

Report

# New Carbon Tax

Survey of Quebecers



**MEI**

Ideas for a  
More Prosperous  
Society

DATE 16/11/2018

PROJECT NUMBER 13026-036

**Leger**



# CONTEXT, OBJECTIVES AND METHODOLOGY

# CONTEXT, OBJECTIVES AND METHODOLOGY

**Leger** was commissioned by the Montreal Economic Institute (MEI) to conduct a study among Quebec residents in order to evaluate their opinion about the new carbon tax and its impacts.

To do so, a **Web survey** was conducted from **November 9<sup>th</sup> to November 12<sup>th</sup>, 2018** among **1,005 English and French-speaking Quebecers**, 18 years of age or older.

Using data from Statistics Canada, results were weighted according to gender, age, region, mother tongue, education and presence of minor children in the household in order to ensure a representative sample of the entire population under review.

For comparison purposes, a probability sample of 1,005 respondents would have a margin of error of **± 3.1%**, 19 times out of 20.

## Notes pour la lecture du rapport :

- The numbers presented in this report have been rounded out and their sum (based on the actual numbers before rounding) might not correspond to the manual addition of rounded numbers.
- In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.
- Results presenting statistically significant differences are indicated beside the presentation of overall results in boxes.



HIGHLIGHTS



## Media Noise (p.7)

About half of Quebecers (48%) have heard about the Canadian government's plan to introduce a new carbon tax by 2022.



## Opinion on the New Carbon Tax (p.8)

When asked about the principle of the new carbon tax, 62% of Quebecers are in favour and 25% are against.

However, if this tax allows the GHG reduction targets to be fully reached, the share of respondents in favour increases to 76% and the share of respondents against drops to 14%.

On other hand, if it only allows the GHG reduction targets to be partially reached, only 37% are in favour and 50% are against.



## Gas Prices (p.12)

Seven in ten respondents (69%) believe that the new tax will increase the price of gas.

However, only 40% of Quebecers would be willing to pay extra for their litre of gas, for this tax.

Of these respondents, 60% are only willing to pay 5 cents more per litre, 22% are willing to pay up to 10 cents and 18% up to 20 cents or more per litre.



## Electric Car (p.15)

Two in ten Quebecers (21%) say they are not interested in buying an electric vehicle. Nevertheless, nearly half of Quebecers (46%) say they are willing to pay more to buy an electric car.

Of these respondents, 28% would pay between \$1 and \$999 more, 50% between \$1,000 and \$4,999 more and 17% between \$5,000 and \$9,999 more.

Also, owning a gas-powered vehicle has little or no impact on Quebecers' propensity to pay more for a litre of gasoline or an electric car.

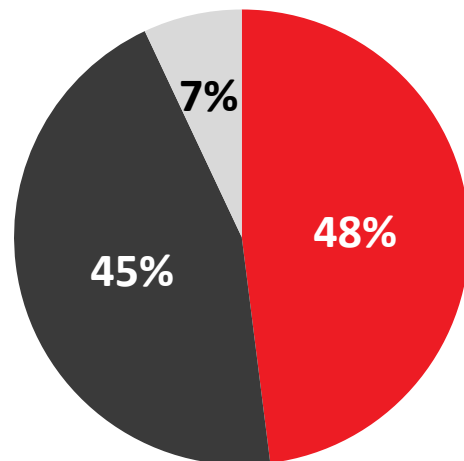


DETAILED RESULTS

# MEDIA NOISE AROUND THE NEW CARBON TAX

Q2. In recent weeks, have you read, seen, or heard any news reports about the Canadian government's plan to introduce a new carbon tax by 2022?

Base: All respondents (n=1,005)



■ Yes ■ No ■ I don't know (DNK) / Refusal

	Total	Gender		Age			Region			Language		Voting intention*			
		Male	Female	18-34	35-54	55+	Mtl CMA	Qc CMA	Rest of Qc	Franco	Non franco	CAQ	QLP	QS	PQ
	n= 1,005	497	508	203	388	414	402	300	303	783	217	299	178	152	116
Yes	48%	58%	38%	35%	41%	61%	50%	53%	44%	49%	46%	48%	62%	47%	57%
No	45%	38%	52%	60%	51%	31%	43%	40%	49%	45%	46%	47%	31%	48%	39%
I don't know / Refusal	7%	5%	9%	5%	8%	8%	8%	7%	7%	6%	8%	5%	8%	5%	5%

\*Respondents who answered "Another party", "I would not vote", "I would cancel my vote", "I don't know" and "Refusal" to the voting intention question are not shown.

