

Climate Poll of CPC Ridings in Western Canada

January 2021

Background on the Poll

- Conducted by Andrew Enns at Leger Marketing in November 2020 on behalf of Clean Prosperity
- 2004 respondents in the 71 Conservative Party of Canada (CPC) held ridings from Manitoba to BC (AB=800, BC=400, SK=400, MB=400)
- Voters classified into 3 groups:
 - CPC Voters = voted for CPC in 2019 federal election
 - Accessible CPC Voters = indicated based on several polling Qs that they are open to voting CPC
 - Non-CPC Voters = respondents who said they would not consider voting CPC
- Ridings grouped into 3 categories:
 - a) High-risk: CPC won by less than 20 points;
 - b) Medium-risk: CPC won by 20-50%;
 - c) Low-risk: CPC won by 50%+



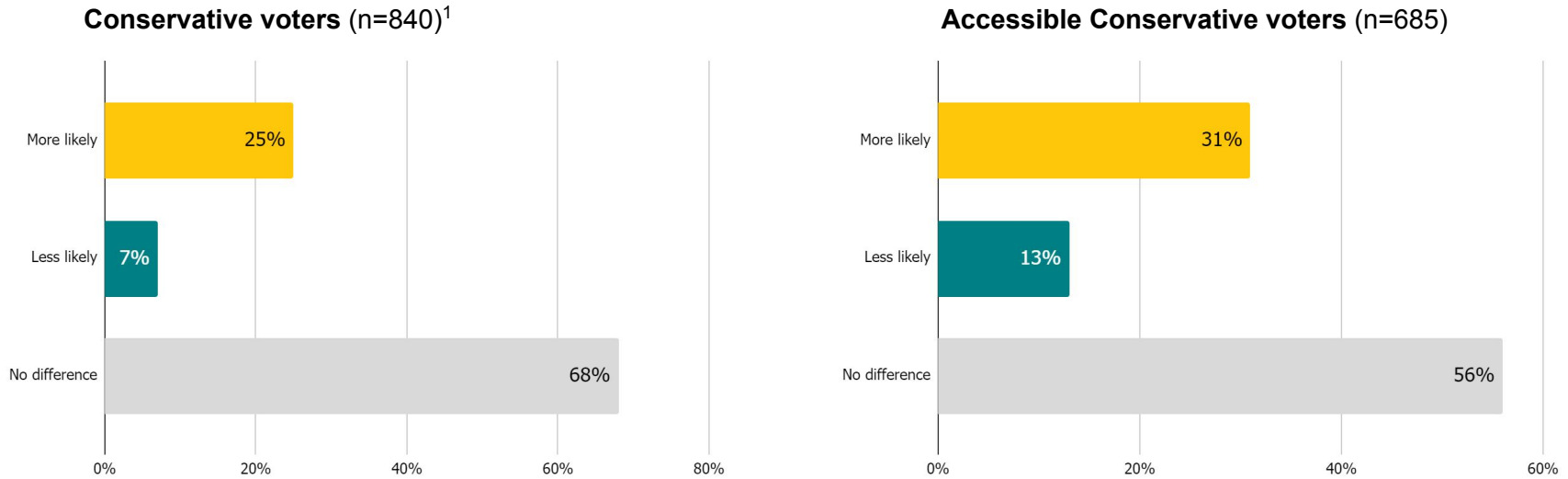
Summary

- The primary objective of this poll was to **understand how voters would react to the Conservative Party of Canada adopting a more credible climate policy that included carbon pricing**. Of particular interest was whether a significant number of the Conservative base would “abandon” the party if it adopted an economy-wide carbon price.
- While climate policy / carbon pricing are likely shield issues in Western Canada, **we do not find alarming numbers of Conservative voters abandoning the party if adopting carbon pricing**. While CPC does lose some voters when adopting a carbon price, the only significant impact is in very safe ridings. Further, voters who are repelled by carbon pricing switch their voting intention to “don’t know” rather than other parties, suggesting they are very likely retrievable. Note that our methodology should also be considered a “worst case” scenario as explained below.
- On the other hand, there are strong indications that **replacing the current federal carbon tax with a Conservative policy that reduced income taxes could be popular with both the base of the party and accessible Conservative voters**. It is more popular than the clean fuel standard, the closest alternative to a carbon price.
- These findings are complemented by a similar poll conducted by Leger/Clean Prosperity in Ontario’s 905 region in September which found that a carbon price that reduced income taxes was a net vote winner for the CPC.



