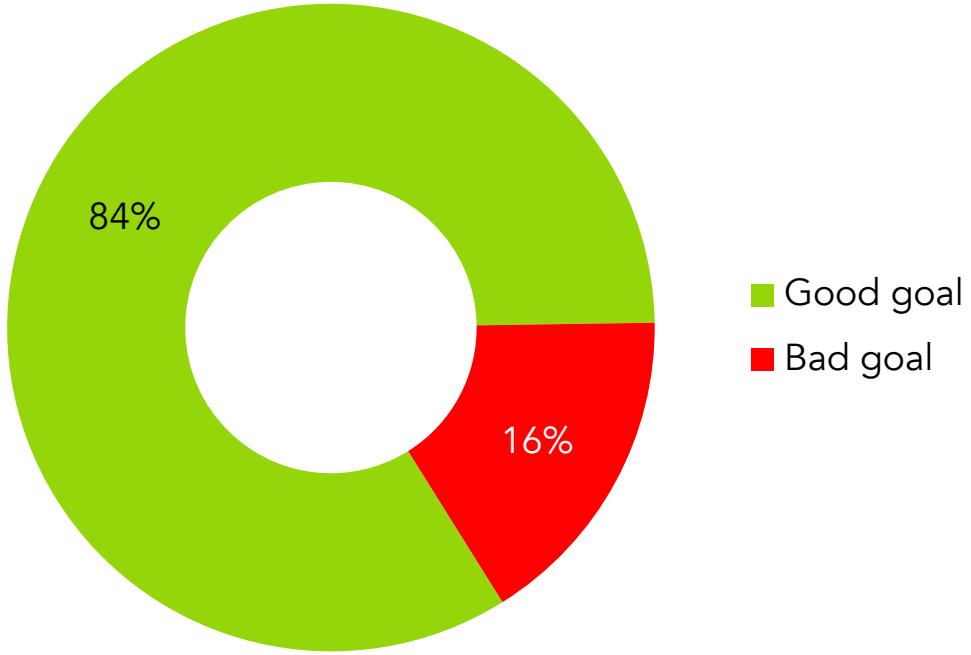
LARGE MAJORITY WANT A TRANSITION TO A LOW CARBON ECONOMY, BUT WITH CARE TO MANAGE IMPACTS .

- This goal is broadly embraced, including in Alberta.

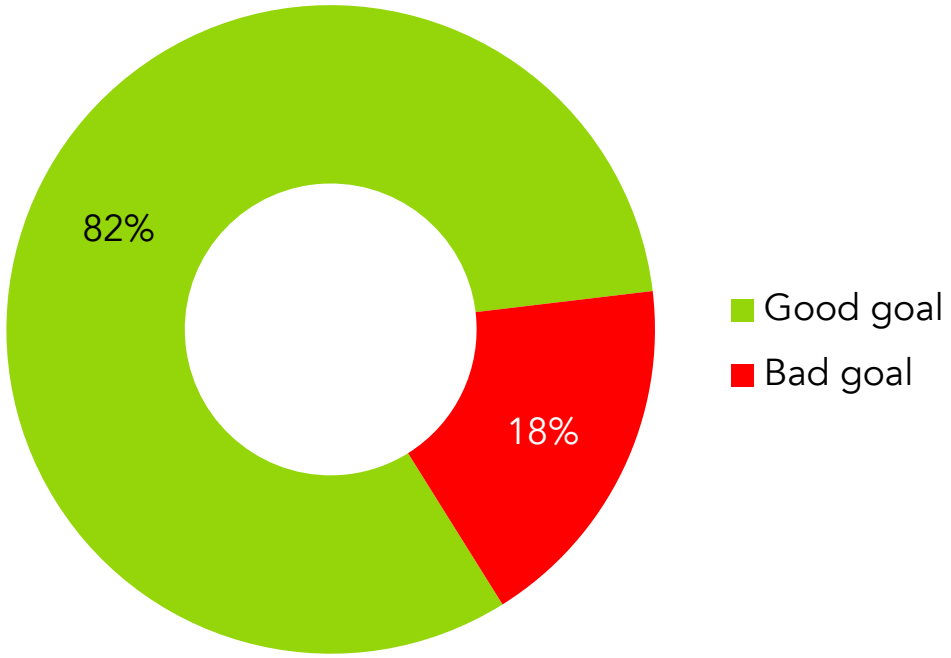
- The caution about the pace of ambition is clear, and not only in Alberta. Most people believe we should continue to develop oil and gas resources while transitioning.

IS A TRANSITION TO A LOW CARBON ECONOMY A GOOD OR BAD GOAL?

In general, do you think a transition to a low-carbon economy (which uses less energy and more renewable forms of energy) is generally a good goal for Canada, a bad goal?

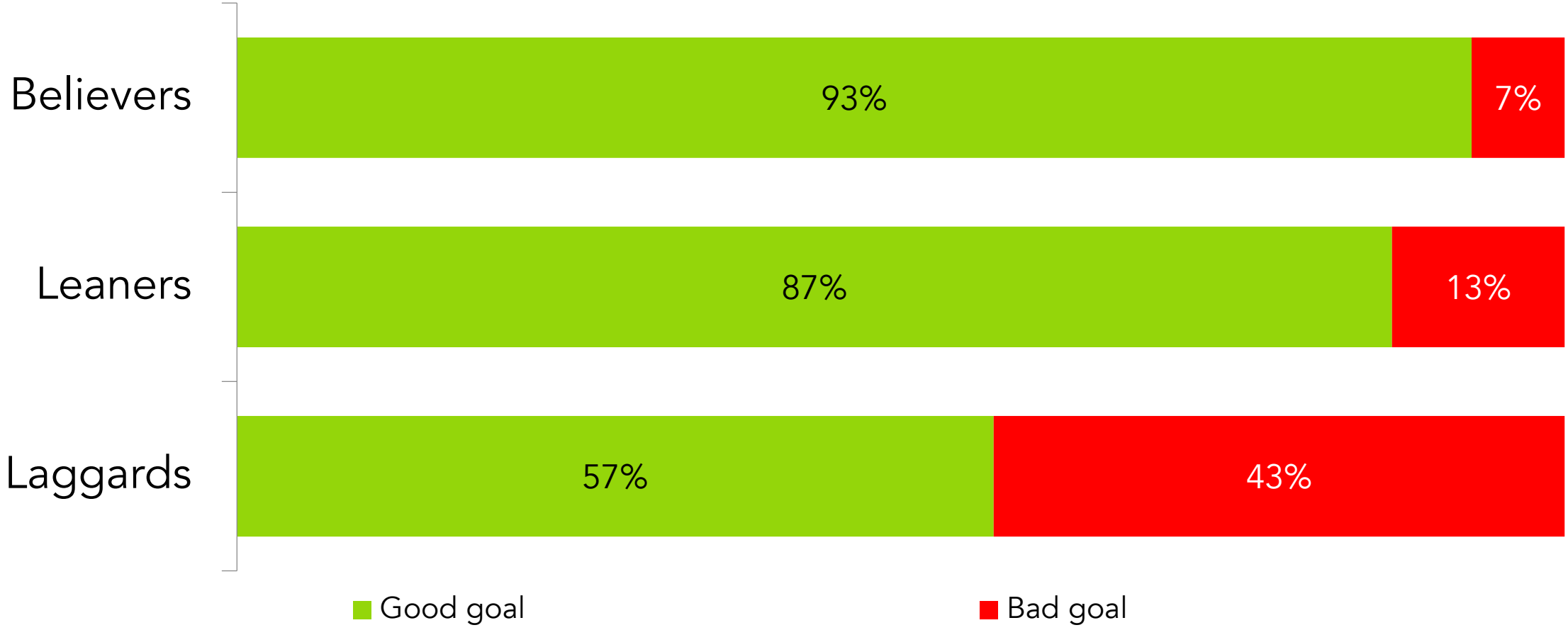


How about for your province?



ABACUS DATA

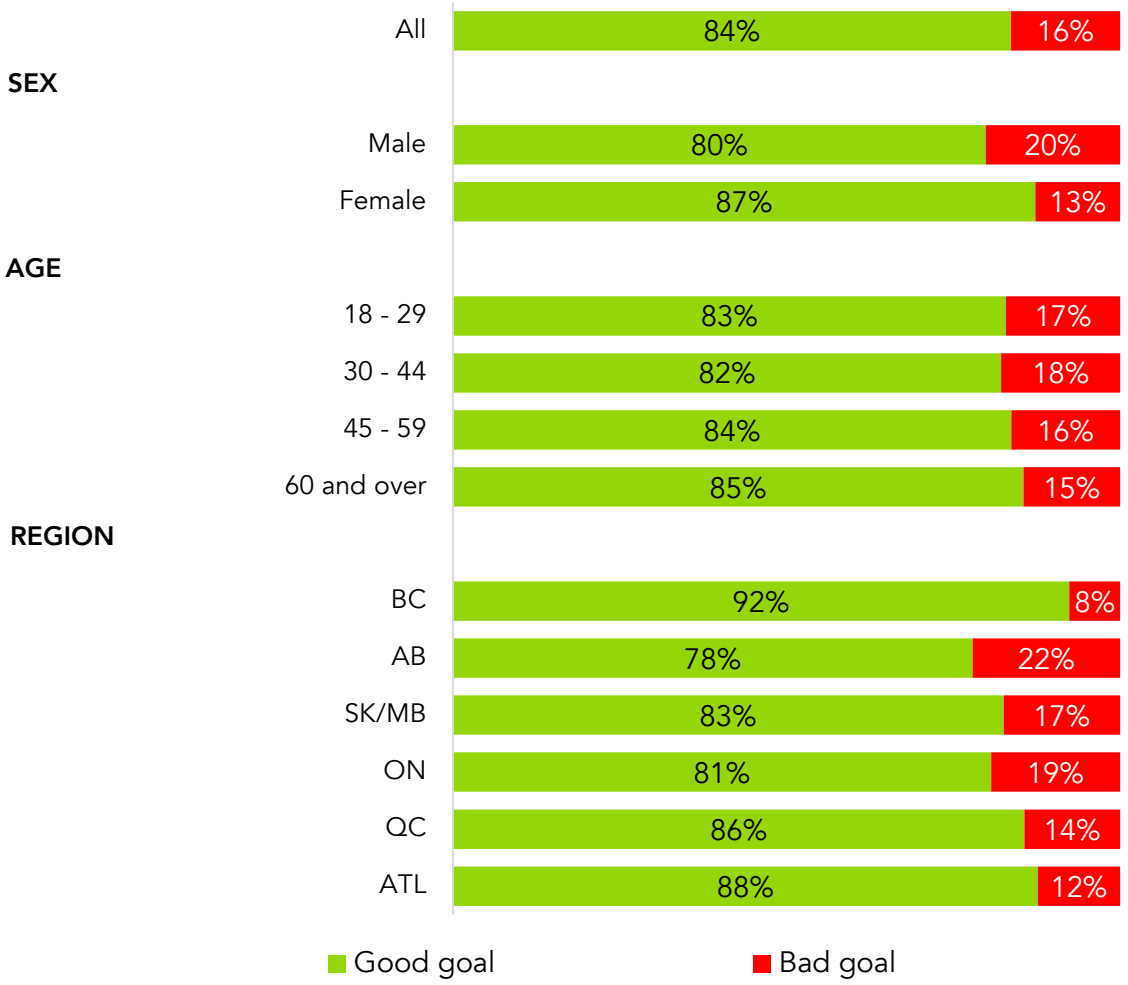
IS A TRANSITION TO A LOW CARBON ECONOMY A GOOD OR BAD GOAL?
BY CLIMATE SEGMENTATION

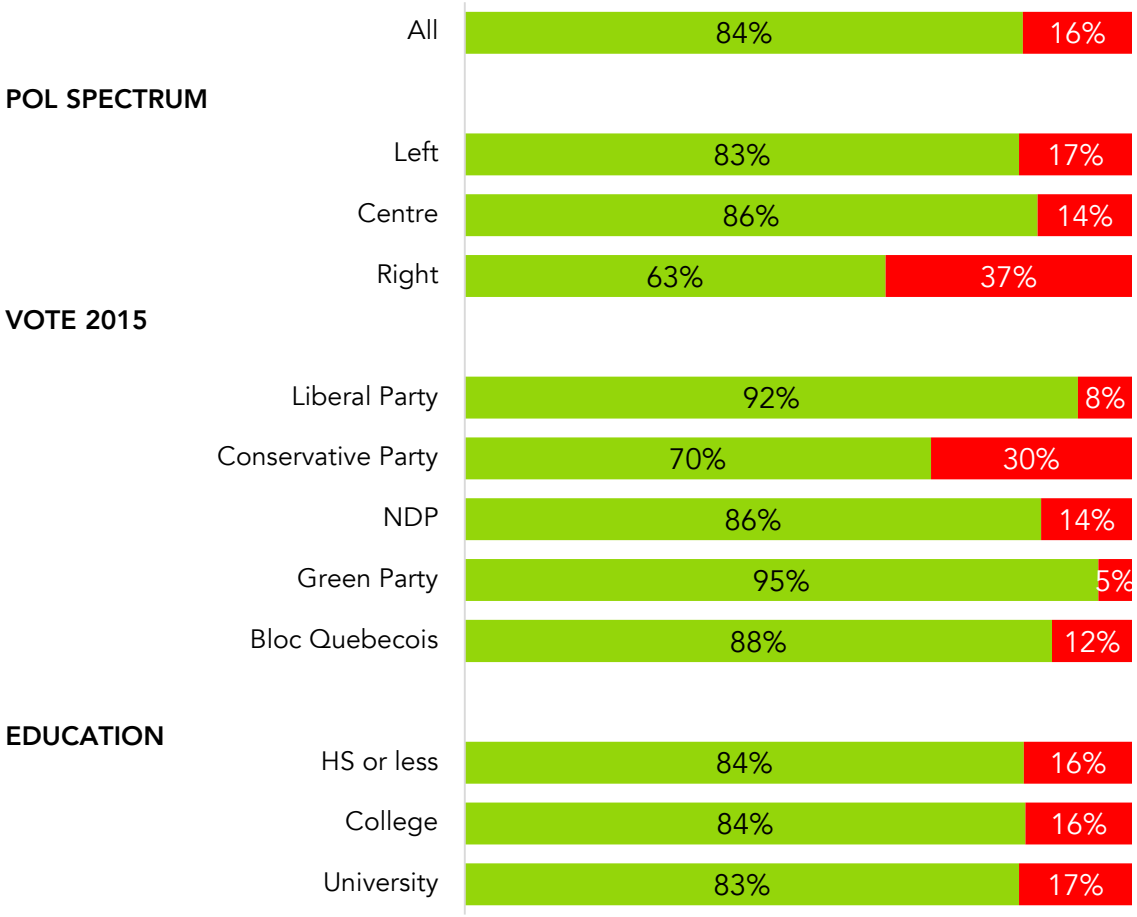


In general, do you think a transition to a low-carbon economy (which uses less energy and more renewable forms of energy) is generally a good goal for Canada, a bad goal?

ABACUS DATA

IS A TRANSITION TO A LOW CARBON ECONOMY A GOOD OR BAD GOAL FOR CANADA?

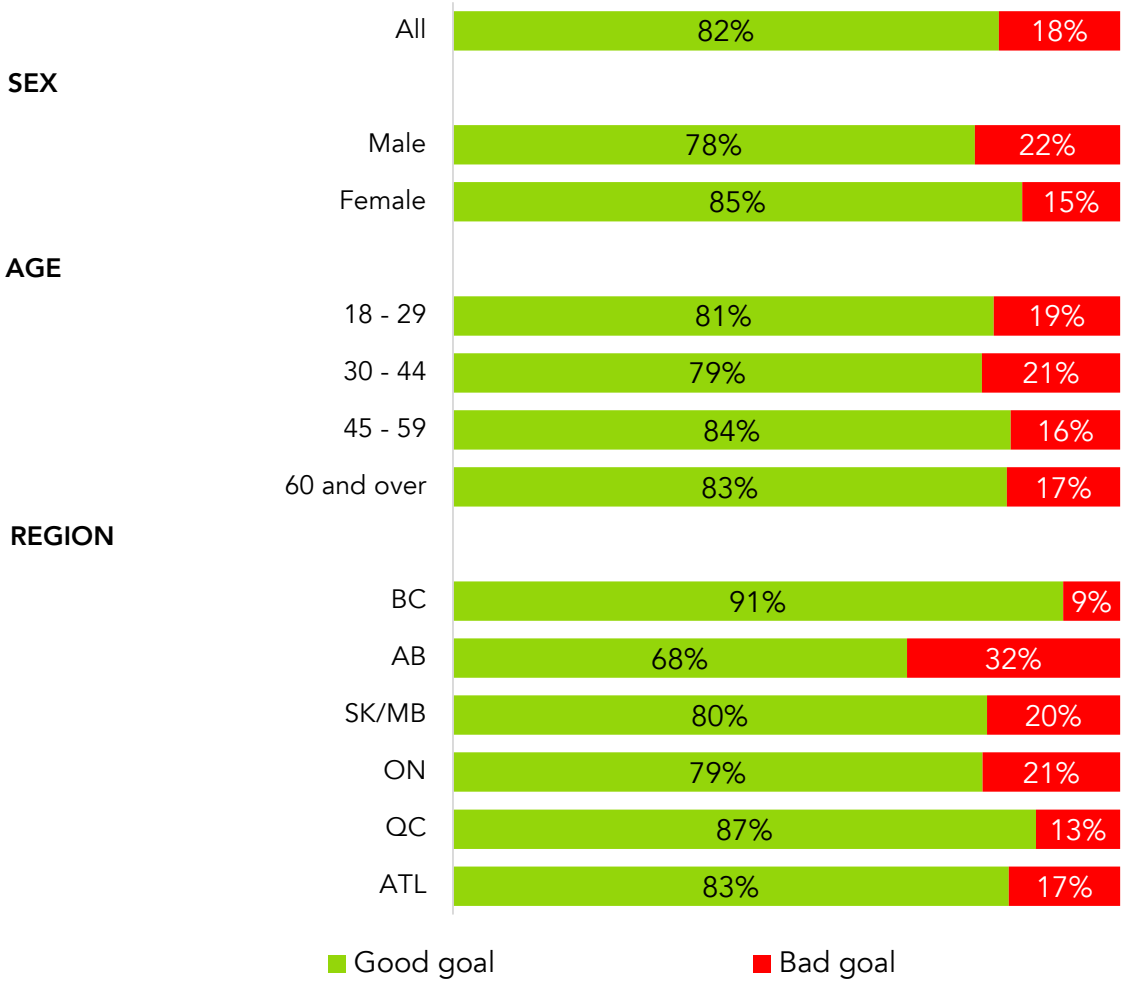


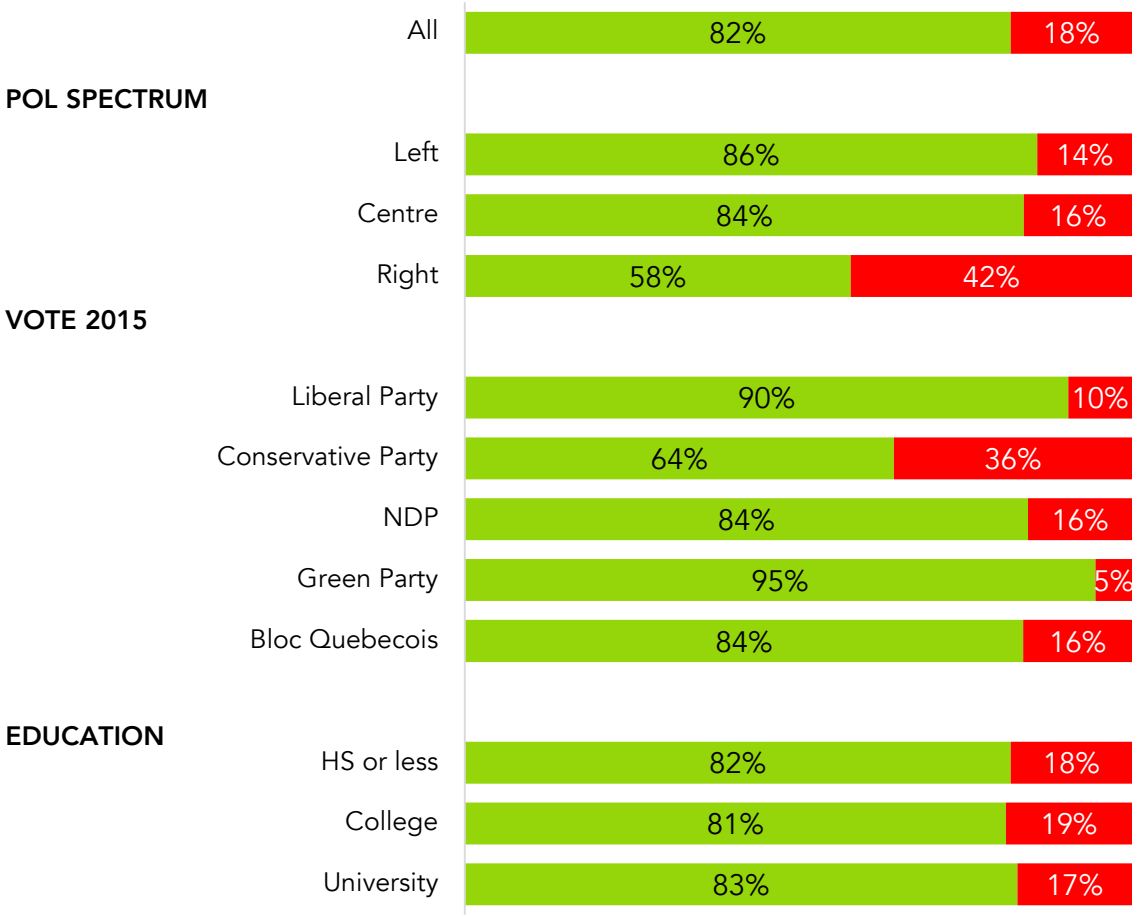


In general, do you think a transition to a low-carbon economy (which uses less energy and more renewable forms of energy) is generally a good goal for Canada, a bad goal?

ABACUS DATA

GOOD/BAD GOAL FOR YOUR PROVINCE?

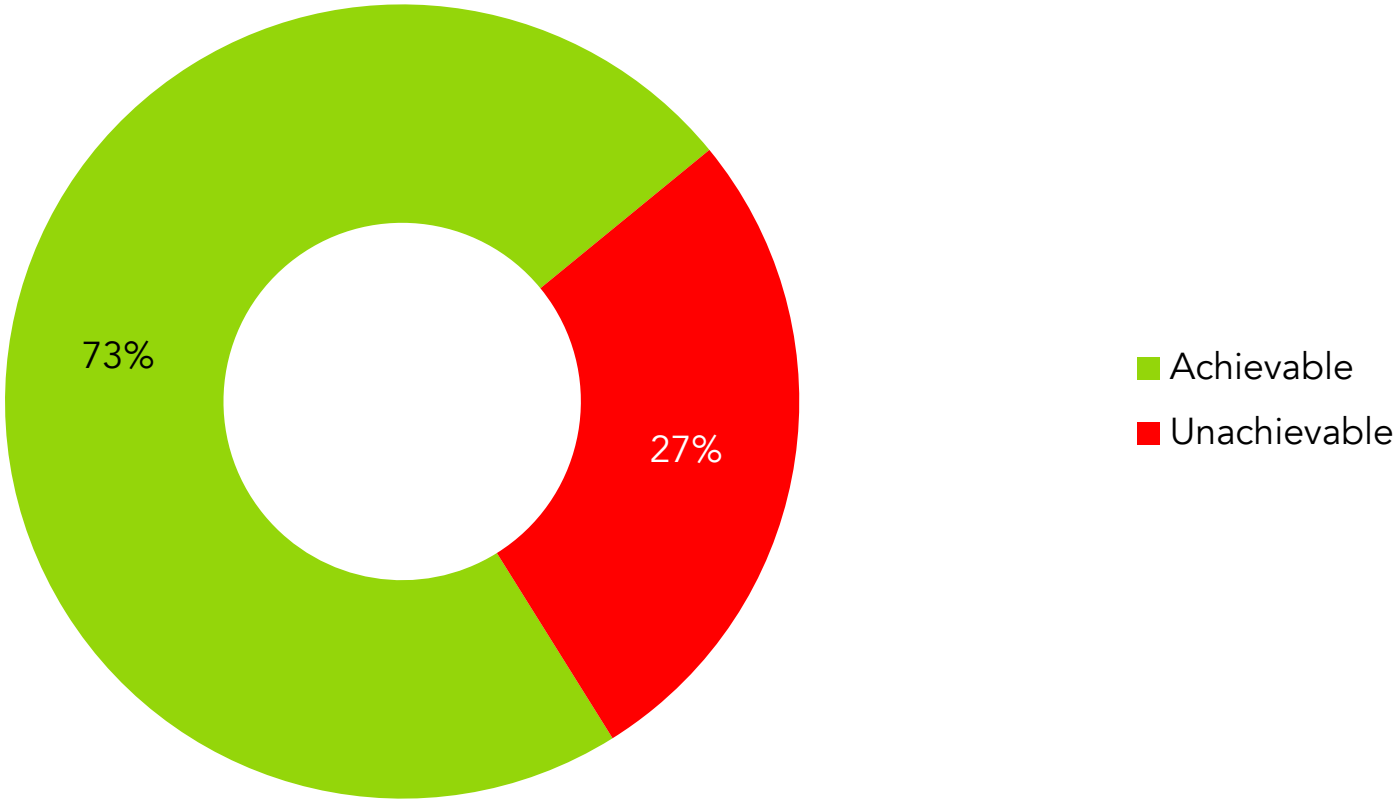




How about for your province?

ABACUS DATA

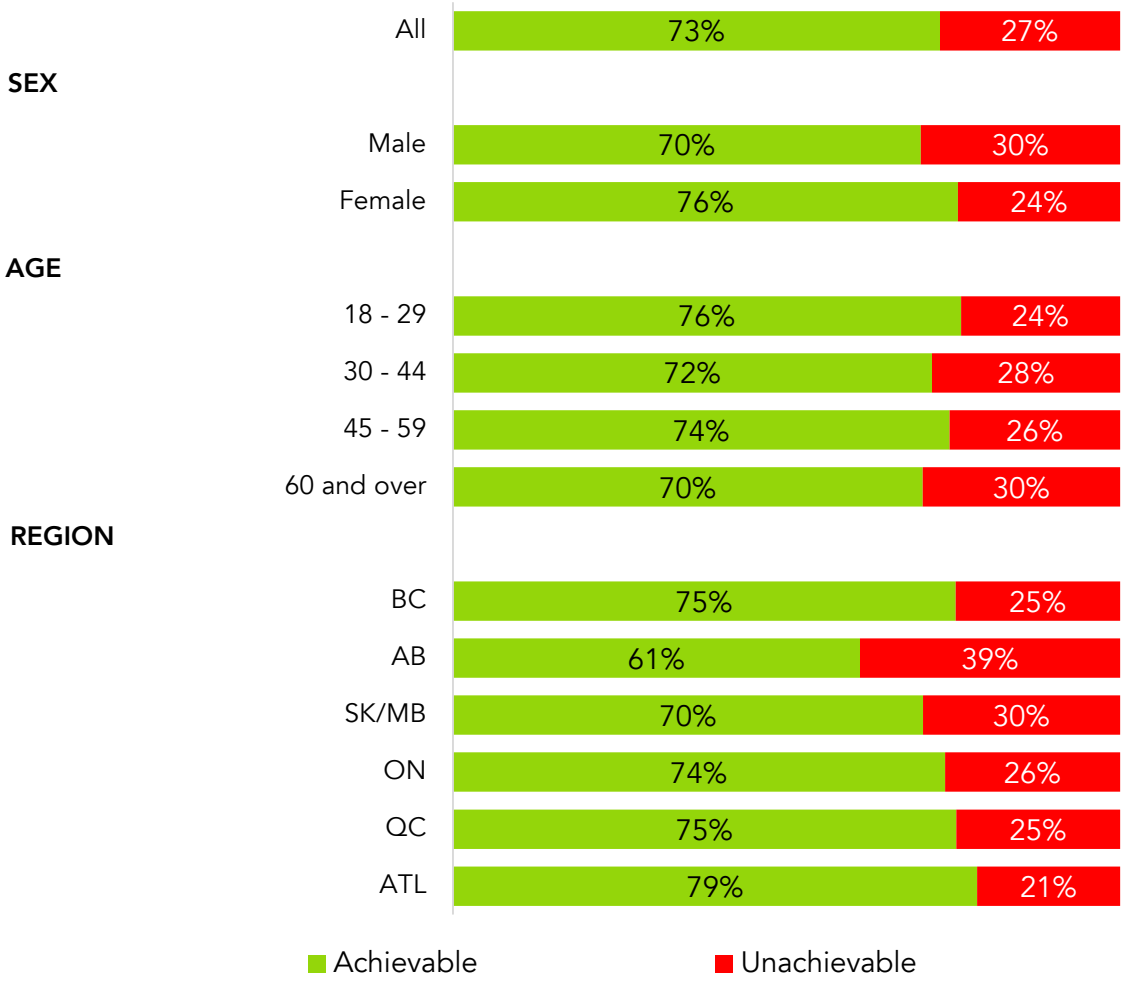
IS A LOW-CARBON ECONOMY ACHIEVABLE?

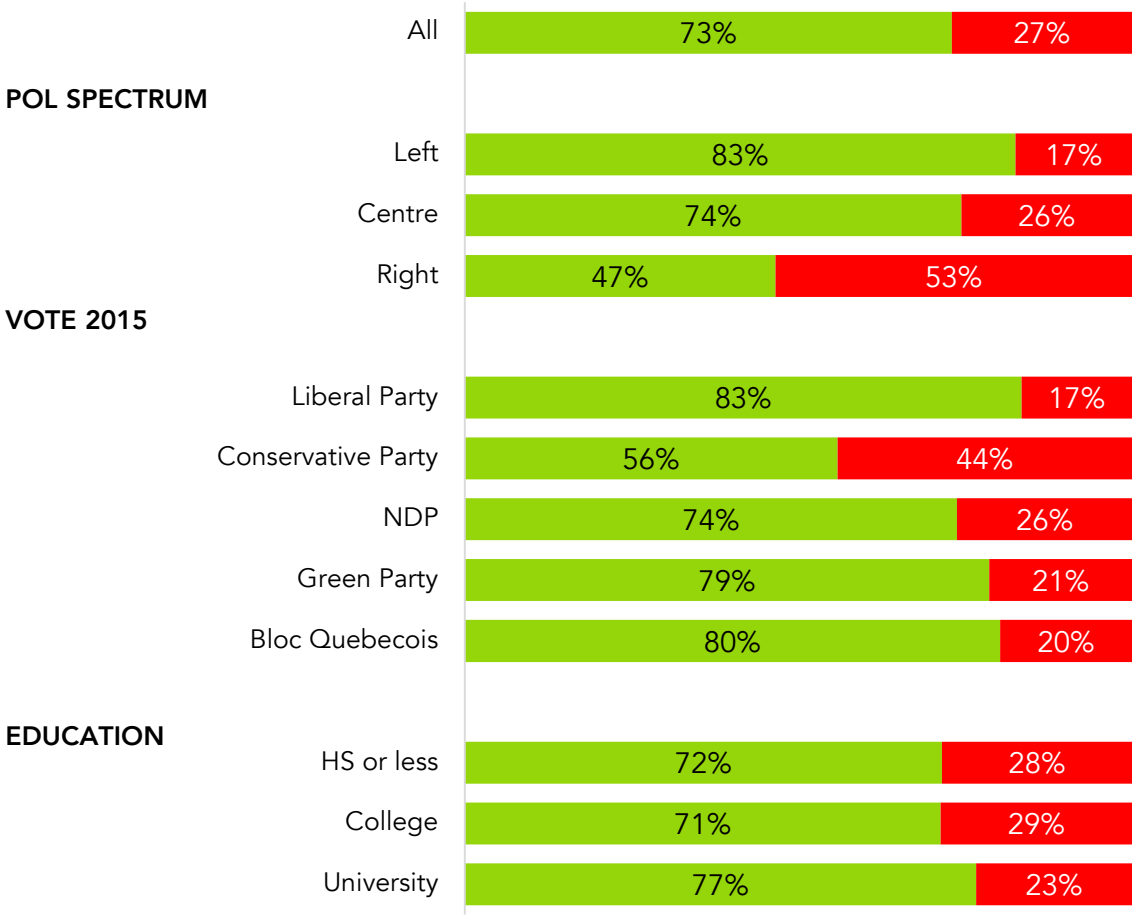


Do you think a transition to a low-carbon economy is generally achievable or unachievable for Canada?

ABACUS DATA

IS A LOW-CARBON ECONOMY ACHIEVABLE?

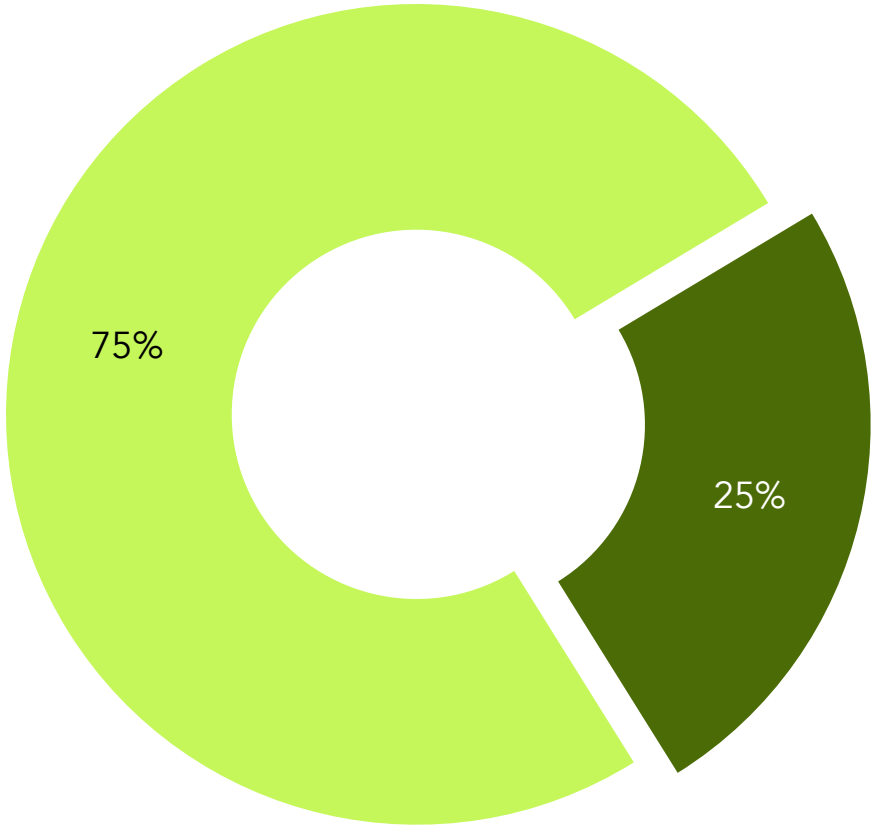




Do you think a transition to a low-carbon economy is generally achievable or unachievable for Canada?

ABACUS DATA

AGGRESSIVE OR MANAGED TRANSITION?

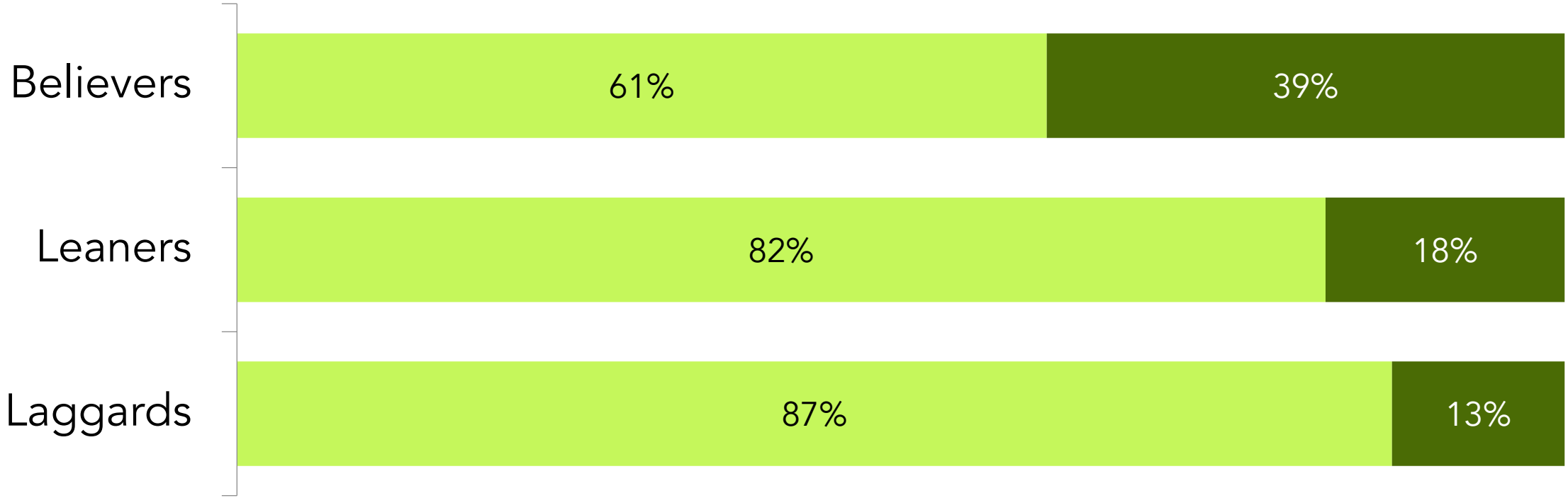


- It is important to manage this transition in ways that are careful to not to drive up the cost of living too much or cost too many jobs even if that means we take longer to reduce emissions
- The climate problem is so severe that we need to act aggressively even if the impacts on jobs and the cost of living are greater

Some say that it is important to manage this transition in ways that are careful to not to drive up the cost of living too much or cost too many jobs even if that means we take longer to reduce emissions. Others say that the climate problem is so severe that we need to act aggressively even if the impacts on jobs and the cost of living are greater. Which is closer to your view?

ABACUS DATA

AGGRESSIVE OR MANAGED TRANSITION?
BY CLIMATE SEGMENTATION

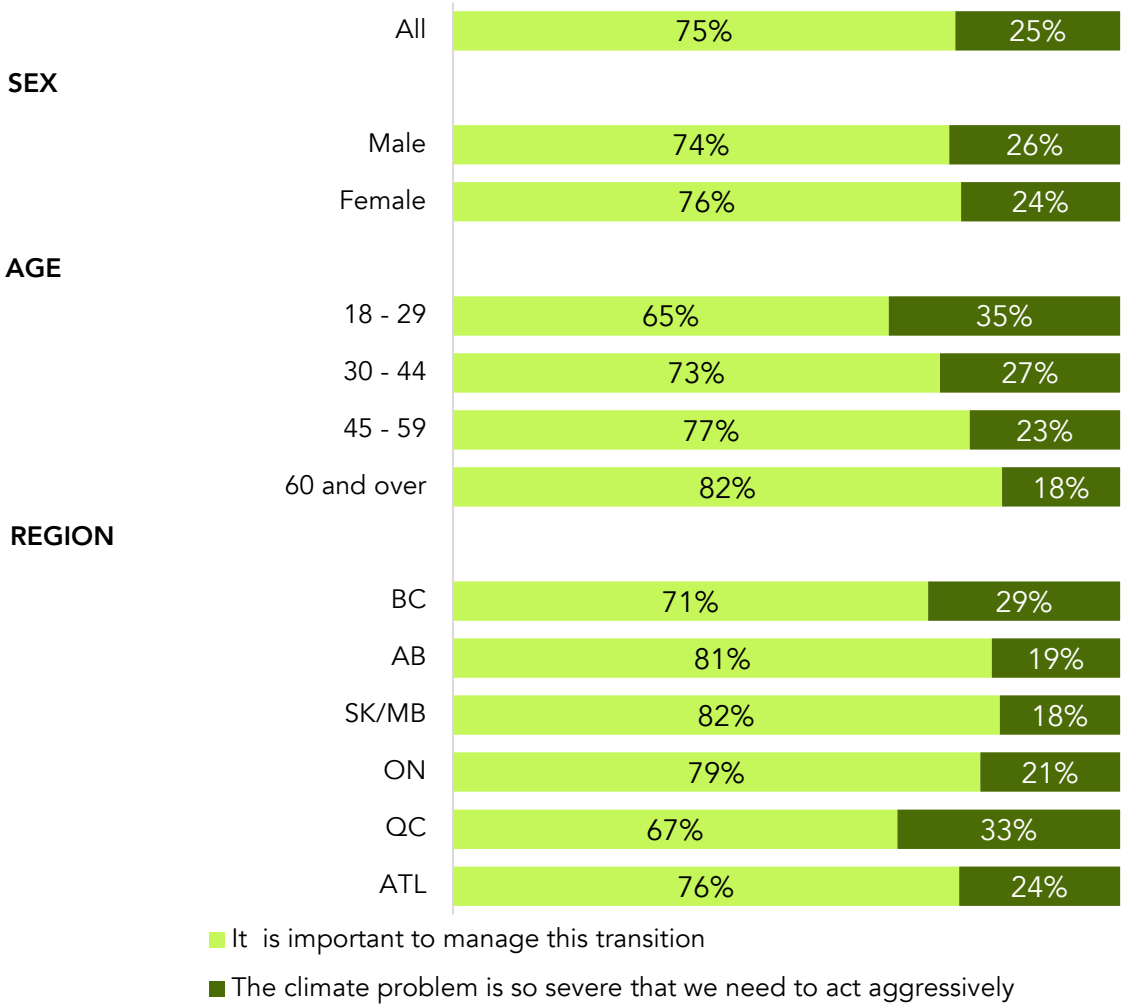


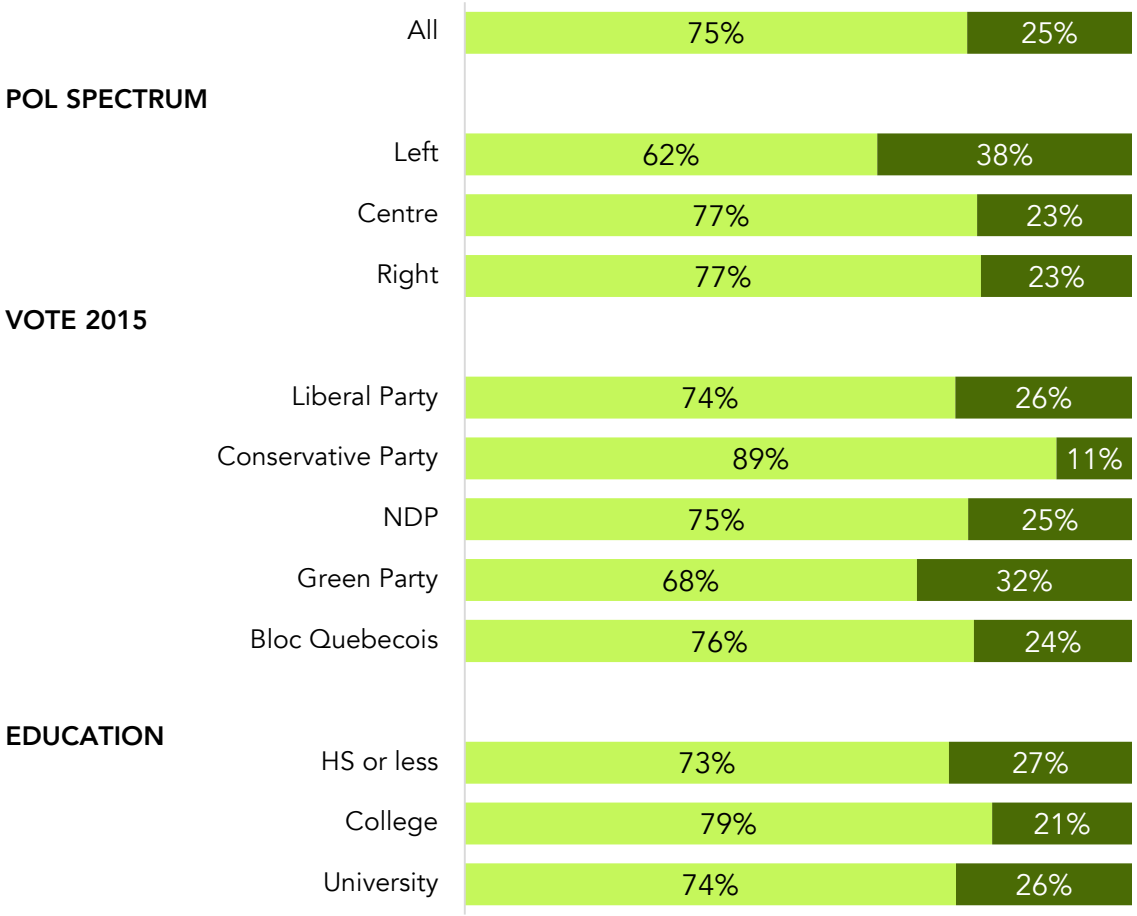
- It is important to manage this transition in ways that are careful to not to drive up the cost of living too much or cost too many jobs even if that means we take longer to reduce emissions
- The climate problem is so severe that we need to act aggressively even if the impacts on jobs and the cost of living are greater

Some say that it is important to manage this transition in ways that are careful to not to drive up the cost of living too much or cost too many jobs even if that means we take longer to reduce emissions. Others say that the climate problem is so severe that we need to act aggressively even if the impacts on jobs and the cost of living are greater. Which is closer to your view?

ABACUS DATA

AGGRESSIVE OR MANAGED TRANSITION?

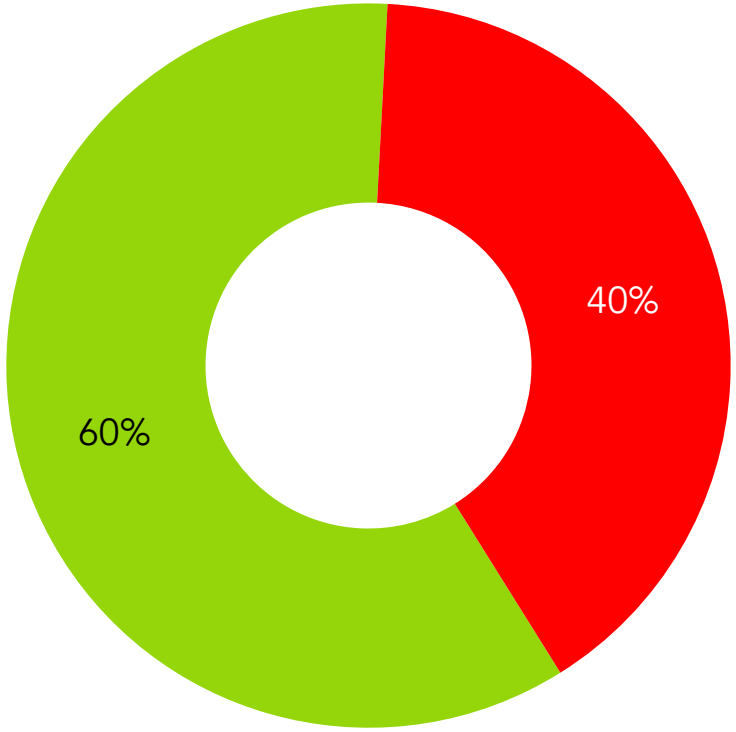




Some say that it is important to manage this transition in ways that are careful to not to drive up the cost of living too much or cost too many jobs even if that means we take longer to reduce emissions. Others say that the climate problem is so severe that we need to act aggressively even if the impacts on jobs and the cost of living are greater. Which is closer to your view?