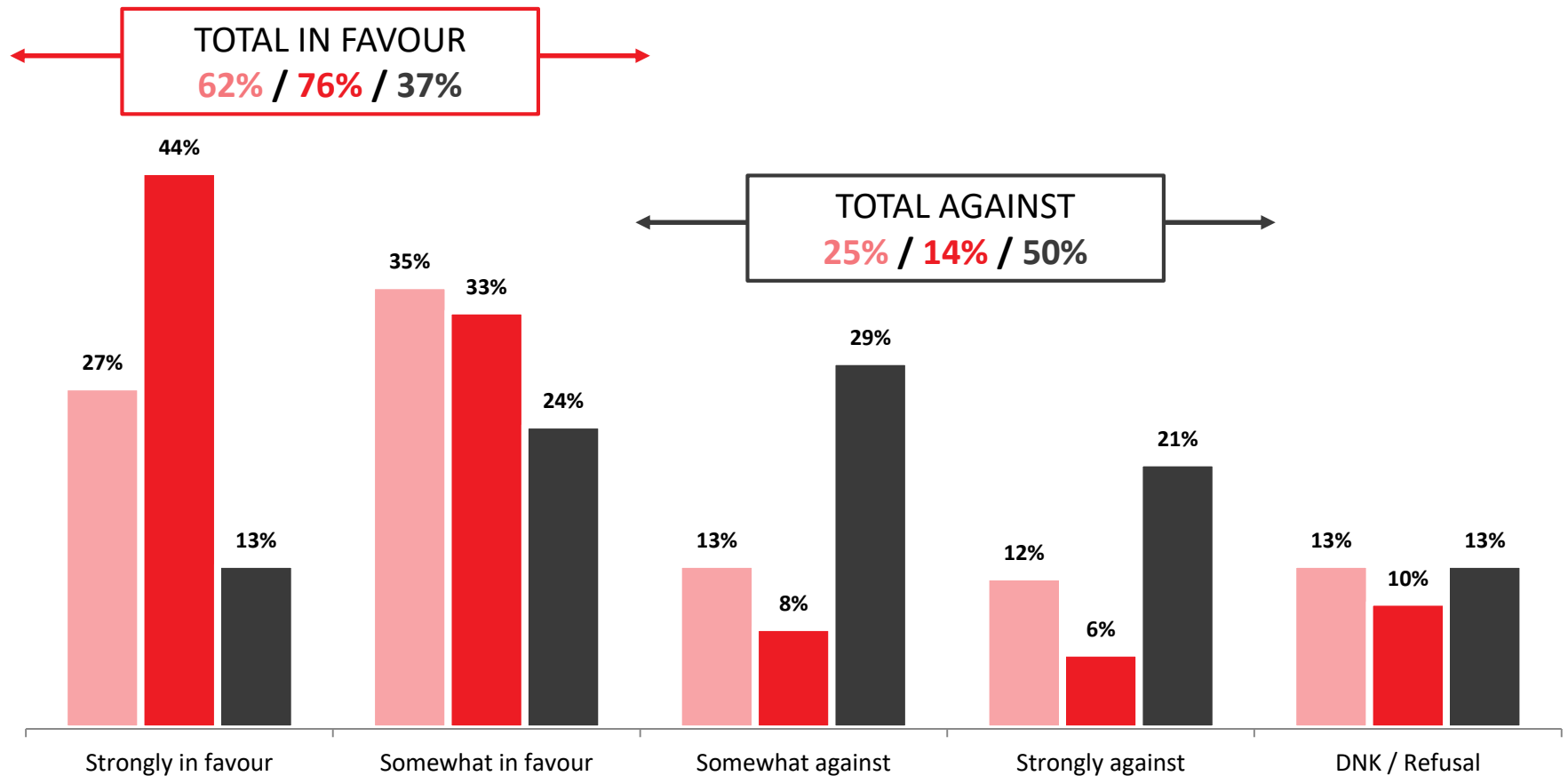
# OPINION ABOUT THE NEW CARBON TAX

Q3. Are you in favour or against this carbon tax aimed at reducing greenhouse gases (GHGs)?

Q4. If this carbon tax did allow Canada to fully reach its greenhouse gas (GHG) reduction targets, would you be...

Q5. If this carbon tax did not allow Canada to fully reach its greenhouse gas (GHG) reduction targets, would you be...

Base: All respondents (n=1,005)



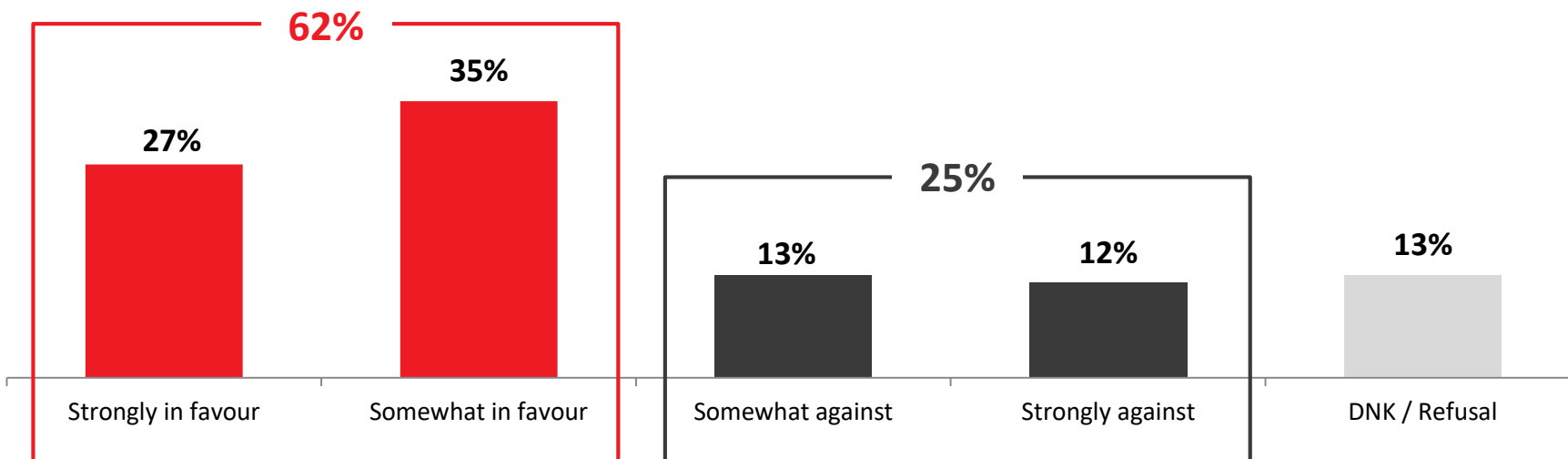
■ Q3. Opinion about the principle of the tax ■ Q4. Opinion if objectives are fully reached ■ Q5. Opinion if objectives are partially reached



# OPINION ABOUT THE PRINCIPLE OF THE NEW CARBON TAX

Q3. Are you in favour or against this carbon tax aimed at reducing greenhouse gases (GHGs)?