A Credible Climate Change Plan Can Generate Votes

If CPC had a credible climate plan, would you be more/less likely to vote for them?



Full Question: There was some discussion after the last federal election that the Conservative Party of Canada lacked a credible climate change plan. Would you have been more likely or less likely to support the Conservative Party if they had a credible, scientifically supported climate change policy?

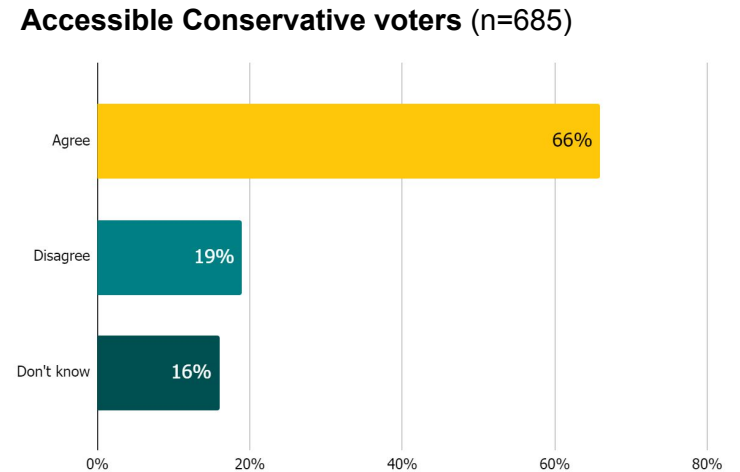
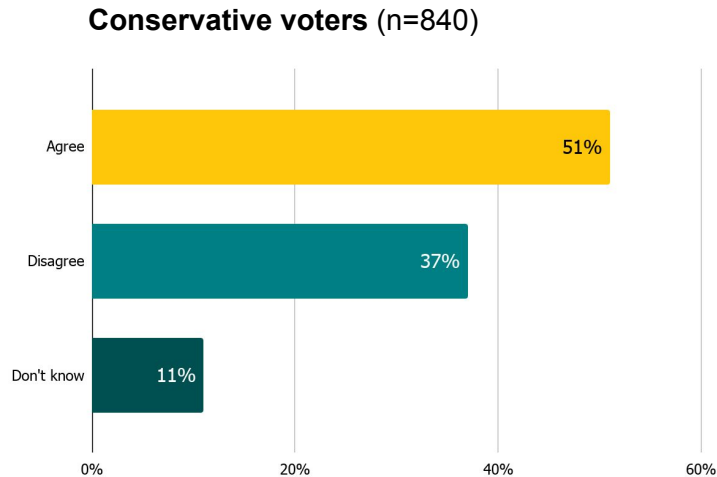


¹ Note that 74% of Conservative voters say that they would vote for the CPC if an election were held today, so it is still meaningful to have these voters be "more likely" to vote for the CPC

Source: Clean Prosperity / Leger Polling November 2020

Many Conservatives think Carbon Pricing is Part of a Credible Plan

Do you agree that a carbon price is part of a credible plan?

