

# GREEN IDEAS

Montreal Economic Institute

Research Report

2021-08-24

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MEI

Ideas for a  
More Prosperous  
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# Methodology



These are the findings of an **online Ipsos poll** conducted on behalf of the Montreal Economic Institute.



A sample of **2,098 Quebecers** aged 18 years and over was interviewed from **August 4 to 11, 2021**. Oversampling was carried out in the areas of Quebec City, Chaudière-Appalaches, Centre-du-Québec, Saguenay-Lac-Saint-Jean, and Mauricie to ensure a minimum of 200 respondents in each region.



**Weighting** by age, gender, region, and first language was employed to ensure that the sample's composition reflects the overall Quebec population according to the **latest census information**.



The precision of Ipsos online polls is measured using a credibility interval due to the non-probability sample. In this case, the results are accurate to within **+/- 2.4 percentage points**, 19 times out of 20, of what the results would have been had all Canadian adults been polled.



Results that are **bolded** are significantly higher than those in the column(s) indicated by the corresponding letter(s).

# Could Environmental Groups' Actions Hinder Job Creation?

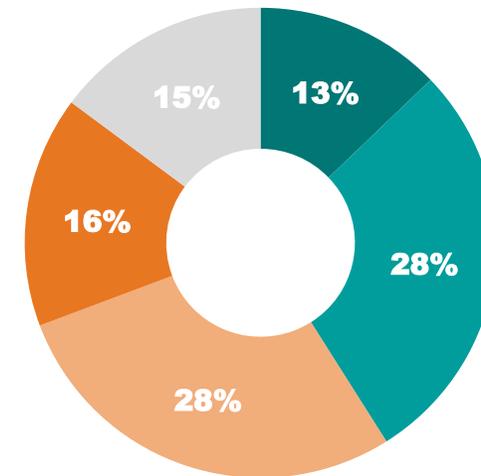
- **Quebecers are split** as to whether the actions taken by some environmental groups are preventing too many job-creation projects in Quebec from moving forward.
- **Four in ten (41%) agree** with this sentiment, while another **four in ten (44%) disagree**. The remaining 15% say they don't know.
- **Men** are more likely to say that they believe environmental groups are preventing too many job-creation projects from going forward and are more likely to say they 'completely agree' (18% v. 8% among women).
- **Women** are more likely to say they don't know, suggesting their opinion could be changed.
- **Older Quebecers** (aged 55+) are more likely to agree that environmental groups are hindering job creation. Younger Quebecers are most likely to say they 'completely' disagree (24% v. 15% 35-54; 12% 55+).

41%

Agree

44%

Disagree



- Completely agree
- Somewhat agree
- Somewhat disagree
- Completely disagree
- Don't know



47%

of men **agree** vs. 35% of women



49%

of Quebecers aged 55+ **agree**  
vs. 33% of 18-34 year-olds and 37% of those aged 35-54 years



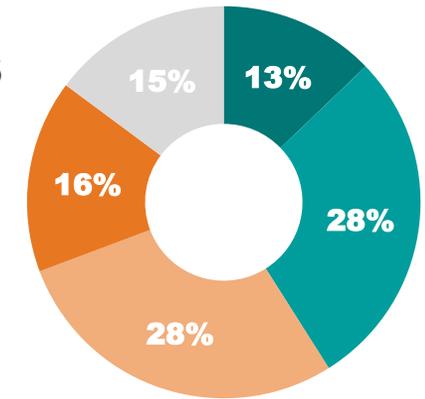
22%

of women say they **don't know** vs. 7% of men

Q4. To what extent do you agree or disagree with the following statement:  
The actions taken by some environment groups are preventing too many job-creation projects in Quebec from moving forward.  
Base: All respondents (n=2,098)

# Environmental Groups' Impact on Job Creation - Regions

- Regionally, those in **Saguenay-Lac-Saint-Jean** are the most likely to agree (58%), followed by those in **Chaudière-Appalaches** (49%).
- Among those who would vote for Québec solidaire in a provincial election, nearly three-quarters disagree that environmental groups are hindering job-creation projects in Quebec. However, **supporters of other major provincial parties share similar views** on this question.