Base: All respondents (n=1,005)



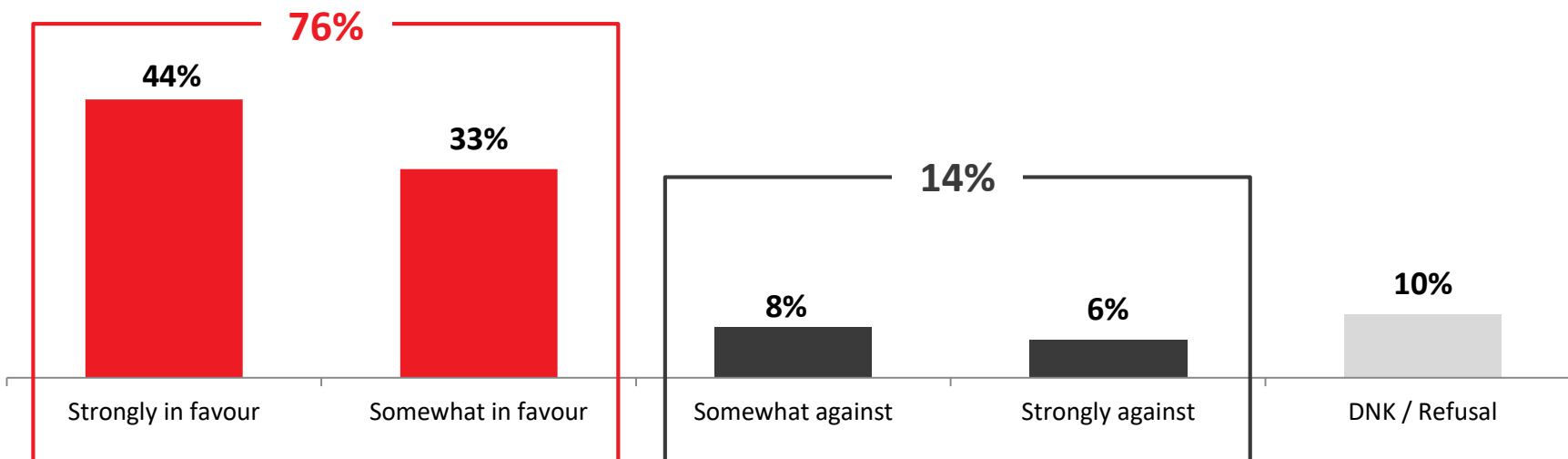
	Total	Gender		Age			Region			Language		Voting intention*			
		Male	Female	18-34	35-54	55+	Mtl CMA	Qc CMA	Rest of Qc	Franco	Non franco	CAQ	QLP	QS	PQ
	n= 1,005	497	508	203	388	414	402	300	303	783	217	299	178	152	116
<b>TOTAL IN FAVOUR</b>	<b>62%</b>	62%	62%	67%	<b>52%</b>	<b>66%</b>	<b>65%</b>	<b>53%</b>	60%	63%	61%	<b>54%</b>	<b>71%</b>	<b>74%</b>	<b>76%</b>
Strongly in favour	27%	27%	26%	31%	<b>20%</b>	29%	<b>30%</b>	24%	23%	28%	23%	<b>20%</b>	29%	<b>47%</b>	33%
Somewhat in favour	35%	35%	35%	35%	33%	37%	35%	<b>29%</b>	37%	35%	38%	34%	<b>42%</b>	<b>28%</b>	43%
<b>TOTAL AGAINST</b>	<b>25%</b>	<b>30%</b>	<b>21%</b>	<b>18%</b>	<b>32%</b>	24%	<b>21%</b>	<b>36%</b>	28%	27%	20%	<b>39%</b>	<b>19%</b>	<b>14%</b>	<b>15%</b>
Somewhat against	13%	13%	12%	10%	<b>16%</b>	12%	<b>10%</b>	<b>19%</b>	15%	<b>15%</b>	<b>7%</b>	<b>20%</b>	10%	<b>6%</b>	10%
Strongly against	12%	<b>16%</b>	<b>9%</b>	<b>8%</b>	<b>16%</b>	12%	12%	<b>18%</b>	12%	12%	14%	<b>20%</b>	9%	<b>7%</b>	<b>5%</b>
<b>Don't know / Refusal</b>	<b>13%</b>	<b>8%</b>	<b>17%</b>	15%	15%	<b>10%</b>	14%	10%	12%	<b>11%</b>	<b>19%</b>	<b>7%</b>	10%	12%	9%

\*Respondents who answered "Another party", "I would not vote", "I would cancel my vote", "I don't know" and "Refusal" to the voting intention question are not shown.

# OPINION ABOUT THE NEW CARBON TAX IF IT DID ALLOW TO FULLY REACH TARGETS

Q4. If this carbon tax did allow Canada to fully reach its greenhouse gas (GHG) reduction targets, would you be...