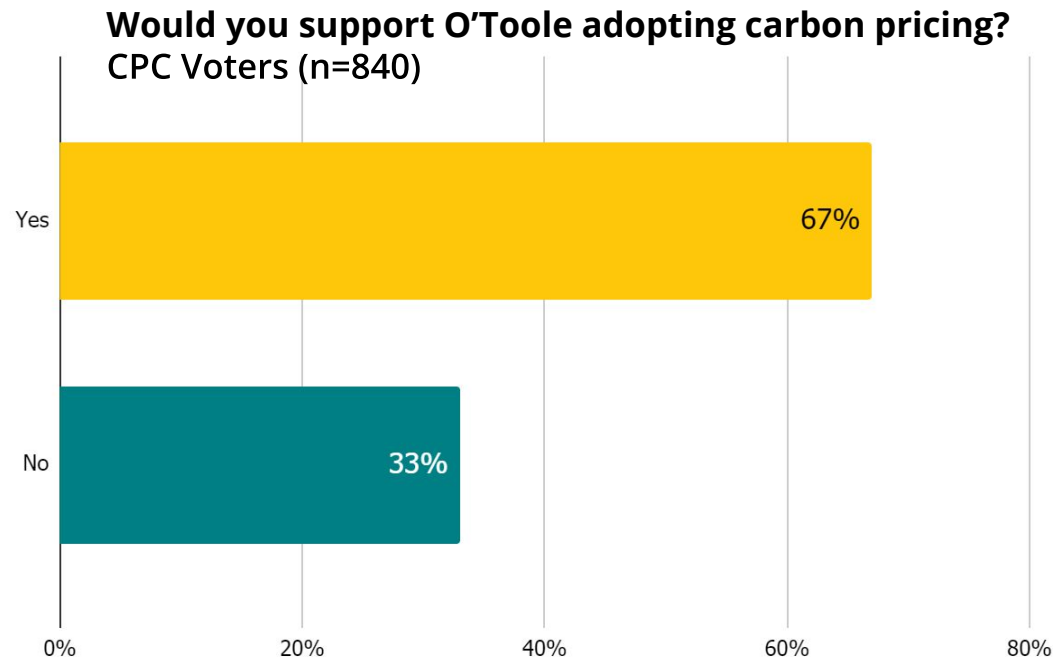


Full Question: Below are several actions which Governments-Federal or Provincial- could implement as part of an effective and credible climate change plan. Please tell me whether you agree or disagree these actions should be priorities to include in a climate change plan. A carbon tax and rebate that makes it more expensive to pollute, and then sends the proceeds back to Canadians as cheques



Two-thirds of Conservative Voters Already Support a hypothetical O'Toole Decision to Adopt Carbon Pricing

Erin O'Toole won a clear mandate in the leadership election to do what is necessary to form government. He has said that one way to increase the party's appeal is through a more credible climate plan. If O'Toole proposes a carbon pricing policy in order to increase the Party's chances of winning government will YOU support that decision?



While one-third still oppose, this is a strong starting point to begin making the case for why pricing makes sense, especially if income tax cuts are part of the plan (see next pg)



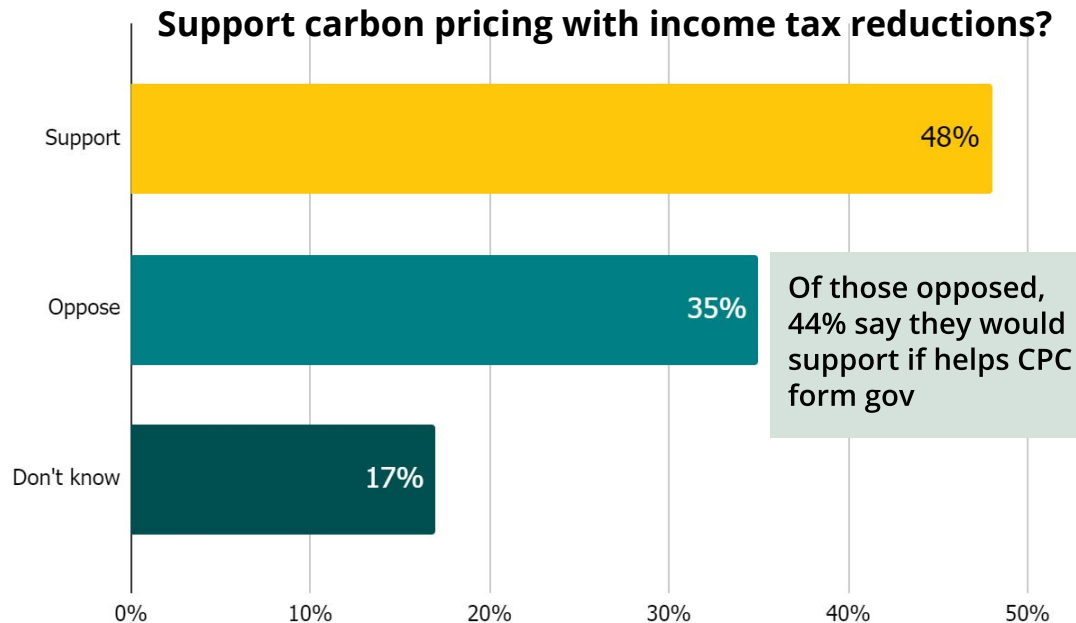
Conservative Voters Are Open to Carbon Pricing w/ Income Tax Cut Reductions (1/3)