ABACUS DATA

DEVELOP OR STOP RESOURCE ECONOMY?

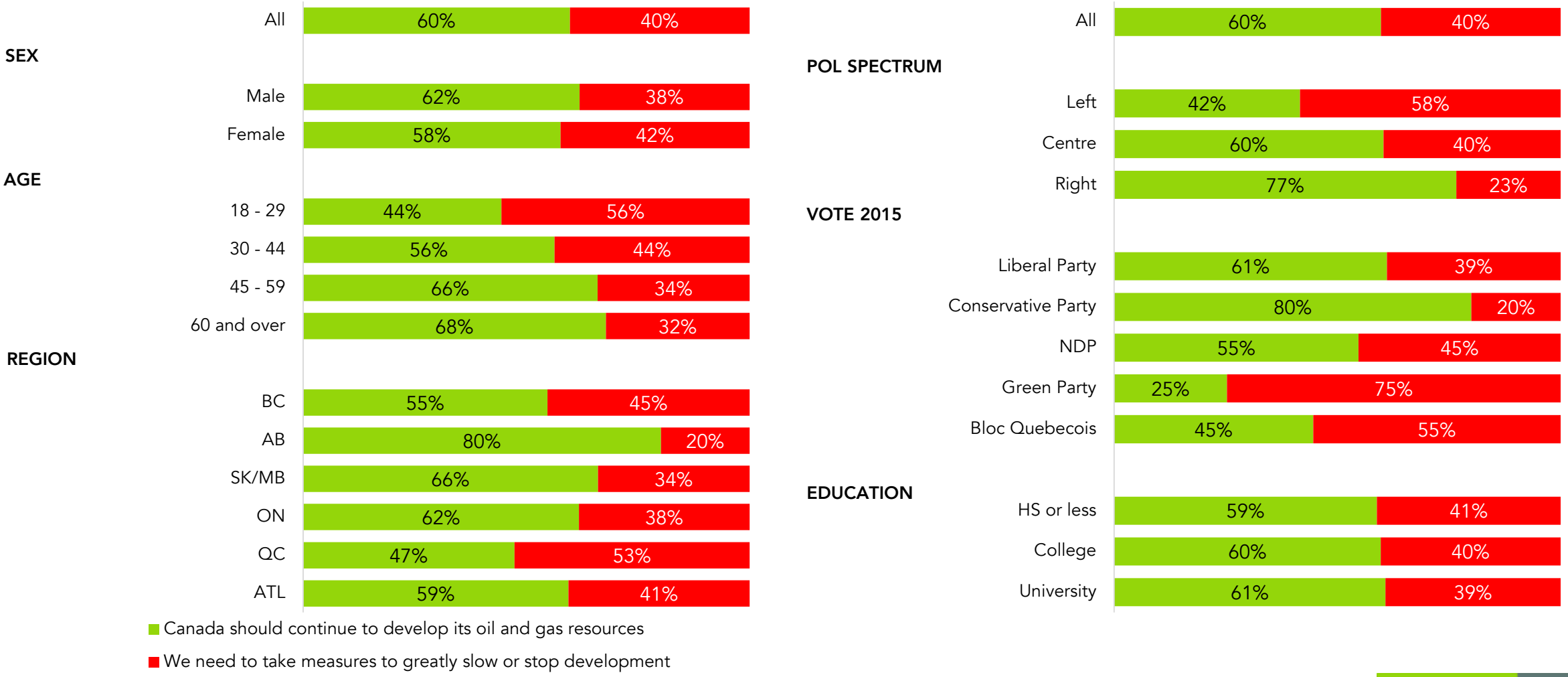


- Canada should continue to develop its oil and gas resources and get them to markets while we are using carbon pricing and other measures to transition to a lower carbon future
- We need to take measures to greatly slow or stop development and transmission of oil and gas in Canada, in order to meet our emissions reductions targets

Some say that Canada should continue to develop its oil and gas resources and get them to markets while we are using carbon pricing and other measures to transition to a lower carbon future. Others say that we need to take measures to greatly slow or stop development and transmission of oil and gas in Canada, in order to meet our emissions reductions targets. Which view is closer to yours?

ABACUS DATA

DEVELOP OR STOP RESOURCE ECONOMY?



Some say that Canada should continue to develop its oil and gas resources and get them to markets while we are using carbon pricing and other measures to transition to a lower carbon future. Others say that we need to take measures to greatly slow or stop development and transmission of oil and gas in Canada, in order to meet our emissions reductions targets. Which view is closer to yours?

ABACUS DATA

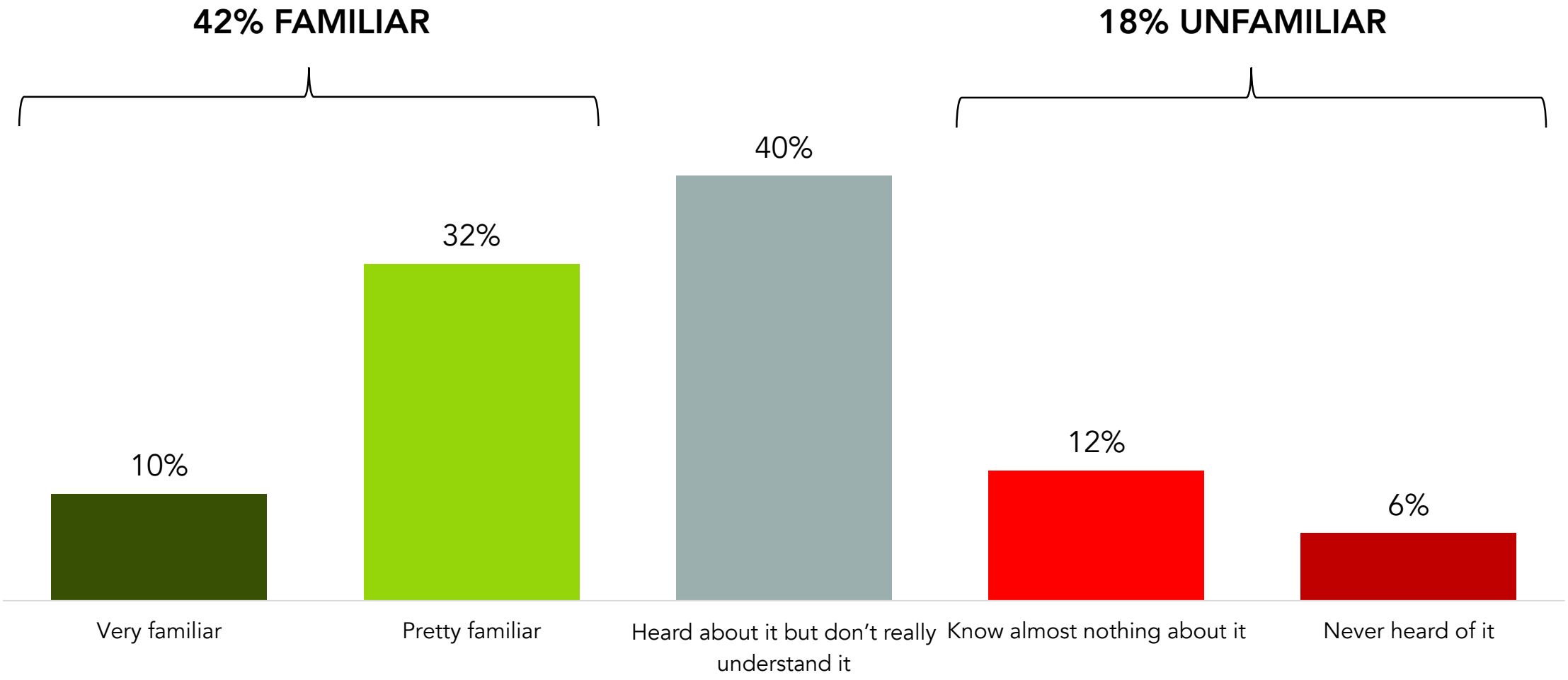
CARBON PRICING

FAMILIARITY WITH CARBON PRICING REMAINS LIMITED YET SUPPORT IS GROWING.

- Less than half feel familiar with carbon pricing. This hasn't changed much in three years - the discussion is still largely an elite level discussion.

- People have vague, but directionally accurate ideas of the purpose of a carbon price. Most people are supportive or open to the idea of a carbon price, support is up 7 points over 3 years.

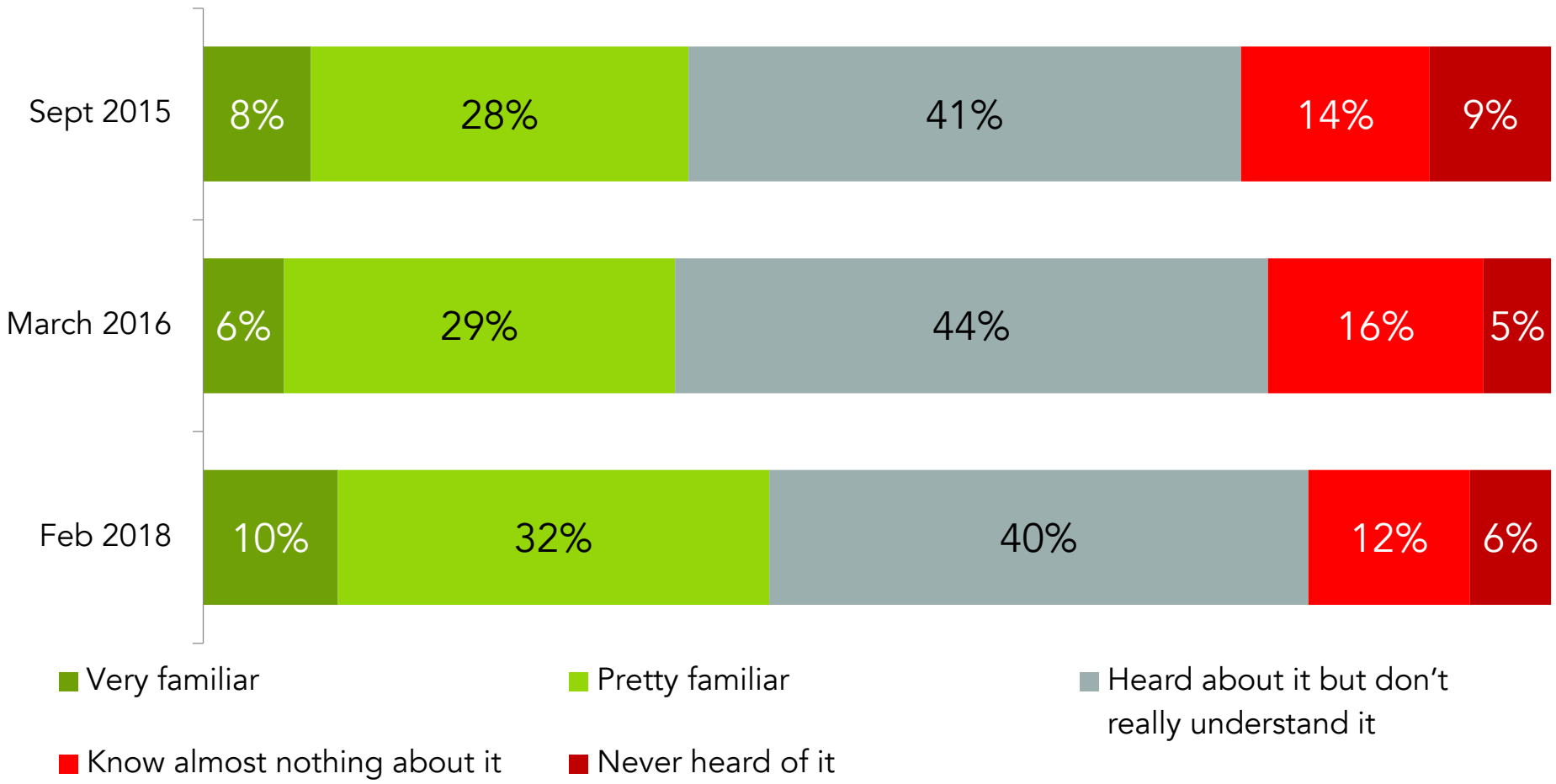
FAMILIARITY WITH CARBON PRICING



Some governments have discussed or implemented a price or a charge on carbon as a way of reducing emissions. Would you say you are …?

ABACUS DATA

FAMILIARITY WITH CARBON PRICING TRACKING

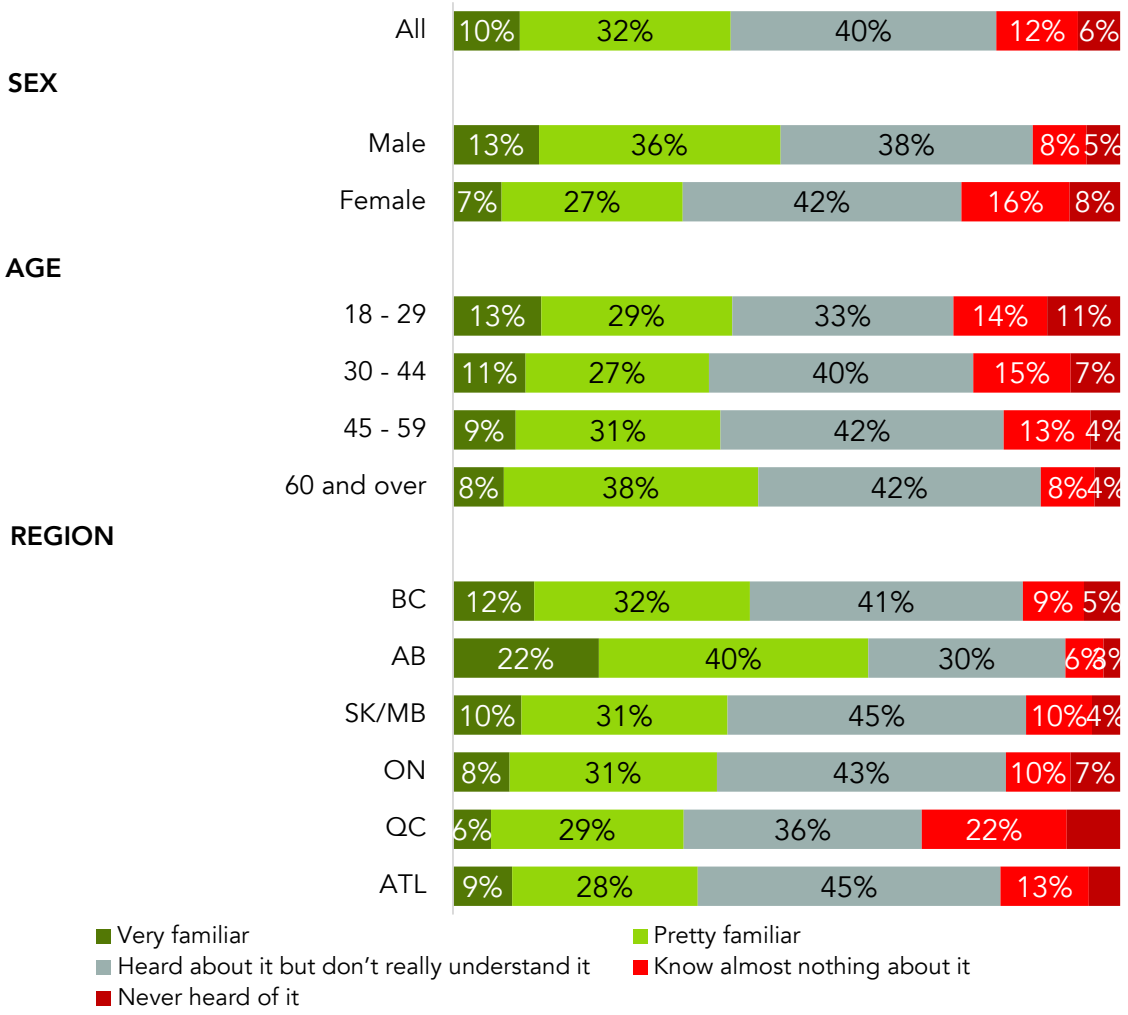


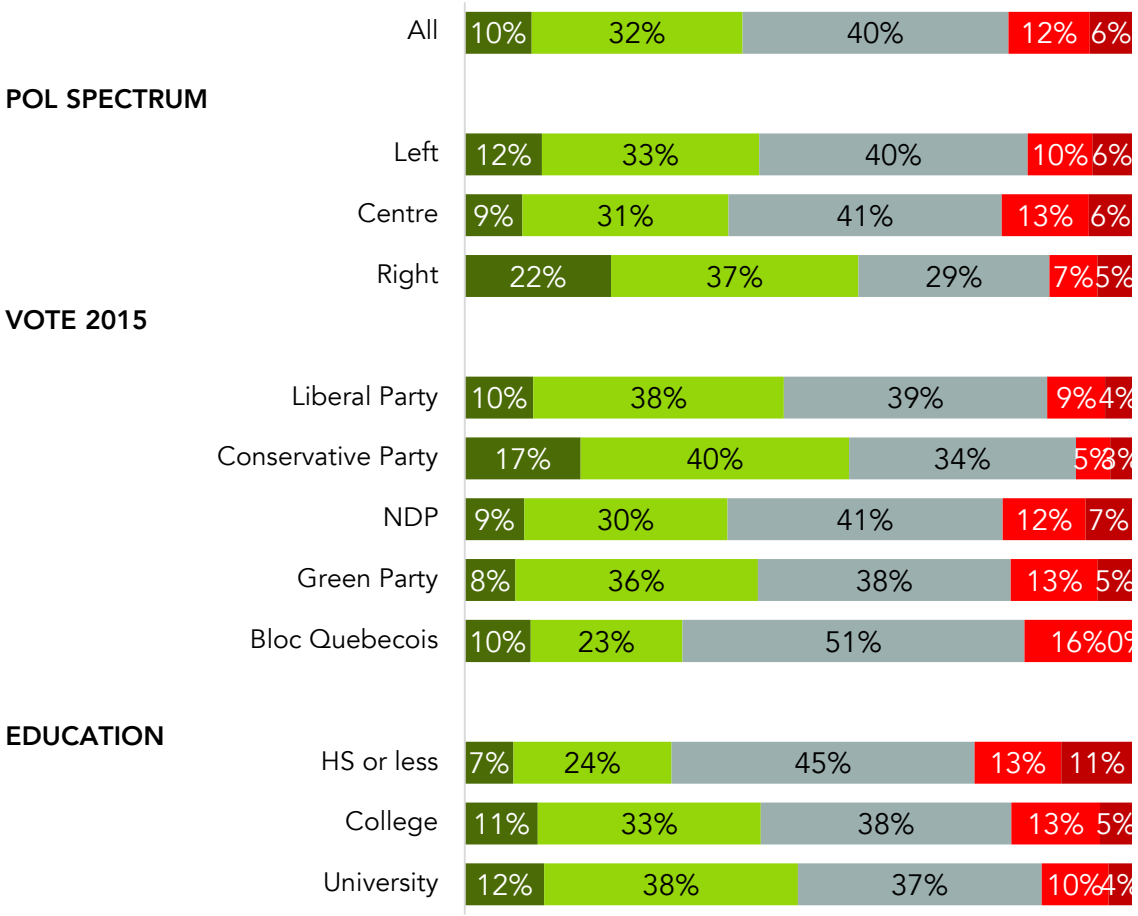
	FAMILIAR	UNAWARE
Sept 2015	36%	23%
March 2016	35%	21%
Feb 2018	42% ↑	18% ↓

Some governments have discussed or implemented a price or a charge on carbon as a way of reducing emissions. Would you say you are …?

ABACUS DATA

FAMILIARITY WITH CARBON PRICING



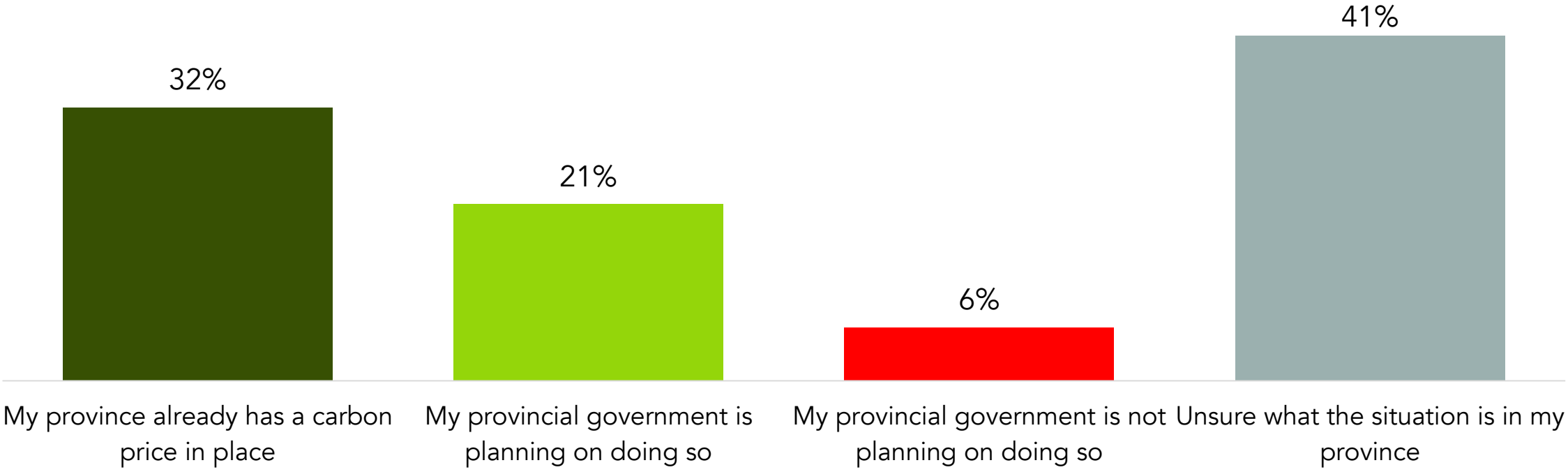


Some governments have discussed or implemented a price or a charge on carbon as a way of reducing emissions. Would you say you are …?

ABACUS DATA

KNOWLEDGE OF PROVINCIAL POLICY

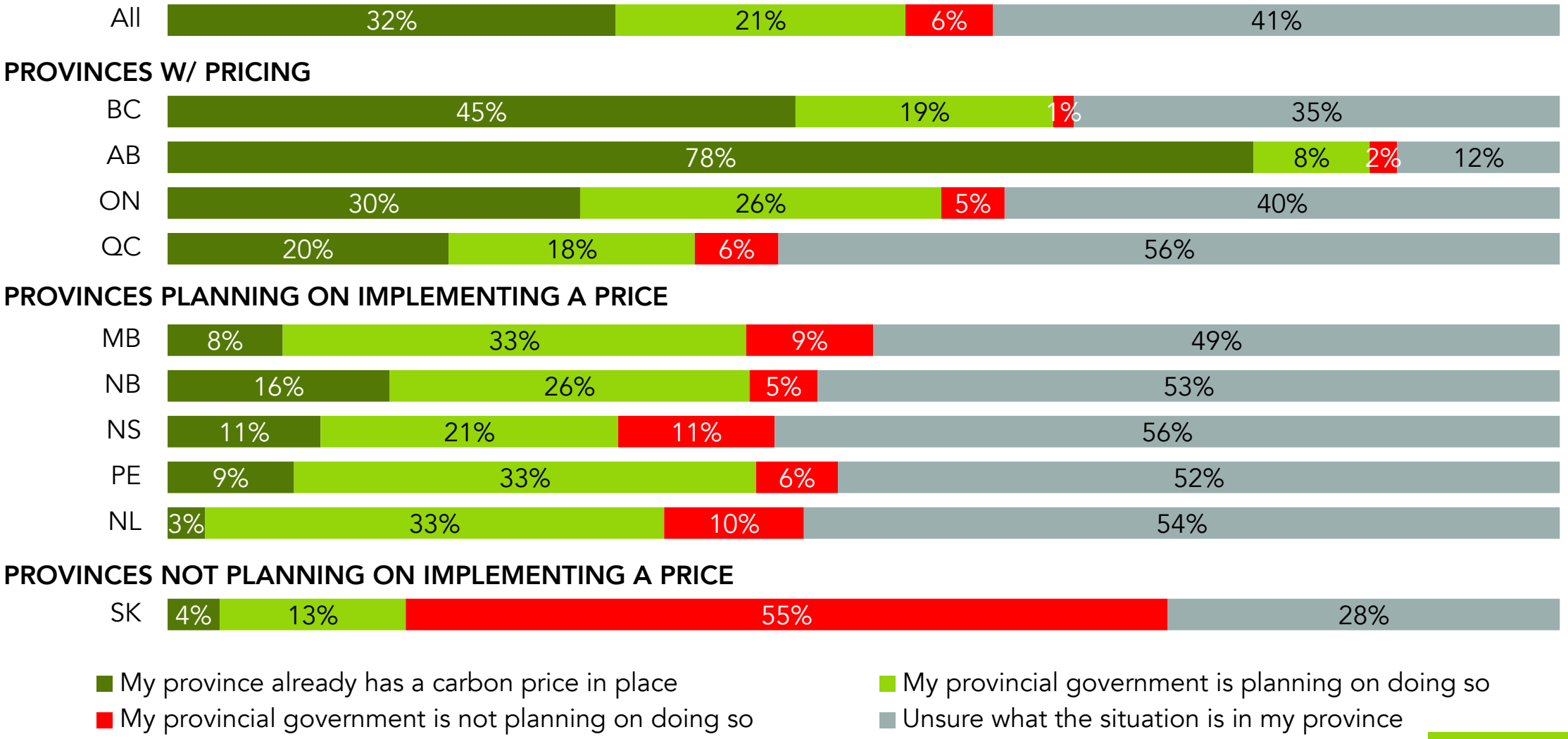
A plurality of Canadians don't know what approach their province is taking on carbon pricing.



To the best of your knowledge has the provincial government in your province put a carbon price in place already, is planning on doing so, or is not planning on doing so?

ABACUS DATA

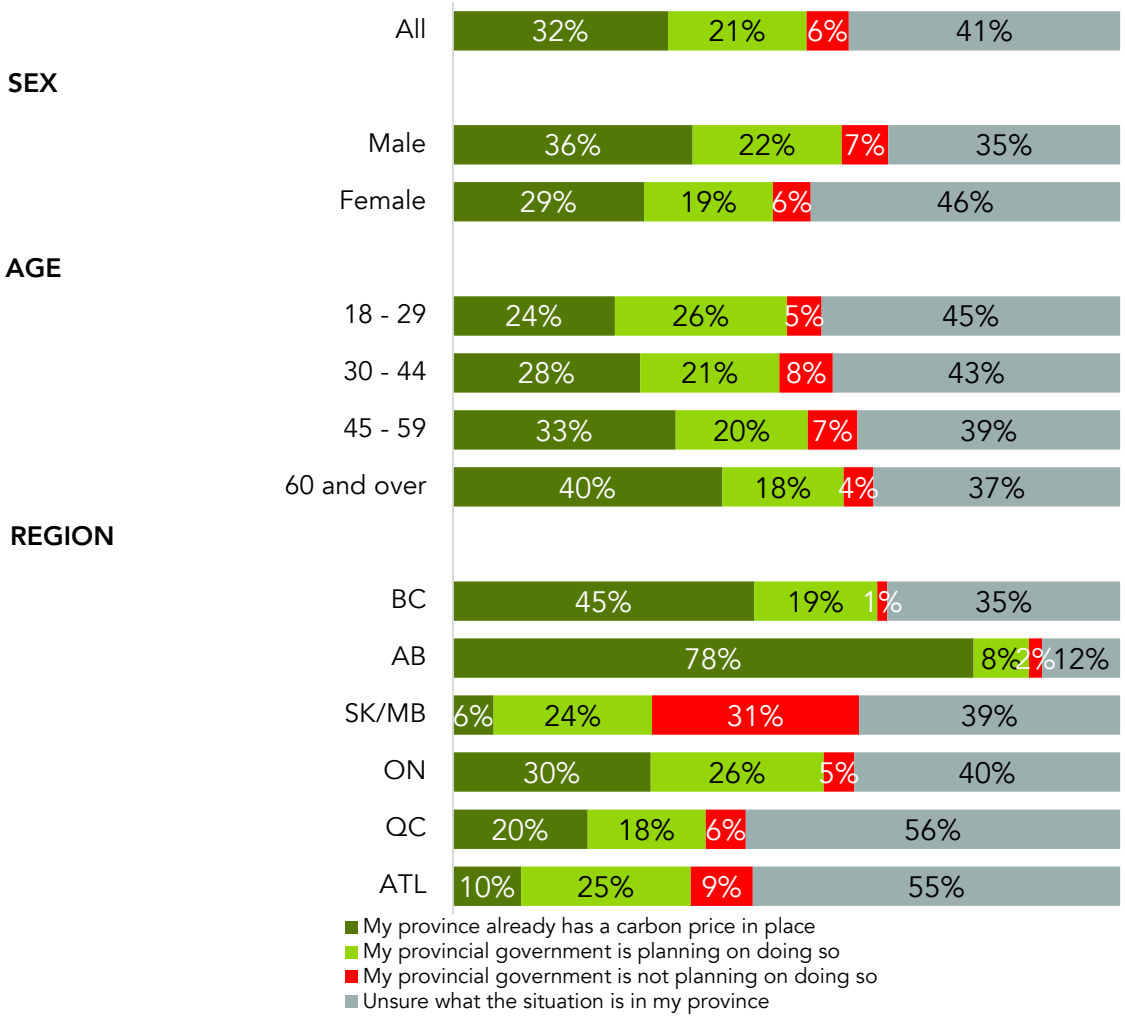
KNOWLEDGE OF PROVINCIAL PRICING POLICY

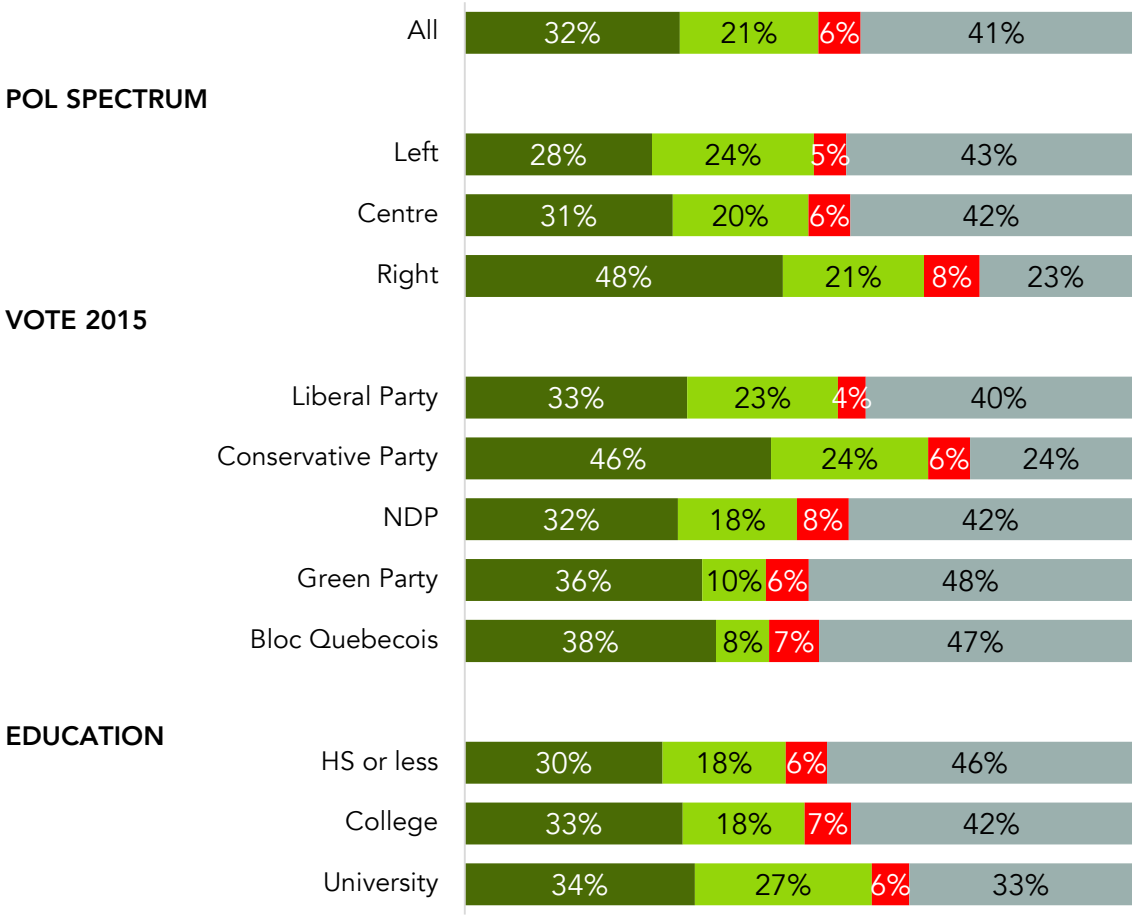


To the best of your knowledge has the provincial government in your province put a carbon price in place already, is planning on doing so, or is not planning on doing so?

ABACUS DATA

KNOWLEDGE OF PROVINCIAL PRICING POLICY

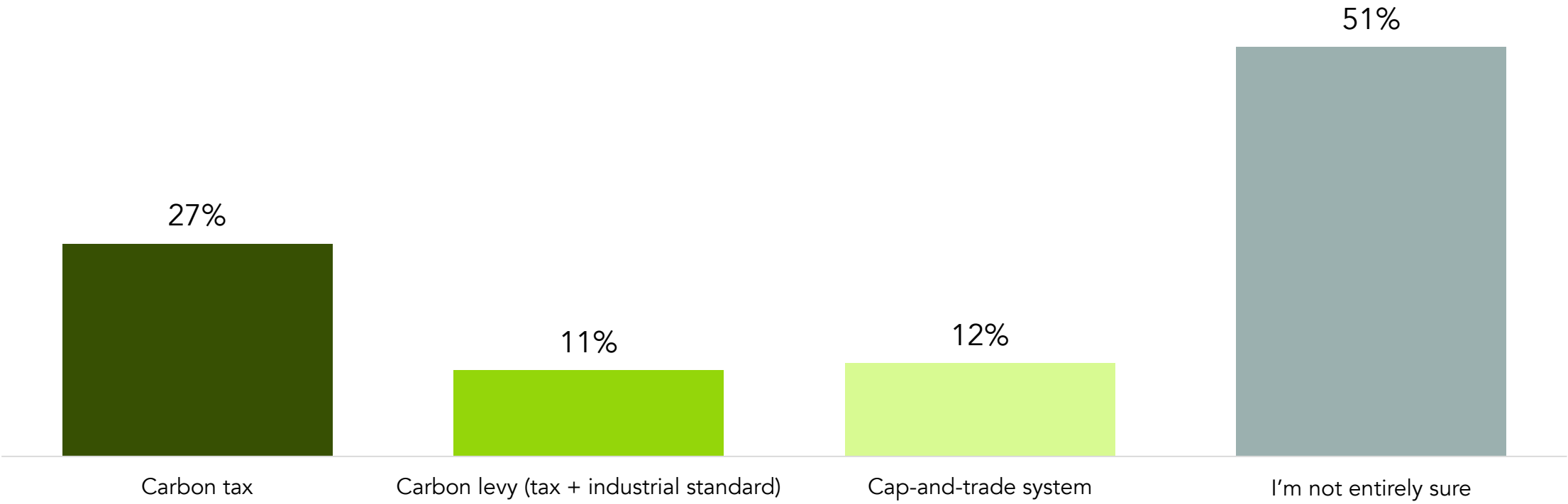




To the best of your knowledge has the provincial government in your province put a carbon price in place already, is planning on doing so, or is not planning on doing so?

ABACUS DATA

KNOWLEDGE OF HOME PROVINCE CARBON PRICING SYSTEM

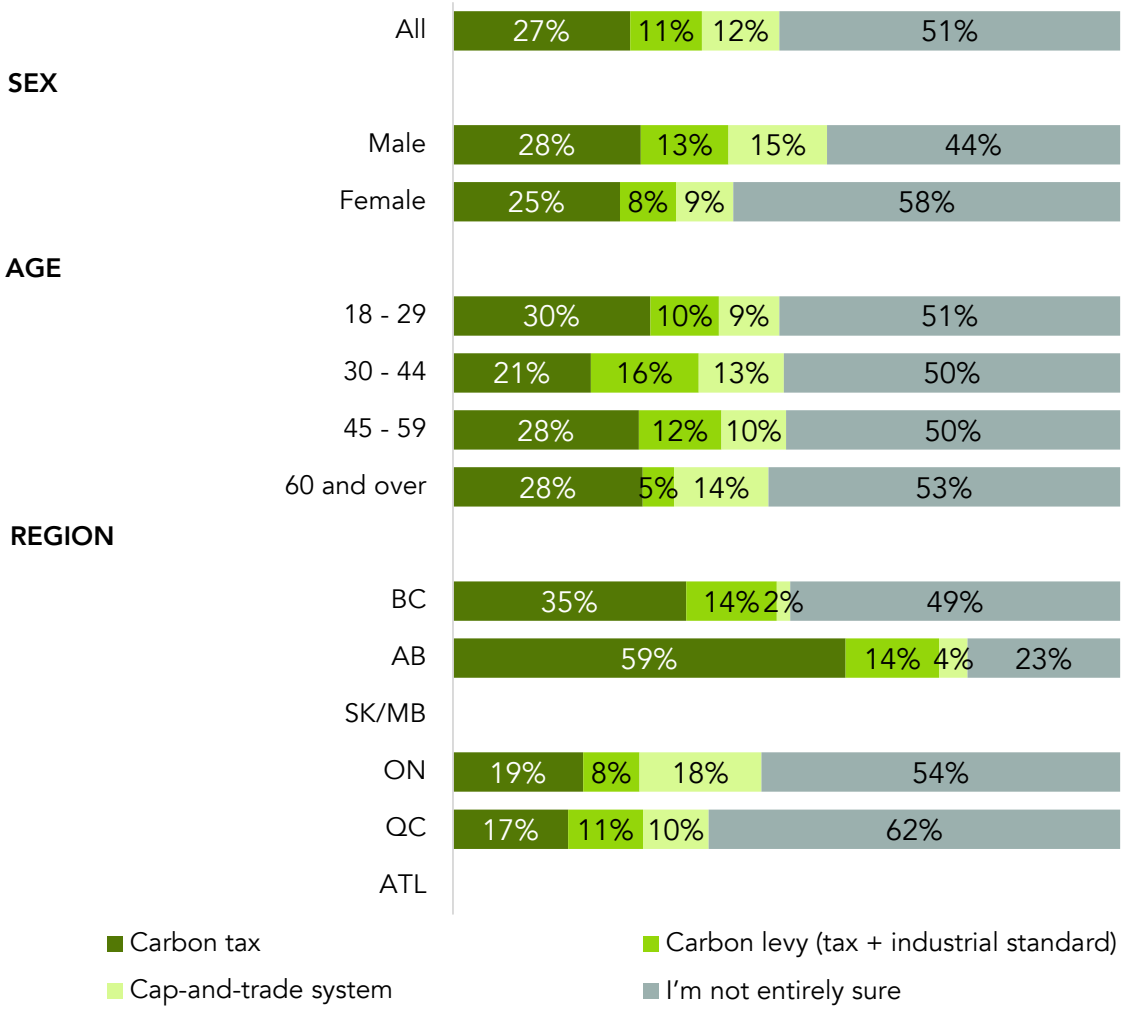


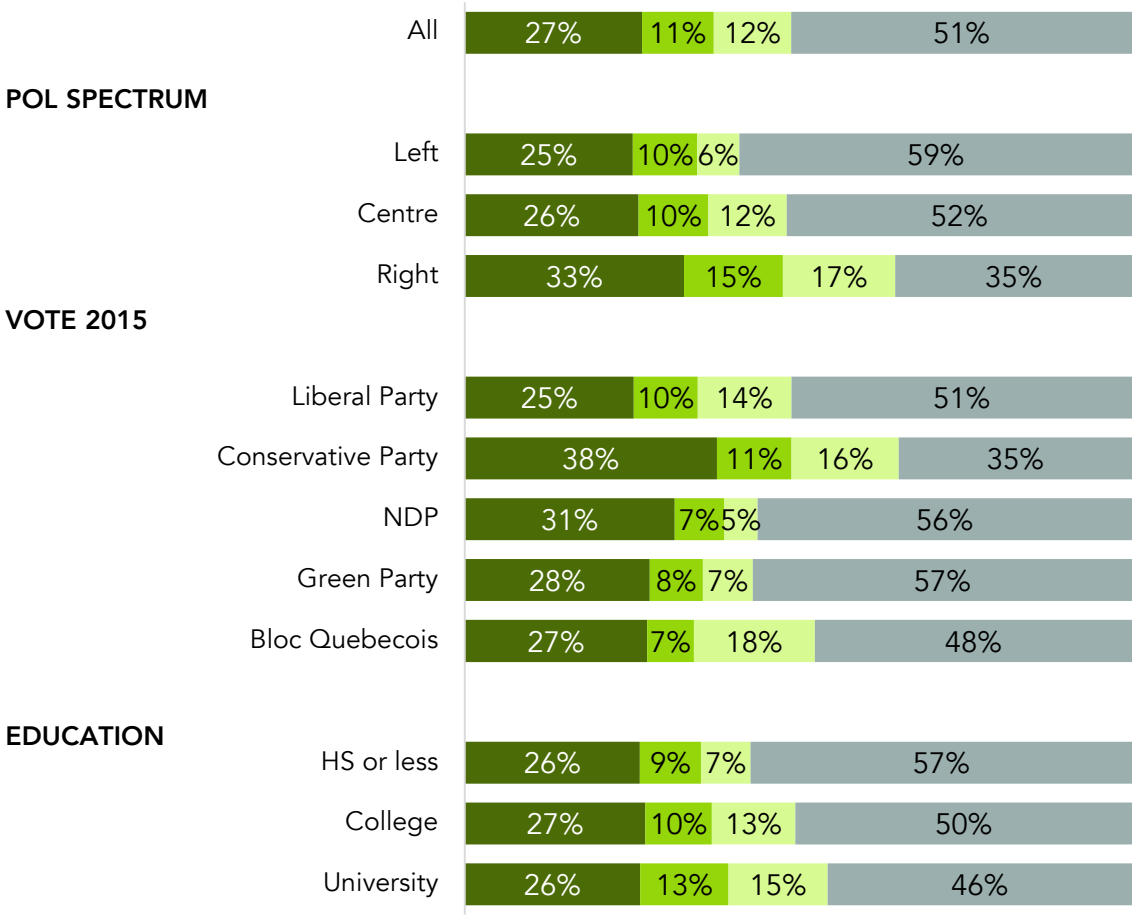
Your province currently has a carbon pricing system in place Please select what system your province is using to reduce carbon emissions?

n = 1306

ABACUS DATA

KNOWLEDGE OF HOME PROVINCE CARBON PRICING SYSTEM



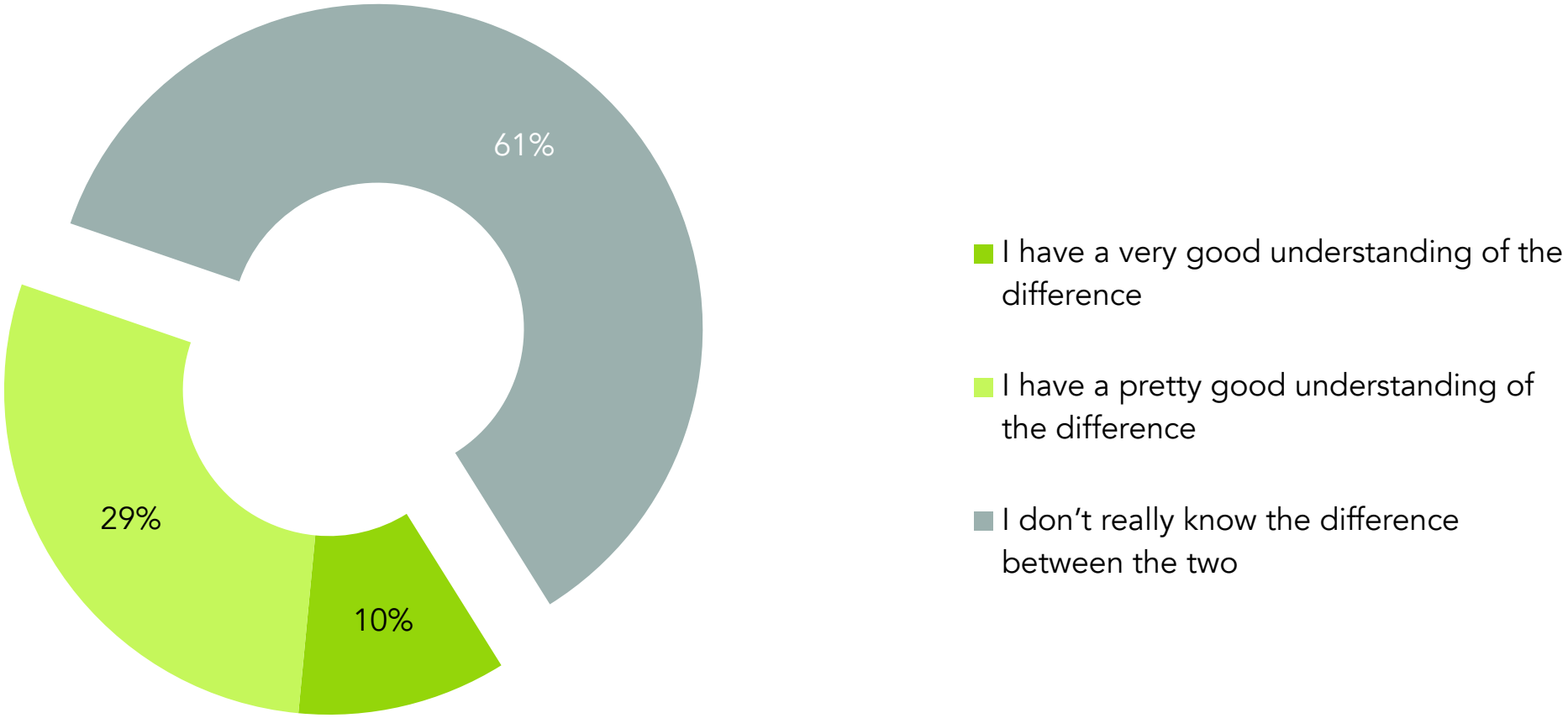


Your province currently has a carbon pricing system in place Please select what system your province is using to reduce carbon emissions?

n = 1306

ABACUS DATA

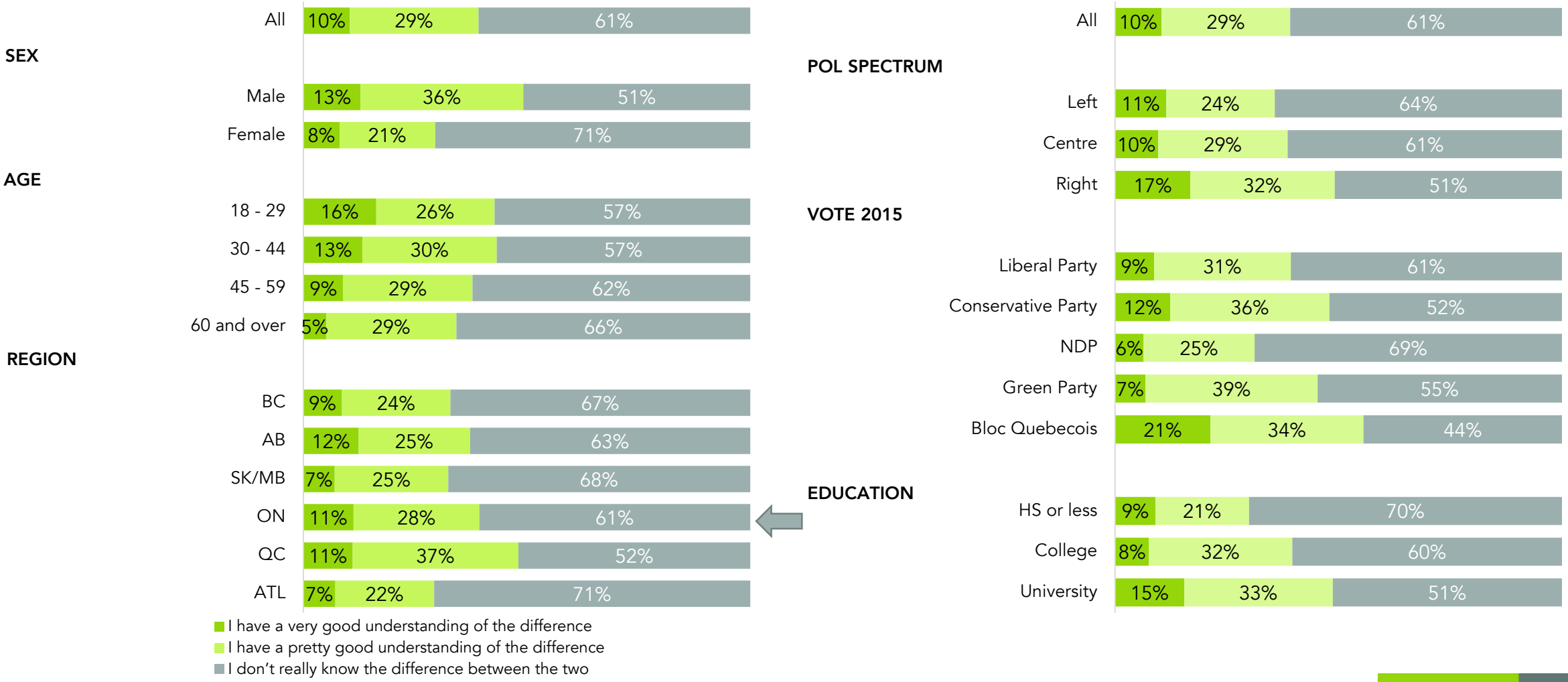
CARBON TAX VERSUS CAP-AND-TRADE



There are a few ways to put a price on carbon emissions One is called a cap-and-trade system while the other is called a carbon tax. Which of the following best describes how well you understand the difference between a carbon tax or a cap-and-trade system?