Base: All respondents (n=1,005)



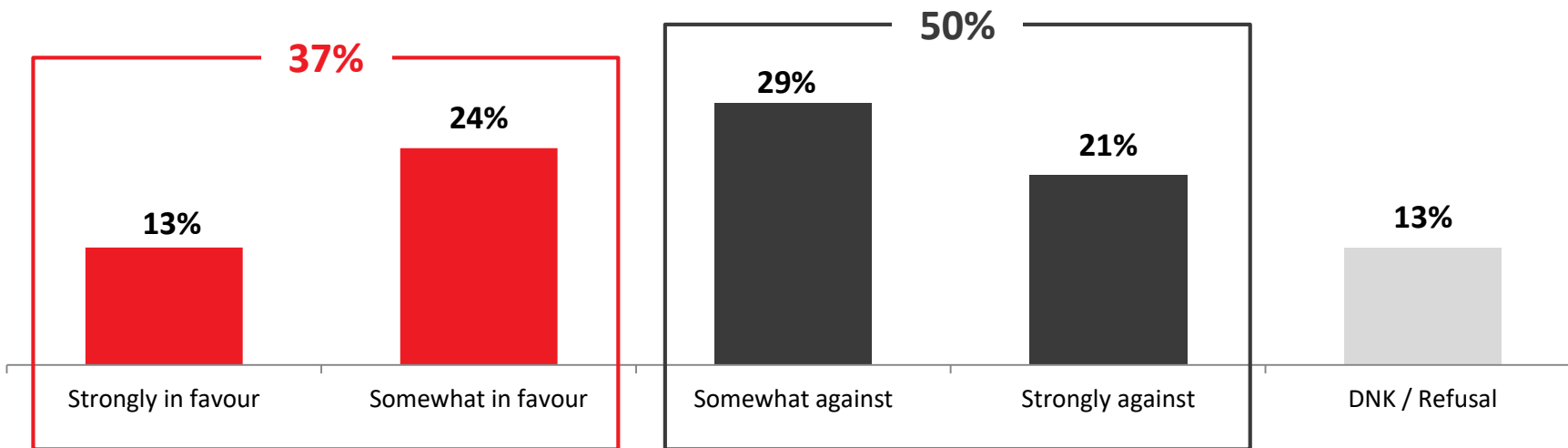
	Total	Gender		Age			Region			Language		Voting intention*			
		Male	Female	18-34	35-54	55+	Mtl CMA	Qc CMA	Rest of Qc	Franco	Non franco	CAQ	QLP	QS	PQ
	n= 1,005	497	508	203	388	414	402	300	303	783	217	299	178	152	116
<b>TOTAL IN FAVOUR</b>	<b>76%</b>	75%	78%	79%	<b>72%</b>	79%	77%	<b>67%</b>	78%	<b>79%</b>	<b>71%</b>	74%	81%	<b>90%</b>	<b>92%</b>
Strongly in favour	44%	42%	45%	<b>51%</b>	<b>33%</b>	<b>48%</b>	<b>49%</b>	<b>36%</b>	<b>39%</b>	45%	42%	<b>34%</b>	47%	<b>71%</b>	<b>56%</b>
Somewhat in favour	33%	32%	33%	28%	<b>38%</b>	31%	<b>28%</b>	31%	<b>39%</b>	34%	29%	<b>40%</b>	34%	<b>19%</b>	36%
<b>TOTAL AGAINST</b>	<b>14%</b>	<b>19%</b>	<b>9%</b>	12%	16%	13%	13%	<b>22%</b>	13%	13%	16%	<b>19%</b>	11%	<b>8%</b>	<b>6%</b>
Somewhat against	8%	<b>11%</b>	<b>5%</b>	8%	10%	7%	8%	<b>12%</b>	7%	7%	9%	<b>11%</b>	5%	4%	5%
Strongly against	6%	<b>8%</b>	<b>4%</b>	4%	7%	7%	6%	<b>10%</b>	6%	5%	7%	<b>8%</b>	6%	3%	<b>1%</b>
<b>Don't know / Refusal</b>	<b>10%</b>	<b>6%</b>	<b>13%</b>	9%	12%	8%	10%	11%	9%	<b>8%</b>	<b>14%</b>	7%	8%	<b>2%</b>	<b>2%</b>

\*Respondents who answered "Another party", "I would not vote", "I would cancel my vote", "I don't know" and "Refusal" to the voting intention question are not shown.

# OPINION ABOUT THE NEW CARBON TAX IF IT DID NOT ALLOW TO FULLY REACH TARGETS

Q5. If this carbon tax did not allow Canada to fully reach its greenhouse gas (GHG) reduction targets, would you be...

Base: All respondents (n=1,005)



	Total	Gender		Age			Region			Language		Voting intention*			
		Male	Female	18-34	35-54	55+	Mtl CMA	Qc CMA	Rest of Qc	Franco	Non franco	CAQ	QLP	QS	PQ
	n= 1,005	497	508	203	388	414	402	300	303	783	217	299	178	152	116
<b>TOTAL IN FAVOUR</b>	<b>37%</b>	<b>40%</b>	<b>33%</b>	42%	<b>29%</b>	40%	39%	32%	35%	37%	37%	<b>27%</b>	42%	<b>47%</b>	<b>53%</b>
Strongly in favour	13%	13%	12%	13%	11%	14%	13%	11%	14%	<b>14%</b>	<b>8%</b>	<b>9%</b>	10%	<b>23%</b>	<b>19%</b>
Somewhat in favour	24%	<b>27%</b>	<b>21%</b>	<b>29%</b>	<b>17%</b>	26%	26%	20%	22%	23%	29%	<b>18%</b>	<b>32%</b>	23%	<b>33%</b>
<b>TOTAL AGAINST</b>	<b>50%</b>	49%	52%	47%	<b>56%</b>	47%	<b>46%</b>	<b>59%</b>	53%	51%	48%	<b>62%</b>	46%	47%	<b>40%</b>
Somewhat against	29%	30%	29%	29%	<b>35%</b>	<b>24%</b>	30%	29%	28%	29%	29%	32%	28%	31%	25%
Strongly against	21%	19%	23%	18%	21%	23%	<b>16%</b>	<b>30%</b>	<b>25%</b>	22%	18%	<b>30%</b>	19%	15%	16%
<b>Don't know / Refusal</b>	<b>13%</b>	11%	15%	11%	15%	13%	15%	<b>9%</b>	12%	12%	15%	11%	11%	<b>6%</b>	<b>7%</b>

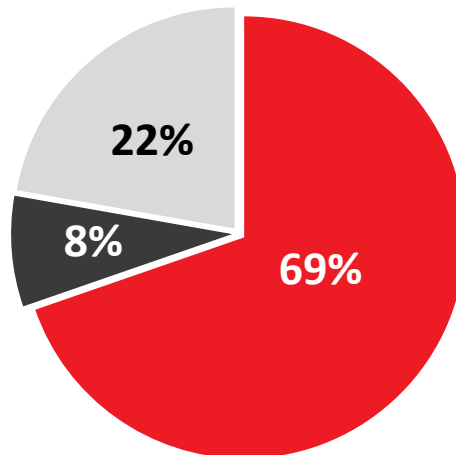
\*Respondents who answered "Another party", "I would not vote", "I would cancel my vote", "I don't know" and "Refusal" to the voting intention question are not shown.