The next set of questions asks you for your opinion on several different designs of a carbon pricing system. Please assume for these questions that the next Prime Minister has chosen to cancel the current federal carbon tax and is considering replacing it with one of the new systems described below.

Instead of a system where the rebate is directly provided to Canadian households, the proceeds are instead used to reduce personal income taxes, including an increase in the personal tax exemption threshold.

Do you support or oppose a policy where the proceeds from charging for carbon pollution are used to cut personal income tax rates?¹

(CPC voters in 2019, n=840)

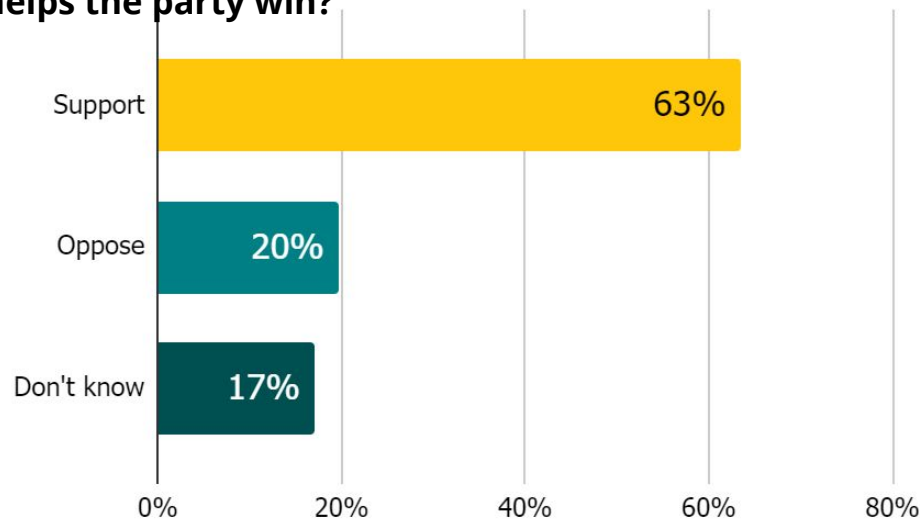


Conservative Voters Are Open to Carbon Pricing w/ Income Tax Cut Reductions (2/3)

Q14C: If you knew that adopting this carbon pricing policy would help the Conservative Party of Canada win the next federal election, would you support or oppose the policy?

Note: 44% of opposers said they'd now support the policy. This has been combined with results from previous page to show new breakdown of responses.

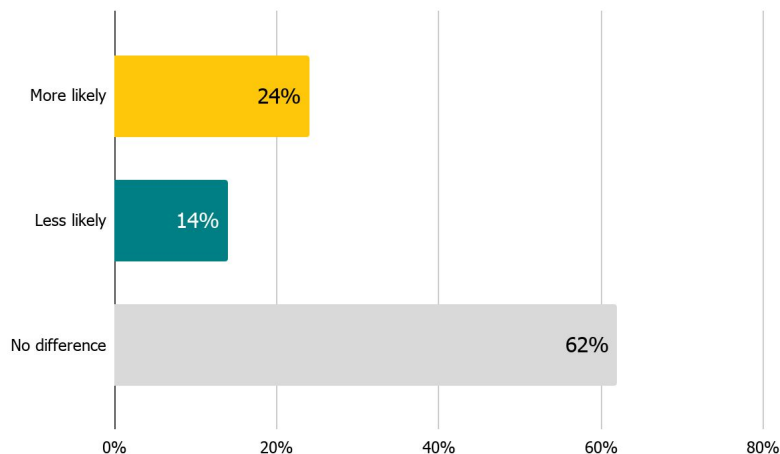
Support carbon pricing with income tax reductions if helps the party win?