ABACUS DATA

CARBON TAX VERSUS CAP-AND-TRADE



There are a few ways to put a price on carbon emissions One is called a cap-and-trade system while the other is called a carbon tax. Which of the following best describes how well you understand the difference between a carbon tax or a cap-and-trade system?

ABACUS DATA

THE OBJECTIVES OF CARBON PRICING

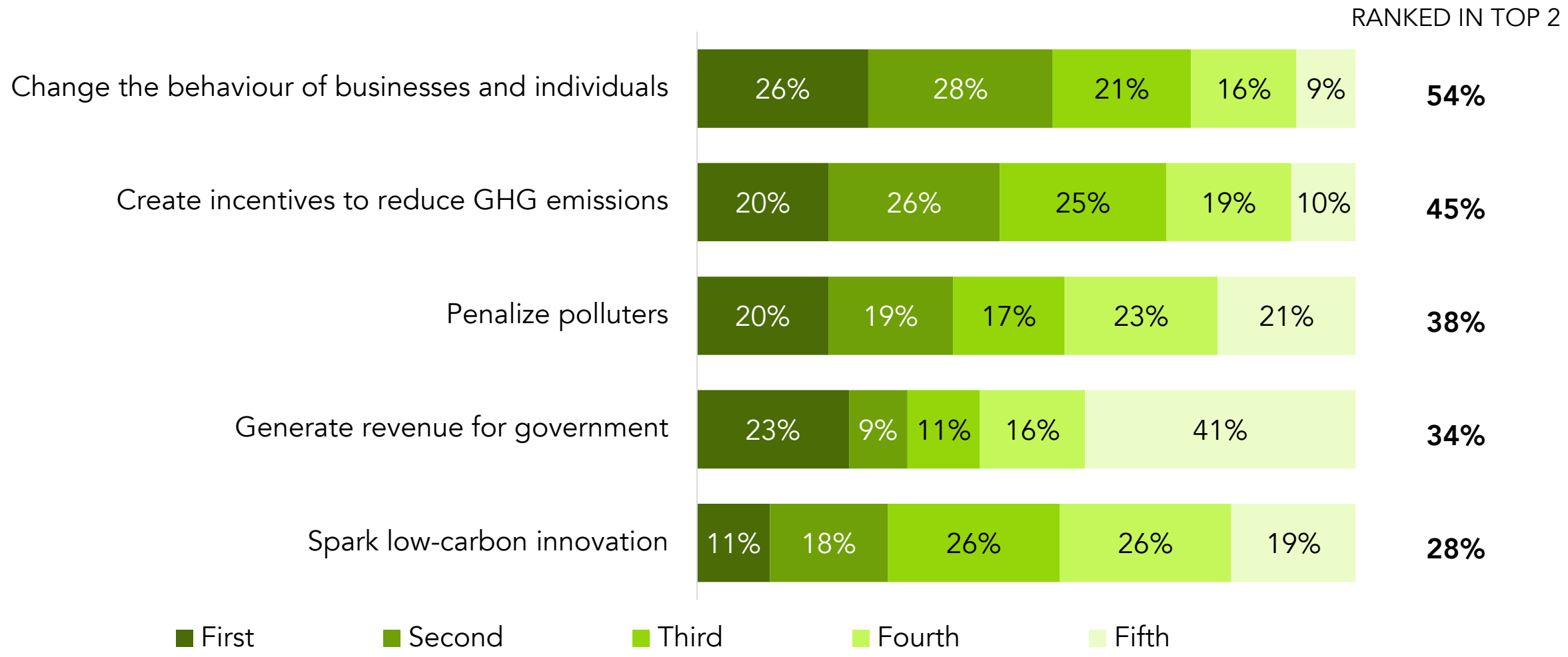
ABACUS DATA

KNOWLEDGE OF CARBON PRICING OBJECTIVES IS MIXED.

- Canadians are not entirely clear on the objectives of carbon pricing. Half ranking “changing behavior” in the top two objectives while about one in three think it’s meant to raise revenue or punish polluters.

- Most don’t think carbon taxes are worse than other taxes.

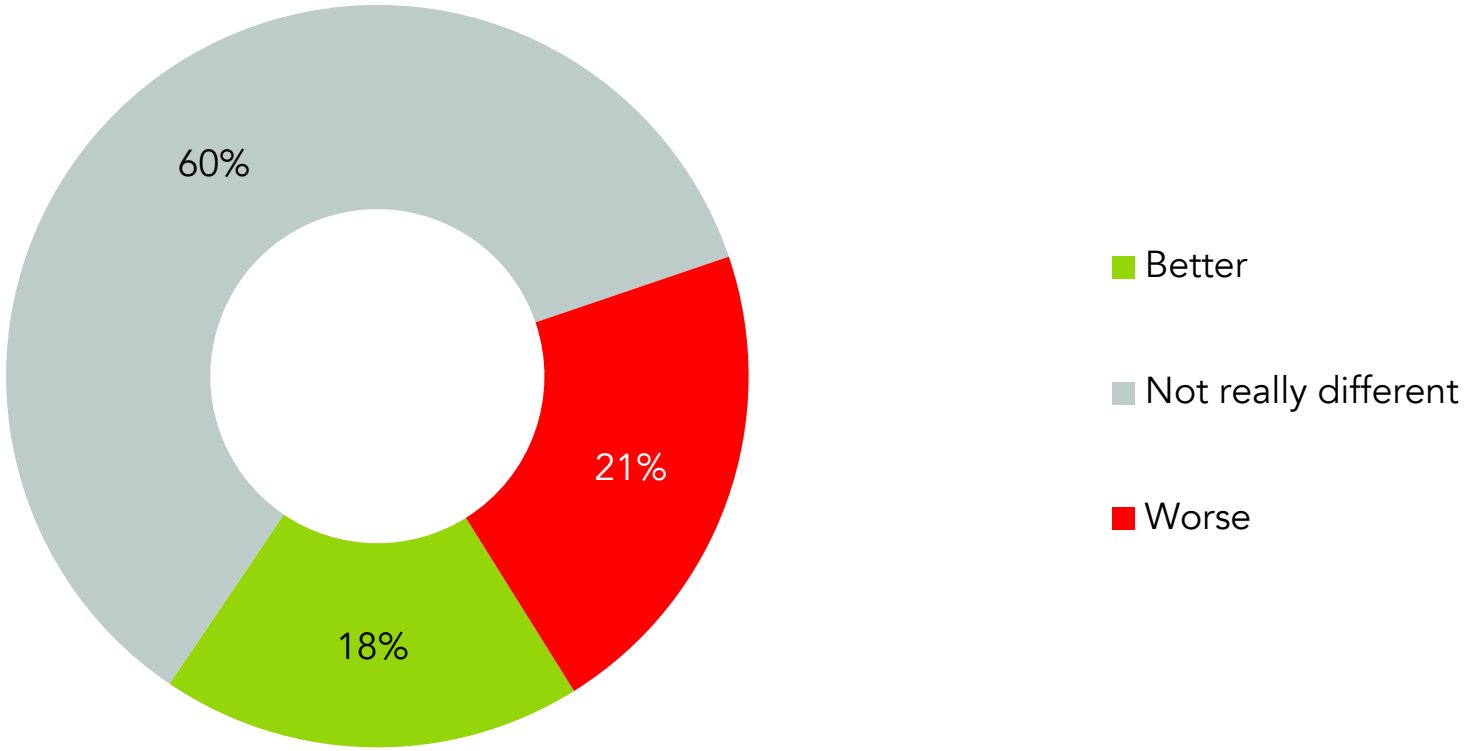
WHAT ARE THE OBJECTIVES OF CARBON PRICING?



What do you think the most important objectives for carbon pricing policy are?

ABACUS DATA

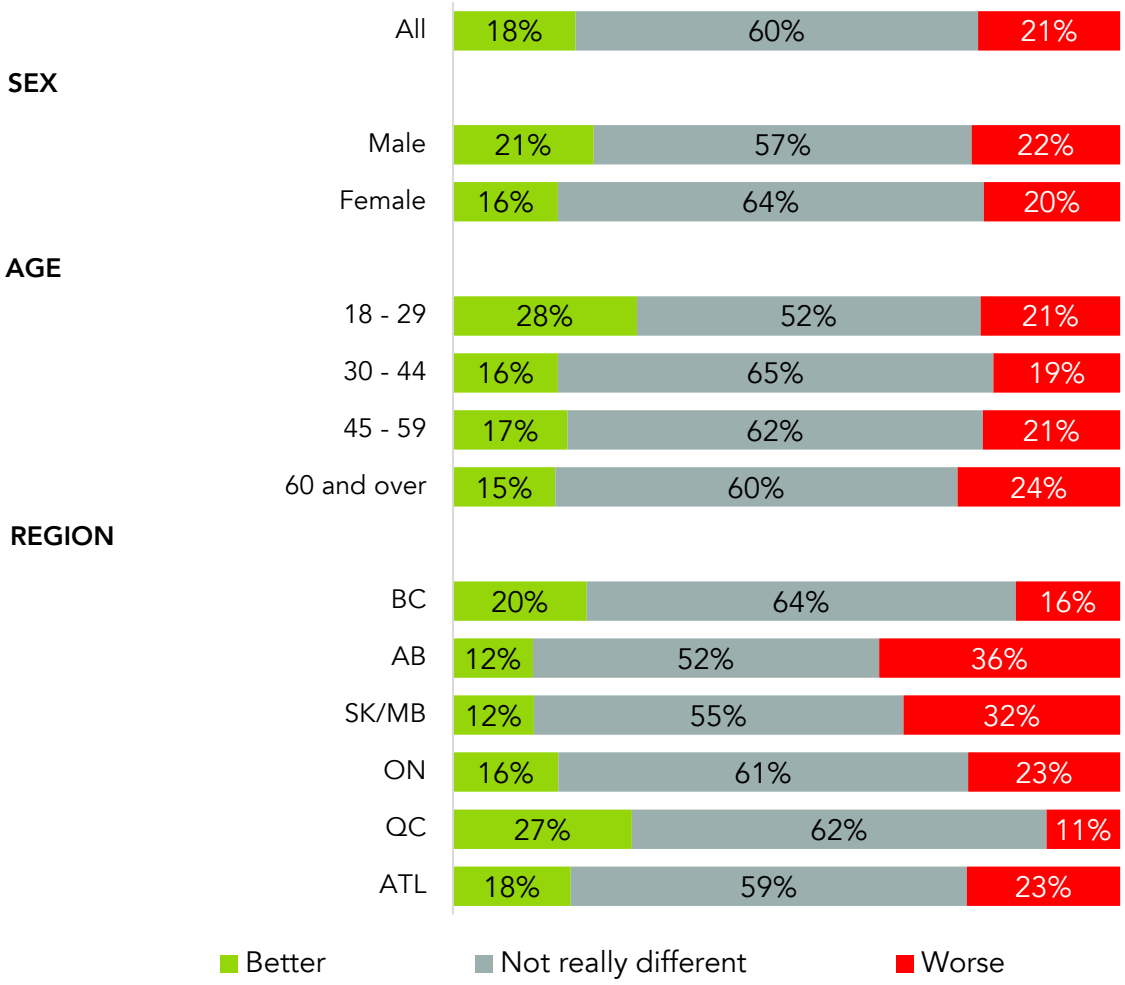
CARBON TAX VERSUS OTHER TAXES

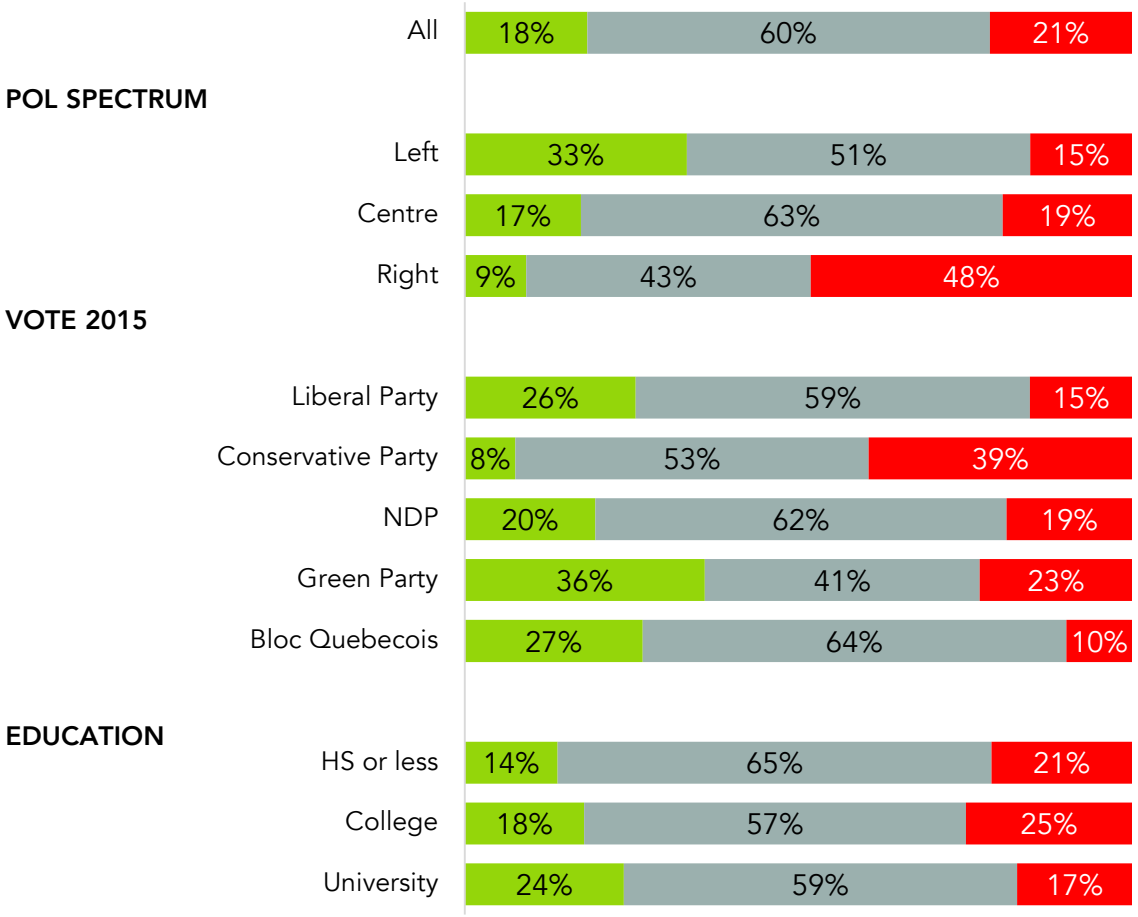


Compared with other taxes that governments might use to collect revenue and achieve policy outcomes (like personal and business income taxes and sales taxes), do you consider a carbon tax to be better, worse, or not really different to how you feel about other taxes?

ABACUS DATA

CARBON TAX VERSUS OTHER TAXES

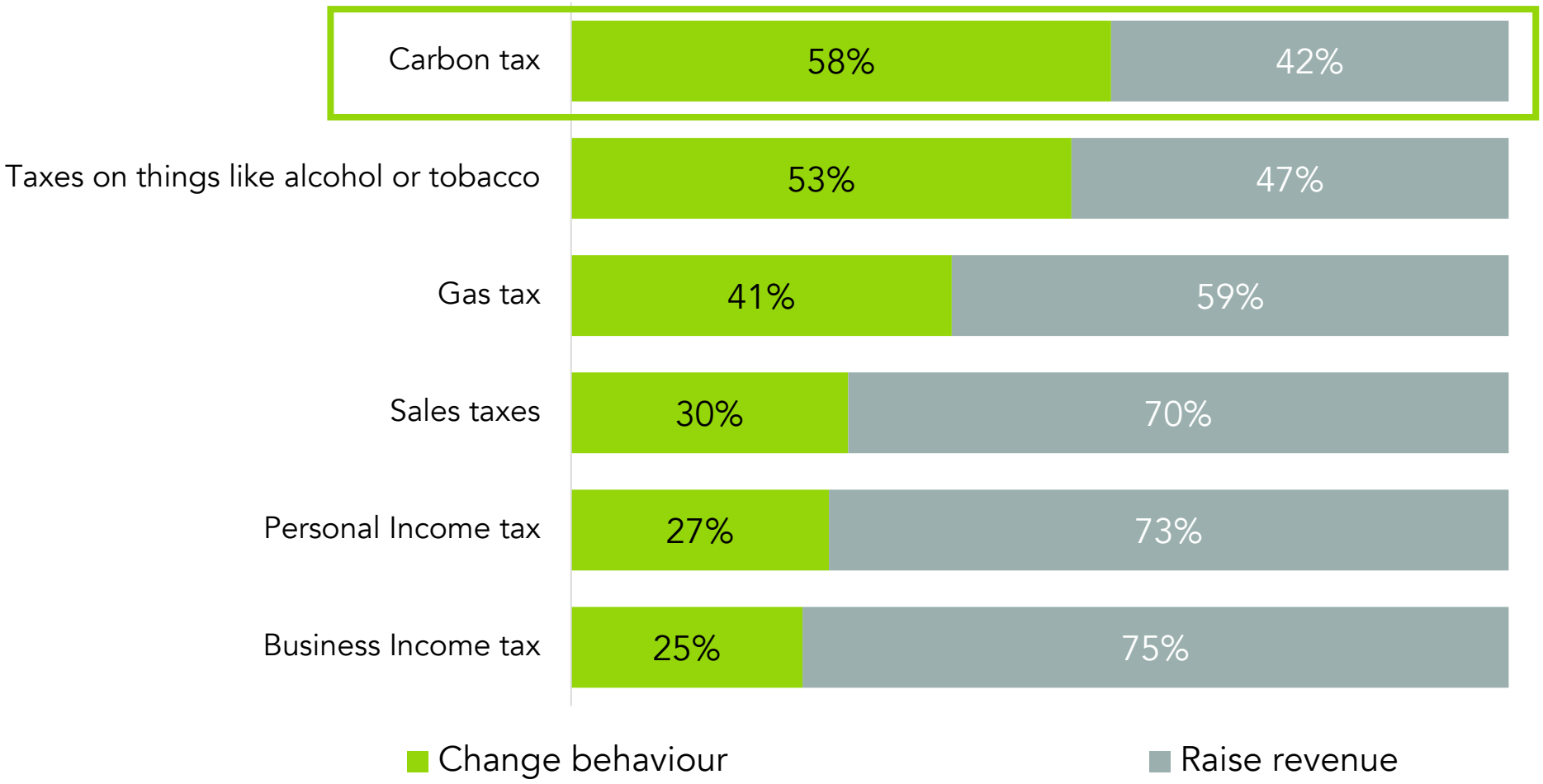




Compared with other taxes that governments might use to collect revenue and achieve policy outcomes (like personal and business income taxes and sales taxes), do you consider a carbon tax to be better, worse, or not really different to how you feel about other taxes?

ABACUS DATA

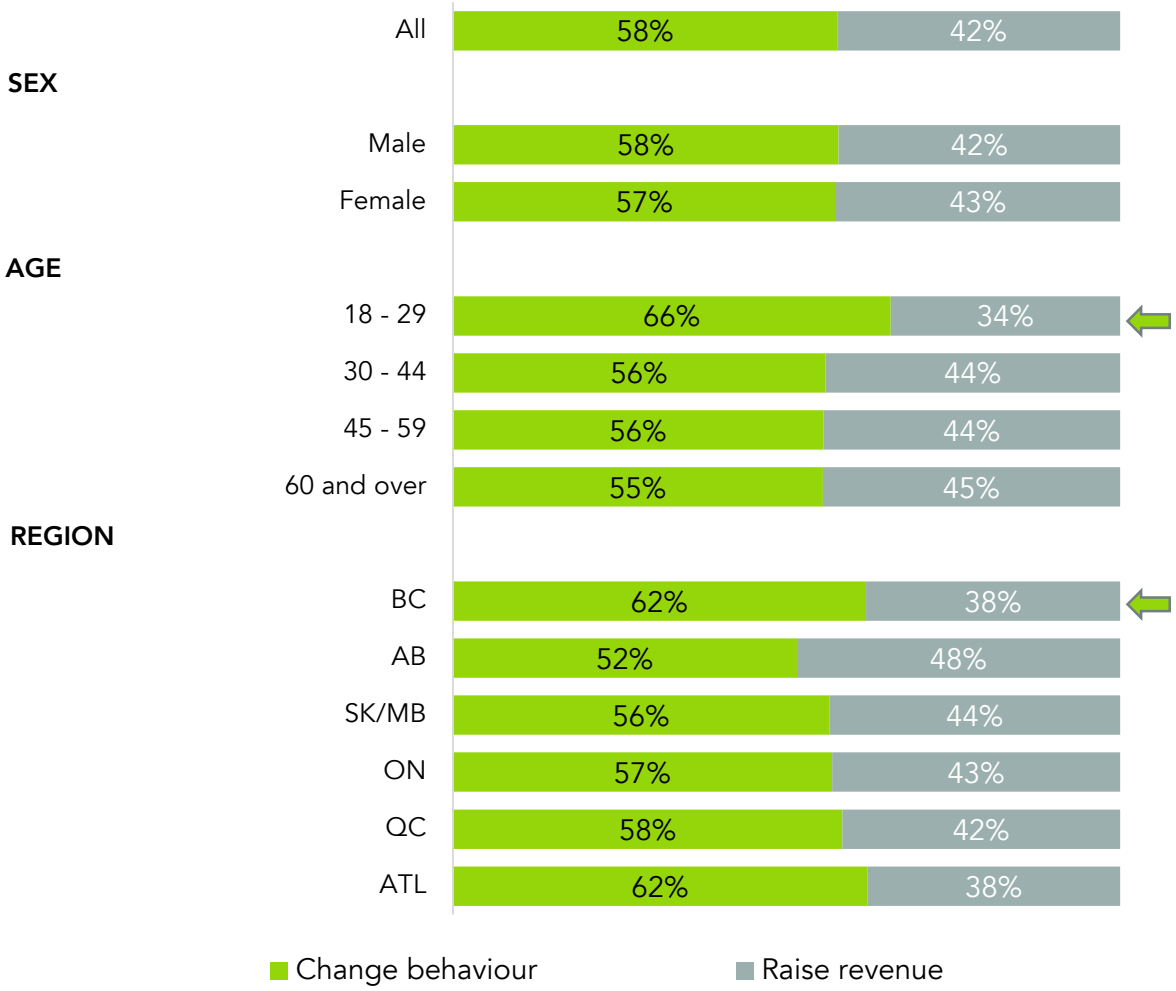
CHANGE BEHAVIOUR VS. RAISE REVENUE

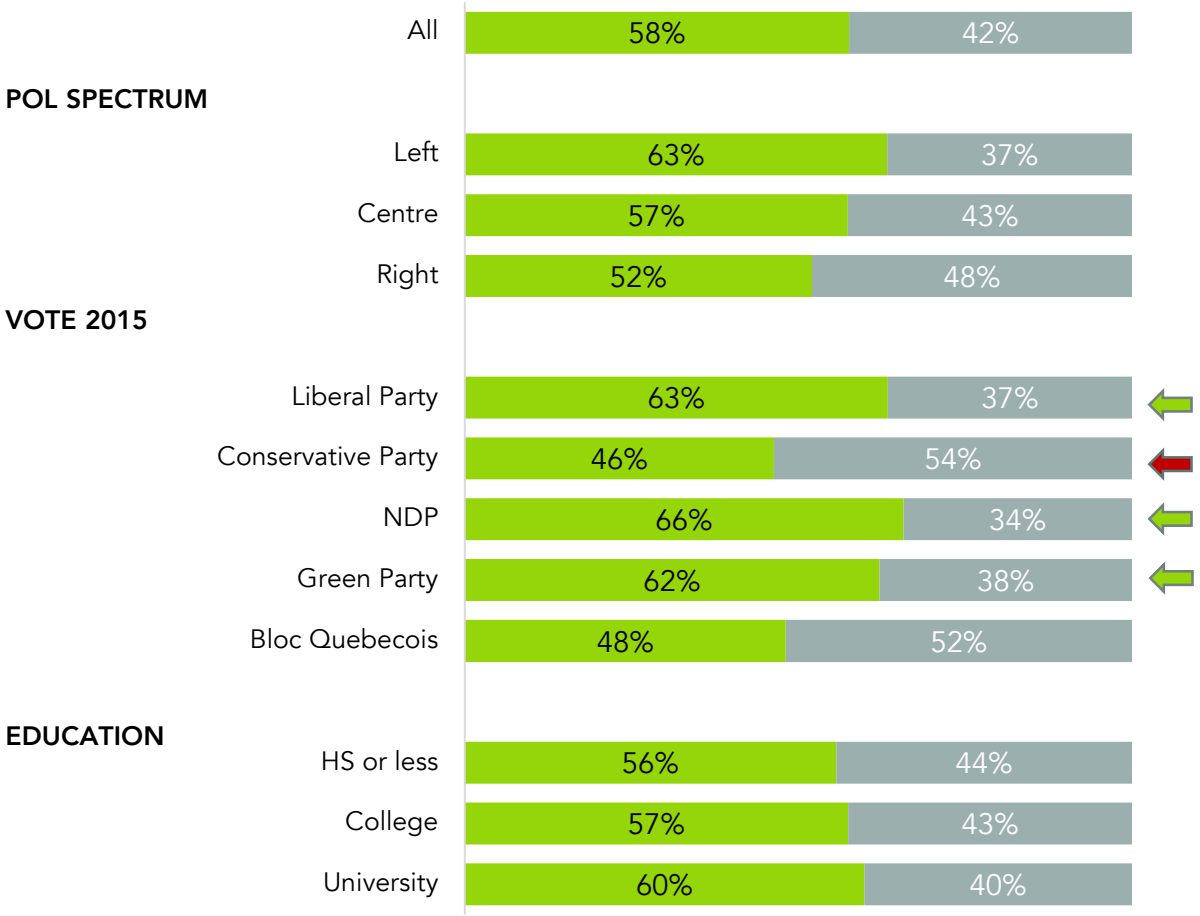


For each of the following taxes, do you think its primary purpose is to change behaviour or to raise revenue?

ABACUS DATA

CHANGE BEHAVIOUR VS. RAISE REVENUE: CARBON TAX





For each of the following taxes, do you think its primary purpose is to change behaviour or to raise revenue?

ABACUS DATA

POSITION ON CARBON PRICING

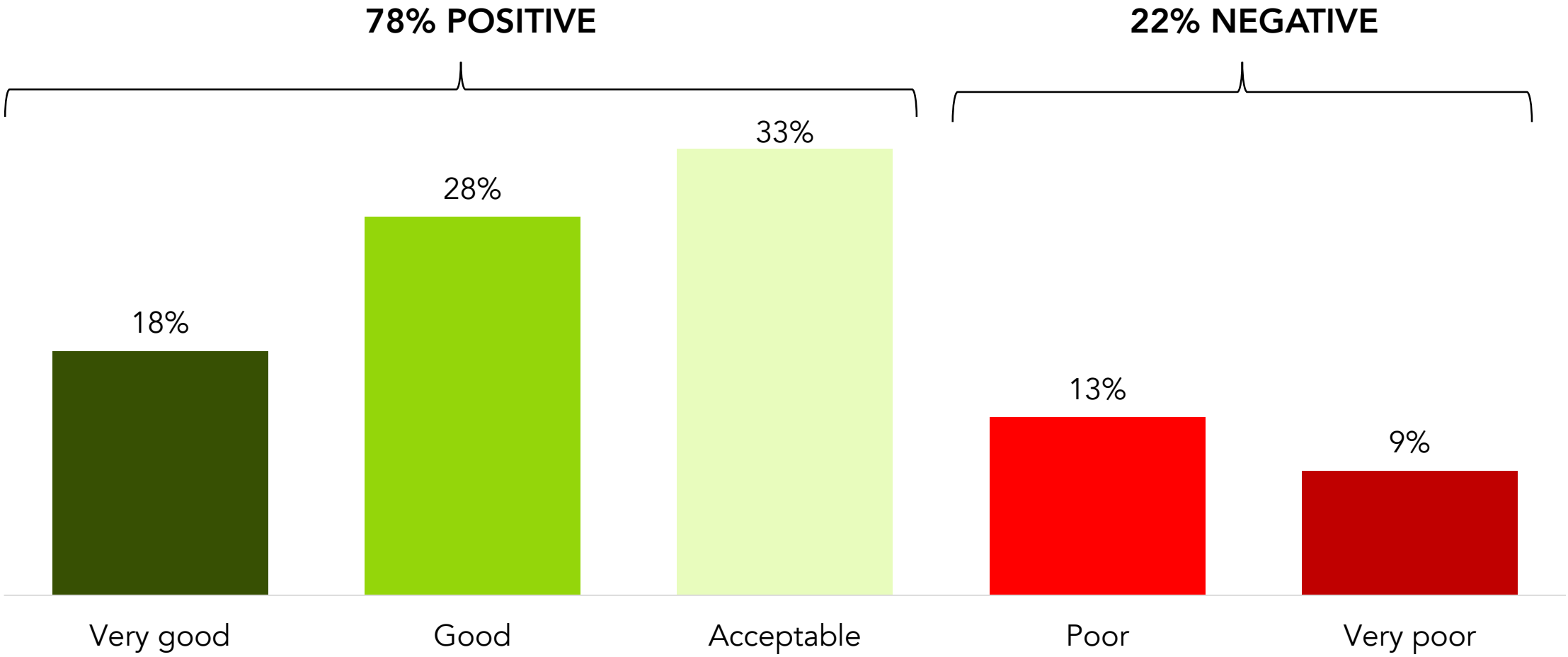
ABACUS DATA

MOST THINK CARBON PRICING IS AN ACCEPTABLE IDEA TO DEAL WITH CLIMATE CHANGE

- 46% think carbon pricing is a good idea, up 6 points since 2015. Another 33% feel it's an acceptable idea.

- Those more familiar with carbon pricing are more polarized on support for carbon pricing.

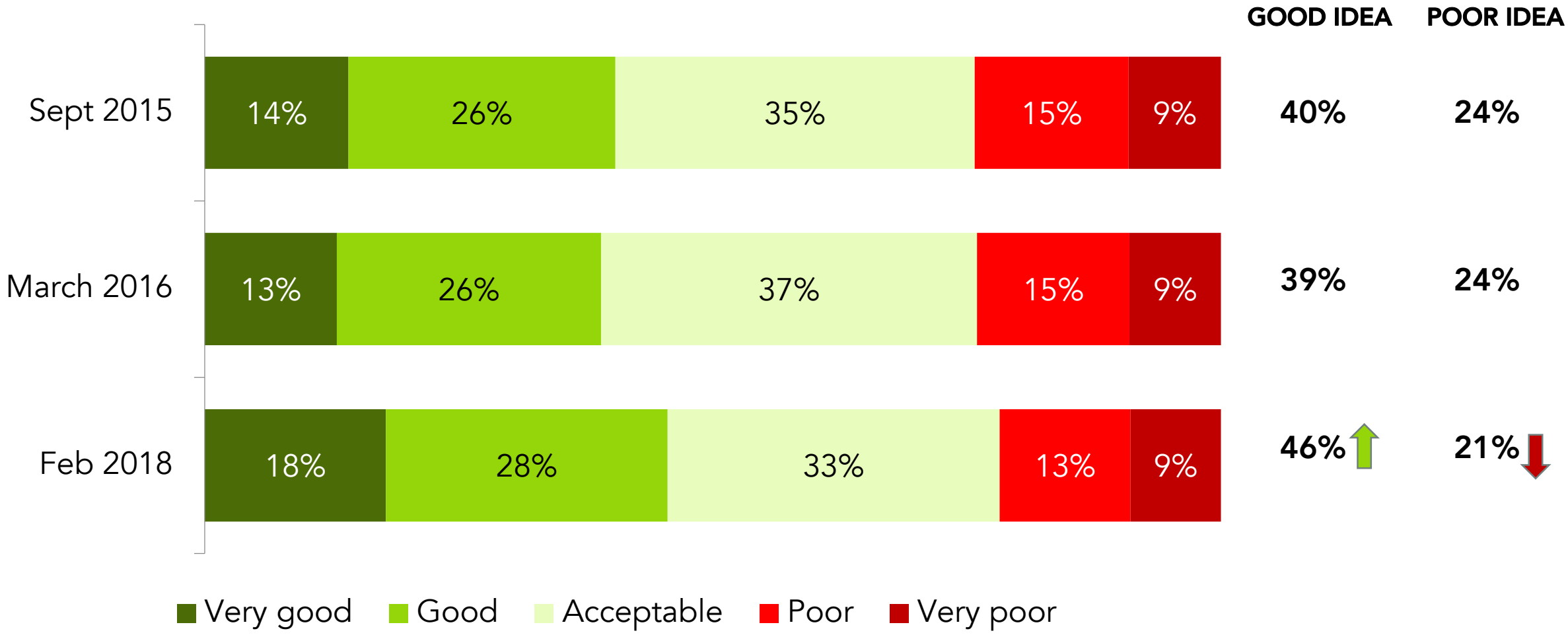
POSITION ON CARBON PRICING



For economists, the main idea of a carbon price is this: if it costs people and businesses money to generate carbon emissions, they will find ways to save money and reduce emissions. In general, do you think it is a… idea?

ABACUS DATA

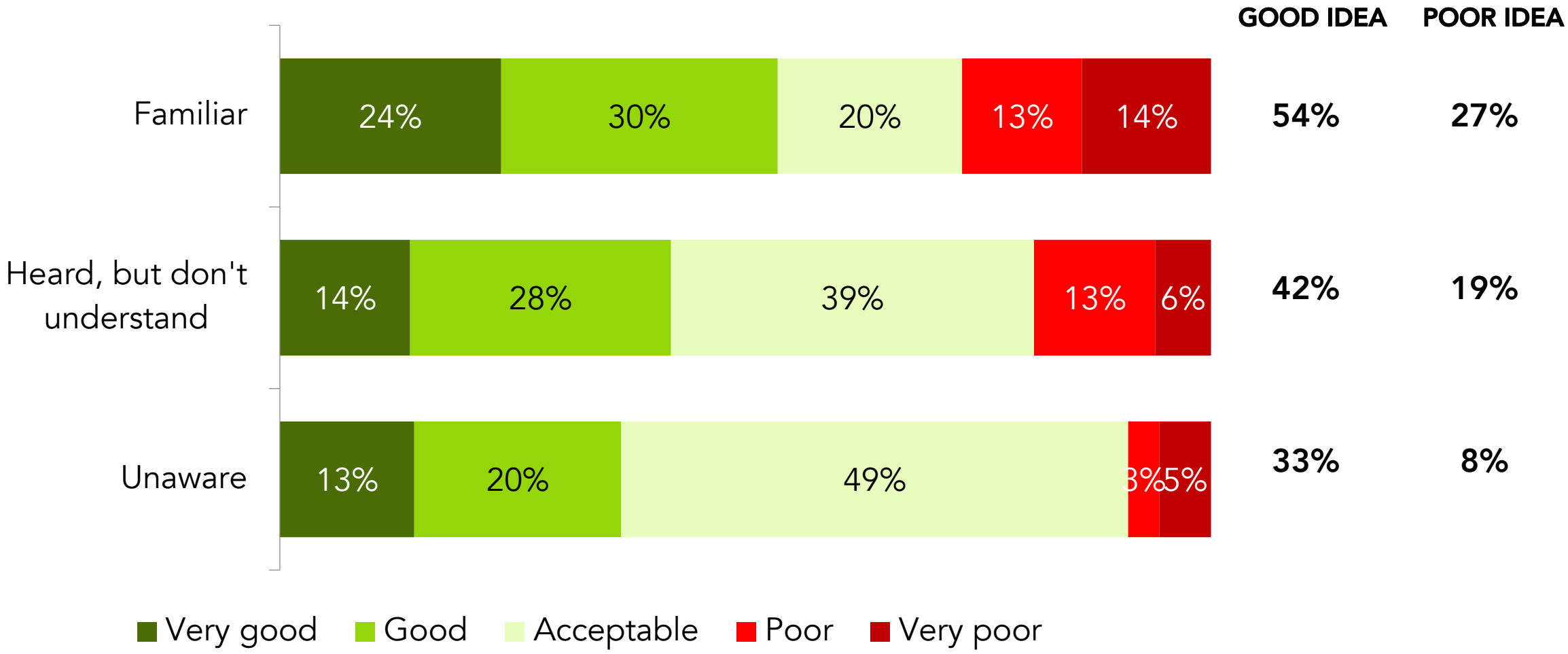
POSITION ON CARBON PRICING



For economists, the main idea of a carbon price is this: if it costs people and businesses money to generate carbon emissions, they will find ways to save money and reduce emissions. In general, do you think it is a… idea?

ABACUS DATA

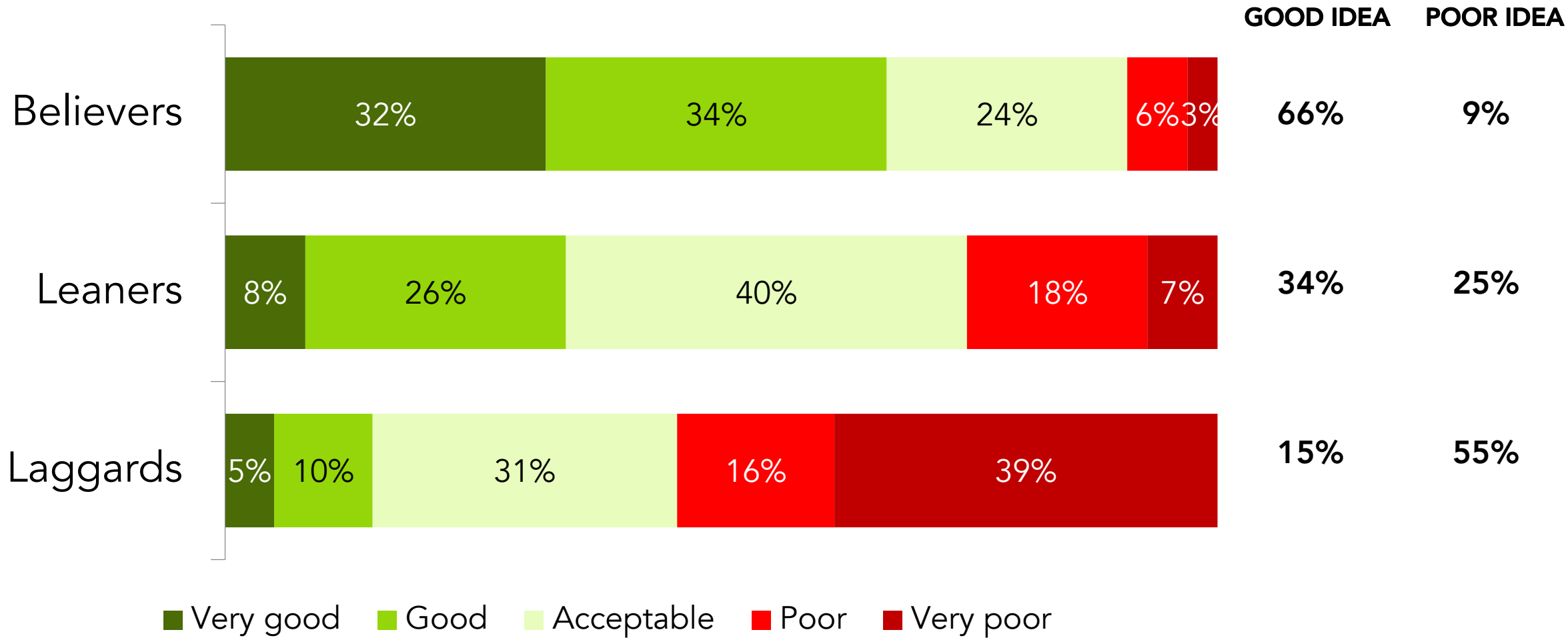
POSITION ON CARBON PRICING
BY FAMILIARITY



For economists, the main idea of a carbon price is this: if it costs people and businesses money to generate carbon emissions, they will find ways to save money and reduce emissions. In general, do you think it is a… idea?

ABACUS DATA

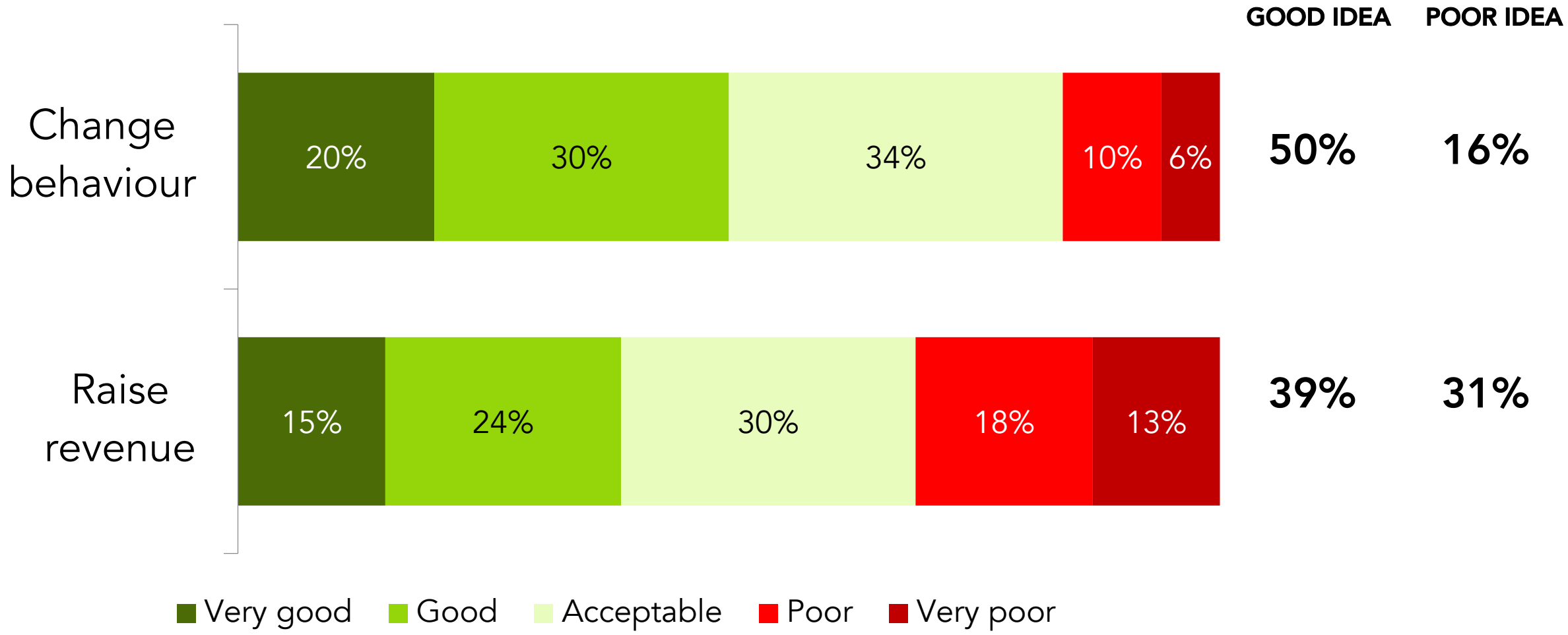
POSITION ON CARBON PRICING
BY CLIMATE SEGMENTATION



For economists, the main idea of a carbon price is this: if it costs people and businesses money to generate carbon emissions, they will find ways to save money and reduce emissions. In general, do you think it is a… idea?