# IMPACT OF THE CARBON TAX ON GAS PRICES

Q6. In your opinion, will this new carbon tax increase or not gas prices?

Base: All respondents (n=1,005)



■ Yes, it will increase gas prices   
 ■ No, it won't increase gas prices   
 ■ DNK / Refusal

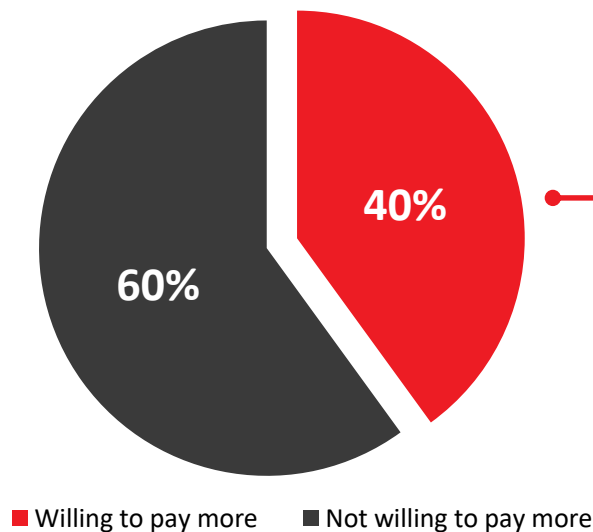
	Total	Gender		Age			Region			Language		Voting intention*			
		Male	Female	18-34	35-54	55+	Mtl CMA	Qc CMA	Rest of Qc	Franco	Non franco	CAQ	QLP	QS	PQ
n=	1,005	497	508	203	388	414	402	300	303	783	217	299	178	152	116
Yes, it will increase gas prices	69%	71%	67%	65%	75%	67%	67%	72%	71%	71%	67%	77%	69%	68%	74%
No, it won't increase gas prices	8%	10%	6%	13%	7%	7%	11%	8%	5%	9%	7%	8%	12%	9%	9%
Don't know / Refusal	22%	18%	26%	22%	17%	27%	22%	20%	24%	21%	26%	15%	20%	23%	17%

\*Respondents who answered "Another party", "I would not vote", "I would cancel my vote", "I don't know" and "Refusal" to the voting intention question are not shown.

# WILLINGNESS OF QUEBECERS TO PAY EXTRA FOR THEIR LITRE OF GAS, FOR A CARBON TAX

Q7. How much would you be willing to pay extra for your litre of gas, for a carbon tax?

Base: All respondents (n=1,005)



**Proportion significantly higher among:**

- Respondents living in a household with annual revenues higher than \$100K (52%)
- Professionals (57%) and students (74%)
- Respondents with a university degree (61%)

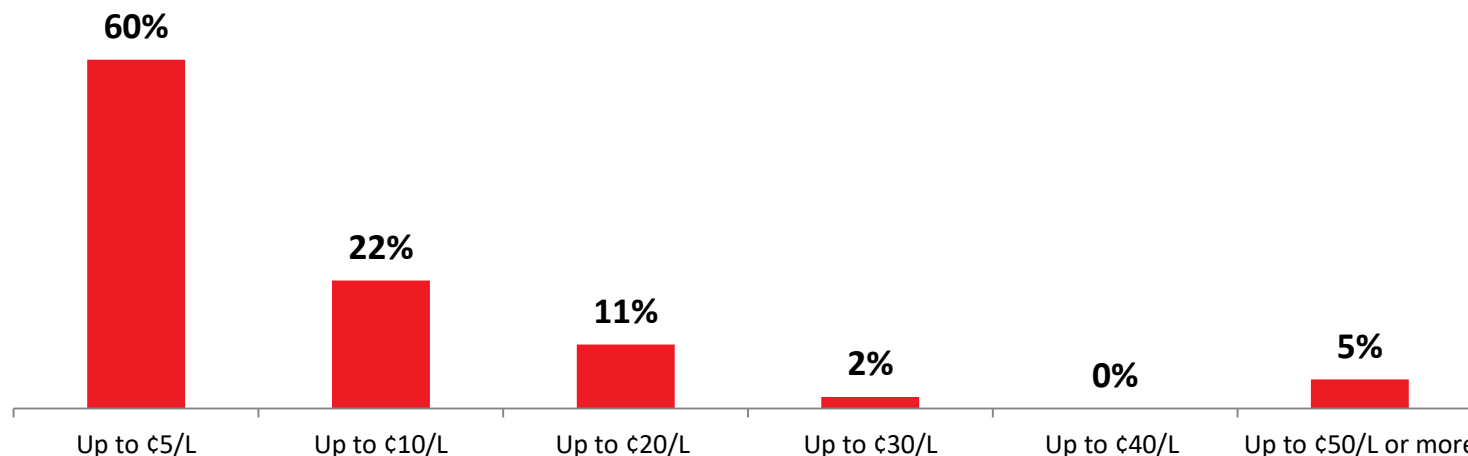
	Total	Gender		Age			Region			Language		Voting intention*			
		Male	Female	18-34	35-54	55+	Mtl CMA	Qc CMA	Rest of Qc	Franco	Non franco	CAQ	QLP	QS	PQ
	n= 1,005	497	508	203	388	414	402	300	303	783	217	299	178	152	116
<u>Willing</u> to pay more	<b>40%</b>	41%	40%	<b>52%</b>	<b>32%</b>	40%	<b>47%</b>	<b>34%</b>	<b>34%</b>	39%	45%	<b>27%</b>	<b>53%</b>	<b>54%</b>	<b>56%</b>
<u>Not willing</u> to pay more	<b>60%</b>	59%	60%	<b>48%</b>	<b>68%</b>	60%	<b>53%</b>	<b>66%</b>	<b>66%</b>	61%	55%	<b>73%</b>	<b>47%</b>	<b>46%</b>	<b>44%</b>