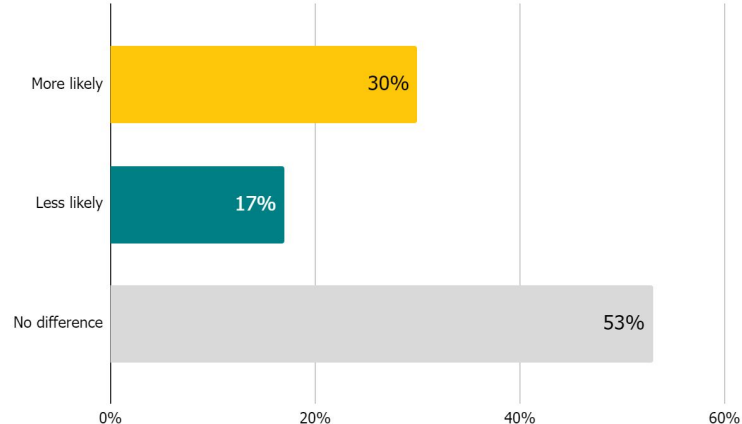
Conservative Voters Are Open to Carbon Pricing w/ Income Tax Cut Reductions (3/3)

Would a carbon price that cut income taxes make you more or less likely to vote for the federal Conservative Party of Canada?

Conservative voters¹ (n=840)



Most Accessible Conservative voters (n=280)

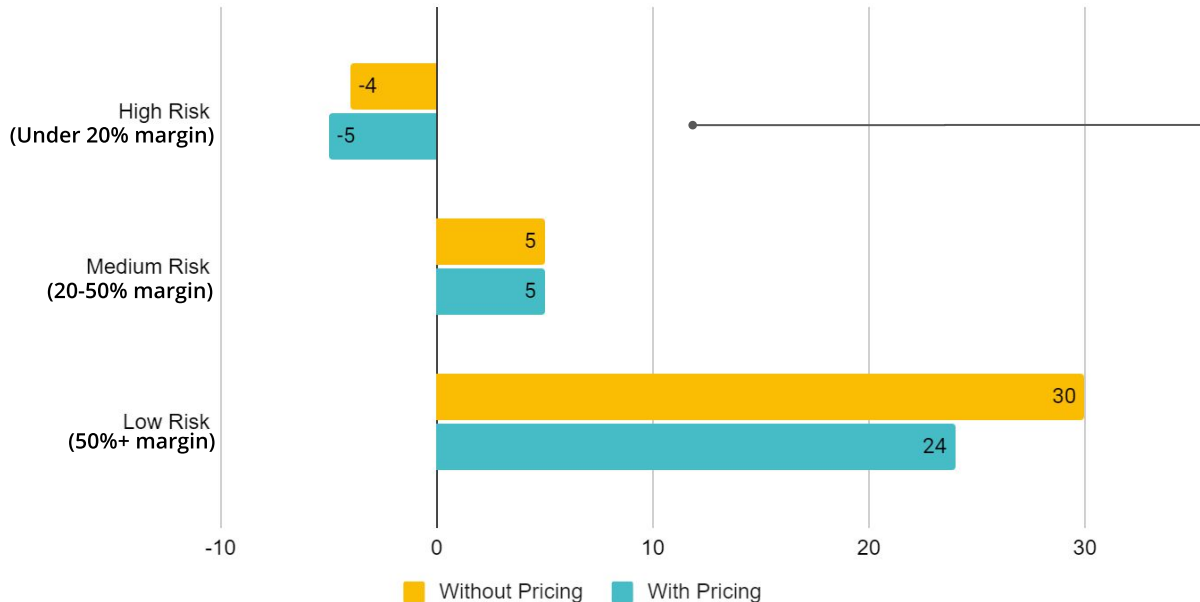


Results very similar to Ontario 905 where CPC voters were 27% more vs. 17% less likely; Accessibles were 28% vs. 19%



A. Carbon Pricing does not lead to meaningful decline in CPC support in Western Canada

CPC Margin of Victory or Loss, With and Without Carbon Pricing
All voters (n=2004)



- CPC drops just 1 point in high-risk ridings (and 10 of 17 ridings are in BC where Ctax already in place)
- Those who no longer say they're voting CPC move to "don't know" rather than other parties suggesting high likelihood of winning them back (e.g. no significant increase in support for Maverick party)
- This scenario may overestimate decline in CPC support as our methodology assumes all "non-CPC voters" choose the same party in the "with pricing" scenario as the "without pricing" scenario

Full Question "Without Pricing": And if a **Federal election** was tomorrow which of the party's candidates below would you be most likely to support?