ABACUS DATA

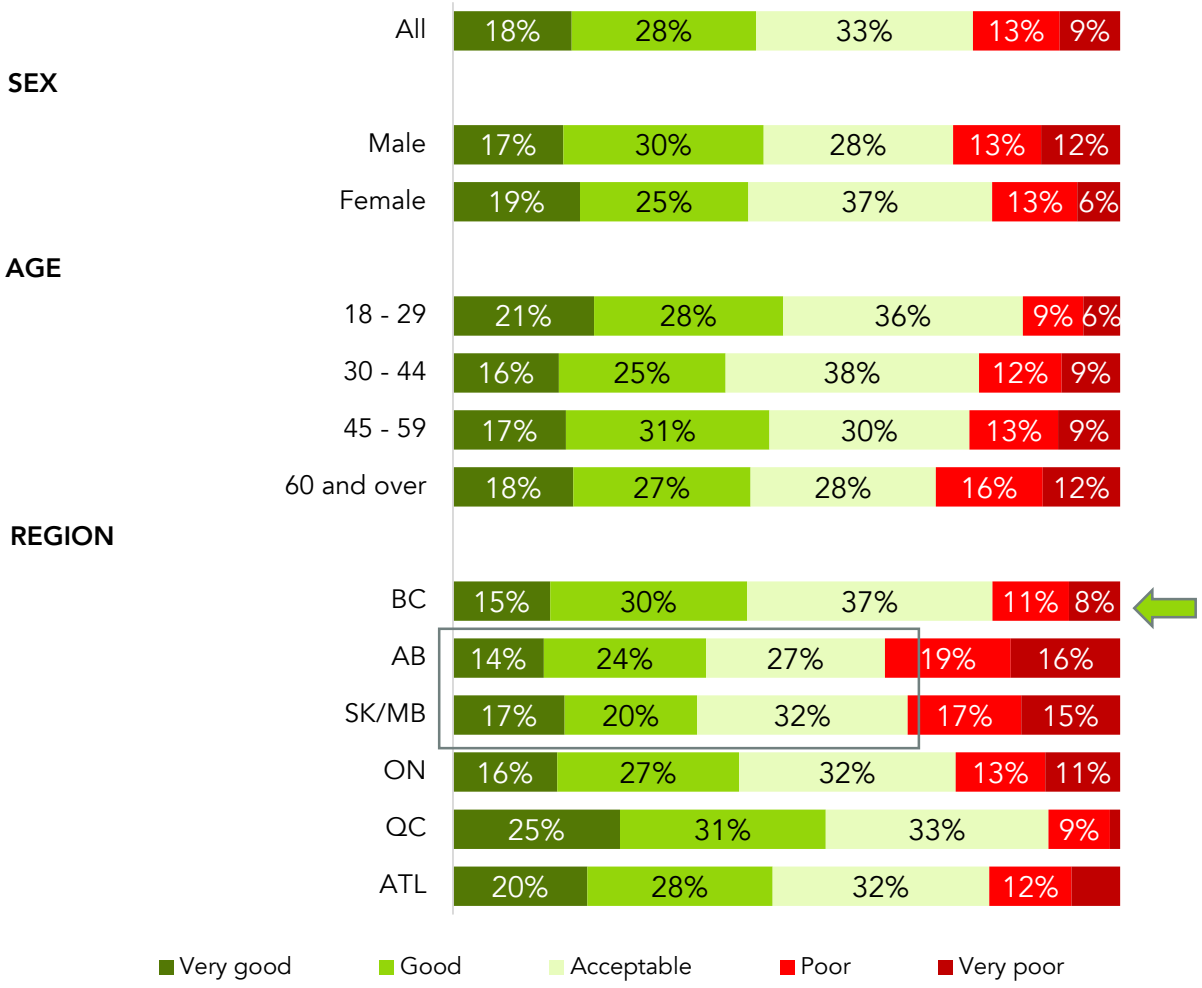
POSITION ON CARBON PRICING
BY VIEW ON WHAT CARBON TAX IS MEANT TO DO

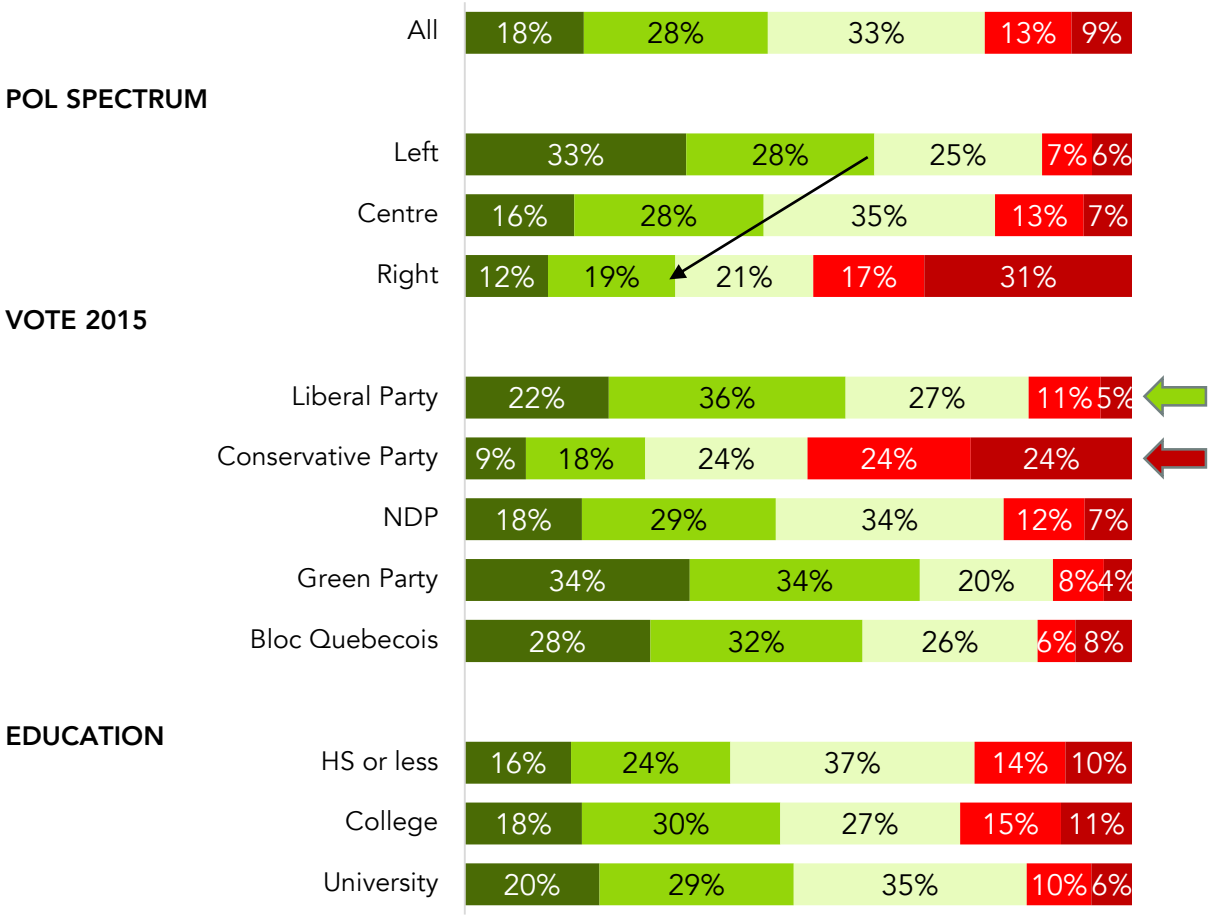


For economists, the main idea of a carbon price is this: if it costs people and businesses money to generate carbon emissions, they will find ways to save money and reduce emissions. In general, do you think it is a… idea?

ABACUS DATA

POSITION ON CARBON PRICING





For economists, the main idea of a carbon price is this: if it costs people and businesses money to generate carbon emissions, they will find ways to save money and reduce emissions. In general, do you think it is a… idea?

ABACUS DATA

DOES CARBON PRICING WORK AS INTENDED?

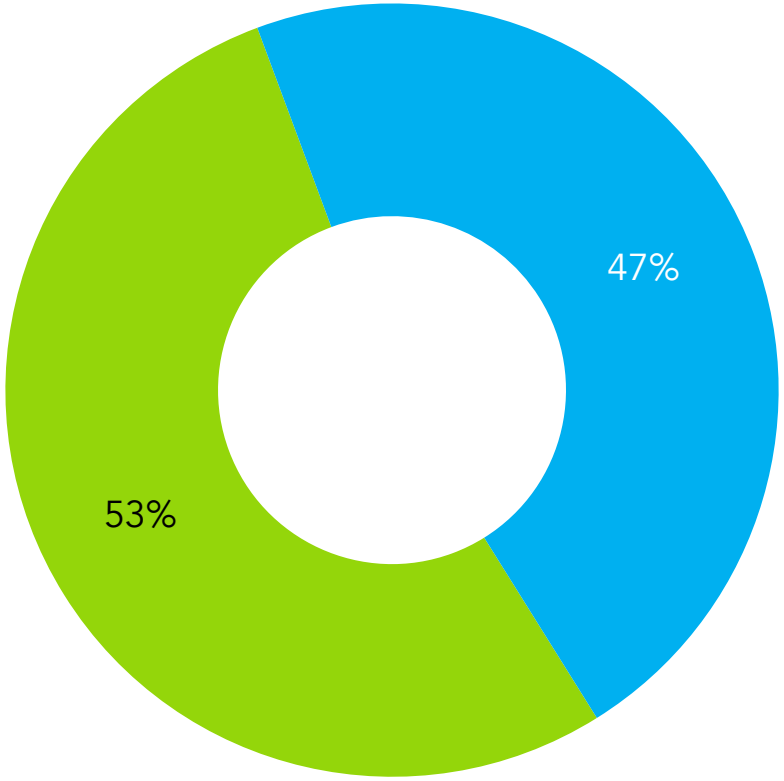
ABACUS DATA

CONFIDENCE THAT CARBON PRICING WILL WORK AS INTENDED IS MIXED.

- 47% think it might only cause the cost of living to go up without changing energy use. But when probed on a series of possible specific reactions large majorities think behaviour would occur.

- 62% think it's possible to do carbon pricing in a way that will not harm the economy, and 57% think by pricing carbon, Canada will end up with a stronger economy compared to places that don't. 43% say our economy could end up weaker than other places.

EFFECTS OF CARBON PRICE ON ENERGY USE

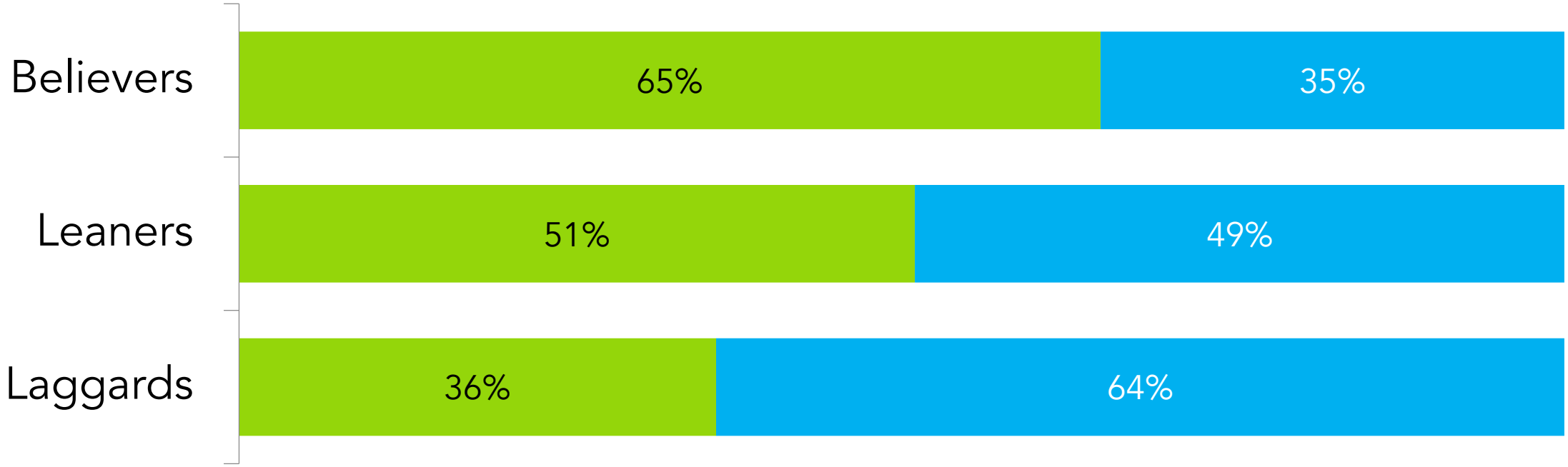


- If it is more expensive to emit carbon, businesses and consumers will find ways to avoid paying more through using energy differently and using more renewable energy
- It will simply increase the cost of doing business and living, and that energy use won't change

Do you believe that if it is more expensive to emit carbon, businesses and consumers will find ways to avoid paying more through using energy differently and using more renewable energy, or do you feel that it will simply increase the cost of doing business?

ABACUS DATA

EFFECTS OF CARBON PRICE ON ENERGY USE
BY CLIMATE SEGMENTATION

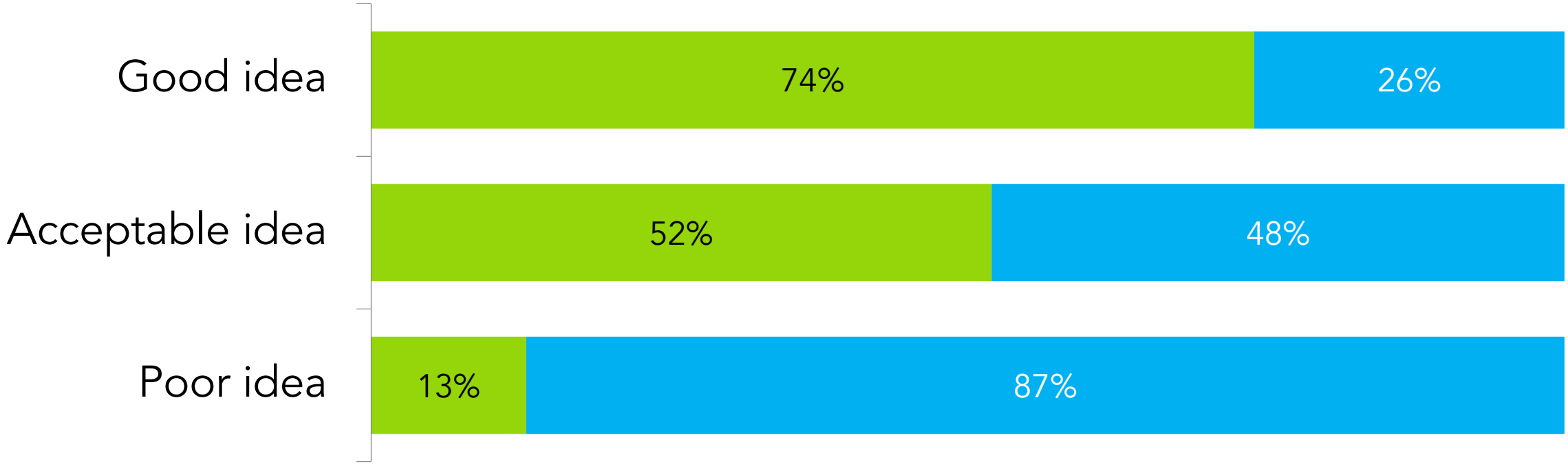


- If it is more expensive to emit carbon, businesses and consumers will find ways to avoid paying more through using energy differently and using more renewable energy
- It will simply increase the cost of doing business and living, and that energy use won't change

Do you believe that if it is more expensive to emit carbon, businesses and consumers will find ways to avoid paying more through using energy differently and using more renewable energy, or do you feel that it will simply increase the cost of doing business?

ABACUS DATA

EFFECTS OF CARBON PRICE ON ENERGY USE
BY POSITION ON CARBON PRICING

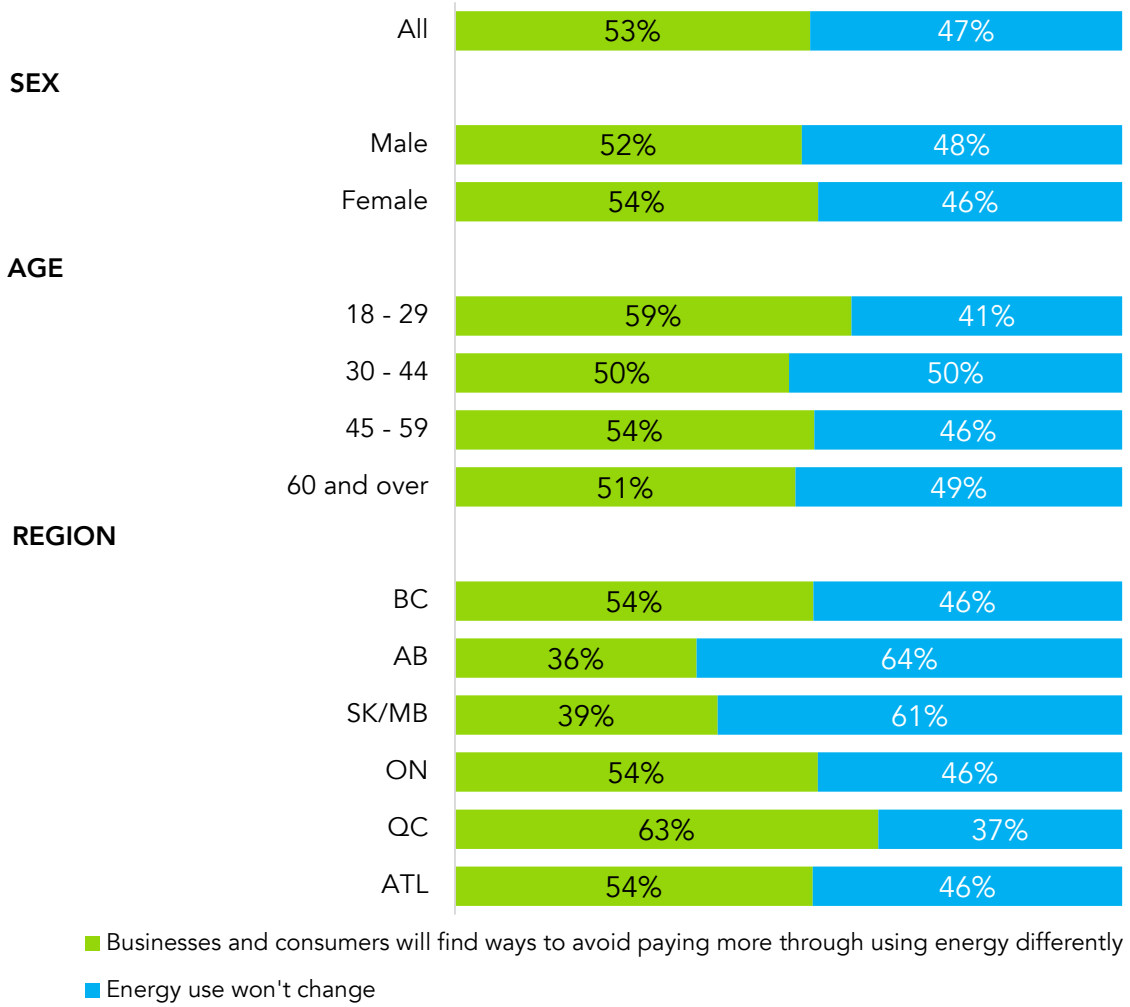


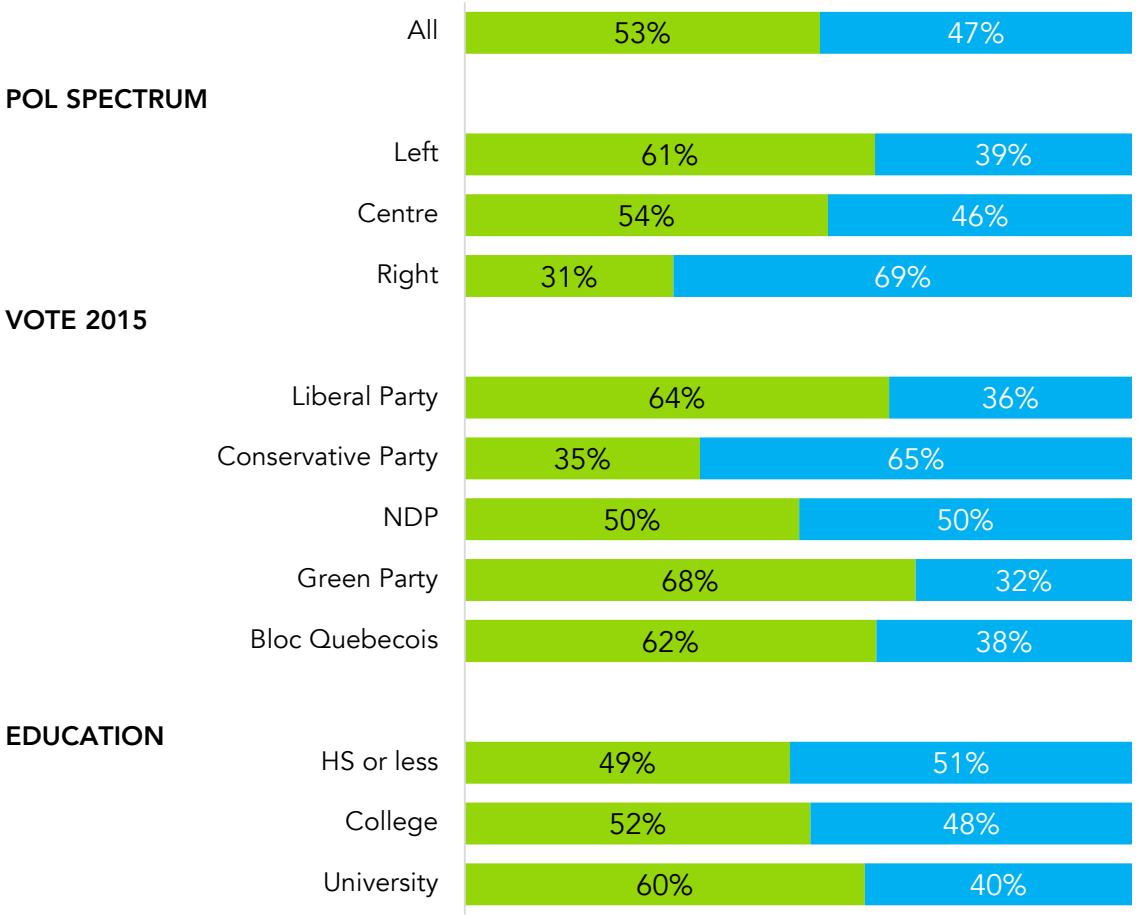
- If it is more expensive to emit carbon, businesses and consumers will find ways to avoid paying more through using energy differently and using more renewable energy
- It will simply increase the cost of doing business and living, and that energy use won't change

Do you believe that if it is more expensive to emit carbon, businesses and consumers will find ways to avoid paying more through using energy differently and using more renewable energy, or do you feel that it will simply increase the cost of doing business?

ABACUS DATA

EFFECTS OF CARBON PRICE ON ENERGY USE

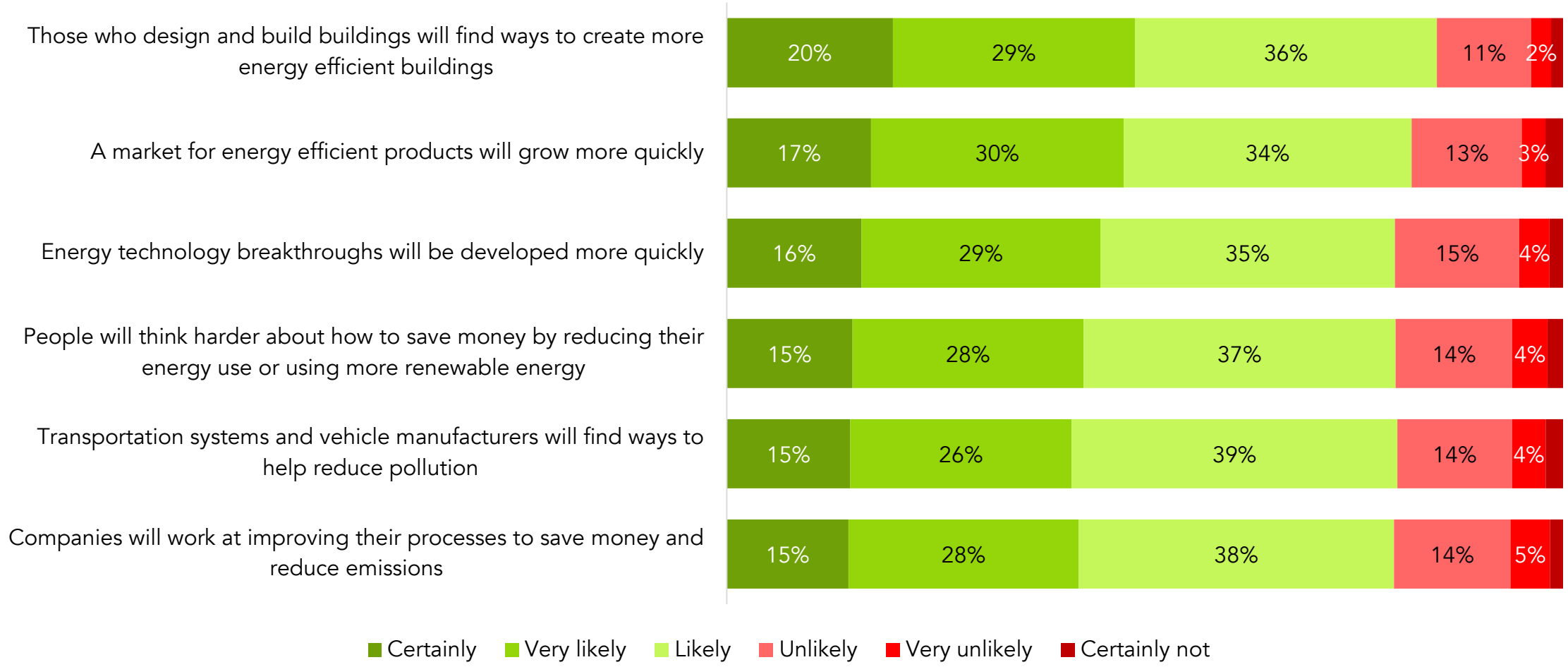




Do you believe that if it is more expensive to emit carbon, businesses and consumers will find ways to avoid paying more through using energy differently and using more renewable energy, or do you feel that it will simply increase the cost of doing business?

ABACUS DATA

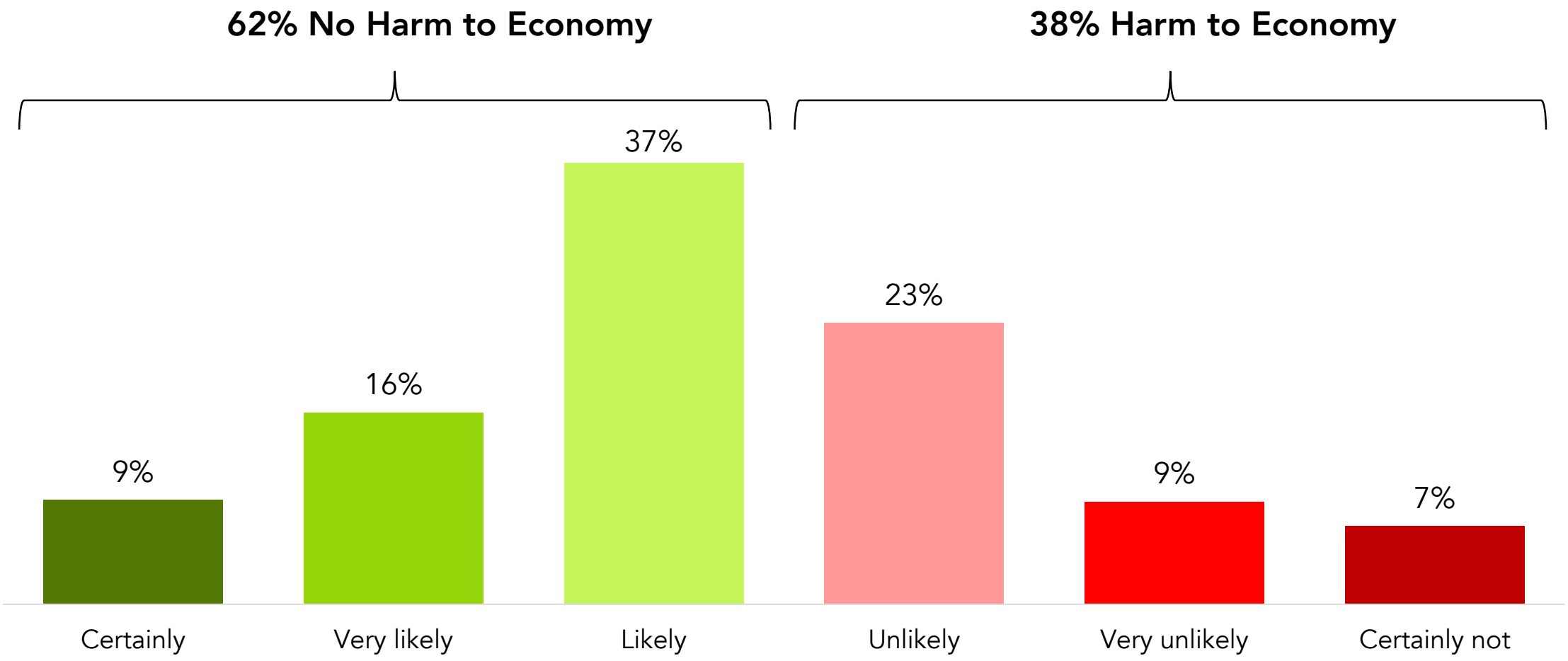
EFFECTS OF MAKING CARBON MORE EXPENSIVE



How likely do you think it is that by making it more expensive to create carbon pollution that…?

ABACUS DATA

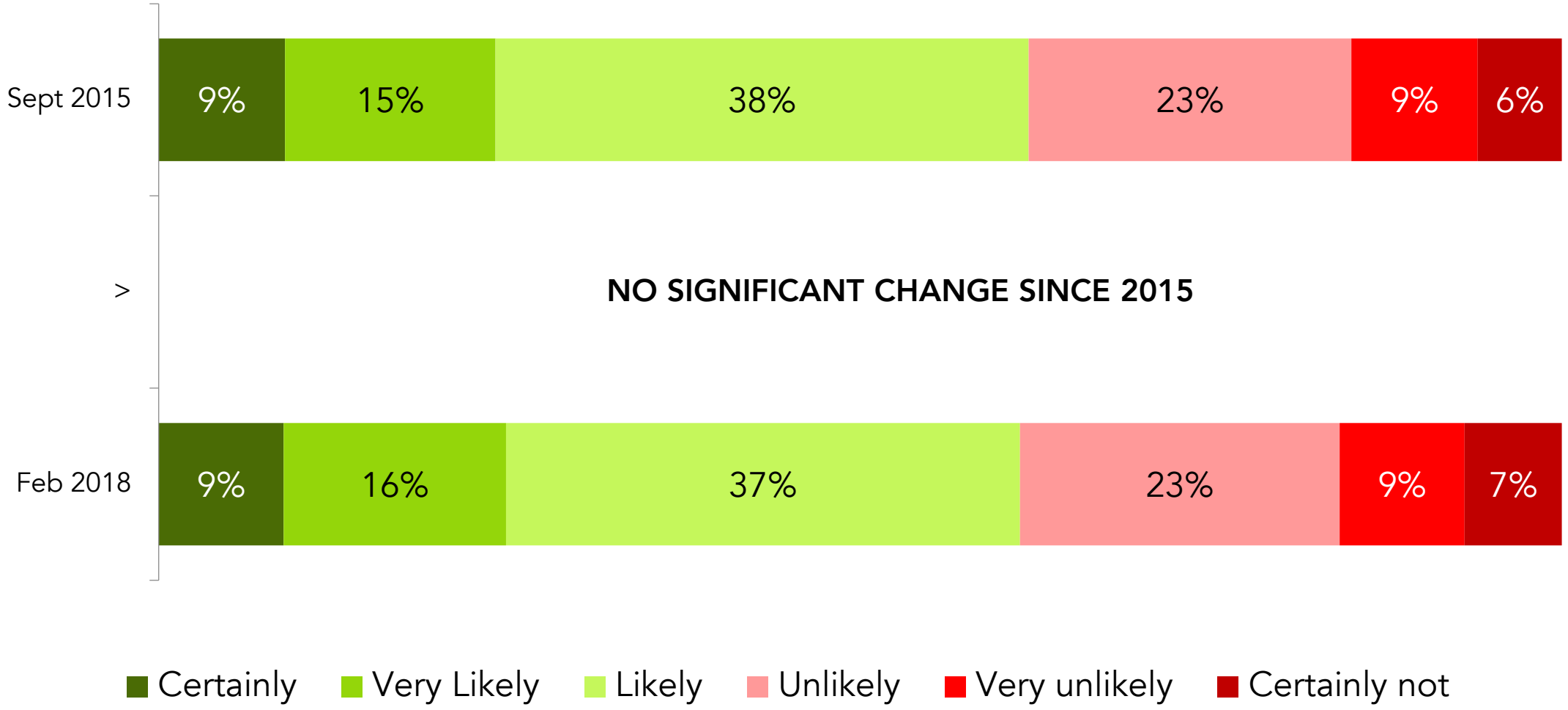
POSSIBILITY OF DOING NO ECONOMIC HARM



Do you think it is possible to price carbon emissions in such a way that emissions come down, without harming the economy?

ABACUS DATA

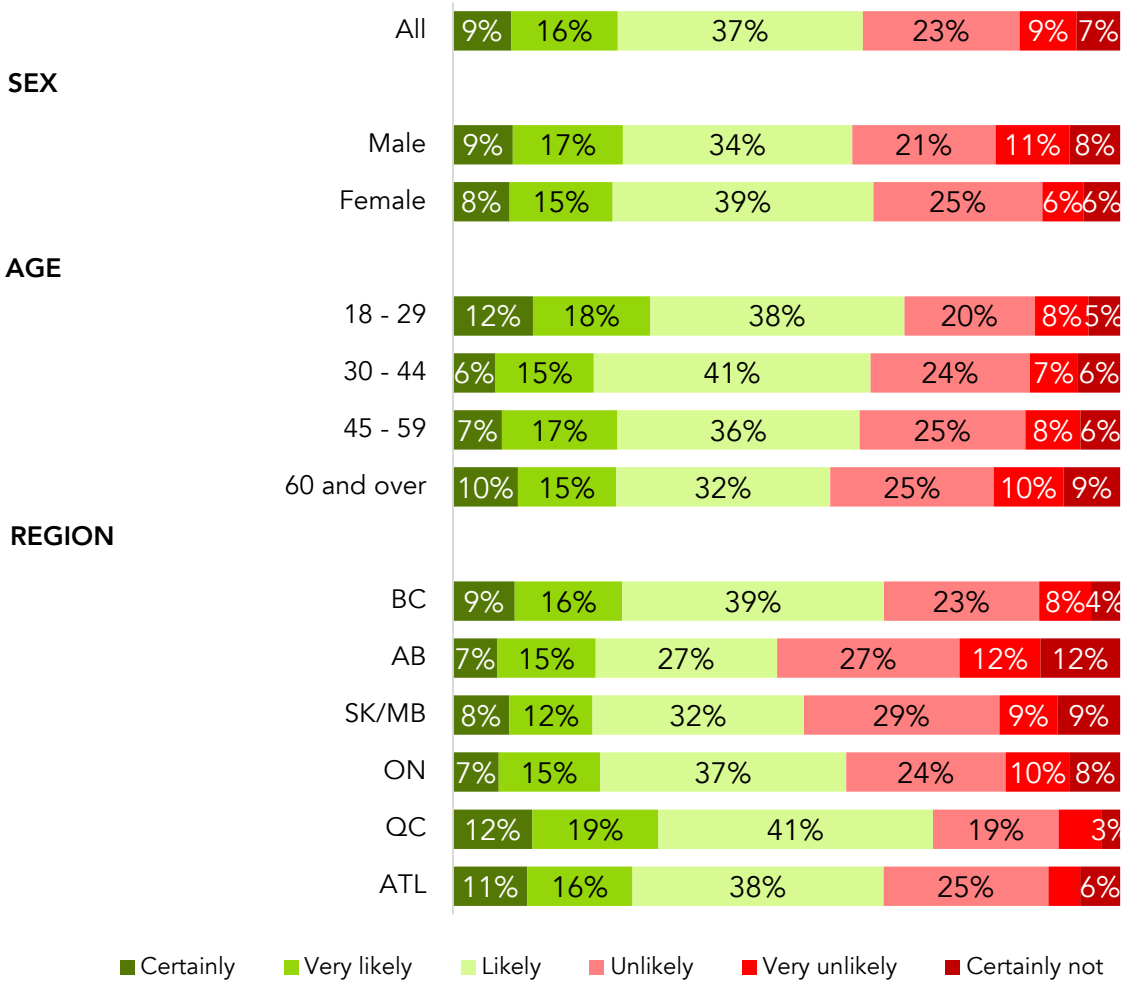
POSSIBILITY OF DOING NO ECONOMIC HARM

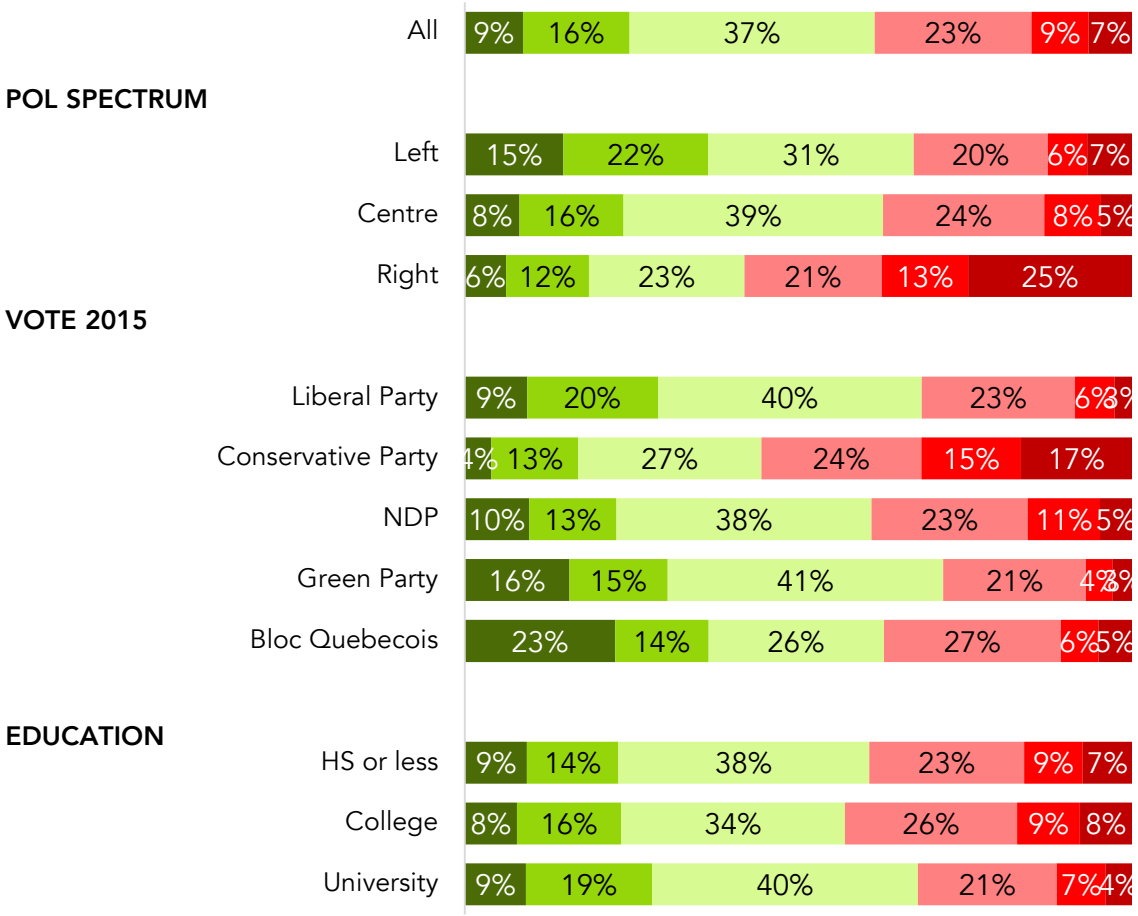


Do you think it is possible to price carbon emissions in such a way that emissions come down, without harming the economy?

ABACUS DATA

POSSIBILITY OF DOING NO ECONOMIC HARM

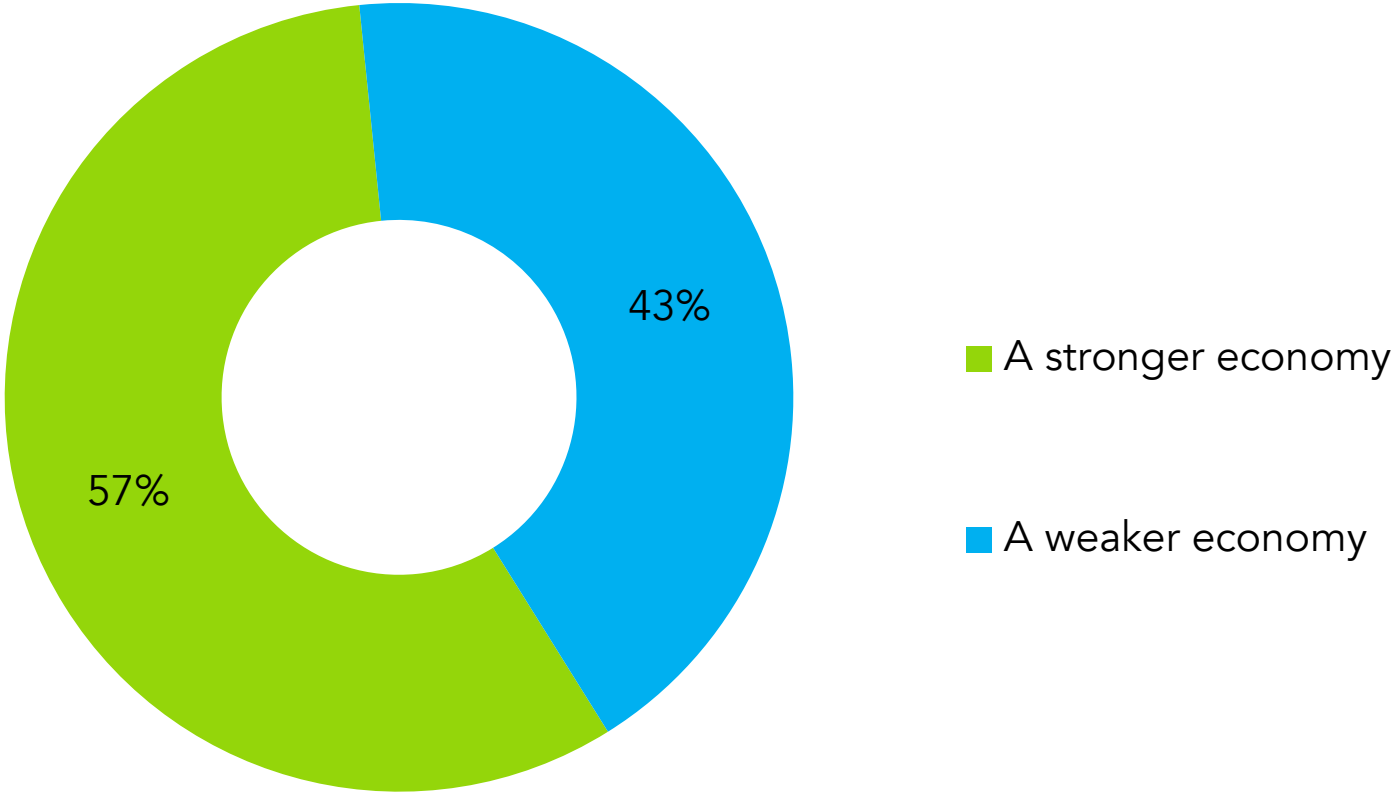




Do you think it is possible to price carbon emissions in such a way that emissions come down, without harming the economy?

ABACUS DATA

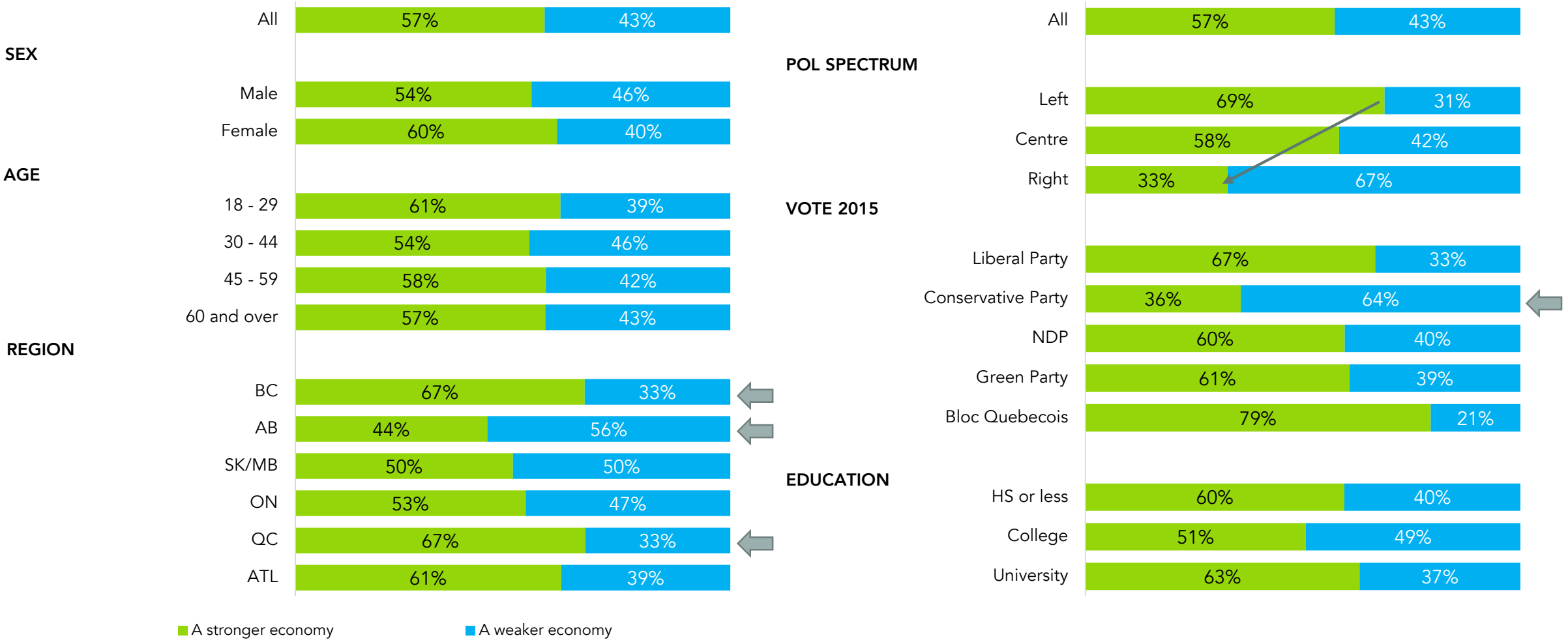
IMPACT ON CANADIAN ECONOMY



Do you think by pricing carbon emissions Canada will end up with a stronger economy compared to countries that don't embrace this policy, or a weaker economy?

ABACUS DATA

IMPACT ON CANADIAN ECONOMY



Do you think by pricing carbon emissions Canada will end up with a stronger economy compared to countries that don't embrace this policy, or a weaker economy?

ABACUS DATA

IMPACT OF CARBON PRICING

THOSE LIVING IN A PROVINCE WITH A CARBON PRICE IN PLACE VERSUS THOSE LIVING IN ONE WITHOUT A PRICE.

