Report

New Carbon Tax

Survey of Quebecers

DATE  16/11/2018    PROJECT NUMBER  13026-036
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 9th to November 12th, 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.

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**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)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
<th>Mtl CMA</th>
<th>Qc CMA</th>
<th>Rest of Qc</th>
<th>Franco</th>
<th>Non franco</th>
<th>CAQ</th>
<th>QLP</th>
<th>QS</th>
<th>PQ</th>
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<td><strong>Yes</strong></td>
<td>48%</td>
<td>58%</td>
<td>38%</td>
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<td>41%</td>
<td>61%</td>
<td>50%</td>
<td>53%</td>
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<td><strong>No</strong></td>
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<td>43%</td>
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<td>47%</td>
<td>31%</td>
<td>48%</td>
<td>39%</td>
</tr>
<tr>
<td><strong>I don’t know / Refusal</strong></td>
<td>7%</td>
<td>5%</td>
<td>9%</td>
<td>5%</td>
<td>8%</td>
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*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)

TOTAL IN FAVOUR
62% / 76% / 37%

TOTAL AGAINST
25% / 14% / 50%

- Q3. Opinion about the principle of the tax
- Q4. Opinion if objectives are fully reached
- Q5. Opinion if objectives are partially reached
Q3. Are you in favour or against this carbon tax aimed at reducing greenhouse gases (GHGs)?

Base: All respondents (n=1,005)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
<th>Mtl CMA</th>
<th>Qc CMA</th>
<th>Rest of Qc</th>
<th>Total in Favour</th>
<th>Strongly in Favour</th>
<th>Somewhat in Favour</th>
<th>Total Against</th>
<th>Somewhat against</th>
<th>Strongly against</th>
<th>Don’t know / Refusal</th>
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<tbody>
<tr>
<td></td>
<td>1,005</td>
<td>497</td>
<td>508</td>
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<td>25%</td>
<td>13%</td>
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*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)

Strongly in favour: 76%
Somewhat in favour: 33%
Somewhat against: 8%
Strongly against: 6%
Don’t know / Refusal: 10%

Gender:
- Male: 75% Strongly in favour, 42% Somewhat in favour, 32% Somewhat against, 6% Strongly against, 10% Don’t know / Refusal
- Female: 78% Strongly in favour, 45% Somewhat in favour, 33% Somewhat against, 8% Strongly against, 6% Don’t know / Refusal

Age:
- 18-34: 79% Strongly in favour, 51% Somewhat in favour, 28% Somewhat against, 8% Strongly against, 19% Don’t know / Refusal
- 35-54: 72% Strongly in favour, 33% Somewhat in favour, 31% Somewhat against, 6% Strongly against, 12% Don’t know / Refusal
- 55+: 79% Strongly in favour, 48% Somewhat in favour, 31% Somewhat against, 6% Strongly against, 13% Don’t know / Refusal

Region:
- Mtl CMA: 77% Strongly in favour, 49% Somewhat in favour, 28% Somewhat against, 7% Strongly against, 10% Don’t know / Refusal
- Qc CMA: 67% Strongly in favour, 36% Somewhat in favour, 31% Somewhat against, 6% Strongly against, 12% Don’t know / Refusal
- Rest of Qc: 79% Strongly in favour, 39% Somewhat in favour, 39% Somewhat against, 6% Strongly against, 13% Don’t know / Refusal

Language:
- Franco: 79% Strongly in favour, 45% Somewhat in favour, 34% Somewhat against, 5% Strongly against, 10% Don’t know / Refusal
- Non franco: 71% Strongly in favour, 42% Somewhat in favour, 29% Somewhat against, 7% Strongly against, 8% Don’t know / Refusal

Voting intention:
- CAQ: 74% Strongly in favour, 45% Somewhat in favour, 34% Somewhat against, 5% Strongly against, 11% Don’t know / Refusal
- QLP: 81% Strongly in favour, 47% Somewhat in favour, 34% Somewhat against, 5% Strongly against, 9% Don’t know / Refusal
- QS: 90% Strongly in favour, 71% Somewhat in favour, 47% Somewhat against, 7% Strongly against, 6% Don’t know / Refusal
- PQ: 92% Strongly in favour, 56% Somewhat in favour, 47% Somewhat against, 5% Strongly against, 6% Don’t know / Refusal

*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.
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)