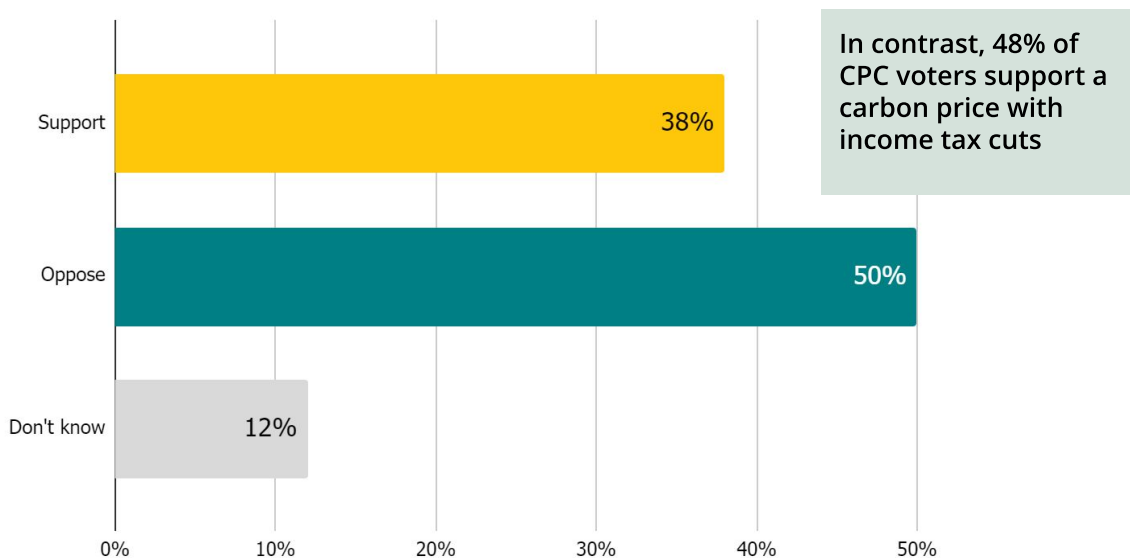
Full Question "With Pricing": Please consider a scenario where the federal Conservative Party under Erin O'Toole maintained its focus on fiscal discipline, economic growth and standing up for average Canadians. Let's also assume that O'Toole replaces the federal carbon tax with his own carbon pricing policy that increases the costs of gasoline and home heating but returns all the money back to Canadians as either rebates or personal income tax cuts. In this scenario, which action would you be most likely to take if a federal election were held tomorrow?



A Clean Fuel Standard is less popular than Carbon Pricing

Let's consider a climate policy where the government required producers of fuel to reduce the greenhouse gas content in their fuel through actions like blending more ethanol into gasoline. This policy would reduce Canada's greenhouse gas emissions but raise the cost of fuels like gasoline. Do you support or oppose this policy?

Do you support or oppose a clean fuel standard?
CPC Voters (n=840)



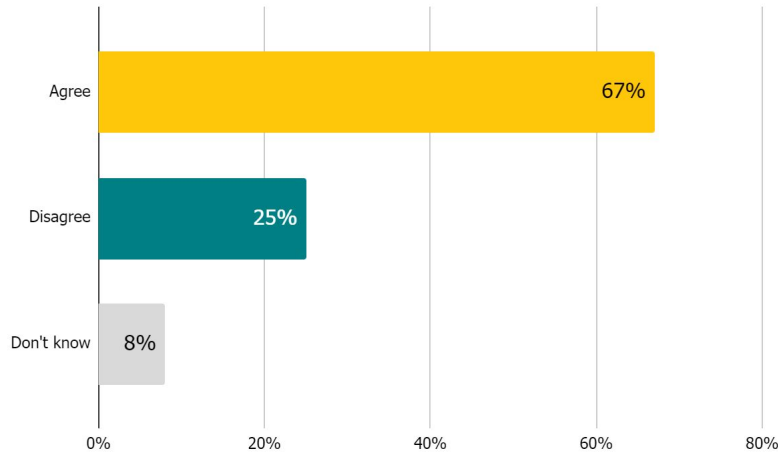
For further information including cross-tabs or additional polling questions, please contact Chad Jeudy-Hugo, Director for Policy and Government Relations at cjeudyhugo@cleanprosperity.ca