\*Respondents who answered "Another party", "I would not vote", "I would cancel my vote", "I don't know" and "Refusal" to the voting intention question are not shown.

# AMOUNT QUEBECERS ARE READY TO PAY EXTRA FOR THEIR LITRE OF GAS, FOR A CARBON TAX

Q7. How much would you be willing to pay extra for your litre of gas, for a carbon tax?

Base: All respondents (n=1,005)



	Total	Gender		Age			Region			Language		Voting intention*			
		Male	Female	18-34	35-54	55+	Mtl CMA	Qc CMA	Rest of Qc	Franco	Non franco	CAQ	QLP	QS	PQ
	n= 407	201	206	110	131	166	196	104	107	309	94	85	86	89	68
Up to 5 cents per litre	60%	53%	67%	41%	60%	75%	56%	46%	70%	63%	55%	77%	58%	49%	66%
Up to 10 cents per litre	22%	24%	20%	33%	19%	15%	26%	30%	12%	21%	26%	12%	28%	22%	22%
Up to 20 cents or more per litre	18%	23%	13%	26%	21%	10%	17%	24%	18%	16%	19%	11%	14%	29%	12%
Up to 20 cents per litre	11%	11%	11%	17%	11%	5%	10%	10%	13%	10%	11%	4%	10%	16%	6%
Up to 30 cents per litre	2%	2%	2%	4%	1%	1%	2%	6%	1%	1%	3%	3%	3%	3%	1%
Up to 40 cents per litre	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	2%
Up to 50 cents or more per litre	5%	10%	1%	4%	9%	4%	6%	7%	4%	5%	4%	5%	1%	11%	4%

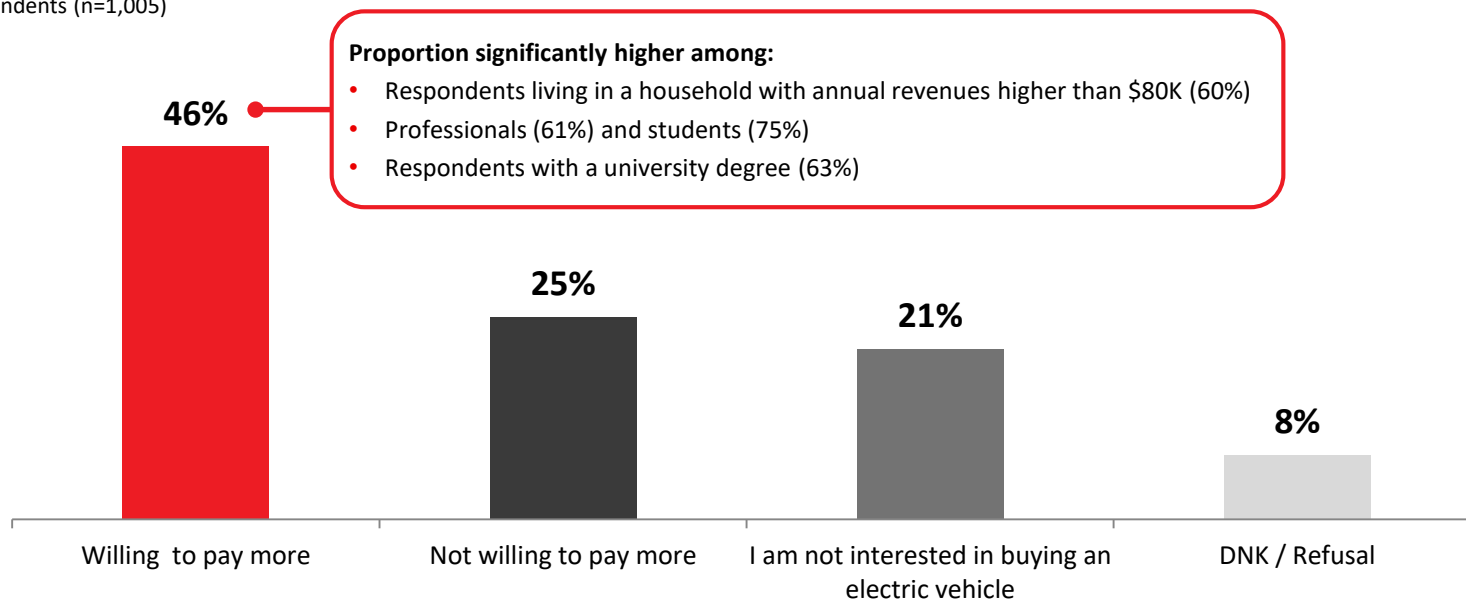
\*Respondents who answered "Another party", "I would not vote", "I would cancel my vote", "I don't know" and "Refusal" to the voting intention question are not shown. 14



# WILLINGNESS OF QUEBECERS TO PAY EXTRA FOR AN ELECTRIC VEHICLE

Q8. How much more would you be willing to pay for an electric vehicle instead of a comparable vehicle with a gas engine?