	Montréal	Québec	Chaudière-Appalaches	Centre-du-Québec	Saguenay	Mauricie	Others
	A	B	C	D	E	F	G
Agree	40%	44%	<b>49%</b> <sup>AG</sup>	46%	<b>58%</b> <sup>ABDFG</sup>	45%	37%
Disagree	<b>45%</b> <sup>CE</sup>	<b>45%</b> <sup>CE</sup>	33%	37%	31%	<b>42%</b> <sup>E</sup>	<b>48%</b> <sup>CDE</sup>

	LPQ	PQ	CAQ	QS	Other	Wouldn't vote	Don't know
	A	B	C	D	E	F	G
Agree	<b>47%</b> <sup>DG</sup>	<b>40%</b> <sup>DG</sup>	<b>45%</b> <sup>DG</sup>	21%	<b>57%</b> <sup>BCDGG</sup>	<b>45%</b> <sup>DG</sup>	24%
Disagree	38%	<b>50%</b> <sup>AEEFG</sup>	<b>44%</b> <sup>G</sup>	<b>74%</b> <sup>ABCEFG</sup>	34%	33%	33%

Q4. To what extent do you agree or disagree with the following statement:  
*The actions taken by some environment groups are preventing too many job-creation projects in Quebec from moving forward.*  
 Base: All respondents (n=2,098)

# Vehicle Purchase Intention: Gas, Hybrid or Electric?

- When asked what their next vehicle will be, **Quebecers are also split** between gas-powered (29%), hybrid (27%), and electric (25%) vehicles.
- **Men are more likely** than women to say that their next vehicle will be a **gas-powered one** (32% v. 27% among women), but are **also more likely** than women to say that their next vehicle will be **electric** (30% v. 20% among women).
- As for **women**, they are more likely they say **they don't know** yet (14% v. 8% among men).
- Those in **Chaudière-Appalaches** are significantly more likely than those in any other region of Quebec to say that their **next vehicle will run on gas**. One in ten (11%) of those living in the Montreal region say that the choice isn't applicable to them – most likely eschewing car ownership in favour of public transport or car sharing.

Gas-powered vehicle

**29%**

Men: 32%  
Chaudière-Appalaches: 43%



Hybrid vehicle

**27%**

Electric vehicle

**25%**

Men: 30%



Don't know

**11%**

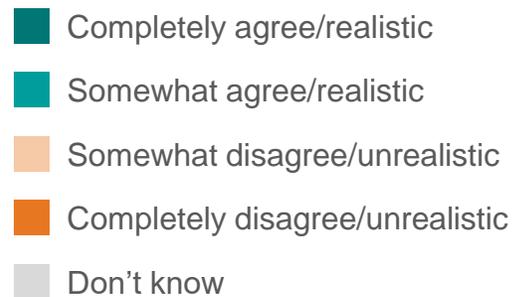
Women: 14%

8%: Not applicable

Q5. When buying or leasing your next vehicle, do you see yourself getting:  
Base: All respondents (n=2,098)

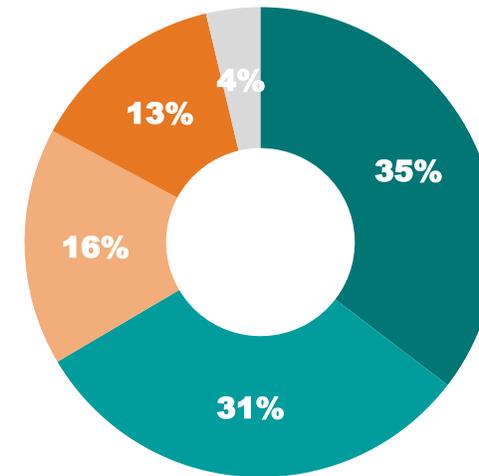
# Quebec Government Ban on New Gas-Powered Vehicles

- Even if Quebecers seem to be evenly split when it comes to whether environmental groups are preventing job-creation projects from going ahead in the province or whether their next car will be gas, electric, or a hybrid, approximately **two-thirds (67%) say they agree with the Quebec government's intention to ban the sale of new gas-powered vehicles starting in 2035.**
- **Slightly more than half (56%) said they thought the ban was realistic.** While this is a majority, it means there is still a gap between those who agree with the policy and those who think it is realistic.
- For the most part, agreeing with the ban and believing it is realistic go hand-in-hand. However, 17% of those who agree with the ban say it is not realistic. As for the opposite, only 3% of those who believe the ban is realistic disagree with the Quebec's government intentions.
- Perhaps unsurprisingly, a majority (60%) of those who plan for their next vehicle to be gas-powered disagree with the ban. An even larger proportion (69%) say that the ban is unrealistic.