ABACUS DATA

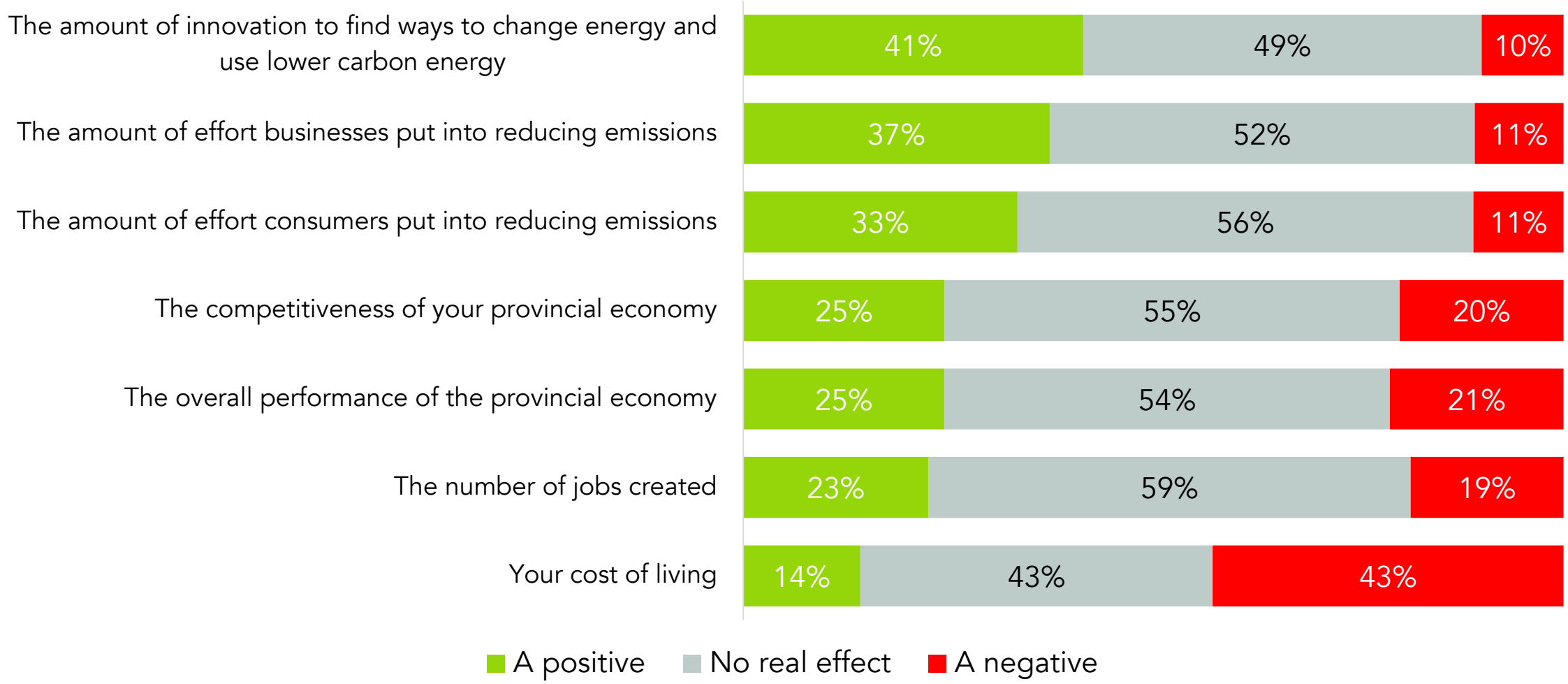
PERCEIVED IMPACT OF CARBON PRICING IN PROVINCES

- Few perceive negative impacts from carbon pricing in those provinces where it is in place. But conviction that it has had really positive effects is also limited.

- In many cases the plurality say they have seen no real impact.

IMPACT ON HOME PROVINCE

THOSE IN PROVINCE WITH A PRICE



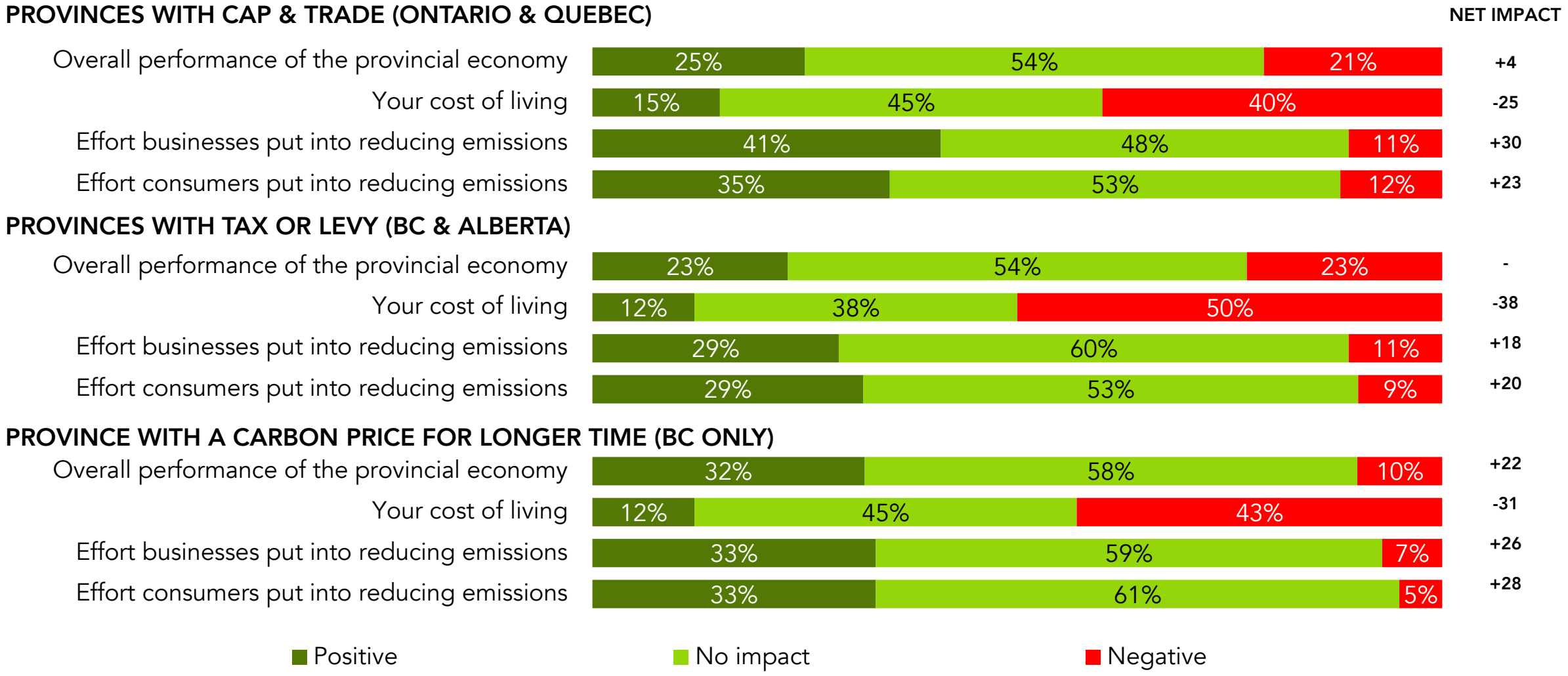
In your province there is currently a system to price carbon emissions. In your view, has this policy in your province had a positive, a negative or no real effect on each of the following?

n = 1306

ABACUS DATA

IMPACT ON HOME PROVINCE

BY TYPE OF PRICE AND LENGTH POLICY IN PLACE



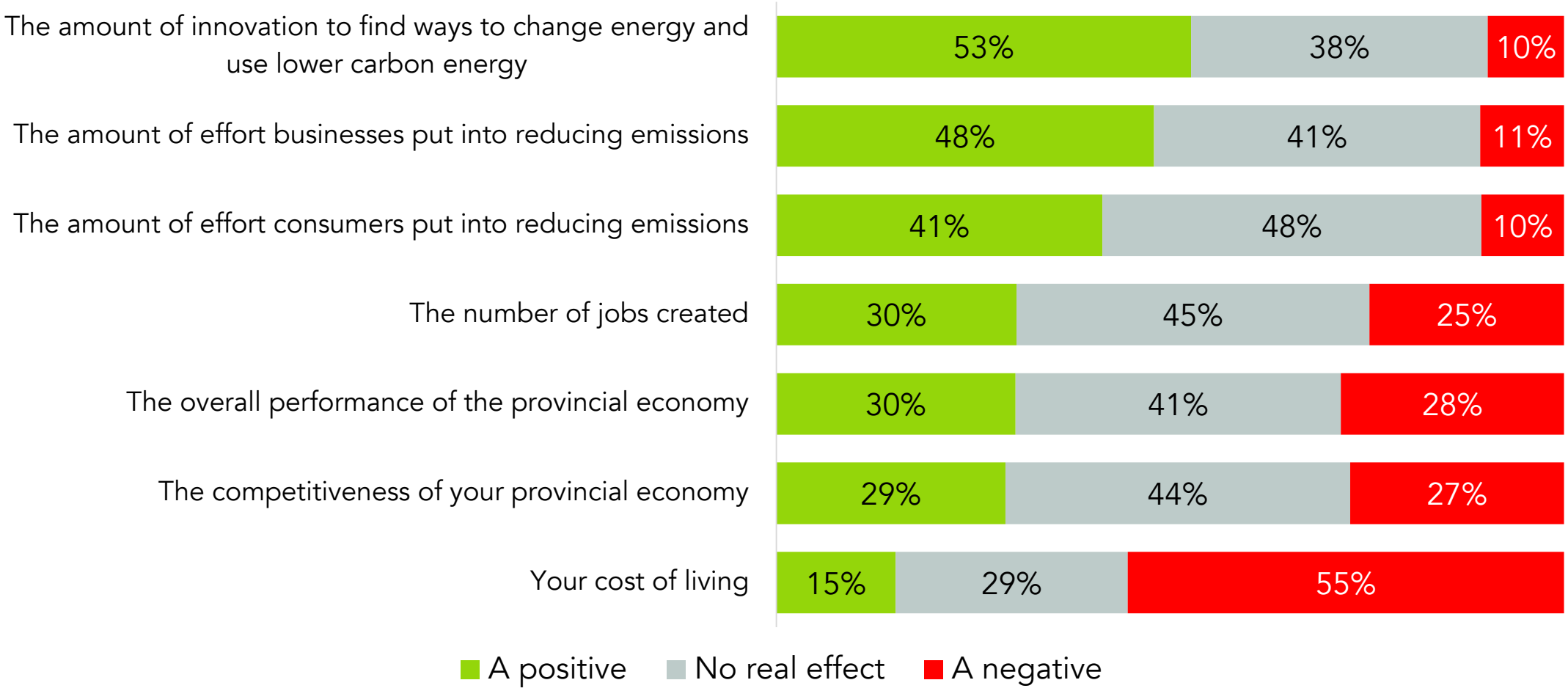
In your province there is currently a system to price carbon emissions. In your view, has this policy in your province had a positive, a negative or no real effect on each of the following?

n = 1306

ABACUS DATA

IMPACT ON OTHER PROVINCES

THOSE IN PROVINCE WITHOUT A PRICE



There is currently a carbon price in place in 4 provinces (including Alberta, Quebec, Ontario and BC) but not yet in yours If your provincial government introduced a carbon price, do you believe this would have a positive, no real effect, or negative effect on…?

n = 941

ABACUS DATA

THE POLITICS OF CARBON PRICING
DOES IT IMPACT VOTES?

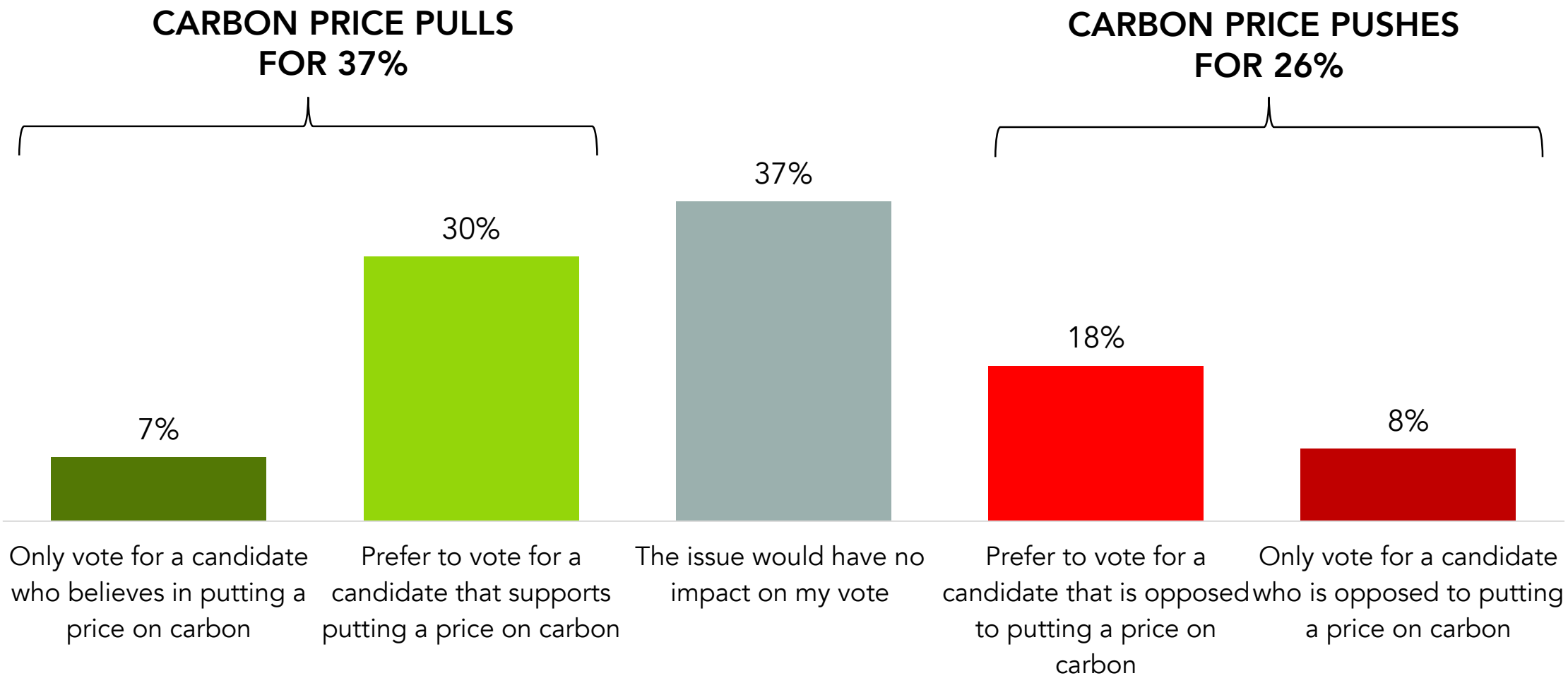
ABACUS DATA

CARBON PRICING CAN GAIN MORE VOTES THAN IT CAN LOSE

- 37% prefer to vote for a candidate who promises to price carbon compared to 26% who prefer a candidate opposed to a price on carbon.

- 37% said it would have no impact on their vote.

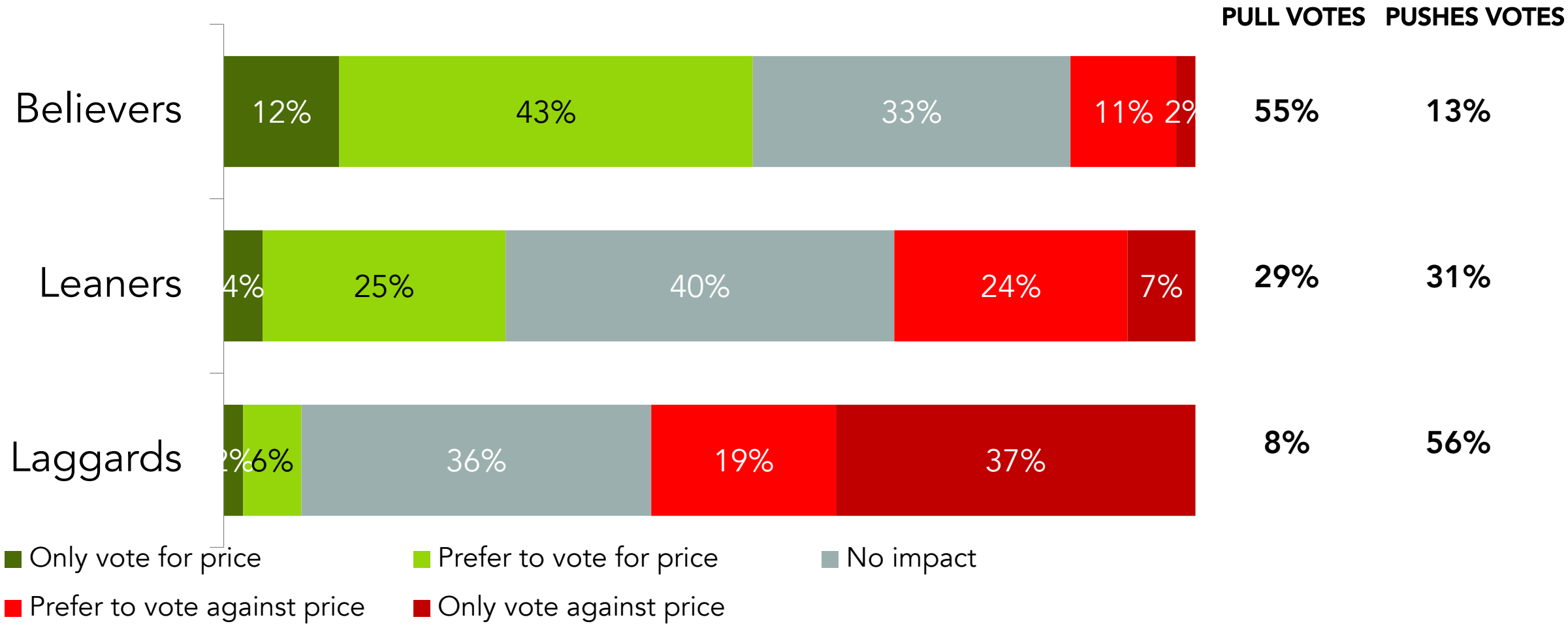
THE POLITICAL POWER OF CARBON PRICING



When it comes to how these questions affect how you will vote in the future, which of the following best describes you?

ABACUS DATA

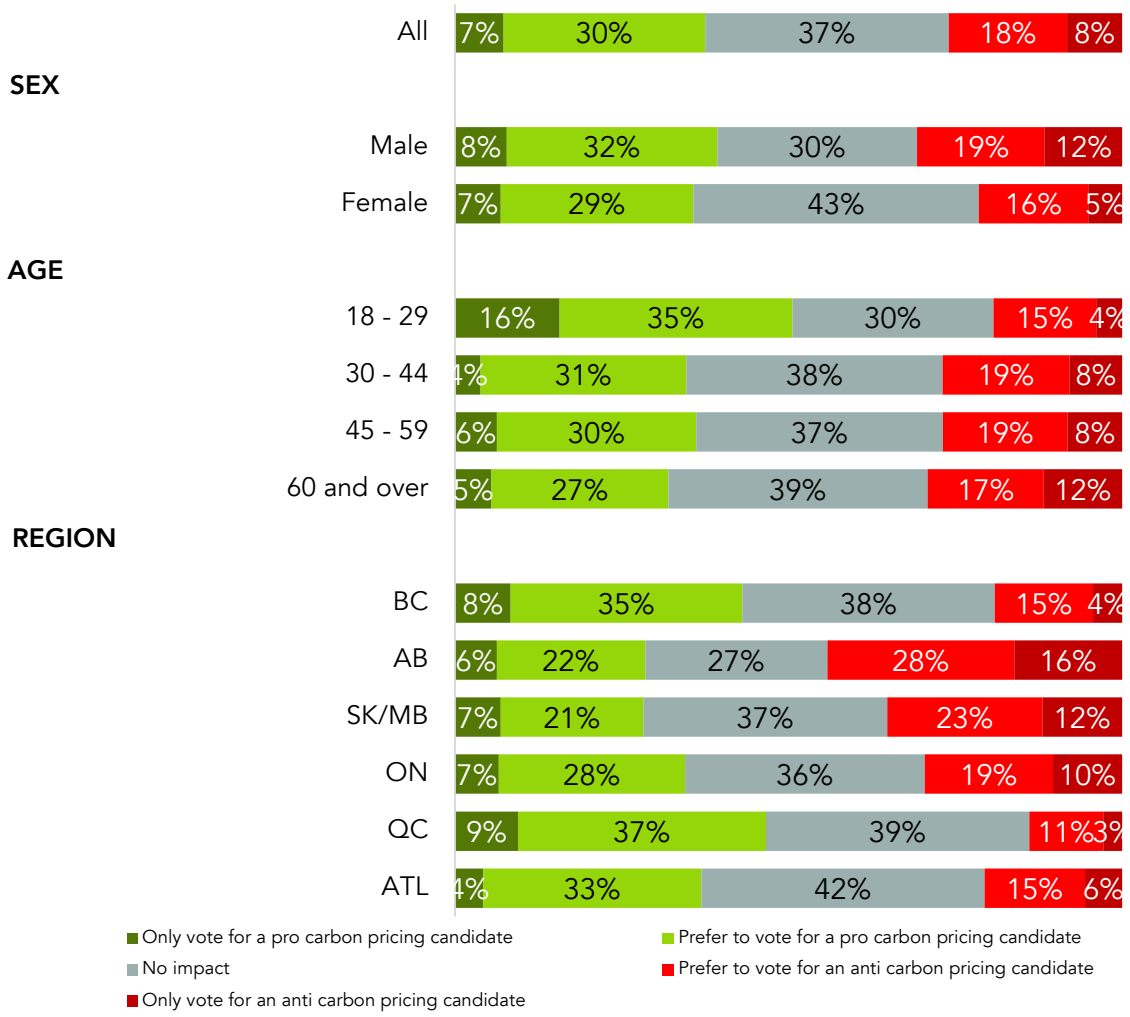
THE POLITICAL POWER OF CARBON PRICING
BY CLIMATE SEGMENTATION

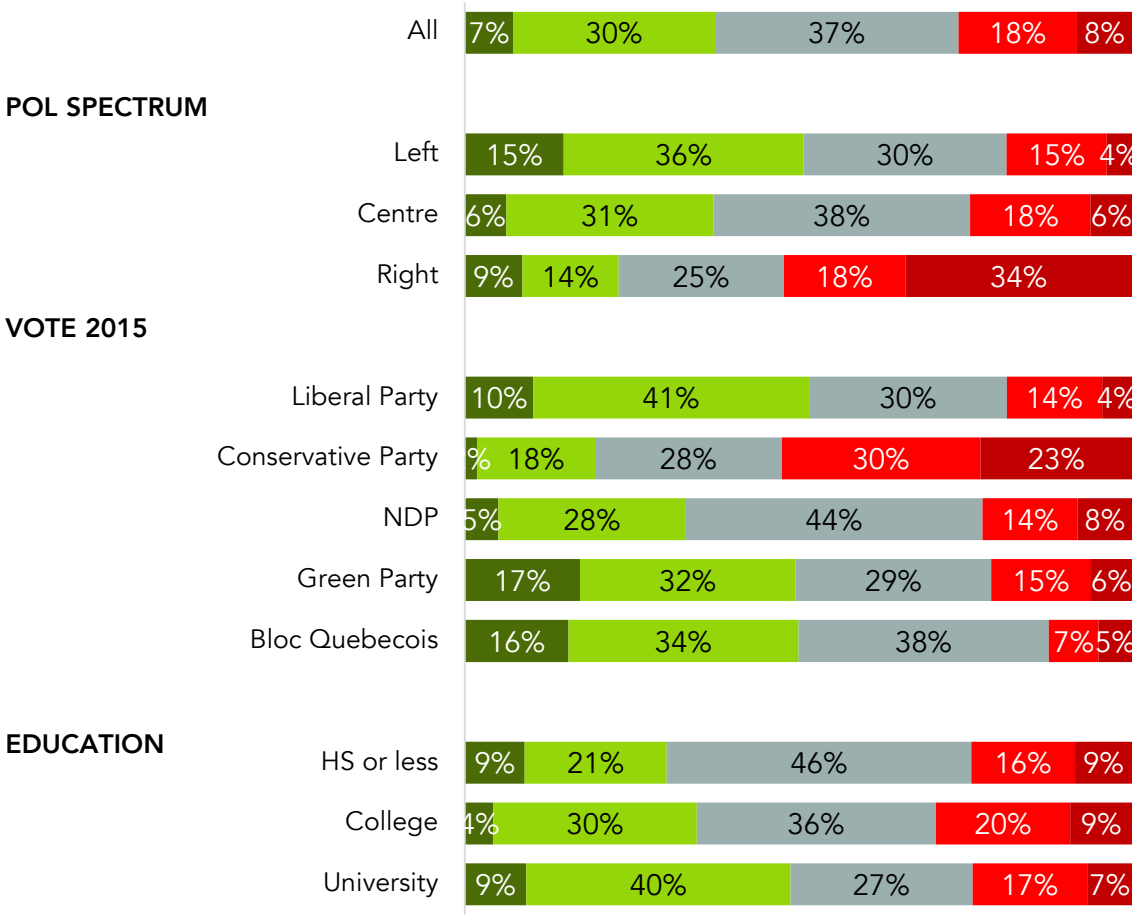


When it comes to how these questions affect how you will vote in the future, which of the following best describes you?

ABACUS DATA

THE POLITICAL POWER OF CARBON PRICING





When it comes to how these questions affect how you will vote in the future, which of the following best describes you?

ABACUS DATA

REVENUE RECYLING PREFERENCES

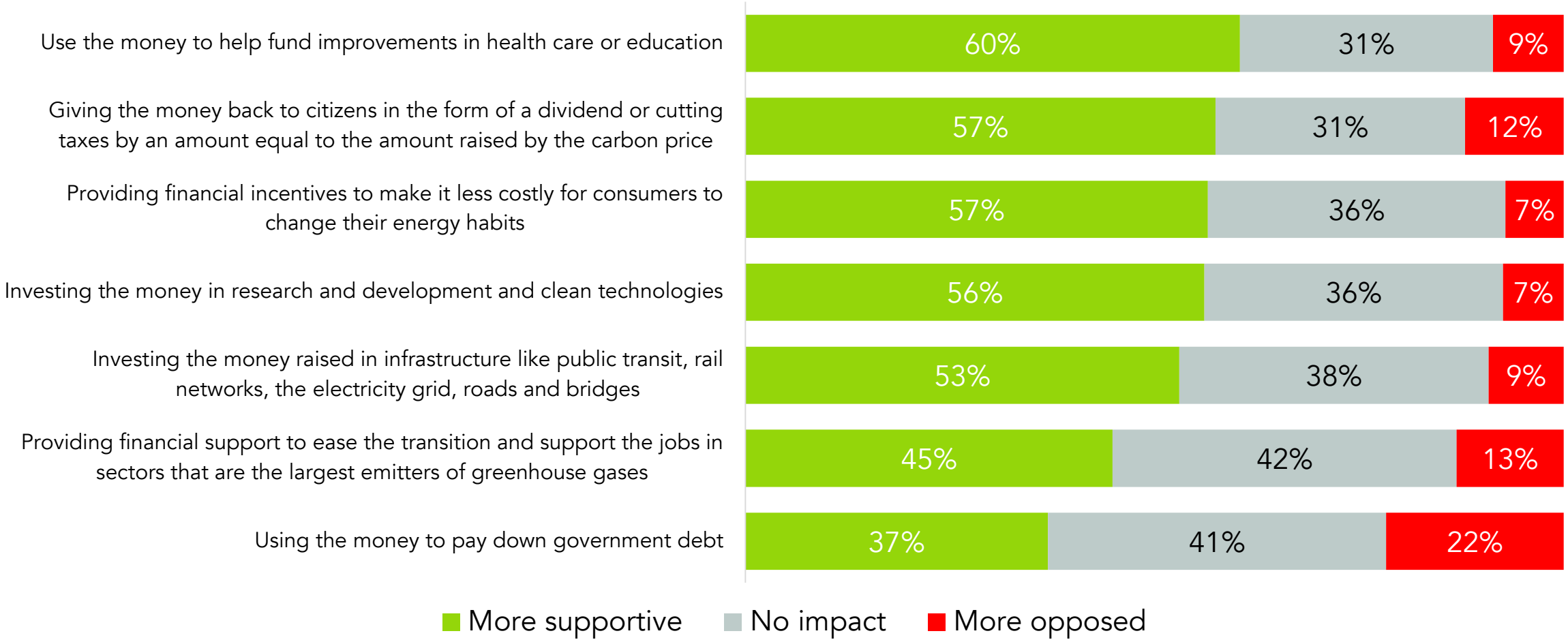
ABACUS DATA

REVENUE RECYCLING

- If revenue is used to fund health or education, cut taxes, provide incentives to consumers to change behavior, or to invest in R&D, a majority of Canadians would be more supportive of carbon pricing.

- Among those who think it's a poor idea to price carbon, a corresponding tax cut would make 6 in 10 more supportive of it.

CARBON PRICING REVENUE RECECYLING

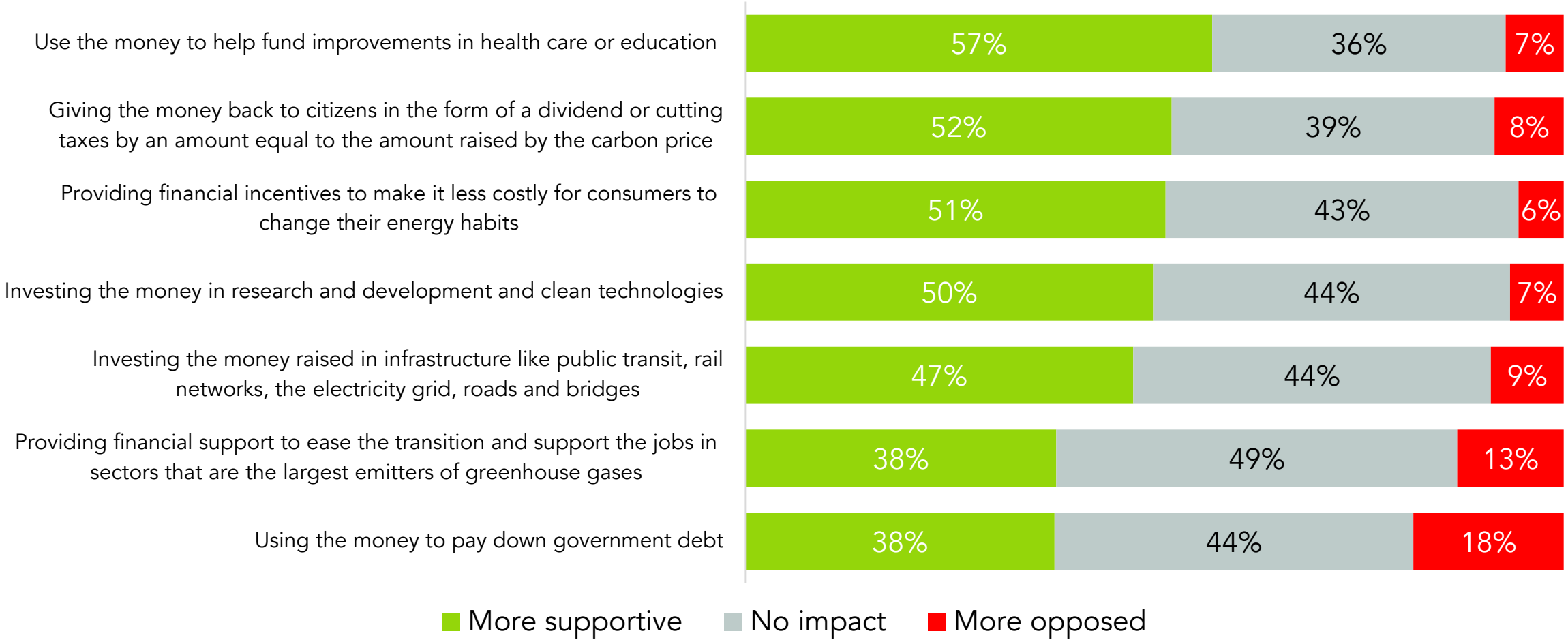


Governments can do different things with the revenue generated from putting a price on carbon emissions For each of the following, please indicate if the idea makes you more supportive, no impact, or more opposed?

ABACUS DATA

CARBON PRICING REVENUE RECECYLING

AMONG THOSE WHO SAY CARBON PRICE IS AN ACCEPTABLE IDEA

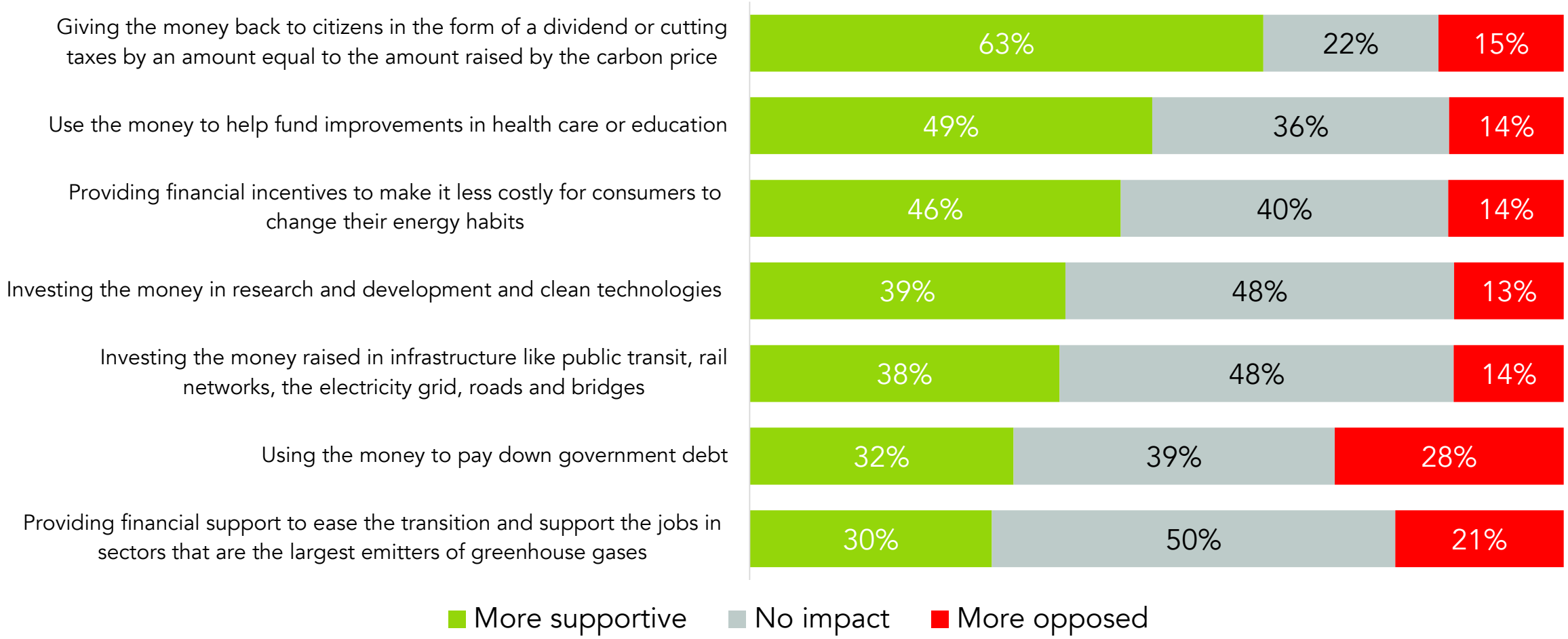


Governments can do different things with the revenue generated from putting a price on carbon emissions For each of the following, please indicate if the idea makes you more supportive, no impact, or more opposed?

ABACUS DATA

CARBON PRICING REVENUE RECECYLING

AMONG THOSE WHO SAY CARBON PRICE IS A POOR IDEA

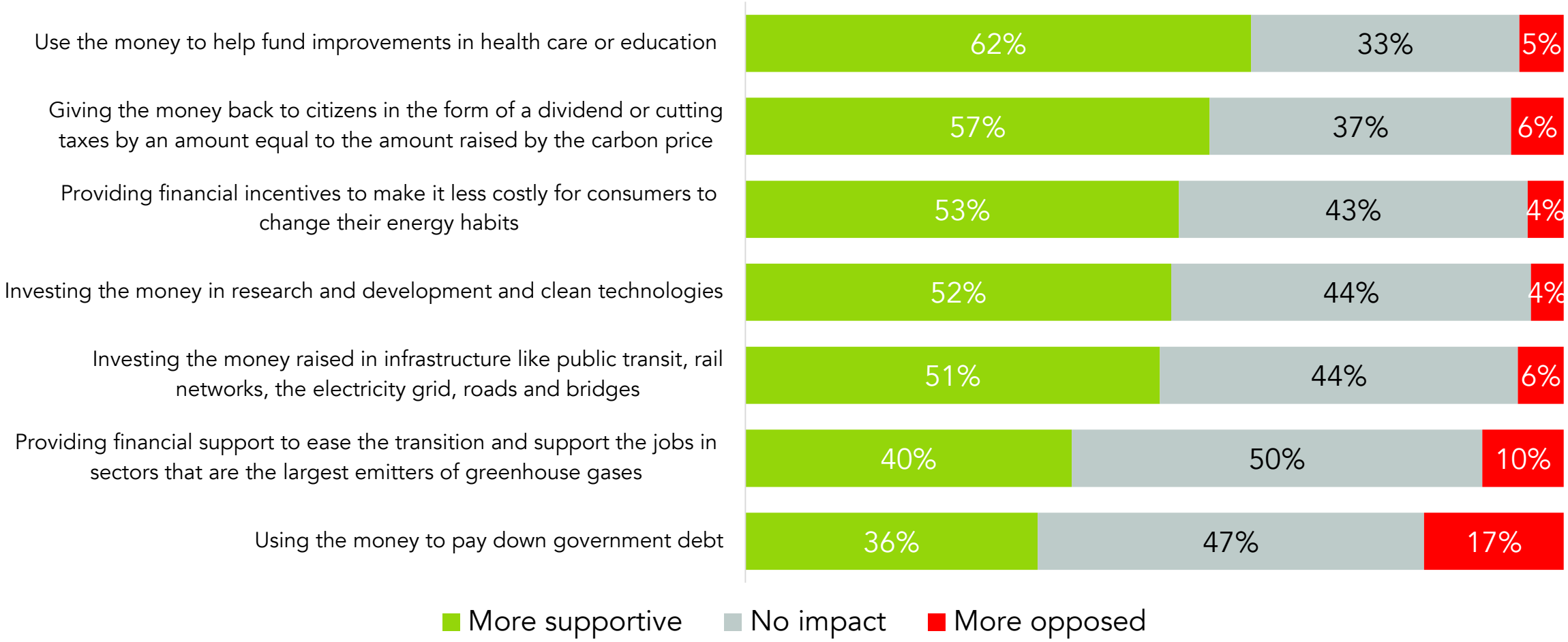


Governments can do different things with the revenue generated from putting a price on carbon emissions For each of the following, please indicate if the idea makes you more supportive, no impact, or more opposed?

ABACUS DATA

CARBON PRICING REVENUE RECECYLING

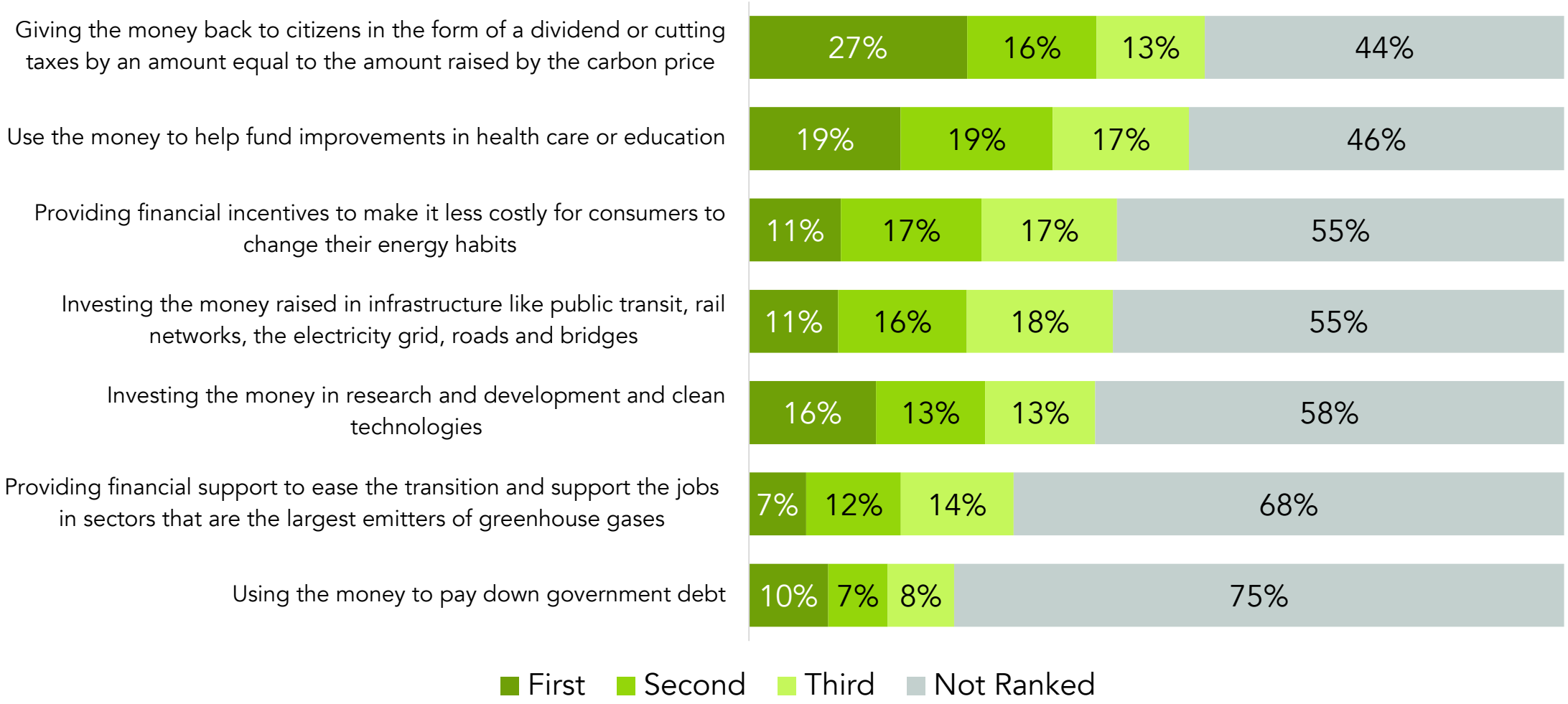
AMONG THOSE WHO SAY CARBON PRICE WON'T IMPACT THEIR VOTE



Governments can do different things with the revenue generated from putting a price on carbon emissions For each of the following, please indicate if the idea makes you more supportive, no impact, or more opposed?

ABACUS DATA

CARBON PRICING REVENUE RECYCLING RANKING



Rank your top three preferred ways of using the money generated by carbon pricing.

ABACUS DATA

FEDERAL CARBON PRICING POLICY

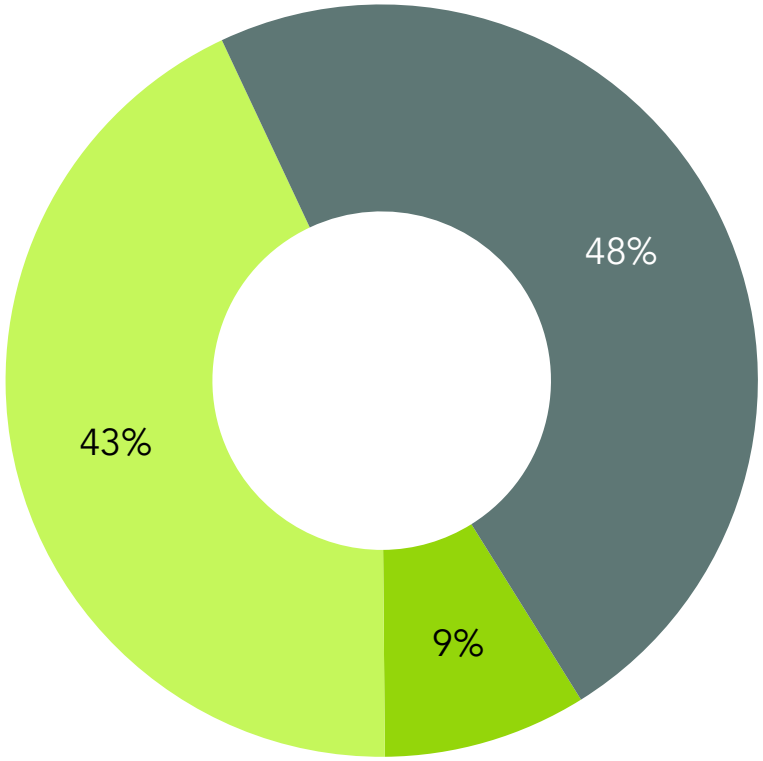
ABACUS DATA

FEDERAL CARBON PRICING POLICY

- Almost half of Canadians have not heard about the federal government's approach to carbon pricing. Only 9% are very familiar with it.

- Among those in a province without a provincial carbon price, a majority support or could accept the federal government implementing a carbon tax on their province (65%) while 35% are opposed. Opposition was highest in SK.

FAMILIARITY WITH FEDERAL CARBON PRICING POLICY

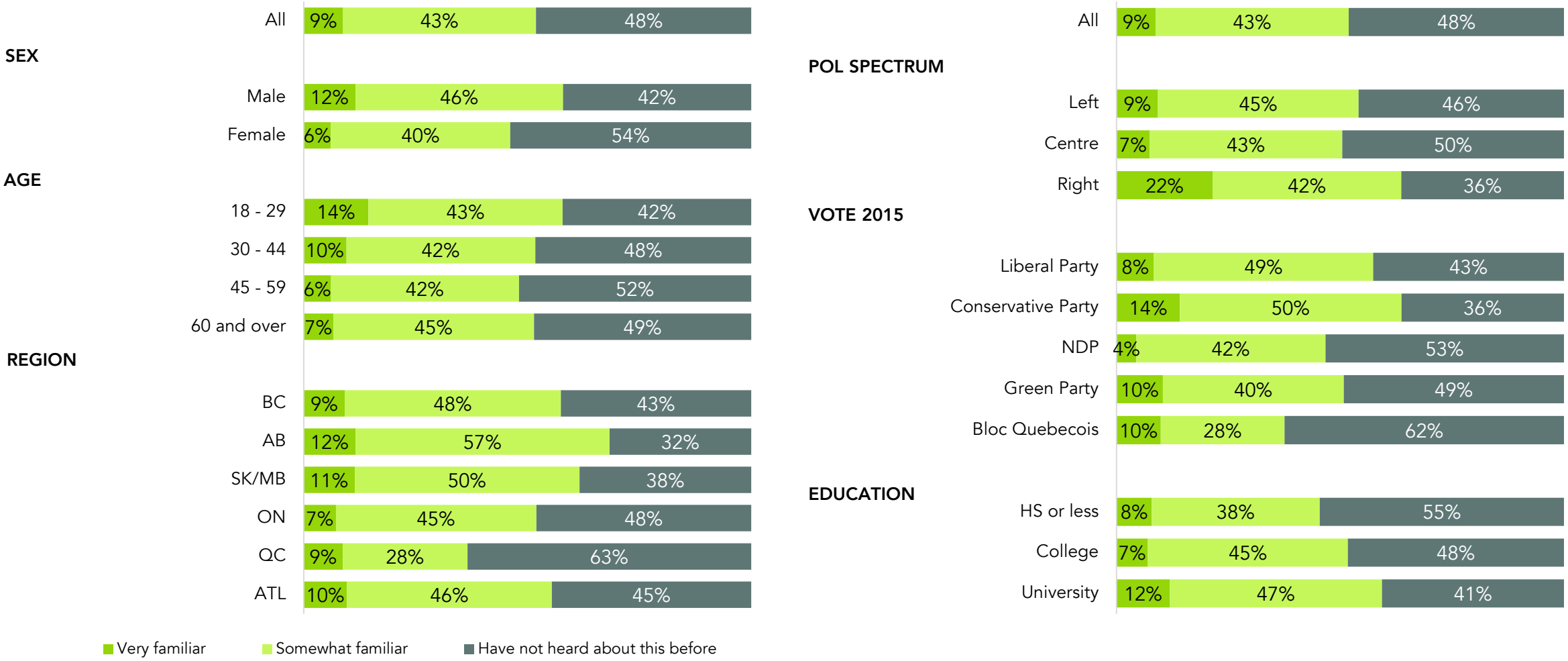


- Very familiar
- Somewhat familiar
- Have not heard about this before

The Federal Government has said that it will implement a carbon tax in provinces that do not have their own carbon pricing policy at the end of this year, in order to set a minimum standard to reduce emissions across the country How familiar are you with this plan?