Base: All respondents (n=1,005)



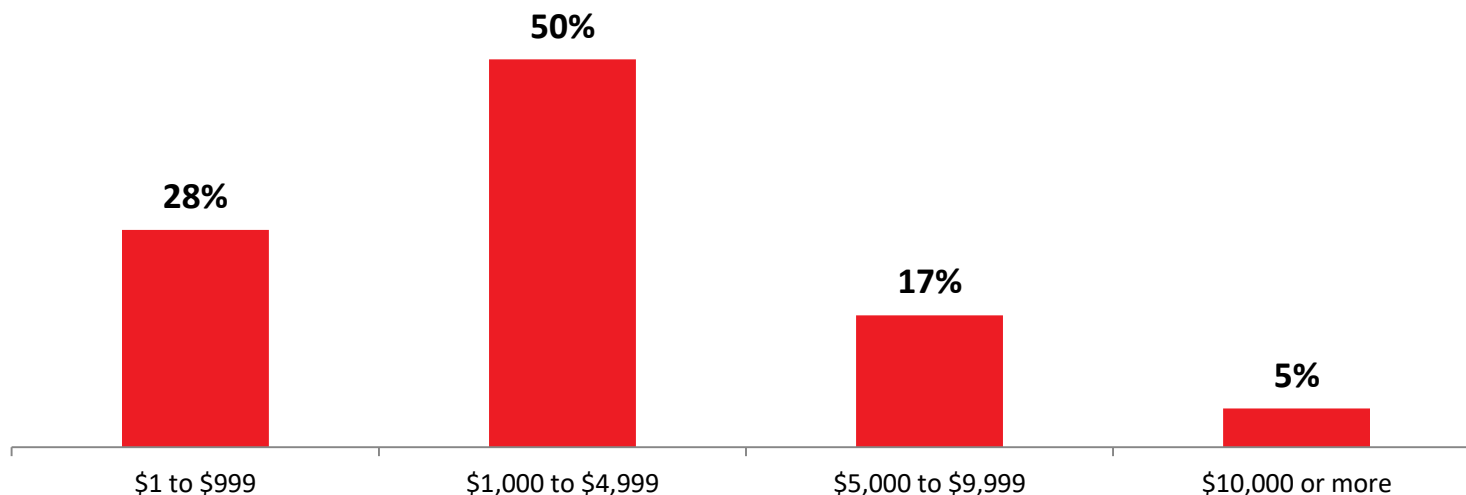
	Total	Gender		Age			Region			Language		Voting intention*			
		Male	Female	18-34	35-54	55+	Mtl CMA	Qc CMA	Rest of Qc	Franco	Non franco	CAQ	QLP	QS	PQ
	n= 1,005	497	508	203	388	414	402	300	303	783	217	299	178	152	116
<u>Willing to pay more</u>	<b>46%</b>	49%	43%	<b>54%</b>	44%	<b>41%</b>	48%	49%	42%	47%	44%	43%	50%	<b>54%</b>	<b>55%</b>
<u>Not willing to pay more</u>	<b>25%</b>	25%	26%	22%	29%	25%	25%	22%	26%	26%	23%	26%	27%	<b>19%</b>	23%
<u>I am not interested in buying an electric vehicle</u>	<b>21%</b>	20%	21%	<b>15%</b>	18%	<b>26%</b>	<b>16%</b>	22%	<b>27%</b>	20%	24%	<b>27%</b>	18%	18%	<b>13%</b>
<u>I don't know / Refusal</u>	<b>8%</b>	6%	10%	10%	8%	7%	<b>11%</b>	6%	<b>6%</b>	7%	9%	<b>3%</b>	5%	9%	9%

\*Respondents who answered "Another party", "I would not vote", "I would cancel my vote", "I don't know" and "Refusal" to the voting intention question are not shown.

# AMOUNT QUEBECERS ARE READY TO PAY EXTRA FOR AN ELECTRIC VEHICLE

**Q8. How much more would you be willing to pay for an electric vehicle instead of a comparable vehicle with a gas engine?**

Base: Respondents willing to pay extra for an electric vehicle (n=481)



	Total	Gender		Age			Region			Language		Voting intention*			
		Male	Female	18-34	35-54	55+	Mtl CMA	Qc CMA	Rest of Qc	Franco	Non franco	CAQ	QLP	QS	PQ
	n= 481	256	225	115	186	180	199	150	132	386	94	143	85	88	68
\$1 to \$999	28%	27%	30%	35%	33%	19%	27%	23%	32%	26%	37%	33%	26%	20%	22%
\$1,000 to \$4,999	50%	52%	48%	38%	50%	59%	46%	59%	54%	54%	36%	49%	45%	56%	59%
\$5,000 to \$9,999	17%	16%	18%	18%	14%	19%	22%	15%	11%	16%	21%	15%	18%	19%	17%
\$10,000 or more	5%	5%	4%	9%	3%	2%	6%	3%	3%	4%	6%	3%	10%	5%	2%

\*Respondents who answered "Another party", "I would not vote", "I would cancel my vote", "I don't know" and "Refusal" to the voting intention question are not shown.