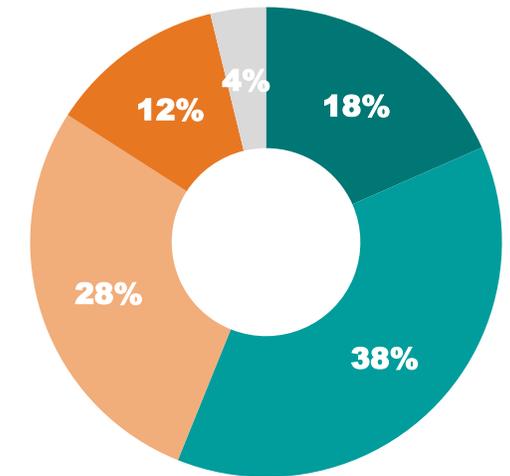
**67%**

Agree



**56%**

Realistic



Q6. To what extent do you agree or disagree with the Quebec government's intention to ban the sale of new gas-powered vehicles starting in 2035?

Q7. In your opinion, is the Quebec government's intention to ban the sale of new gas-powered vehicles starting in 2035...

Base: All respondents (n=2,098)

# Quebec Government Ban on New Gas-Powered Vehicles

- **Middle-aged Quebecers** (aged 35-54) are more likely to disagree with the provincial government's intention to ban the sale of new gas-powered vehicles.
- Furthermore, **men are more likely to sit on the extreme ends of the scale on this question**. Not only are they more likely to 'strongly agree' with these plans, they are also more likely to 'strongly disagree'. Women are more likely to say they 'somewhat' agree or disagree or say they don't know.
- As to whether the ban is realistic, men are more likely than women to believe that the ban is 'completely realistic', whereas women are more likely to say they believe the ban is unrealistic or that they don't know (5% v. 2% among men).
- Montrealers, having more access to transport alternatives, are more likely to believe the ban is realistic (59%), whereas those in Chaudière-Appalaches are most likely to believe it is unrealistic (53%).

Men



**41%**

**'strongly agree' with plans** vs. 30% of women

**15%**

**'strongly disagree' with plans** vs. 12% of women

**22%**

**believe plan is 'completely realistic'** vs. 15% of women

Women



**43%**

**believe plan is unrealistic (somewhat/very)** vs. 37% of men

35-54  
years



**35%**

**disagree (strongly/somewhat) with plans**  
vs. 24% of 18-34 year-olds and 29% of those aged 55+

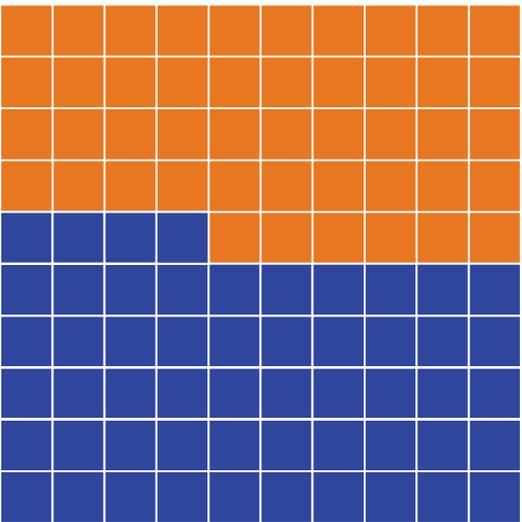
Q6. To what extent do you agree or disagree with the Quebec government's intention to ban the sale of new gas-powered vehicles starting in 2035?

Q7. In your opinion, is the Quebec government's intention to ban the sale of new gas-powered vehicles starting in 2035...