ABACUS DATA

FAMILIARITY WITH FEDERAL CARBON PRICING POLICY

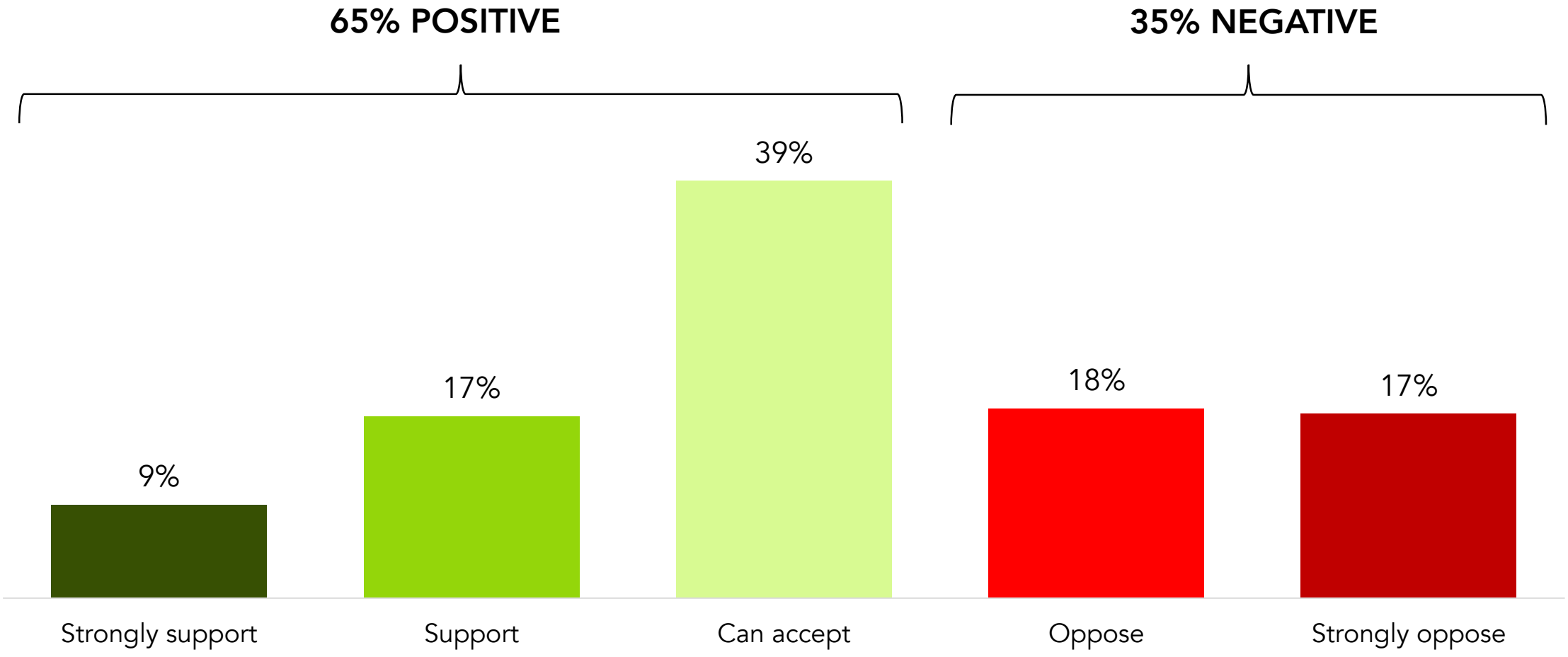


The Federal Government has said that it will implement a carbon tax in provinces that do not have their own carbon pricing policy at the end of this year, in order to set a minimum standard to reduce emissions across the country How familiar are you with this plan?

ABACUS DATA

POSITION ON FEDERALLY IMPOSED CARBON TAX

PROVINCES WITHOUT A CARBON PRICE CURRENTLY



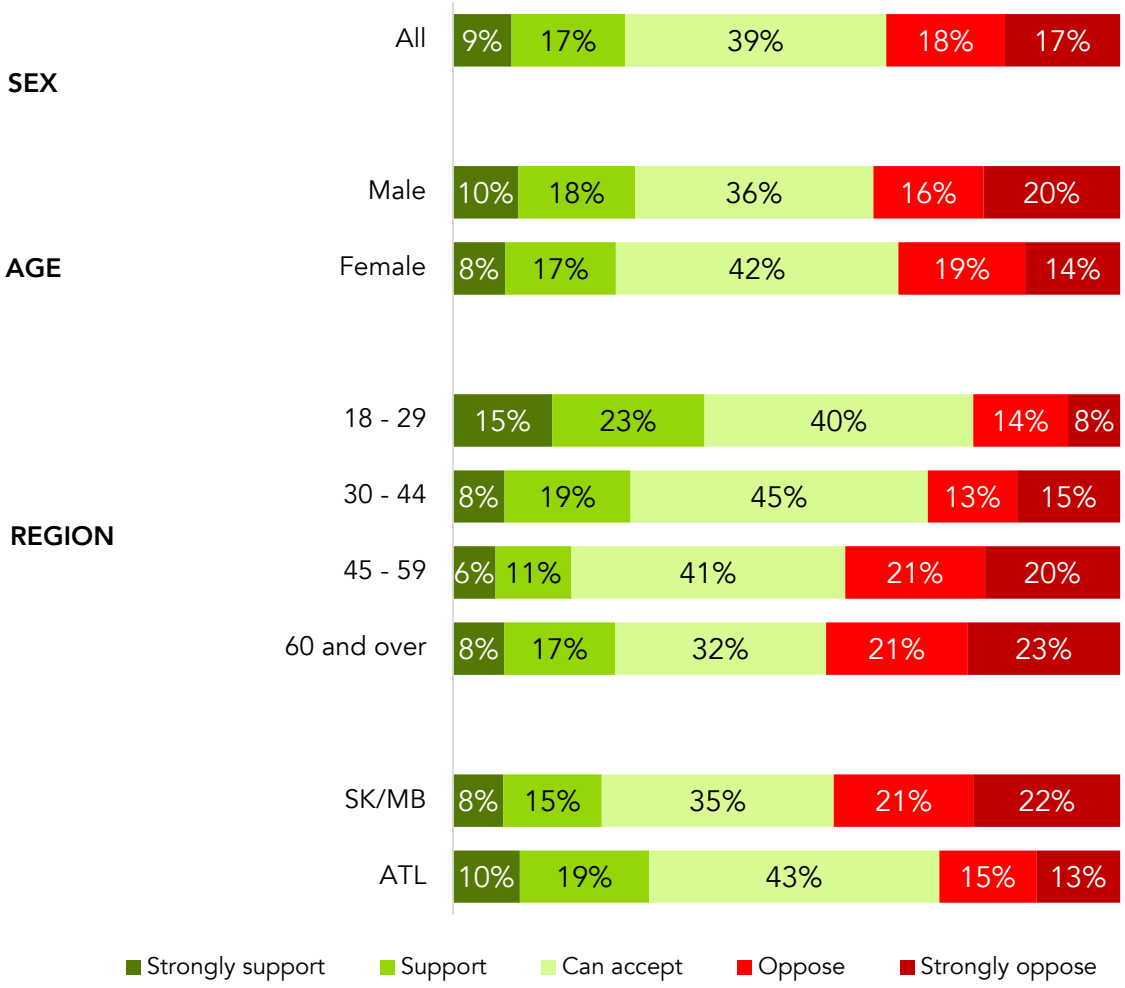
Do you support or oppose the federal government implementing a carbon tax if your province does not put one in place?

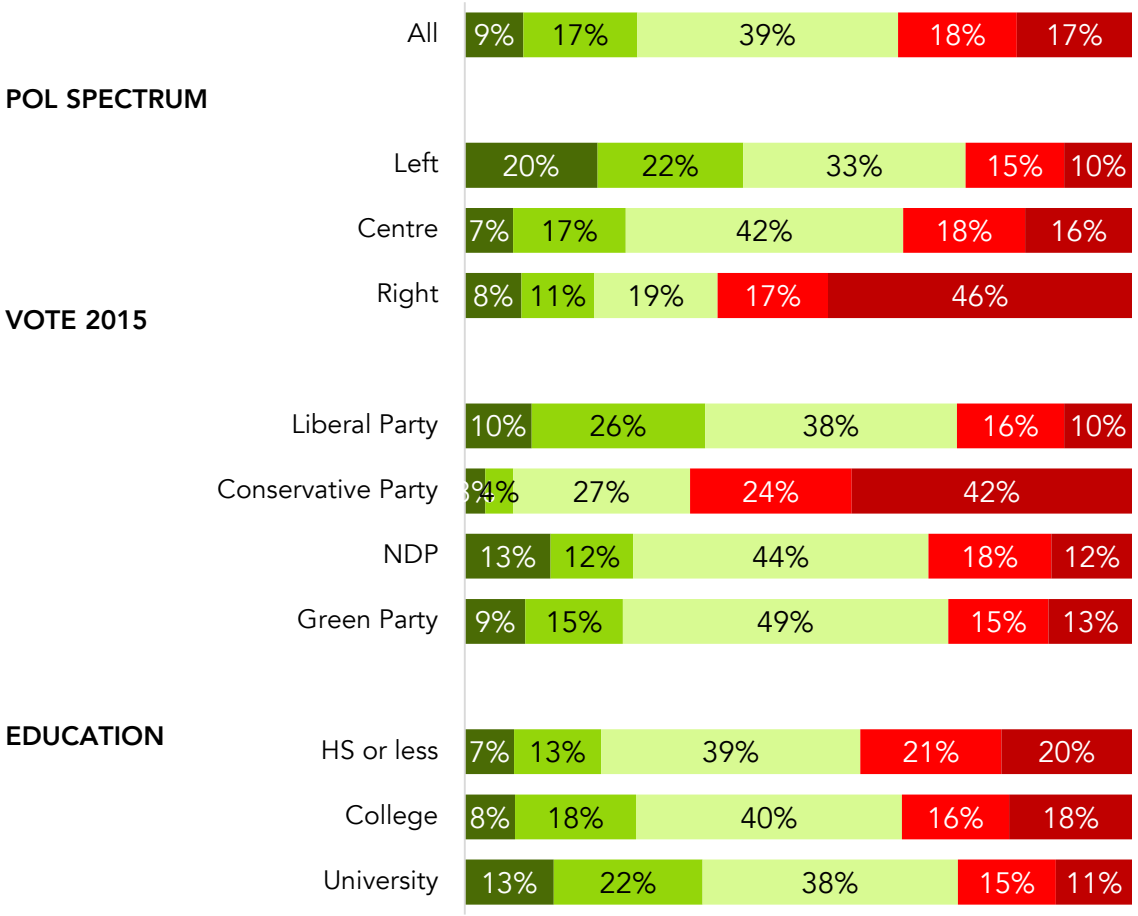
n = 941

ABACUS DATA

POSITION ON FEDERALLY IMPOSED CARBON TAX

PROVINCES WITHOUT A CARBON PRICE CURRENTLY





Do you support or oppose the federal government implementing a carbon tax if your province does not put one in place?

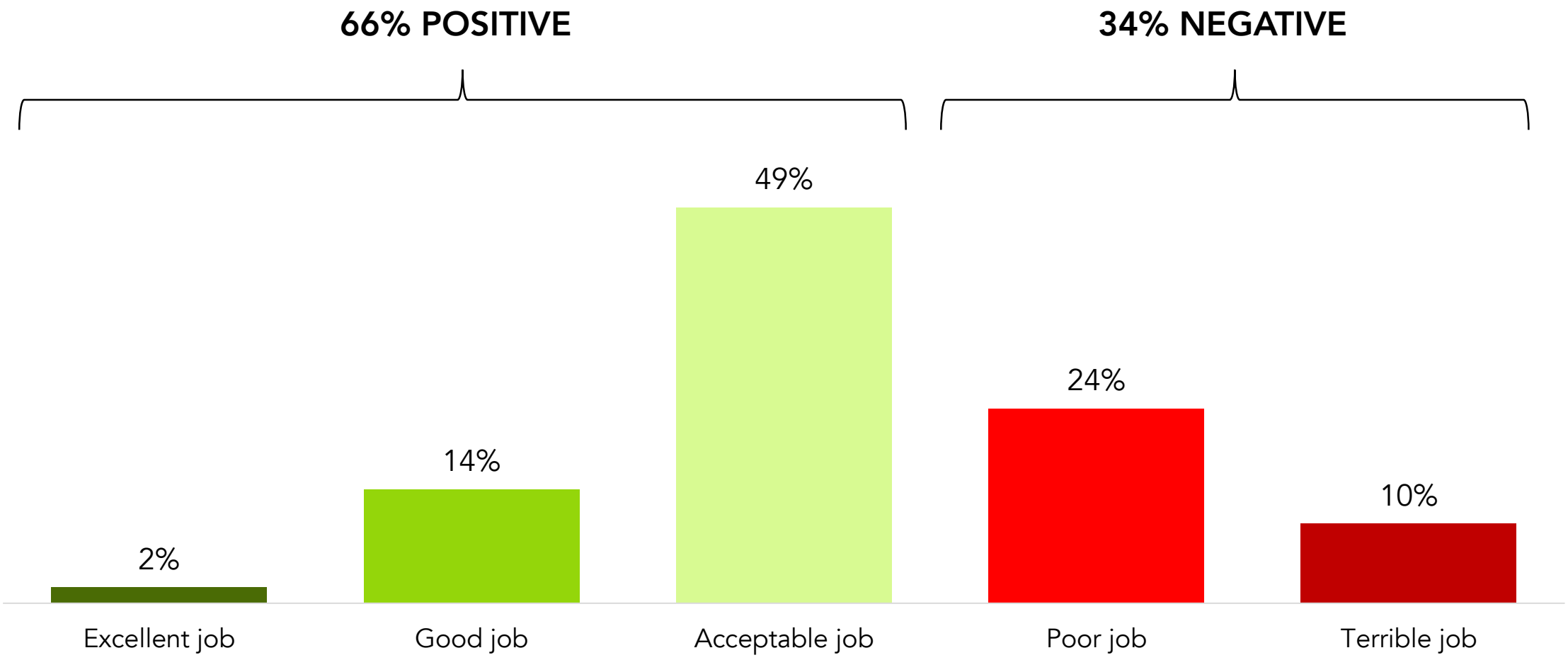
n = 941

ABACUS DATA

FEDERAL AND PROVINCIAL GOVERNMENT PERFORMANCE REDUCING EMISSIONS

ABACUS DATA

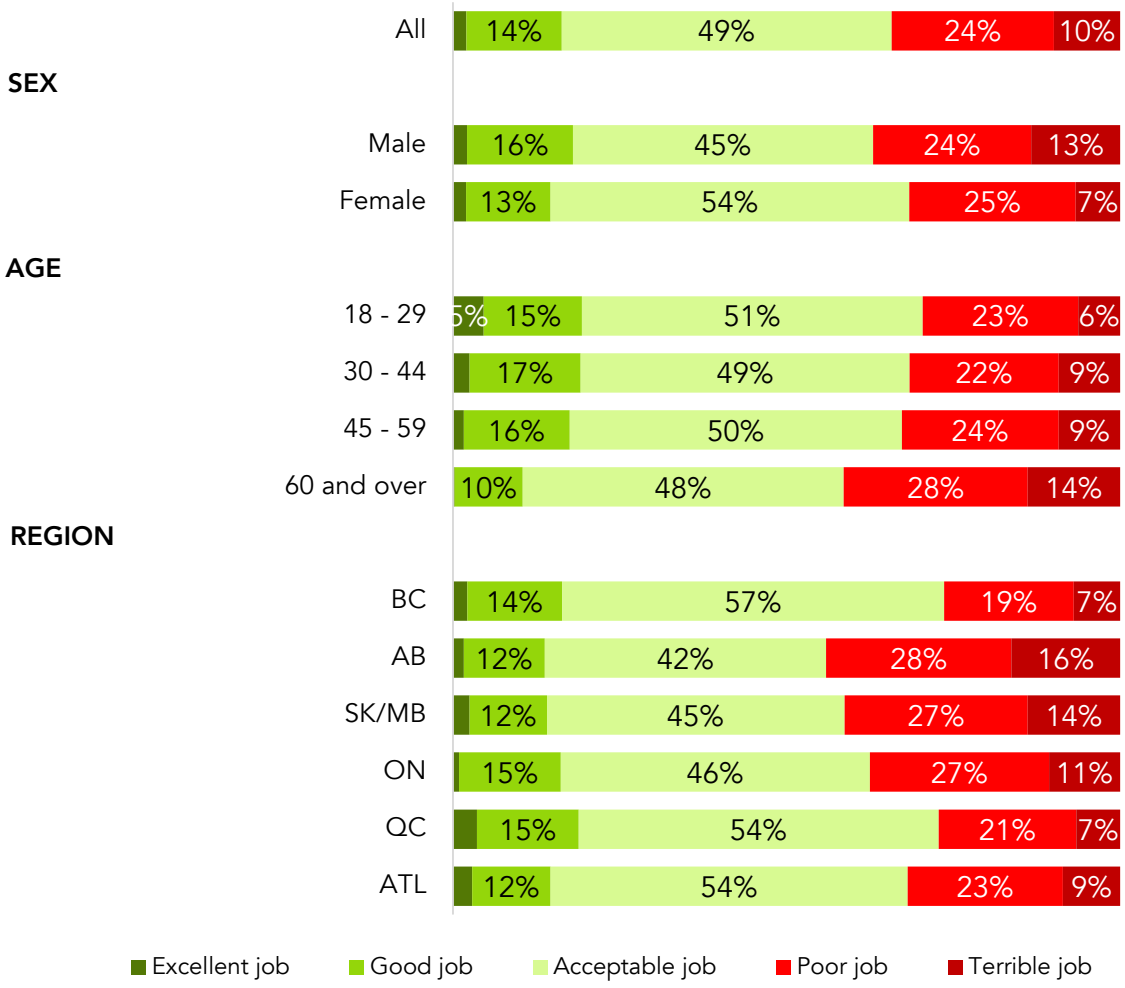
FEDERAL GOVERNMENT RATING

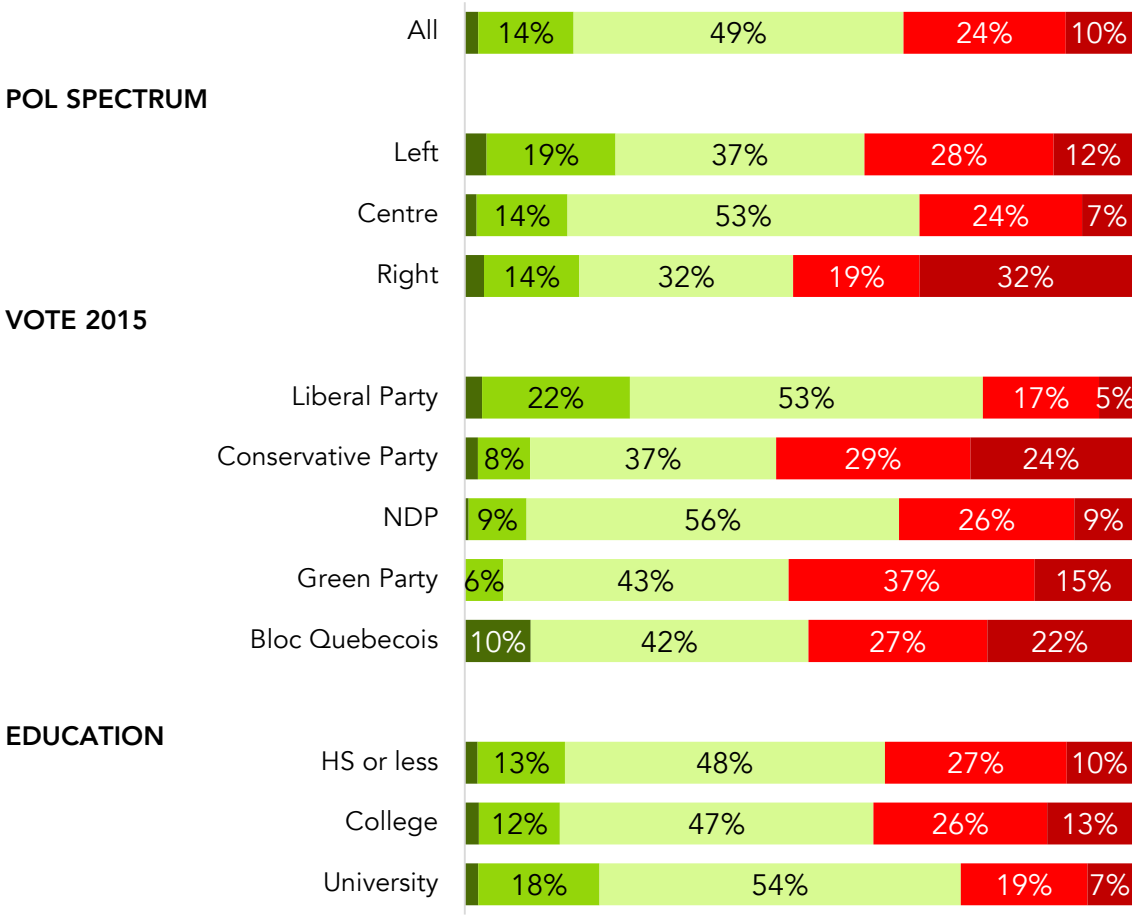


When it comes to handling the challenge of how to reduce carbon emissions, how well do you think the federal government is doing?

ABACUS DATA

FEDERAL GOVERNMENT RATING

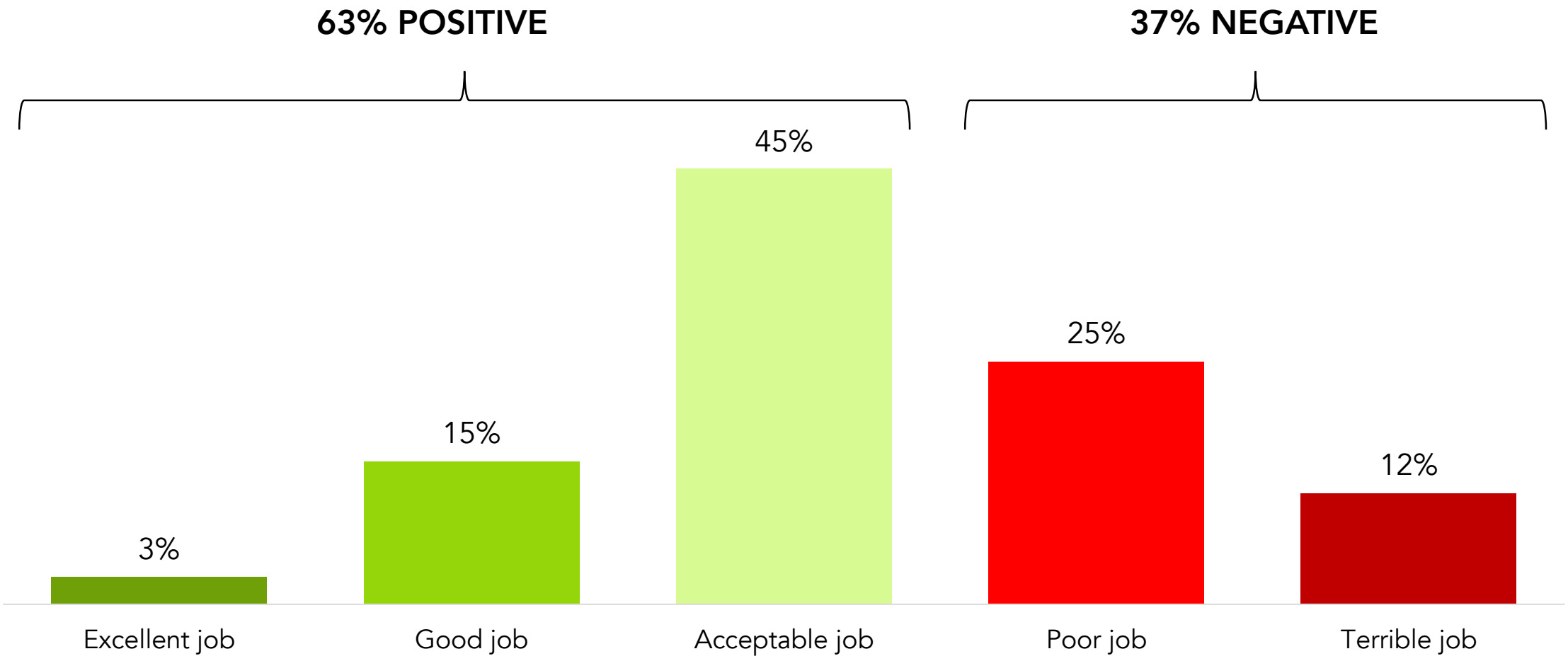




When it comes to handling the challenge of how to reduce carbon emissions, how well do you think the federal government is doing?

ABACUS DATA

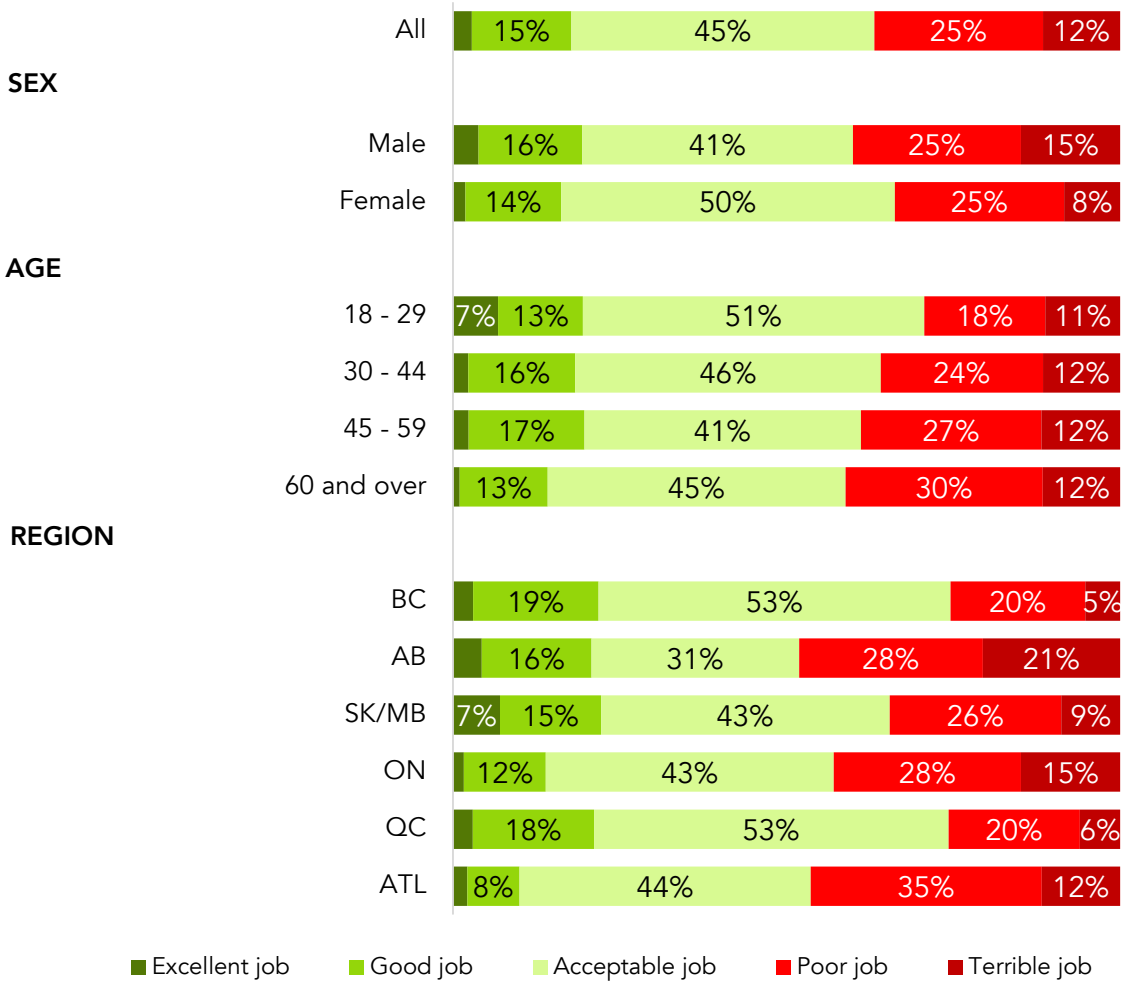
PROVINCIAL GOVERNMENT RATING

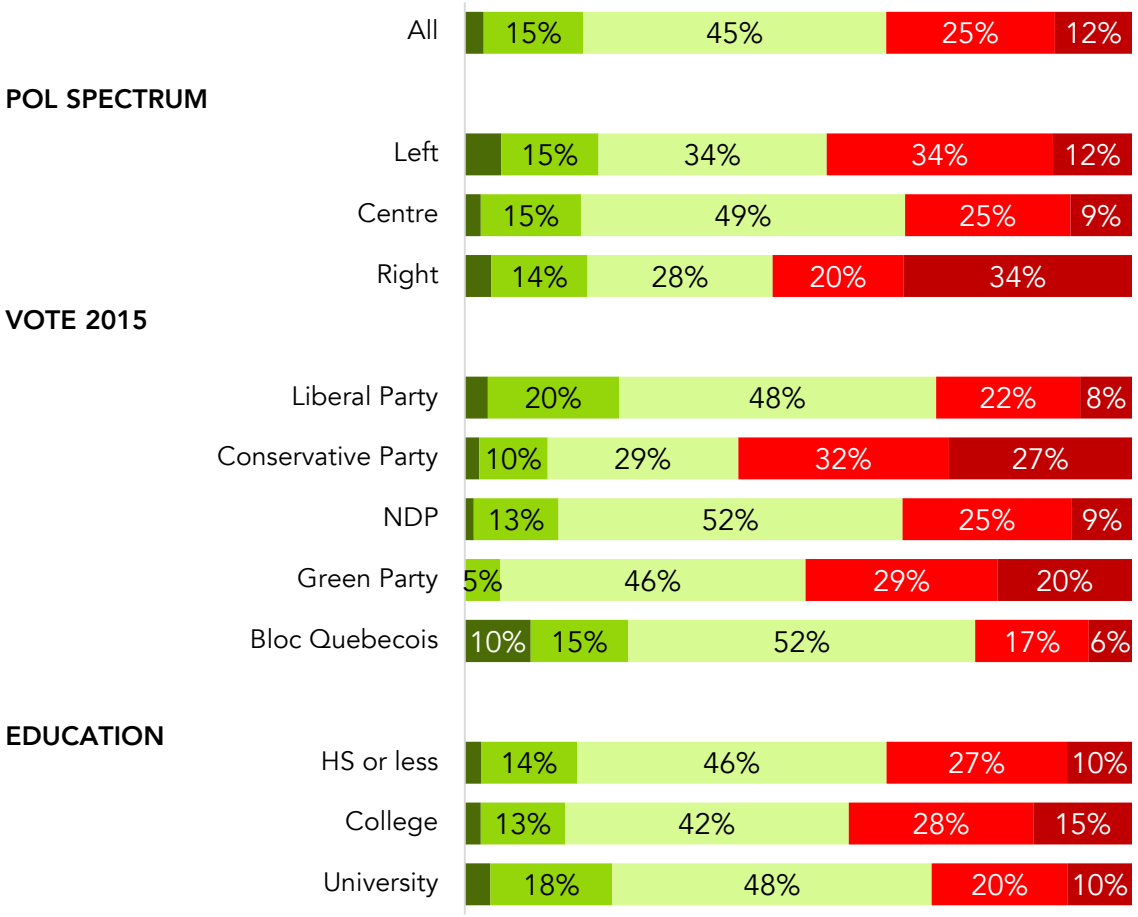


How about how your provincial government is doing?

ABACUS DATA

PROVINCE RATING





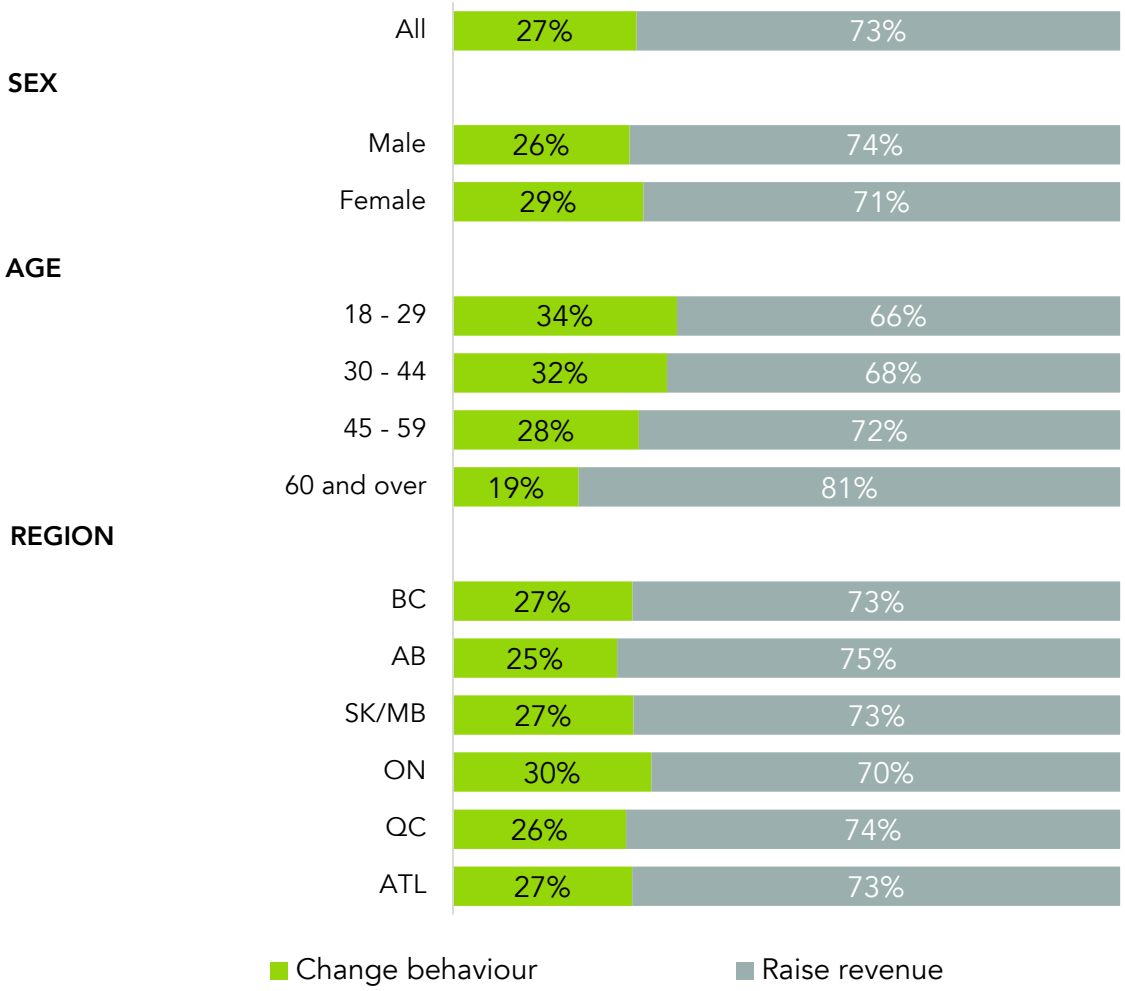
How about how your provincial government is doing?

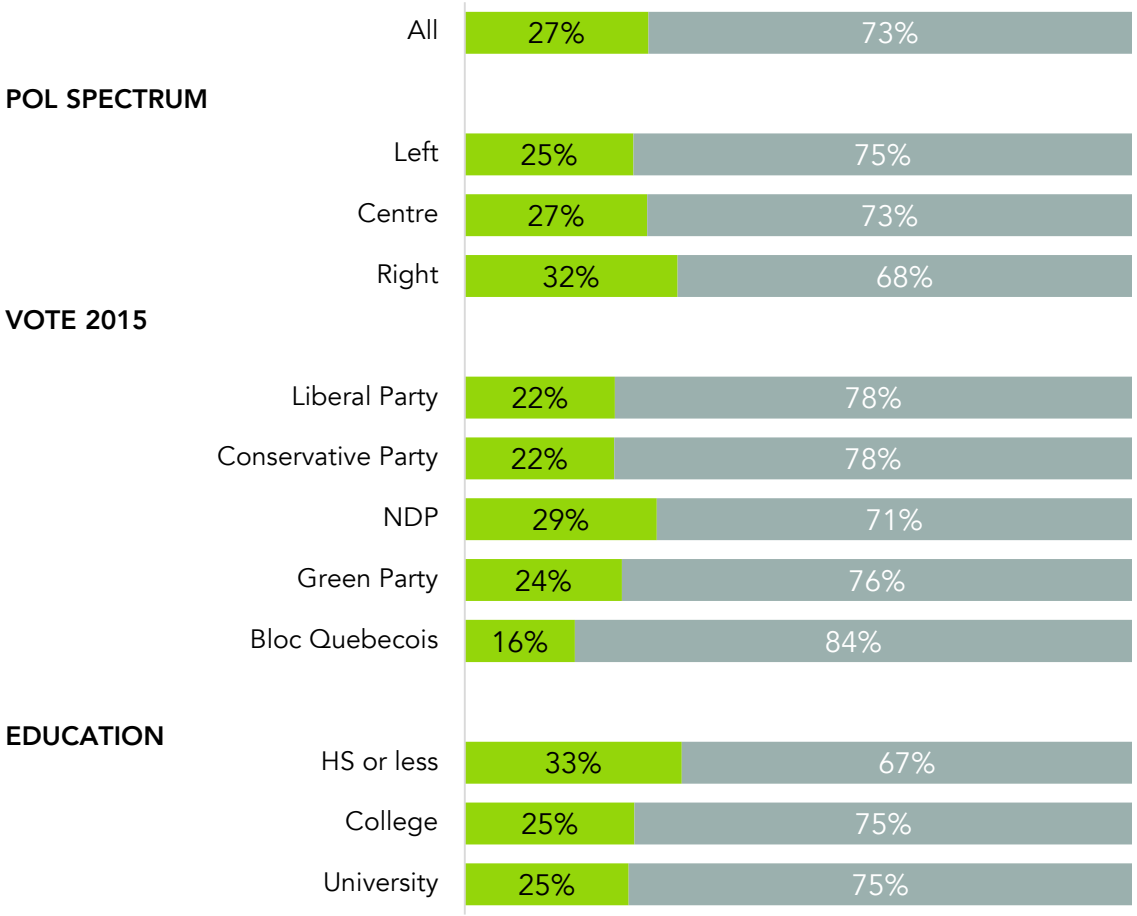
ABACUS DATA

APPENDIX
ADDITIONAL CROSSTABS

ABACUS DATA

CHANGE BEHAVIOUR VS. RAISE REVENUE: PERSONAL INCOME TAX

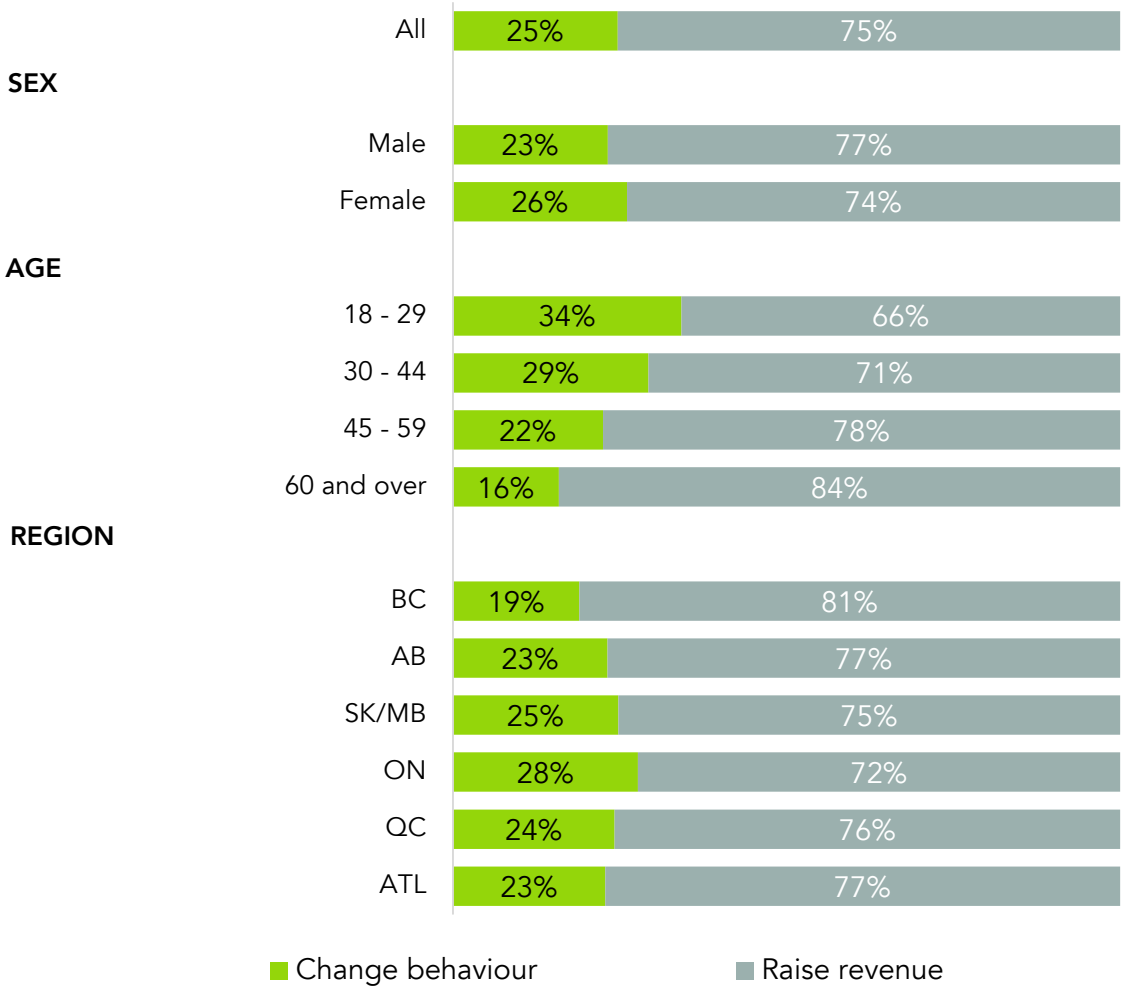


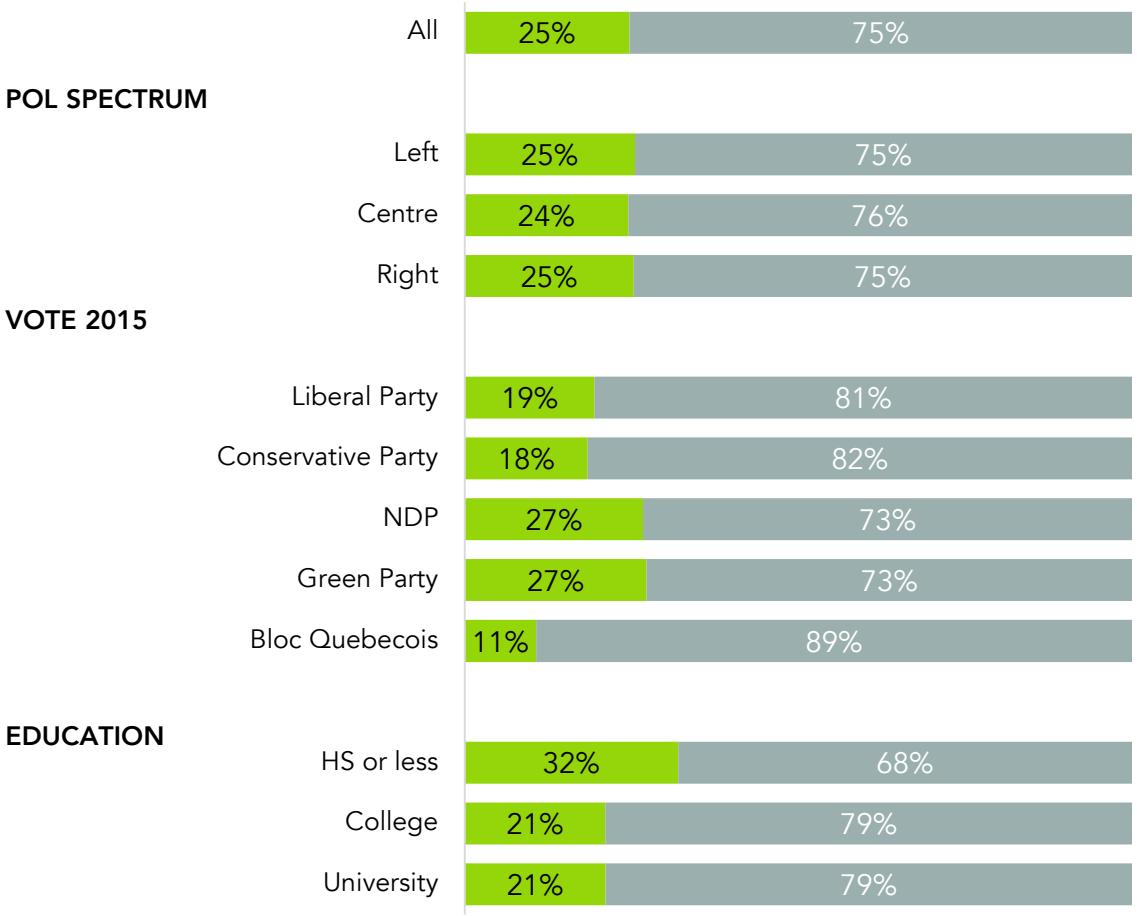


For each of the following taxes, do you think its primary purpose is to change behaviour or to raise revenue?