# RESPONDENT PROFILE



# RESPONDENT PROFILE

## REGION



Quebec	
Montréal CMA	50%
Québec CMA	10%
Other	40%
East	8%
Center	15%
West	17%

## Gender



Male

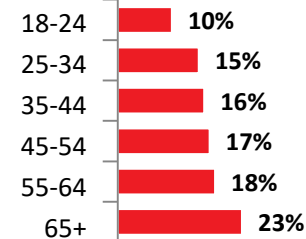
49%



Female

51%

## AGE



## LANGUAGE

French

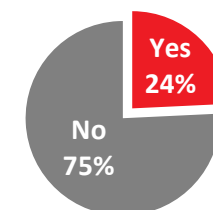
77%

English & Other

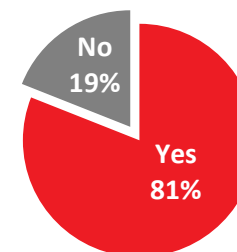
22%



## CHILDREN



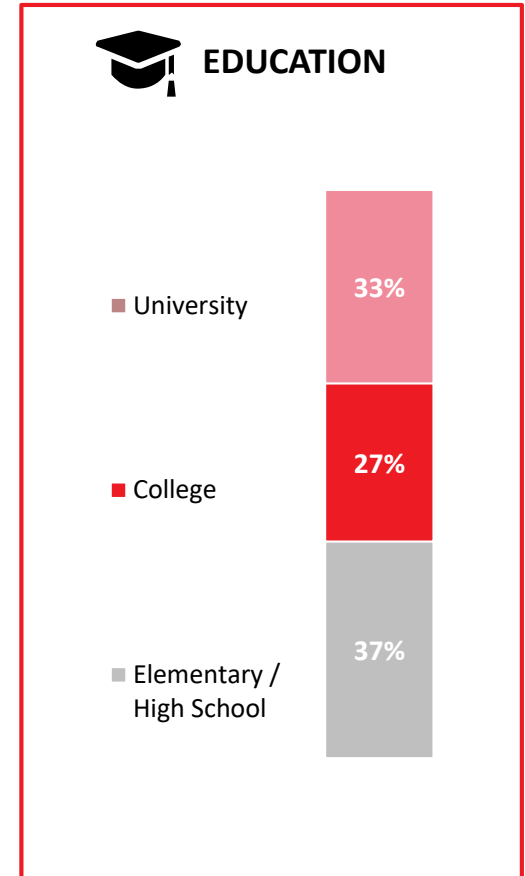
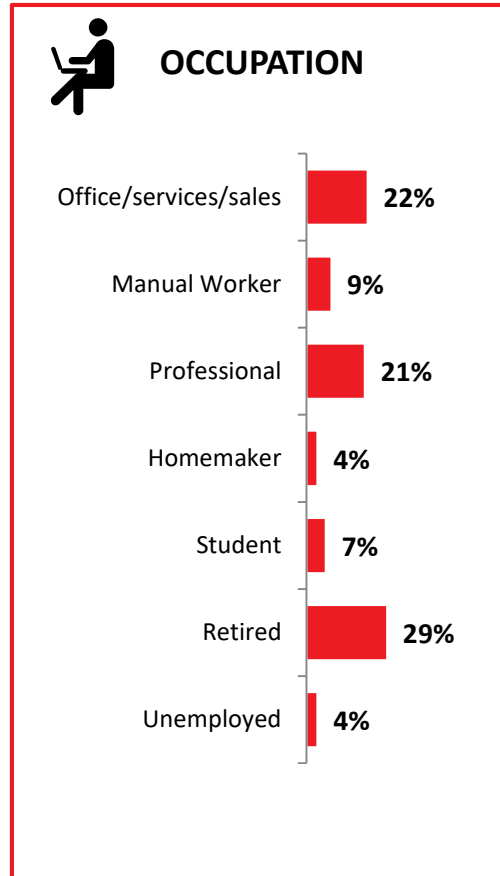
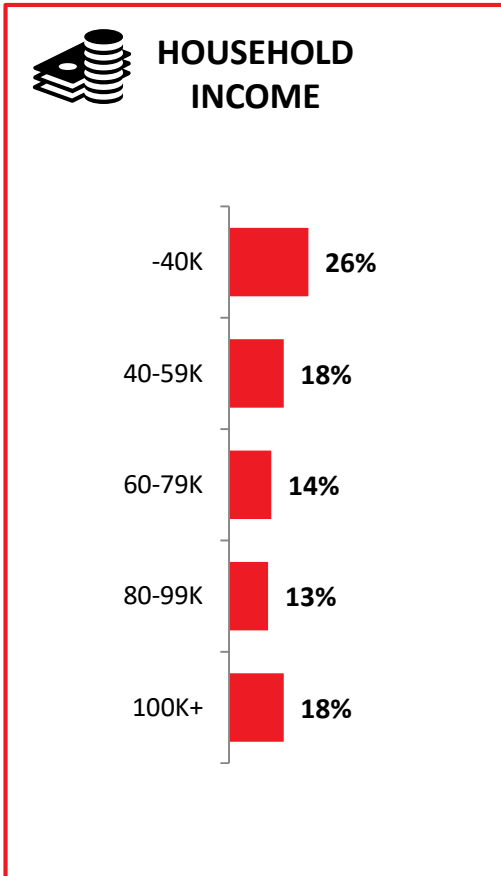
## OWNER OF A GASOLINE-POWERED VEHICLE



Base: All respondents (n=1,005)

Note: For each profile category, the complement to 100% represents the mentions "Don't know" and "Refusal".

# RESPONDENT PROFILE



Base: All respondents (n=1,005)

Note: For each profile category, the complement to 100% represents the mentions "Don't know" and "Refusal".


TEAM


# TEAM

**For more information about this study, please contact:**

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## **Project Team**

**Éric Normandeau**, Strategic Consultant

**Roxanne Bazinet**, Research Analyst

**Sylvain Gauthier**, Vice-President Communications and Public Affairs

## OUR SERVICES

- **Leger**  
Marketing research and polling
- **Leger Metrics**  
Real-time VOC satisfaction measurement
- **Leger Analytics**  
Data modeling and analysis
- **Legerweb**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

**400**  
EMPLOYEES



**75**  
CONSULTANTS



**6**  
OFFICES

MONTREAL | QUEBEC | TORONTO | EDMONTON | CALGARY | PHILADELPHIA



## OUR CREDENTIALS



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

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