<table>
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<tr>
<th></th>
<th>Strongly in favour</th>
<th>Somewhat in favour</th>
<th>Somewhat against</th>
<th>Strongly against</th>
<th>DNK / Refusal</th>
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<tr>
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<td>37%</td>
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<tr>
<td>TOTAL AGAINST</td>
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<td>52%</td>
<td>47%</td>
<td>56%</td>
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<td>Strongly against</td>
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<tr>
<td>Don’t know / Refusal</td>
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</tbody>
</table>

*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)*

![Pie chart showing percentages of responses to Q6](image)

- **69%** Yes, it will increase gas prices
- **8%** No, it won’t increase gas prices
- **22%** Don’t know / Refusal

### Table: Response Distribution by Demographic and Polling Question Abstainers

<table>
<thead>
<tr>
<th>Response</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>18-34</th>
<th>35-54</th>
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<th>CAQ</th>
<th>QLP</th>
<th>QS</th>
<th>PQ</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes, it will increase gas prices</strong></td>
<td>69%</td>
<td>71%</td>
<td>67%</td>
<td>65%</td>
<td>75%</td>
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<td>67%</td>
<td>77%</td>
<td>69%</td>
<td>68%</td>
<td>74%</td>
</tr>
<tr>
<td><strong>No, it won’t increase gas prices</strong></td>
<td>8%</td>
<td>10%</td>
<td>6%</td>
<td>13%</td>
<td>7%</td>
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<td>8%</td>
<td>12%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Don’t know / Refusal</strong></td>
<td>22%</td>
<td>18%</td>
<td>26%</td>
<td>22%</td>
<td>17%</td>
<td>27%</td>
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<td>26%</td>
<td>15%</td>
<td>20%</td>
<td>23%</td>
<td>17%</td>
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</tbody>
</table>

*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%)

*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)

<table>
<thead>
<tr>
<th>Up to $5/L</th>
<th>Up to $10/L</th>
<th>Up to $20/L</th>
<th>Up to $30/L</th>
<th>Up to $40/L</th>
<th>Up to $50/L or more</th>
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<td>Age</td>
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<td>Total</td>
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<td>Female</td>
<td>18-34</td>
<td>35-54</td>
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<td></td>
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<td>201</td>
<td>206</td>
<td>110</td>
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<tr>
<td>Up to 5 cents per litre</td>
<td>60%</td>
<td>53%</td>
<td>67%</td>
<td>41%</td>
<td>60%</td>
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<tr>
<td>Up to 10 cents per litre</td>
<td>22%</td>
<td>24%</td>
<td>20%</td>
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<td>19%</td>
</tr>
<tr>
<td>Up to 20 cents or more per litre</td>
<td>18%</td>
<td>23%</td>
<td>13%</td>
<td>26%</td>
<td>21%</td>
</tr>
</tbody>
</table>

*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 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)

Proportion significantly higher among:
- Respondents living in a household with annual revenues higher than $80K (60%)
- Professionals (61%) and students (75%)
- Respondents with a university degree (63%)

*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)

*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

REGION

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

Gender
- Male: 49%
- Female: 51%

AGE
- 18-24: 10%
- 25-34: 15%
- 35-44: 16%
- 45-54: 17%
- 55-64: 18%
- 65+: 23%

LANGUAGE
- French: 77%
- English & Other: 22%

CHILDREN
- Yes: 24%
- No: 75%

OWNER OF A GASOLINE-POWERED VEHICLE
- Yes: 81%
- No: 19%

Base: All respondents (n=1,005)
Note: For each profile category, the complement to 100% represents the mentions “Don’t know” and “Refusal”.
Base: All respondents (n=1,005)
Note: For each profile category, the complement to 100% represents the mentions “Don’t know” and “Refusal”.

**HOUSEHOLD INCOME**

- $-40K: 26%
- $40-59K: 18%
- $60-79K: 14%
- $80-99K: 13%
- $100K+: 18%

**OCCUPATION**

- Office/services/sales: 22%
- Manual Worker: 9%
- Professional: 21%
- Homemaker: 4%
- Student: 7%
- Retired: 29%
- Unemployed: 4%

**EDUCATION**

- University: 33%
- College: 27%
- Elementary / High School: 37%
For more information about this study, please contact:

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Strategic Consultant
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514-982-2464 poste 3106

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)
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.