ABACUS DATA

CHANGE BEHAVIOUR VS. RAISE REVENUE: BUSINESS INCOME TAX

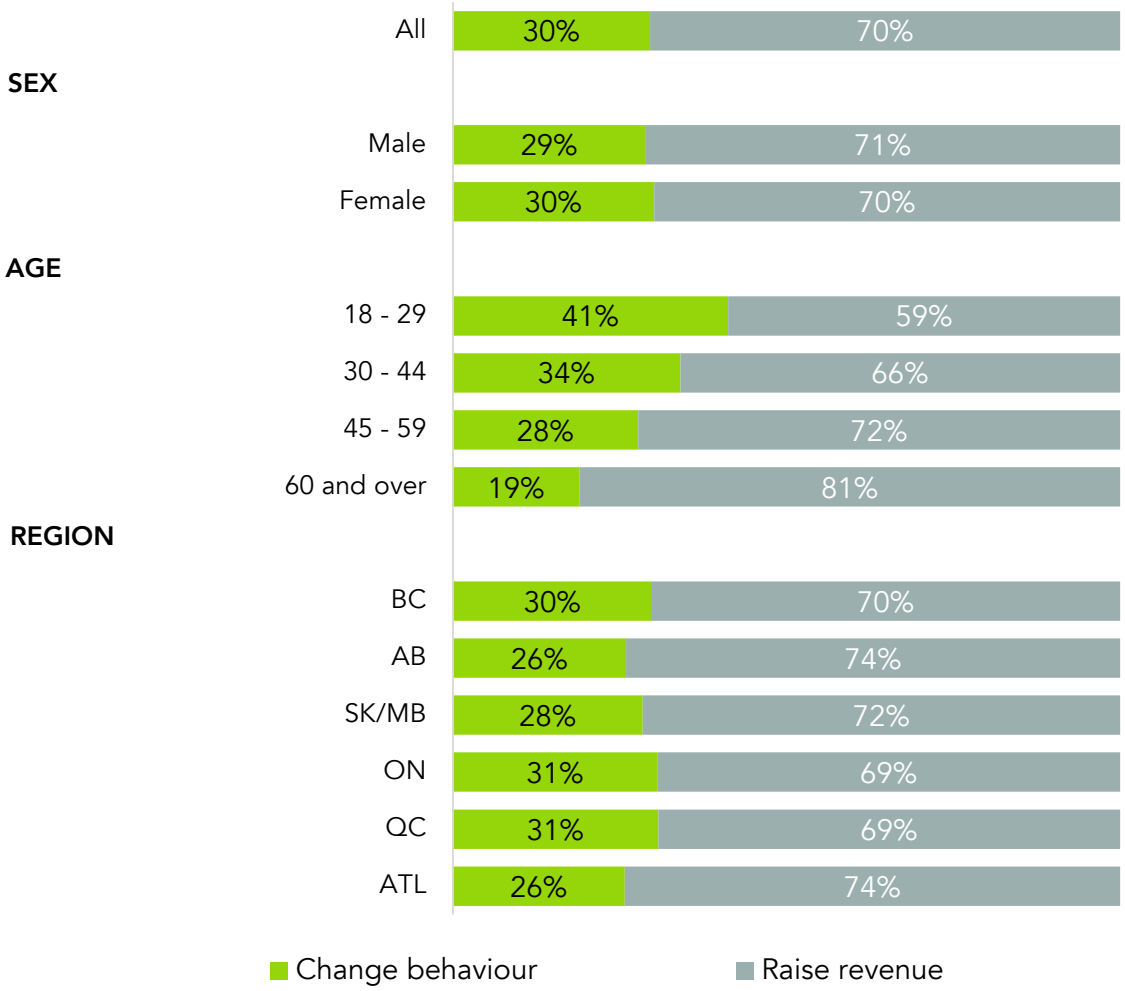


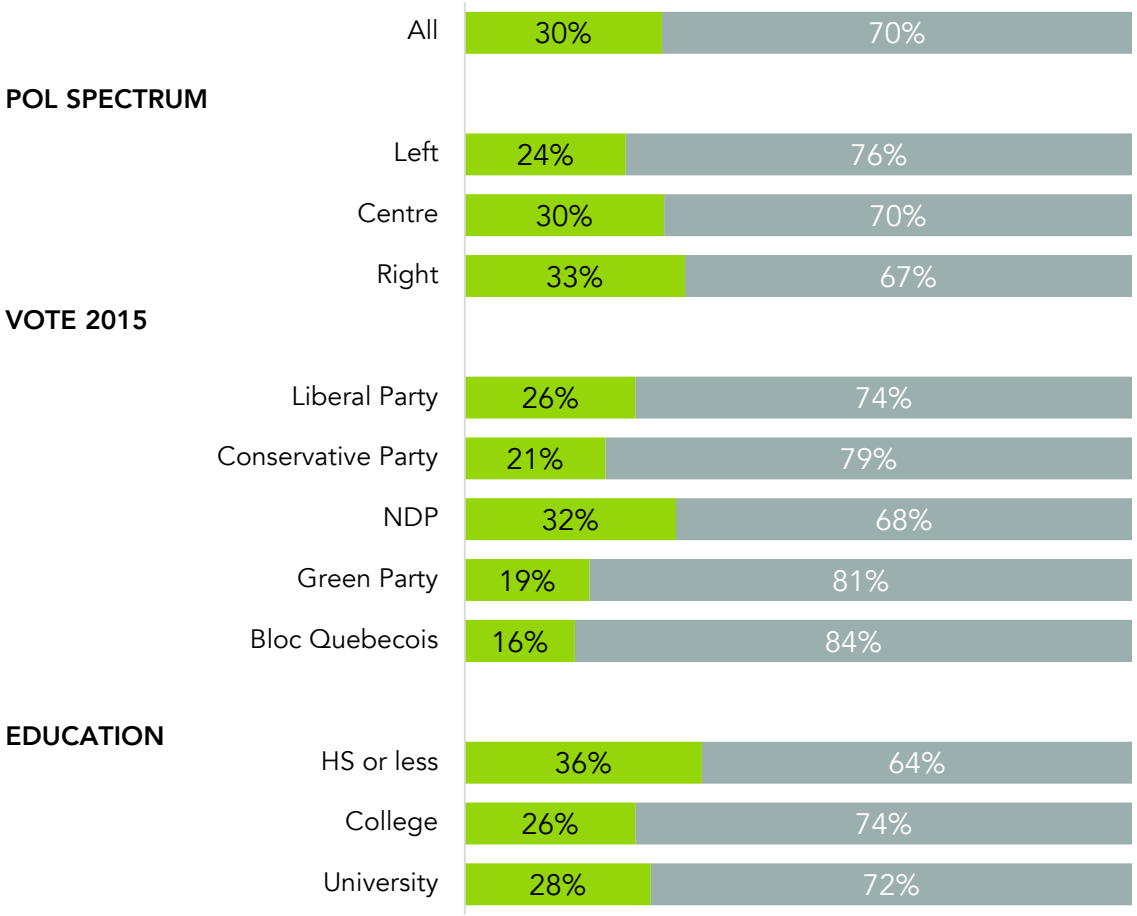


For each of the following taxes, do you think its primary purpose is to change behaviour or to raise revenue?

ABACUS DATA

CHANGE BEHAVIOUR VS. RAISE REVENUE: SALES TAX

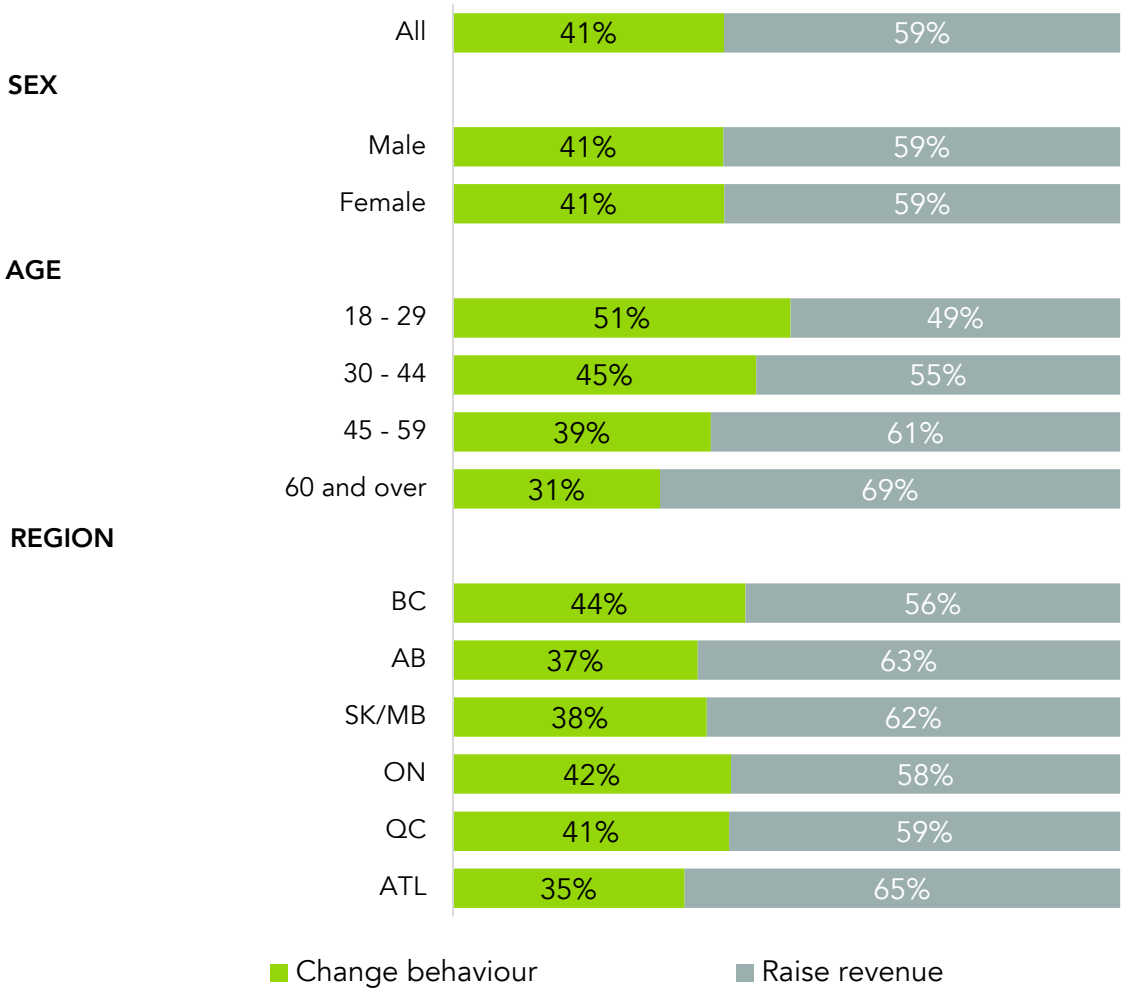


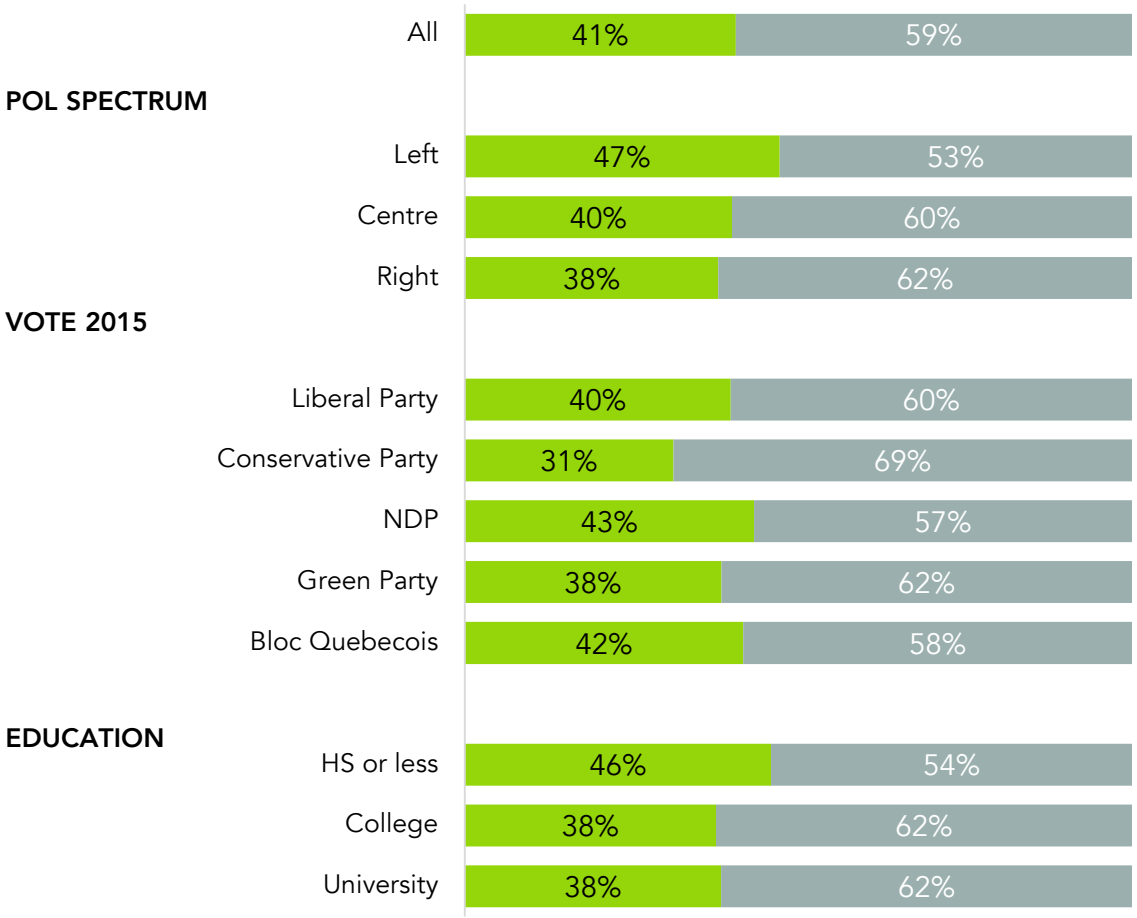


For each of the following taxes, do you think its primary purpose is to change behaviour or to raise revenue?

ABACUS DATA

CHANGE BEHAVIOUR VS. RAISE REVENUE: GAS TAX

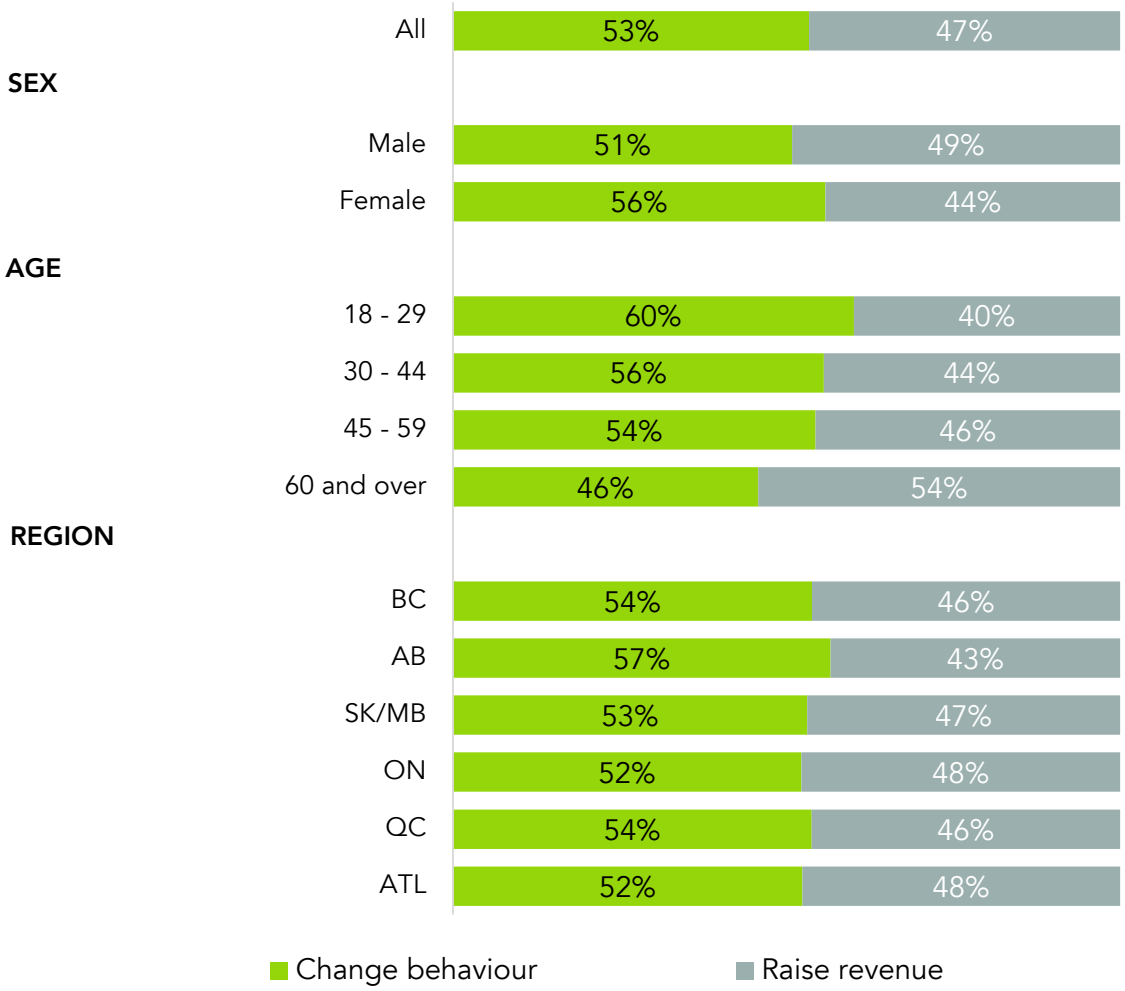


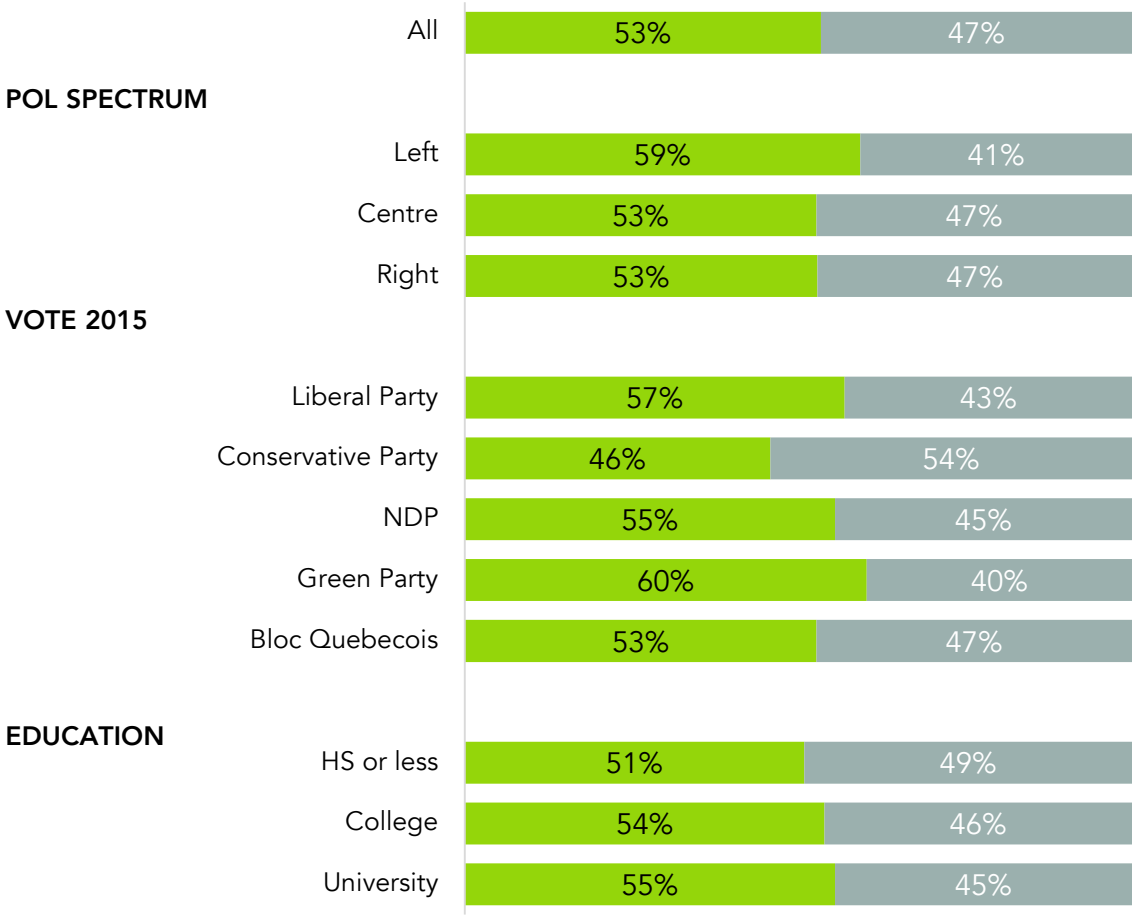


For each of the following taxes, do you think its primary purpose is to change behaviour or to raise revenue?

ABACUS DATA

CHANGE BEHAVIOUR VS. RAISE REVENUE: TAXES ON THINGS LIKE ALCOHOL OR TOBACCO

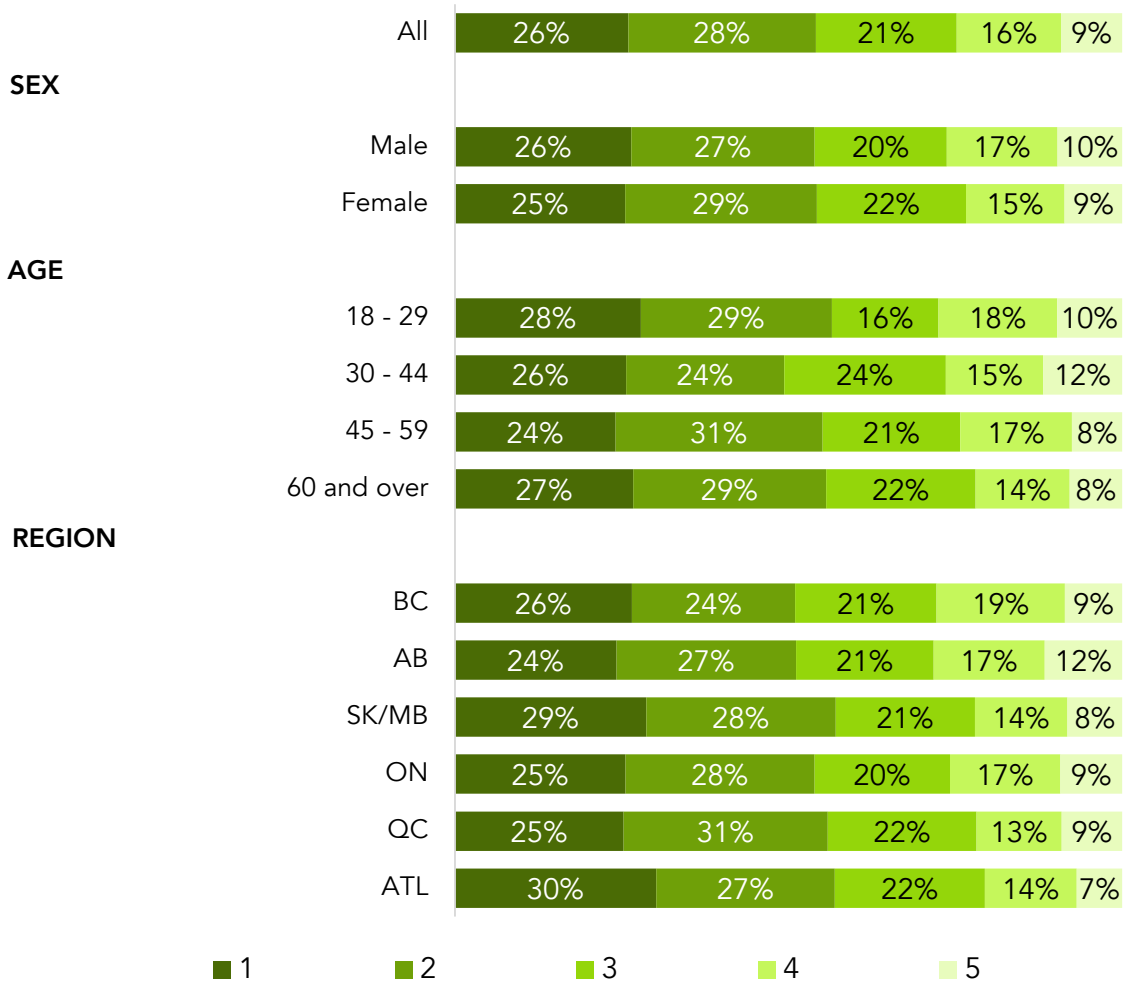


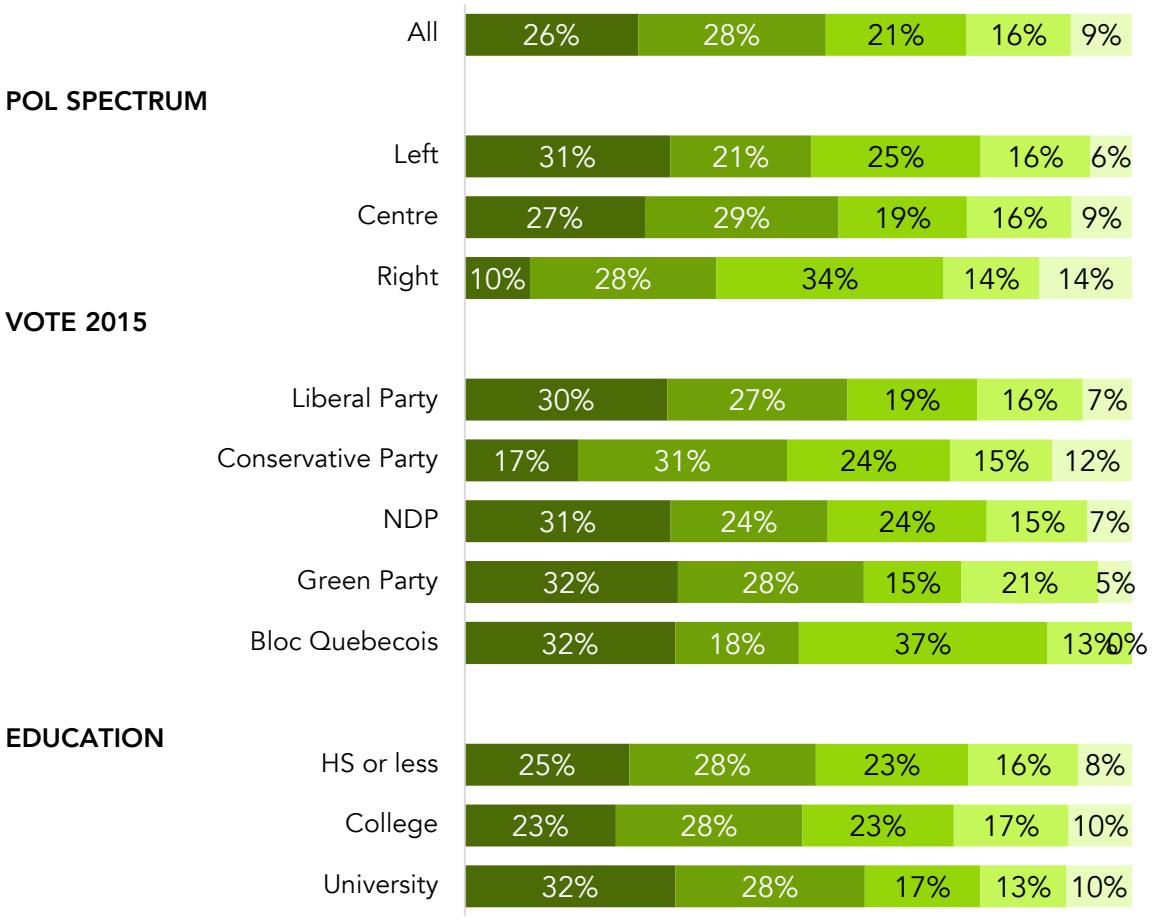


For each of the following taxes, do you think its primary purpose is to change behaviour or to raise revenue?

ABACUS DATA

RANKING CARBON PRICING POLICY OBJECTIVES:
CHANGE THE BEHAVIOUR OF BUSINESSES AND INDIVIDUALS

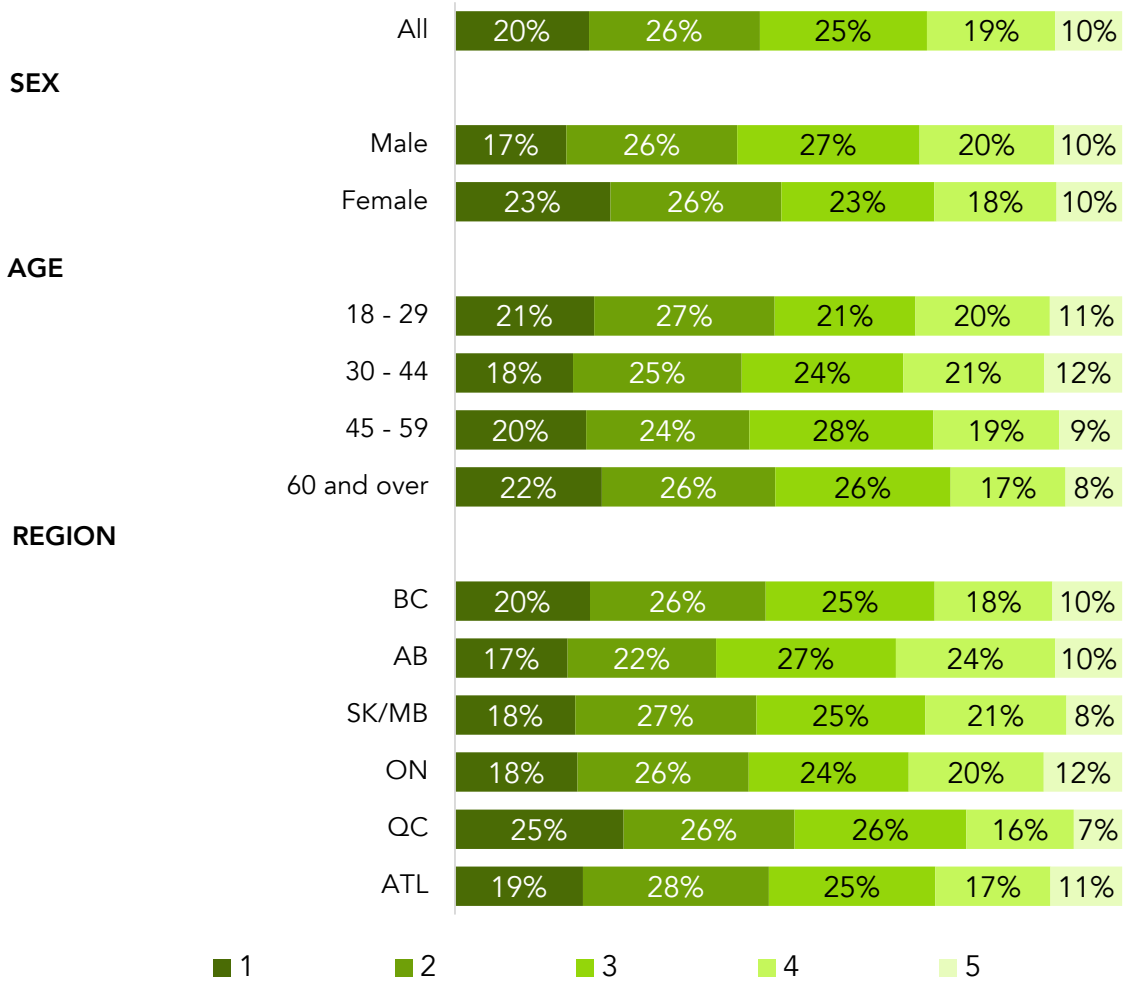


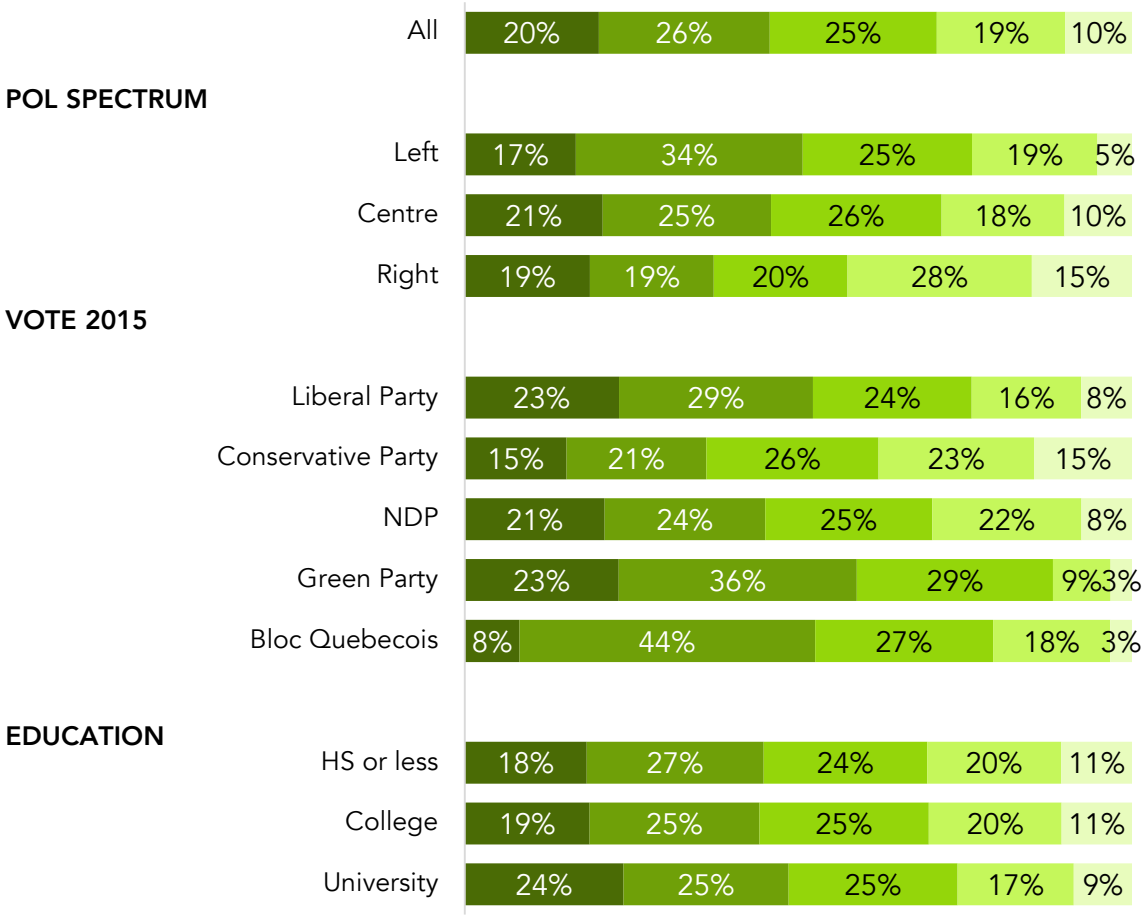


What do you think the most important objectives for carbon pricing policy are?

ABACUS DATA

RANKING CARBON PRICING POLICY OBJECTIVES:
CREATE INCENTIVES TO REDUCE GHG EMISSIONS

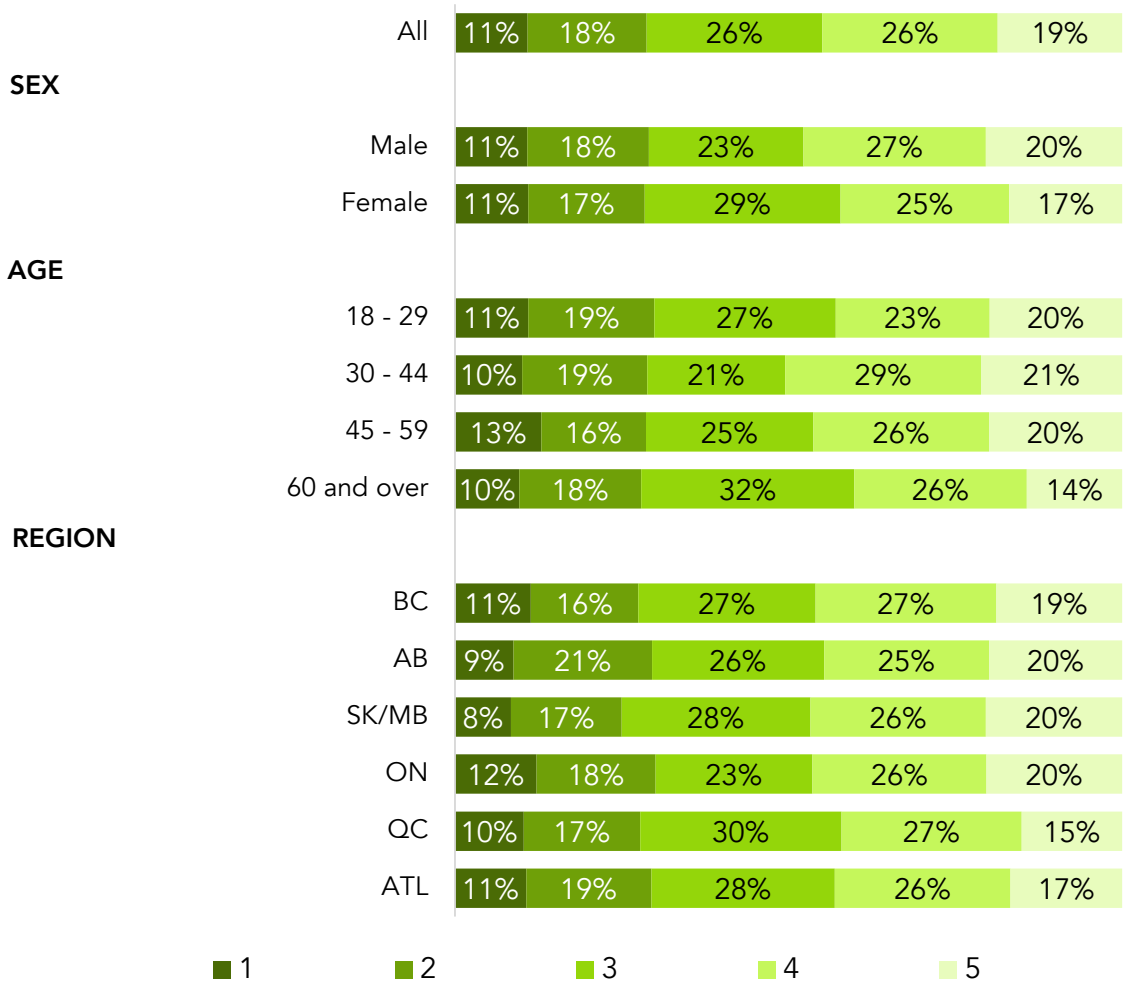


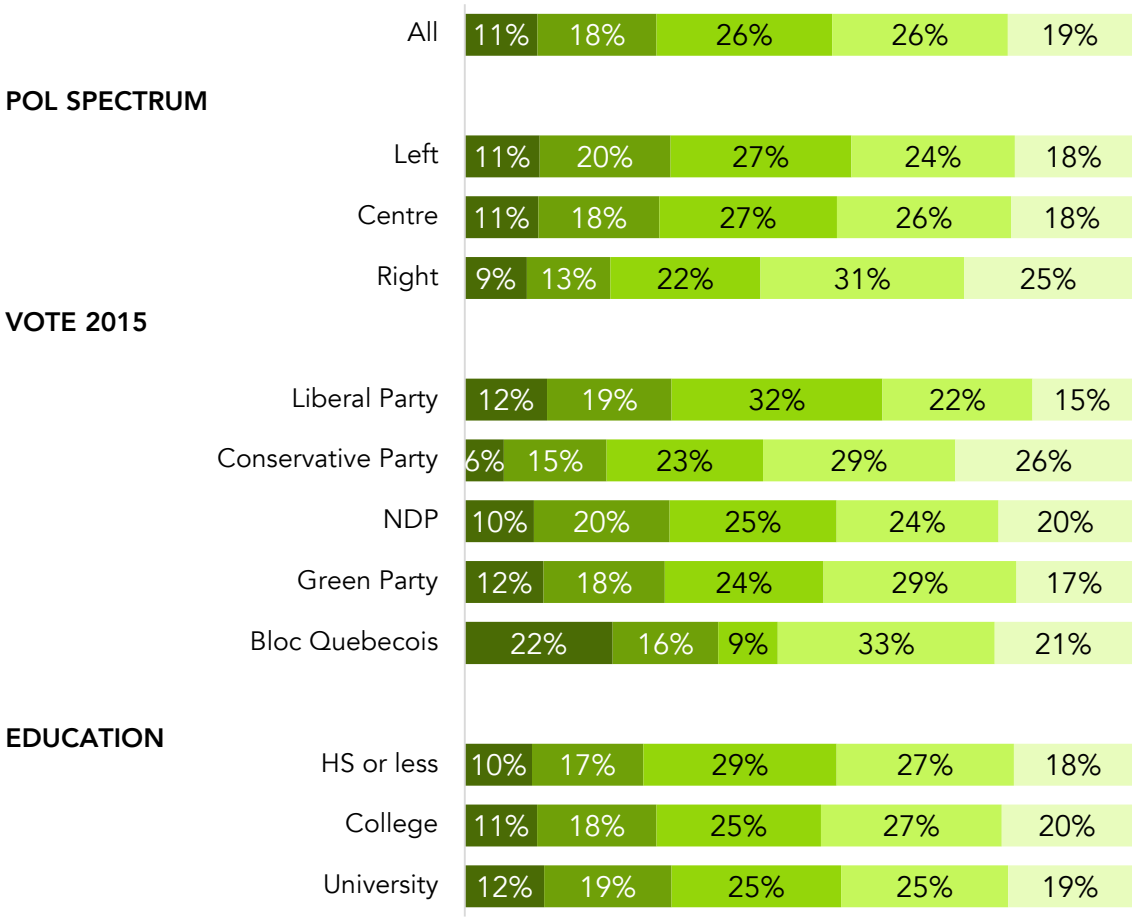


What do you think the most important objectives for carbon pricing policy are?

ABACUS DATA

RANKING CARBON PRICING POLICY OBJECTIVES:
SPARK LOW CARBON INNOVATION

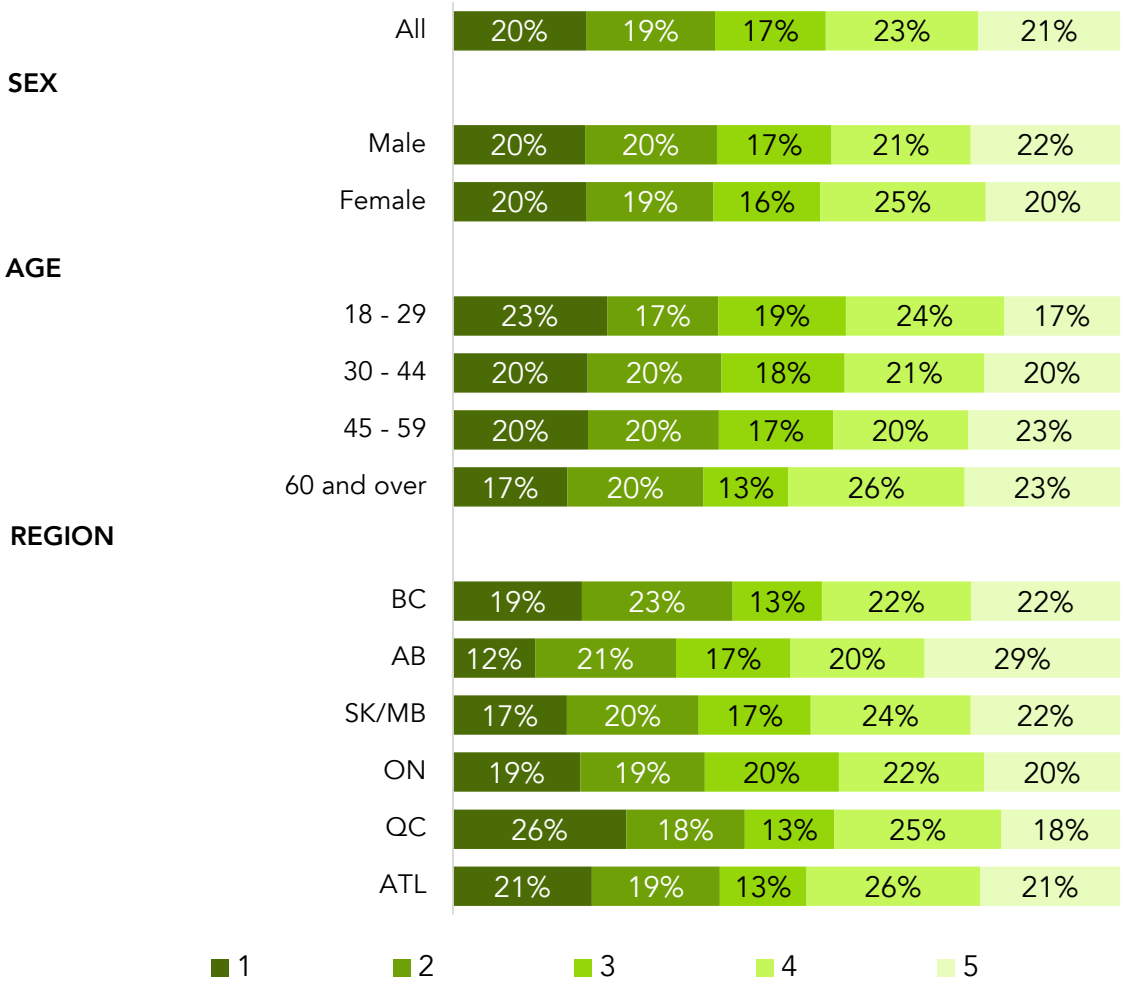


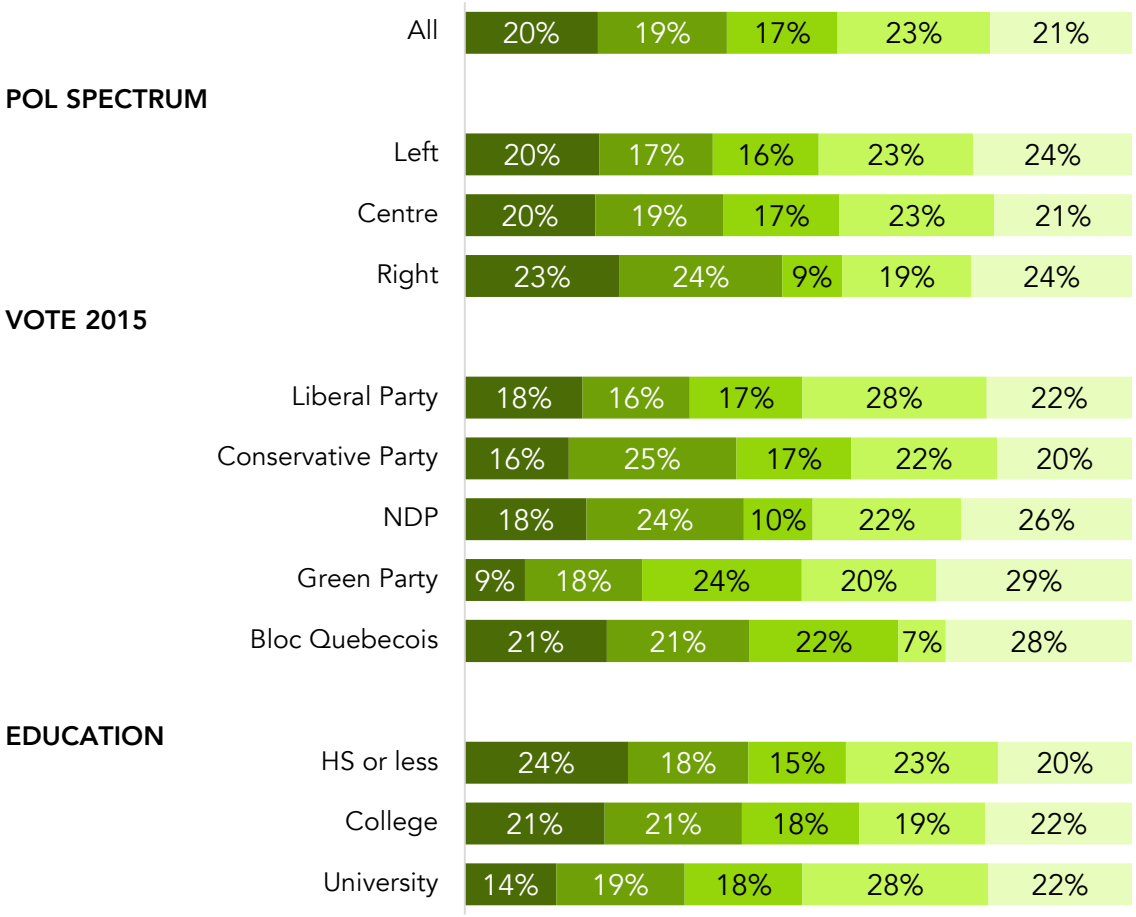


What do you think the most important objectives for carbon pricing policy are?