Appendix

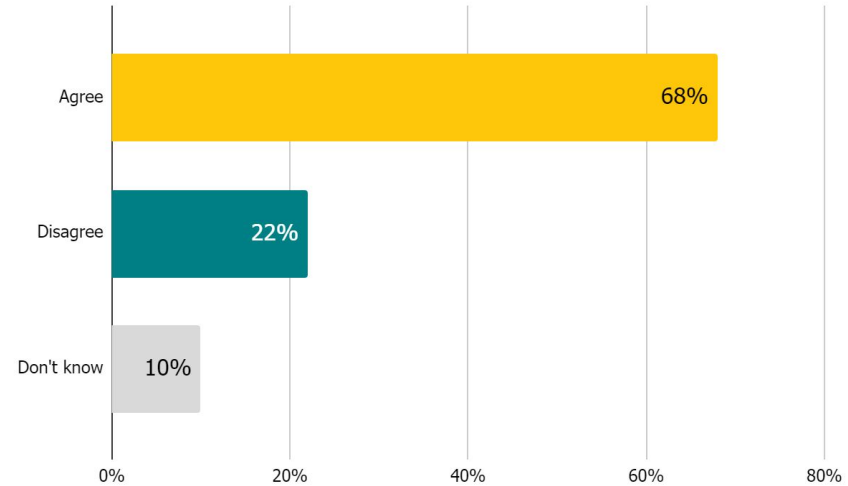
Western Voters Believe in Greater Federal Action and Support Net-Zero

Should Federal Gov Implement Climate Policies
All (n=2004)



Do you agree or disagree with the following statement: The Federal government should implement policies that addresses climate change by reducing greenhouse gas emissions?

Do you support net-zero by 2050?
All (n=2004)



Some scientists have suggested that to avoid the worst impacts of climate change, countries around the world need to adopt a goal of net-zero emissions by 2050, meaning that significant actions are required to remove as much greenhouse gases from the atmosphere as is emitted. Do you support or oppose the goal of achieving net-zero carbon emissions by 2050?