Base: All respondents (n=2,098)

# Job Creation or Reducing GHG Emissions?

- Quebecers are also divided over whether they should prioritize job creation or reducing greenhouse gases, though the needle tips slightly in favour of reducing greenhouse gases (54% v. 46% for job creation).
- While there is no statistical difference between men or women on this question, **younger Quebecers are more likely to say they prioritize reducing greenhouse gases.**
- Given the choice, those in Saguenay-Lac-Saint-Jean (62%) and Chaudière-Appalaches (57%) are more likely to prefer job creation over reducing greenhouse gases, whereas the latter is preferred by those living in Centre-du-Québec (61%), Quebec City (58%), and Montreal (57%).**



**46%** 

Job creation

**54%** 

Reducing greenhouse gases



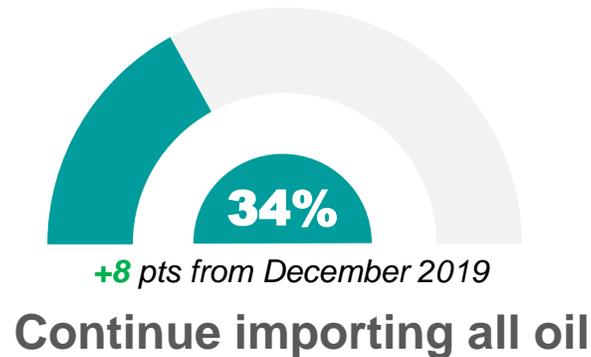
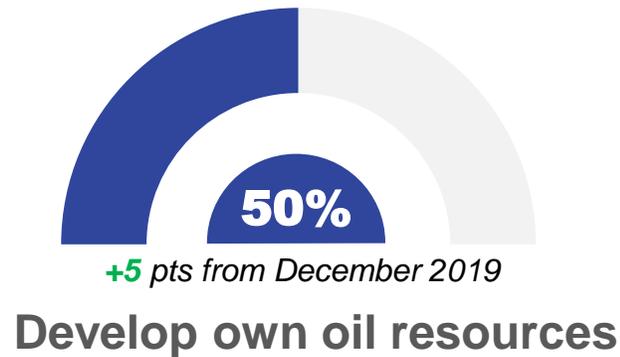
**66%** of Quebecers aged 18-34 prioritize reducing greenhouse gases  
vs. 52% of 35-54 year-olds and 50% of those aged 55+

	Montréal	Québec	Chaudière-Appalaches	Centre-du-Québec	Saguenay	Mauricie	Others
	A	B	C	D	E	F	G
Jobs	43%	42%	57% <sup>ABDG</sup>	39% <sup>ABDFG</sup>	62%	50%	47%
Greenhouse gases	57% <sup>CE</sup>	58% <sup>CE</sup>	43%	61% <sup>CEF</sup>	38%	50% <sup>E</sup>	53% <sup>CE</sup>

Q8. If you had to choose the biggest priority for your region, which of the two following priorities would you choose?  
Base: All respondents (n=2,098)

# Meeting Quebec's Energy Needs

- Compared to December 2019, **Quebecers' opinions** on whether the province should continue to import all of the oil it consumes or develop its own oil resources **have become more firm**. Only 17% say they don't know, a decrease of 11 points in two years.
- **Half (50%)** of Quebecers **say the province should develop its own oil resources**, a five-point increase from December 2019.
- However, **more Quebecers also believe that the province should continue importing** all the oil it consumes (34%, +8).
- While there is no statistically significant difference in terms of age, **men are more likely to say that Quebec should continue to import** all of its oil (39% v. 28% among women). Women are more likely to say they don't know (21% v. 13% among men).
- Among those who say that **job creation is more of a priority** for their region than reducing greenhouse gases, **nearly two-thirds (63%) say that they believe Quebec should develop its own oil resources**. As for those who would prefer to reduce greenhouse gases, 39% still say the province should develop its own oil resources.



Q9. Currently, Quebec must import (from Western Canada or from abroad) all of the oil it consumes. In your opinion, should Quebec develop its own oil resources or continue to import 100% of the oil it needs?  
Base: All respondents (n=2,098)

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