ABACUS DATA

RANKING CARBON PRICING POLICY OBJECTIVES:
PENALIZE POLLUTERS

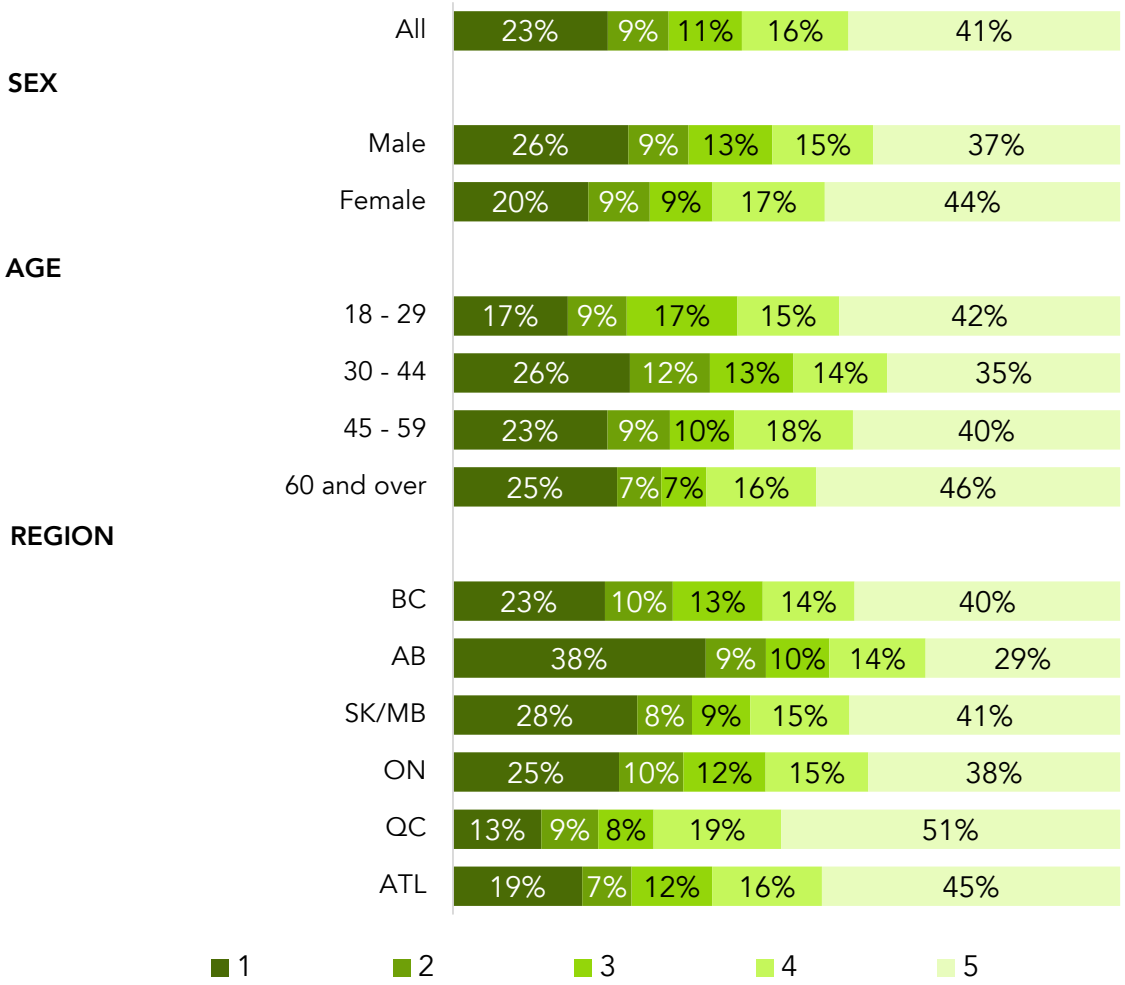


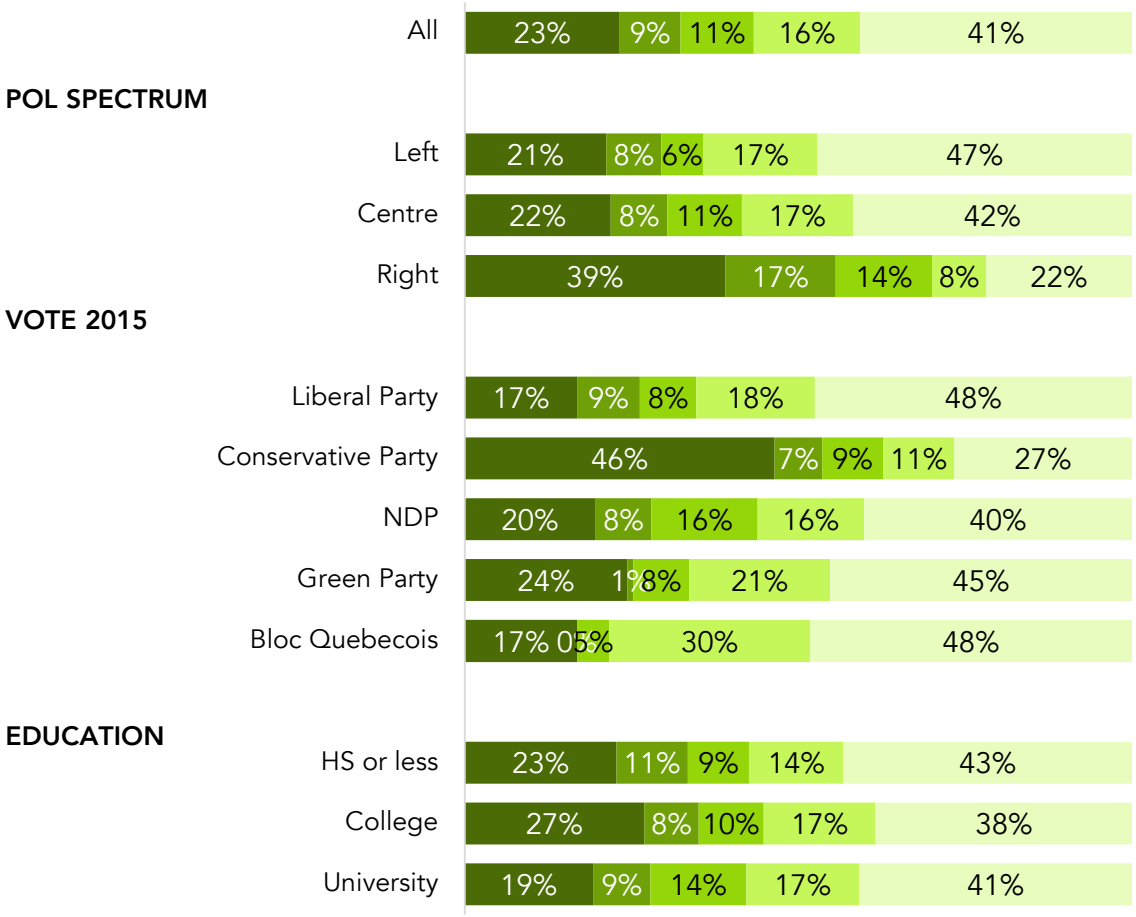


What do you think the most important objectives for carbon pricing policy are?

ABACUS DATA

CARBON PRICING POLICY OBJECTIVES:
GENERATE REVENUE FOR GOVERNMENT

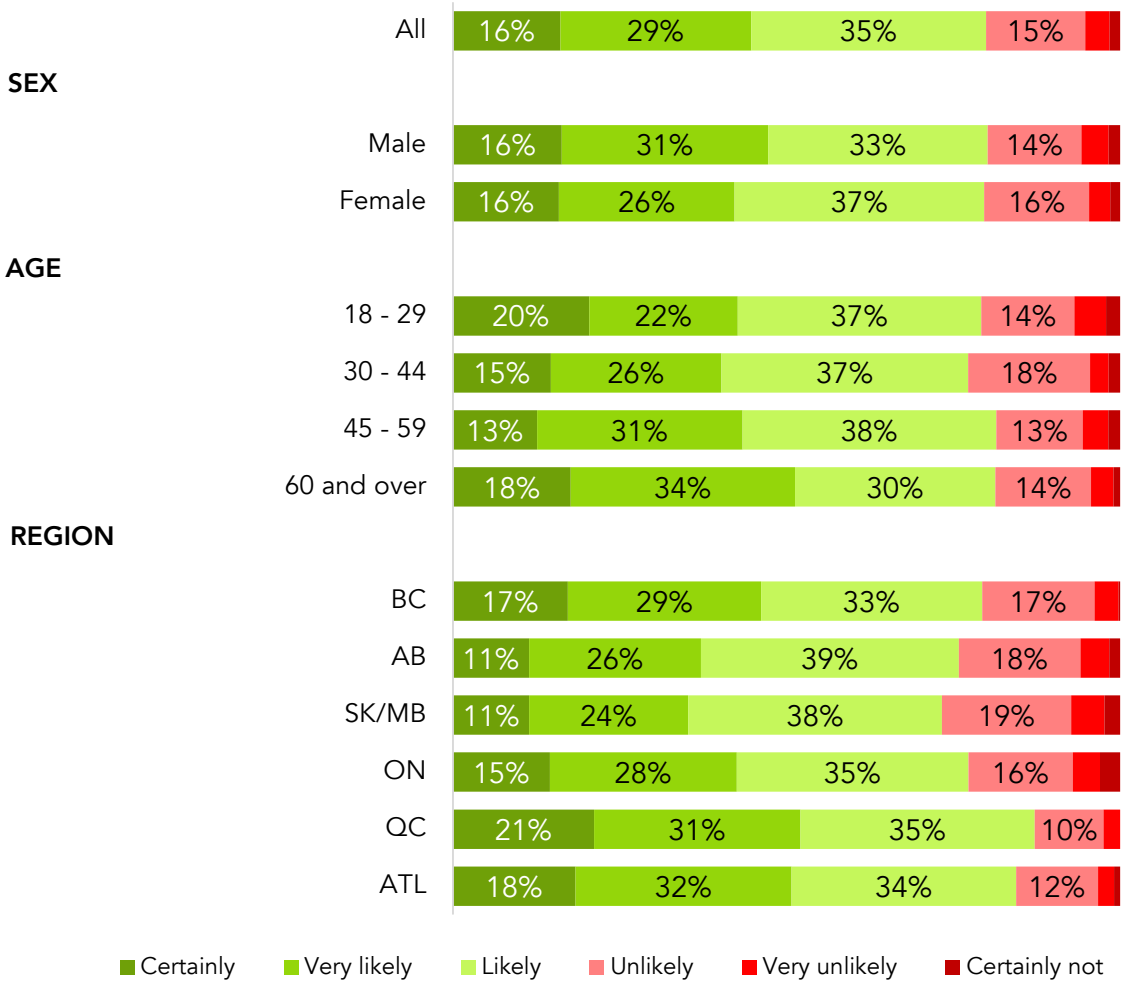


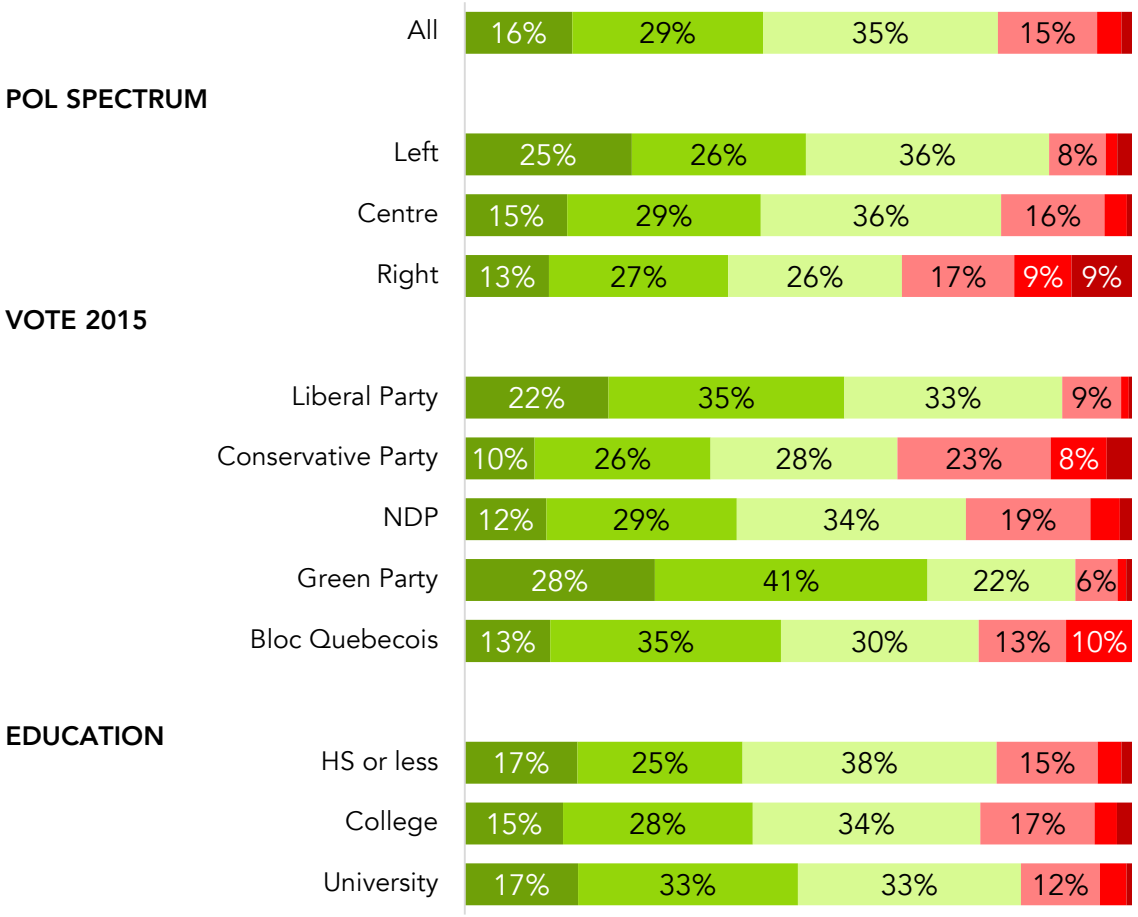


What do you think the most important objectives for carbon pricing policy are?

ABACUS DATA

EFFECTS OF CARBON TAX:
ENERGY TECH BREAKTHROUGHS DEVELOP MORE QUICKLY

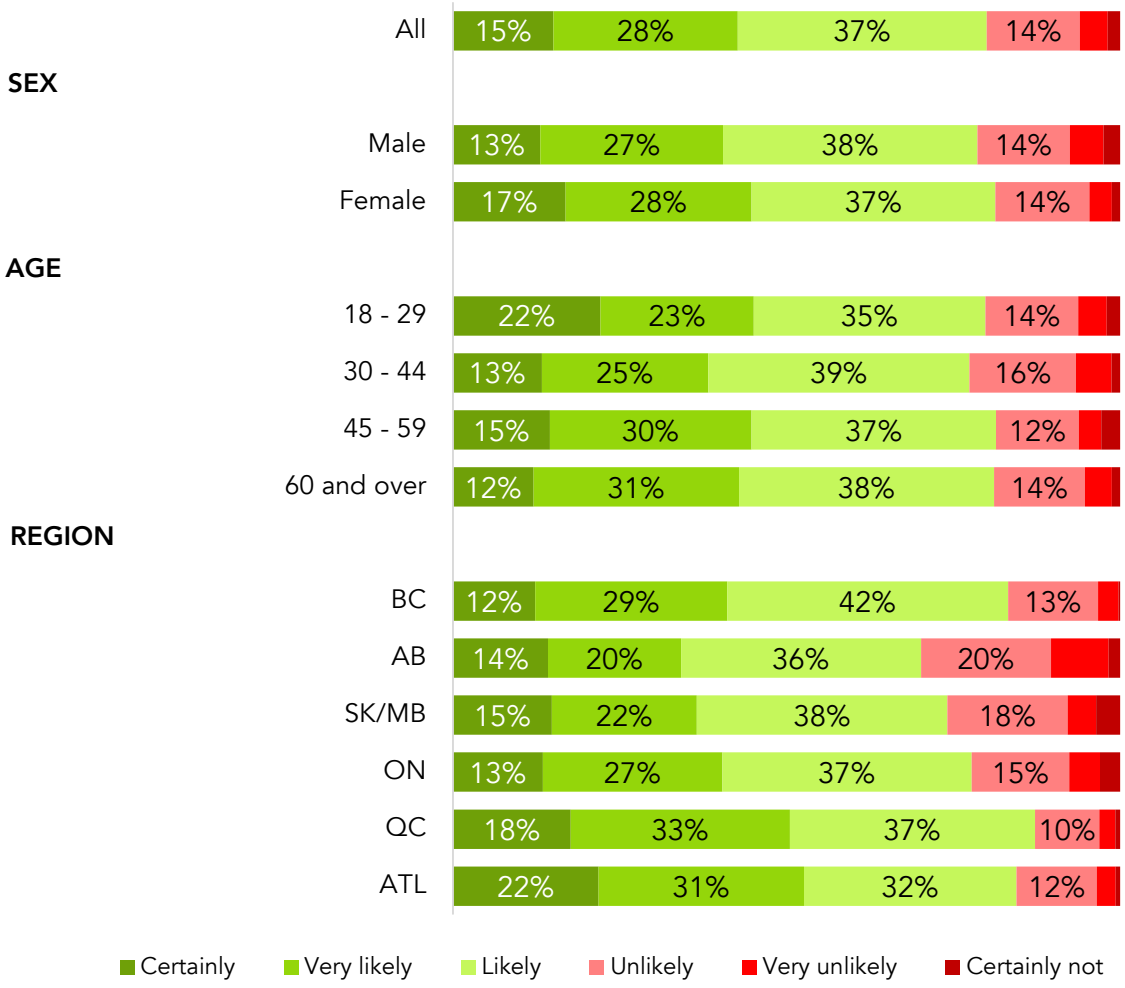


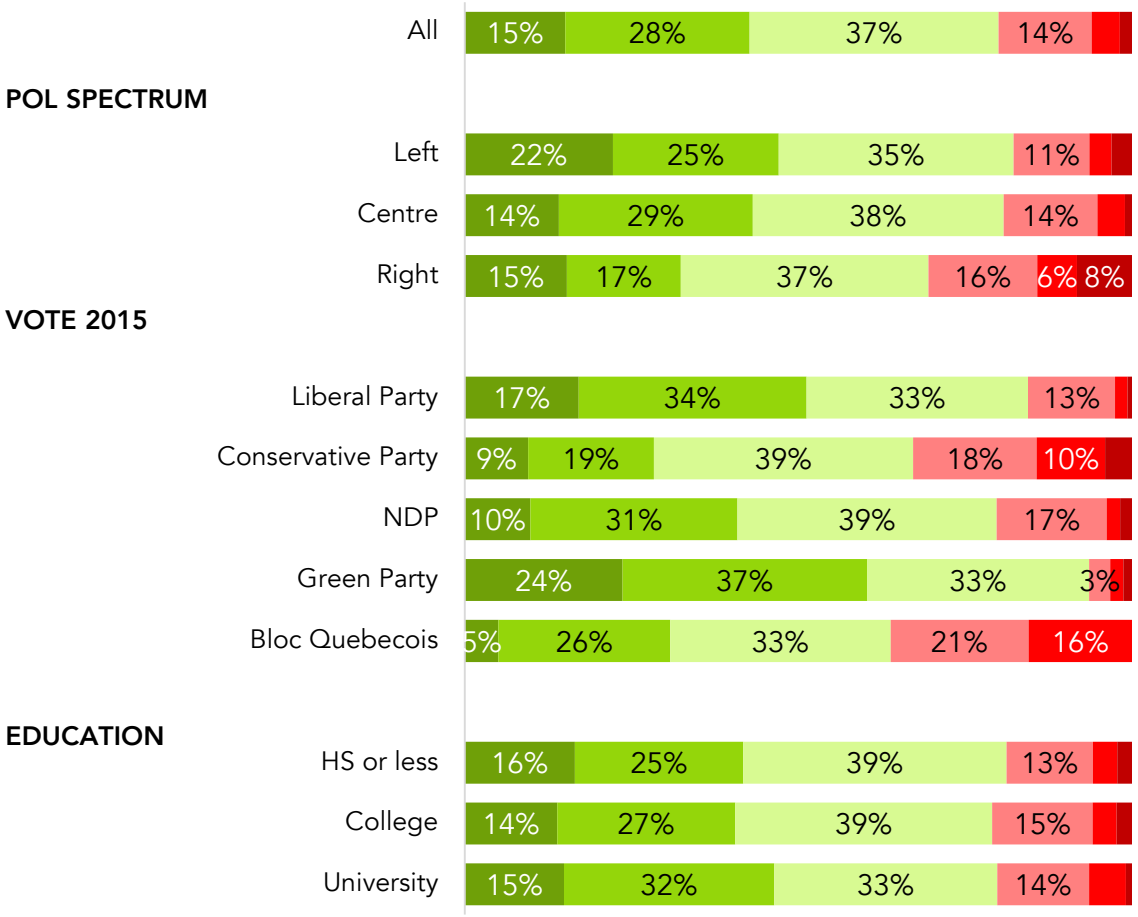


How likely do you think it is that by making it more expensive to create carbon pollution that…?

ABACUS DATA

EFFECTS OF CARBON TAX:
PEOPLE WILL THINK HARDER ABOUT HOW TO REDUCE ENERGY

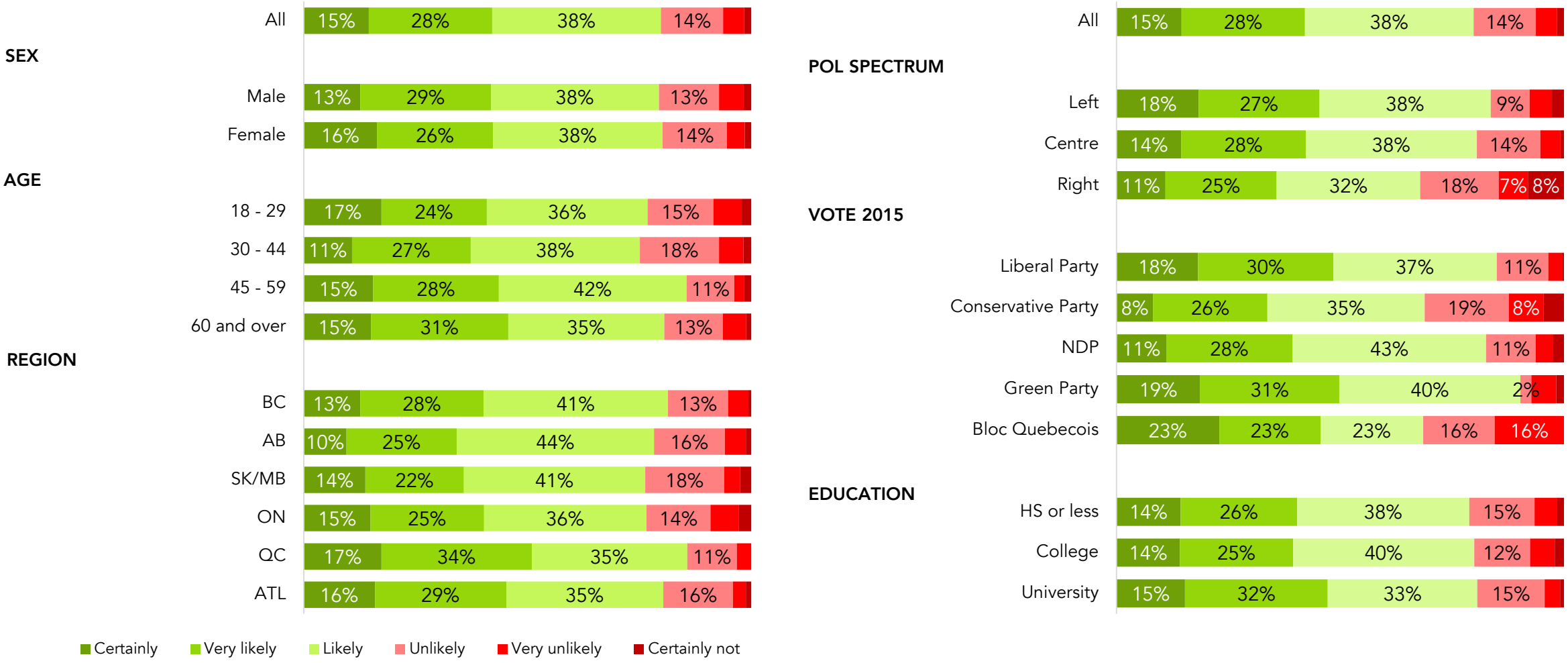




How likely do you think it is that by making it more expensive to create carbon pollution that…?

ABACUS DATA

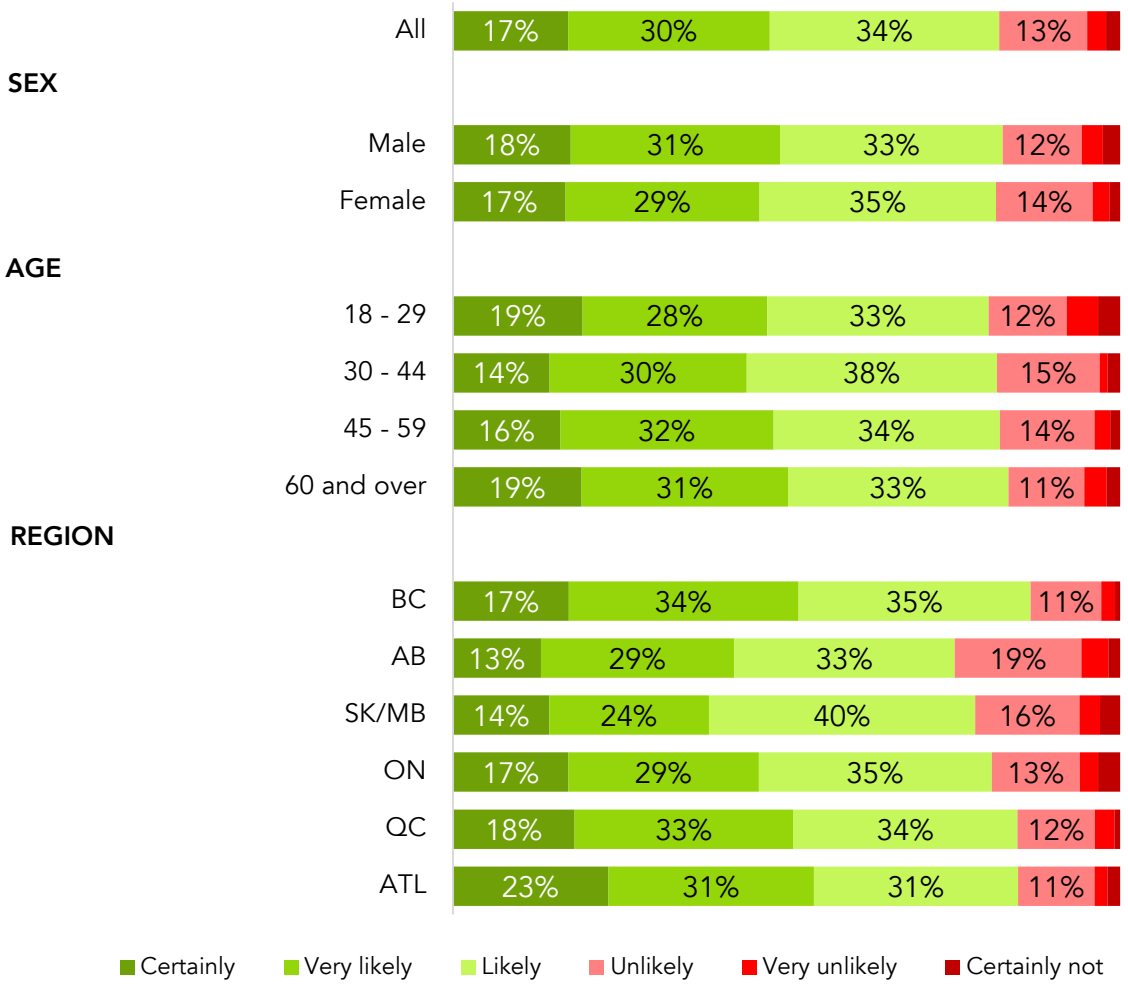
EFFECTS OF CARBON TAX:
COMPANIES WILL IMPROVE PROCESS TO SAVE MONEY

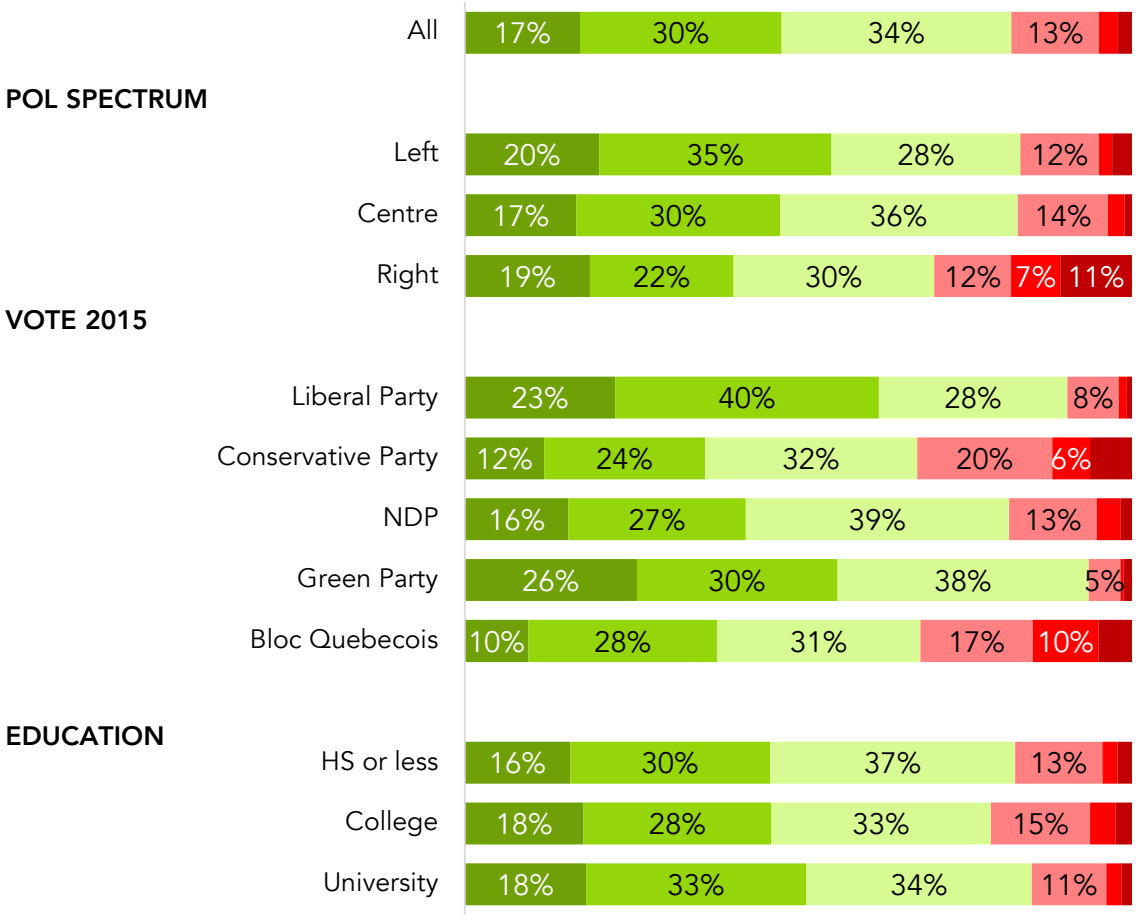


How likely do you think it is that by making it more expensive to create carbon pollution that…?

ABACUS DATA

EFFECTS OF CARBON TAX:
MARKET FOR EFFICIENT PRODUCTS WILL GROW MORE QUICKLY

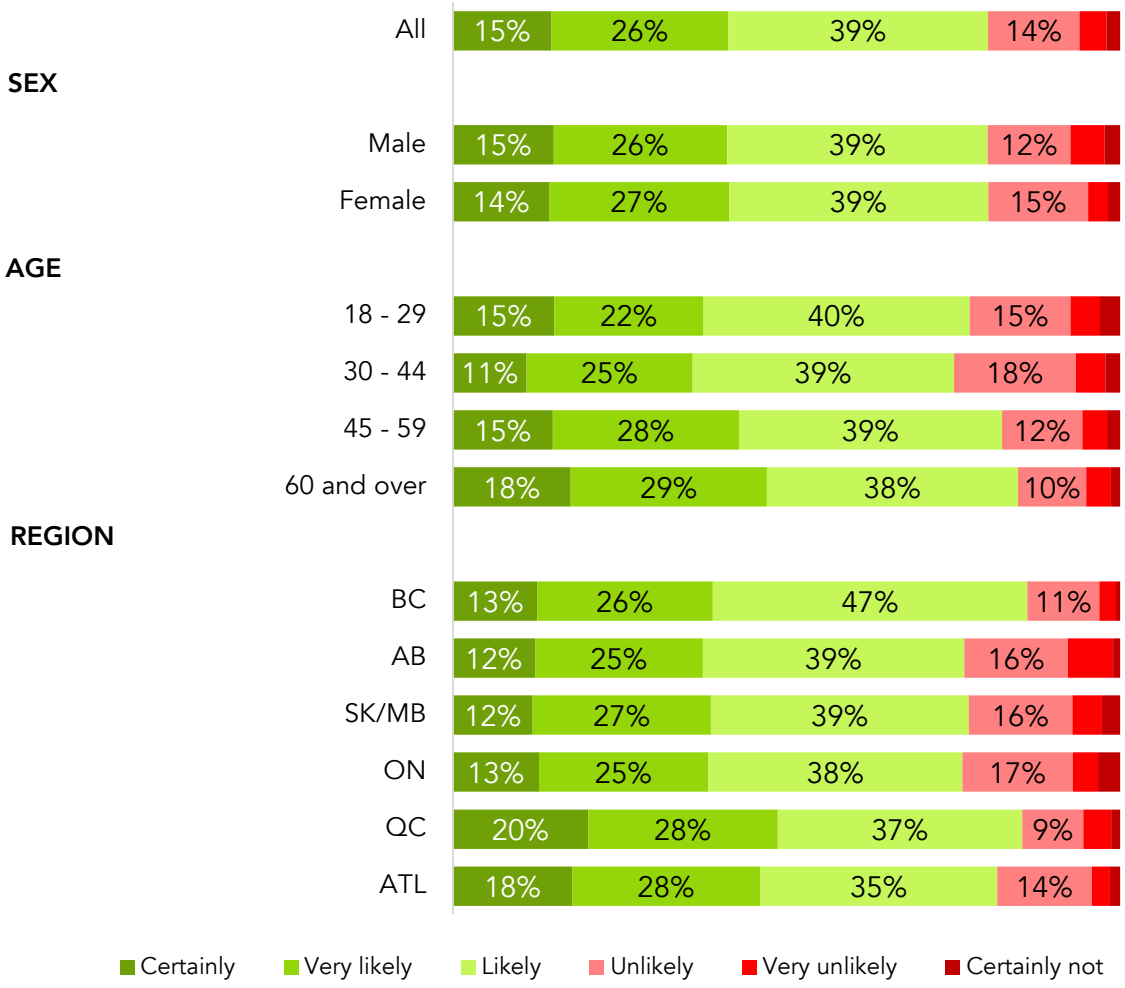


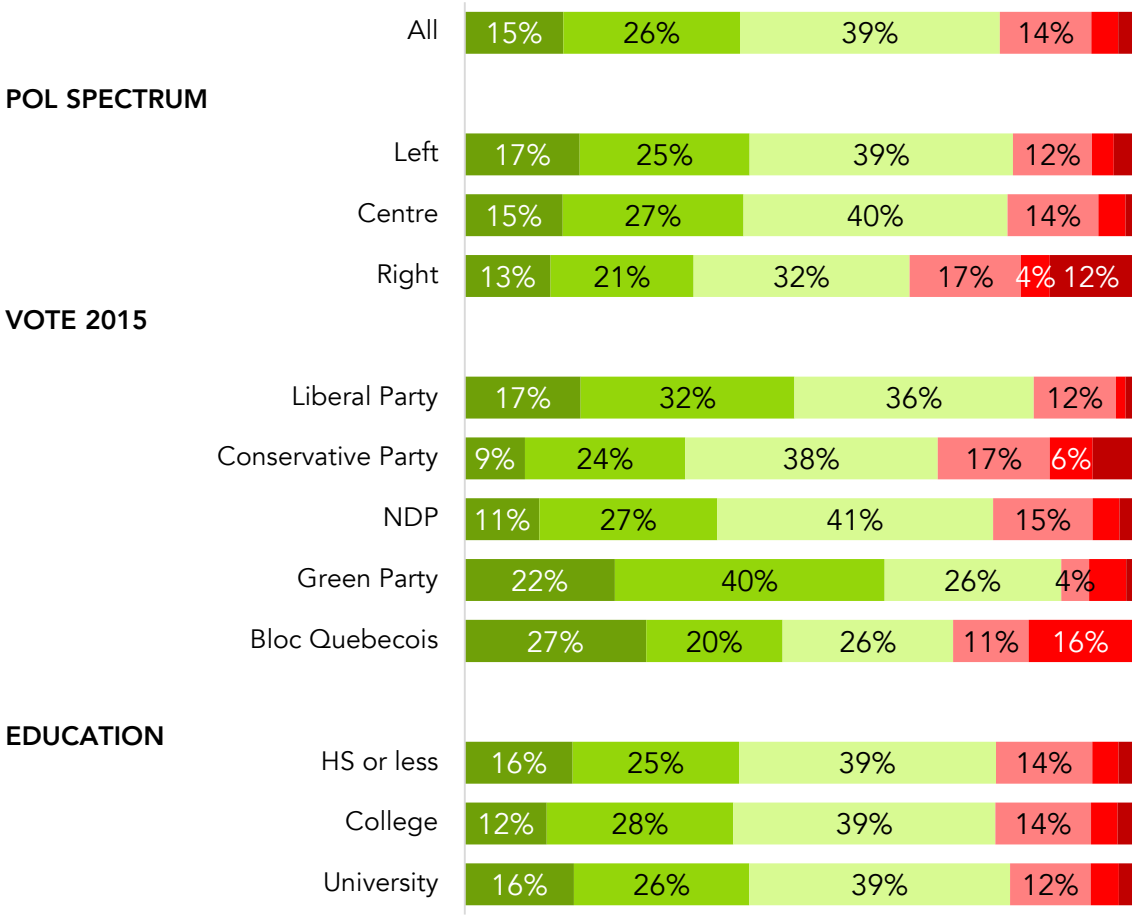


How likely do you think it is that by making it more expensive to create carbon pollution that…?

ABACUS DATA

EFFECTS OF CARBON TAX:
TRANSPORTATION / VEHICLE MANUFACTURERS WILL REDUCE POLLUTION

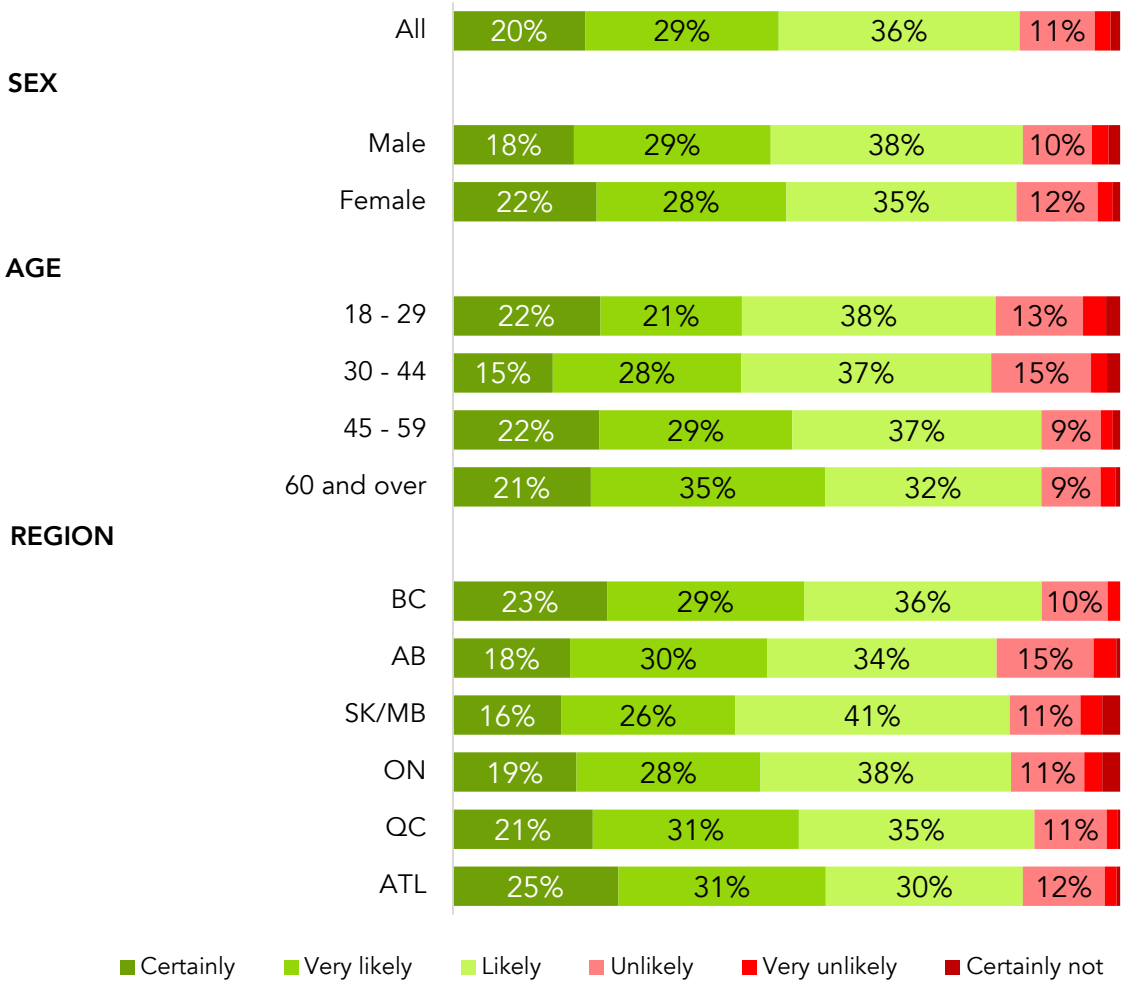


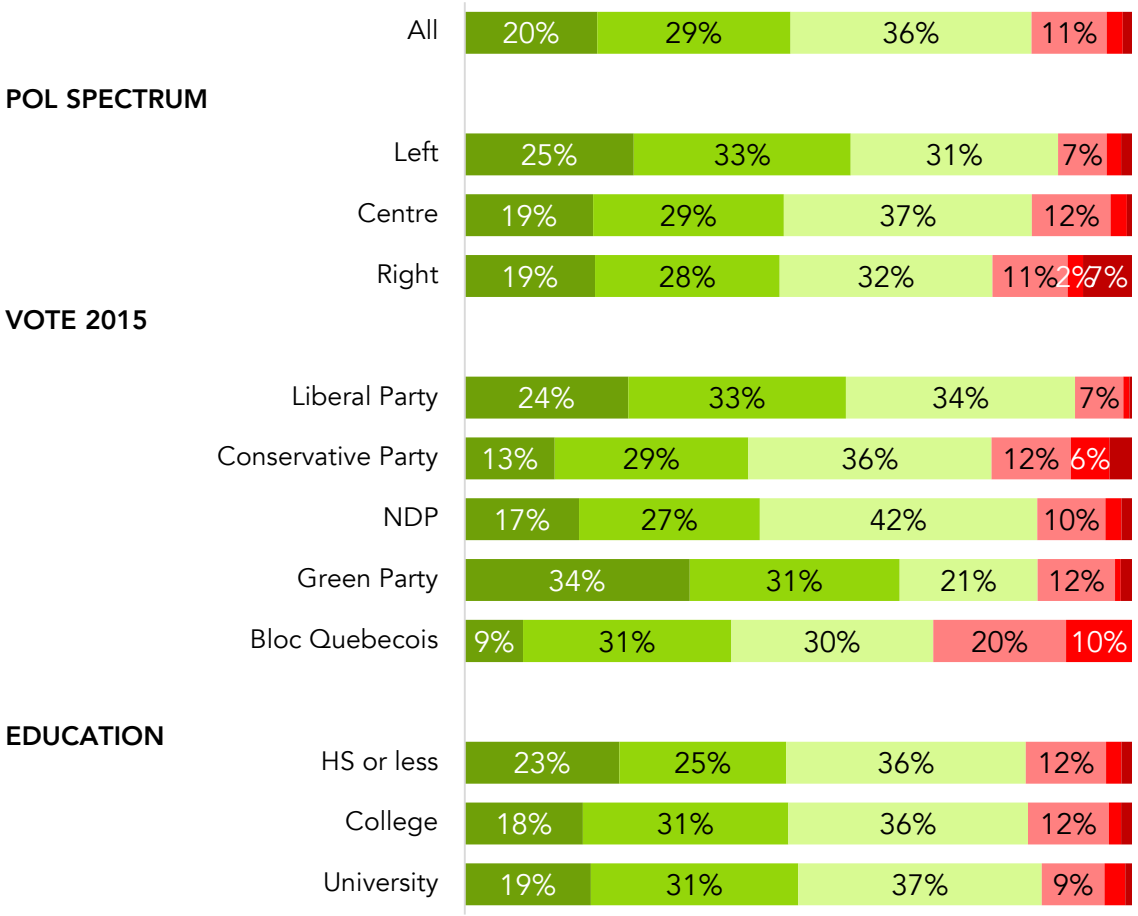


How likely do you think it is that by making it more expensive to create carbon pollution that…?

ABACUS DATA

EFFECTS OF CARBON TAX:
MORE ENERGY EFFICIENT BUILDINGS





How likely do you think it is that by making it more expensive to create carbon pollution that…?

ABACUS DATA