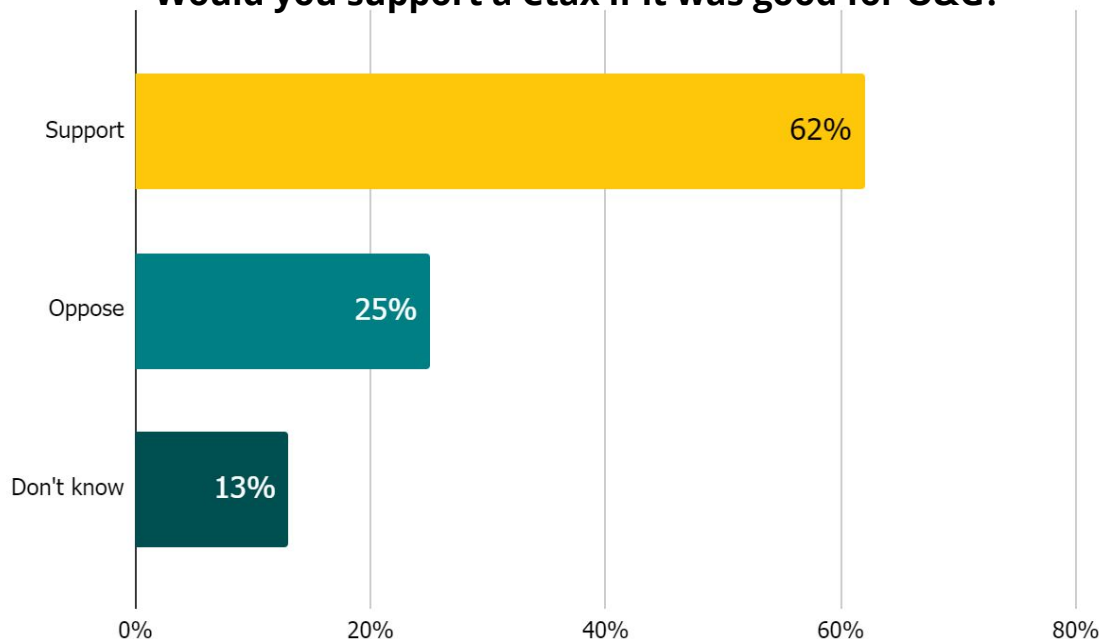


Conservative Voters Support Carbon Pricing if it Supports O&G Workers

A number of experts have suggested that a credible climate plan that includes a carbon tax is the best way to help the oil & gas sector compete in a lower-carbon economy. It would give our oil & gas companies an incentive to reduce their greenhouse gas emissions, and enhance our ability to export our oil. It would also safeguard jobs

Would you support a carbon tax if you knew it was the best climate policy for the oil & gas sector?
(CPC voters in 2019, n=840)

Would you support a Ctax if it was good for O&G?



Risk classification scheme applied to ridings

When analyzing our polling, we applied an objective risk classification scheme to assess ridings won by the Conservatives in the 2019 federal election:

- High-risk ridings: a margin of victory under 20%
- Medium-risk ridings: a margin of victory between 20-50%
- Low-risk ridings: margin of victory was 50%+

High-risk ridings

- Port Moody—Coquitlam
- Cloverdale—Langley City
- South Surrey—White Rock
- Charleswood—St. James—Assiniboia—Headingley
- Steveston—Richmond East
- Pitt Meadows—Maple Ridge
- Saskatoon West
- Edmonton Centre
- Kootenay—Columbia
- Kelowna—Lake Country
- Desnethé—Missinippi—Churchill River
- Mission—Matsqui—Fraser Canyon
- Regina—Wascana
- Edmonton Mill Woods
- Kildonan—St. Paul
- Kamloops—Thompson—Cariboo

Medium-risk ridings

- Richmond Centre
- Langley—Aldergrove
- Saskatoon—University
- Central Okanagan—Similkameen—Nicola
- Regina—Lewvan
- Calgary Skyview
- North Okanagan—Shuswap
- Edmonton Griesbach
- Saskatoon—Grasswood
- Chilliwack—Hope
- Calgary Centre
- Abbotsford
- Calgary Confederation
- Cariboo—Prince George
- Edmonton Manning
- Edmonton Riverbend
- Calgary Forest Lawn
- Edmonton West
- St. Albert—Edmonton
- Regina—Qu'Appelle
- Selkirk—Interlake—Eastman
- Brandon—Souris
- Calgary Rocky Ridge
- Dauphin—Swan River—Neepawa
- Prince Albert



Risk classification scheme cont'd.

When analyzing our polling, we applied an objective risk classification scheme to assess ridings won by the Conservatives in the 2019 federal election:

- High-risk ridings: a margin of victory under 20%
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- Low-risk ridings: margin of victory was 50%+

Low-risk ridings

- Lethbridge
- Provencher
- Calgary Nose Hill
- Moose Jaw—Lake Centre—Lanigan
- Calgary Signal Hill
- Calgary Heritage
- Prince George—Peace River—Northern Rockies
- Portage—Lisgar
- Edmonton—Wetaskiwin
- Banff—Airdrie
- Sherwood Park—Fort Saskatchewan
- Calgary Midnapore
- Yorkton—Melville
- Calgary Shepard
- Carlton Trail—Eagle Creek
- Battlefords—Lloydminster
- Sturgeon River—Parkland
- Fort McMurray—Cold Lake
- Medicine Hat—Cardston—Warner
- Red Deer—Lacombe
- Cypress Hills—Grasslands
- Peace River—Westlock
- Red Deer—Mountain View
- Yellowhead
- Foothills
- Souris—Moose Mountain
- Grande Prairie—Mackenzie
- Lakeland
- Bow River
- Battle River—Crowfoot

