Clean Prosperity

June 2022
Methodology

Study Population
• Canadian residents, ages 18 and older.

Data Collection
• A total of n=1500 online surveys were conducted via Leger’s online LEO panel.
• Interviews were conducted from May 24 to June 2, 2022.

Statistical Analysis
• As a non-probability online survey, a margin of error is technically not to be reported.
• If the data were collected through a probability sample, the margin of error would be (n=1500) ±2.5%, 19 times out of 20.
• Using data from the 2021 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
• The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.
• Throughout the report, references to CPC voters and Accessible voters are made. The following slide provides a breakdown of the sample based on CPC support type
CPC Voter Typology

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Proportion of Total Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current CPC Voters</td>
<td>Respondents who say they will support the CPC if an election were held tomorrow</td>
<td>25%</td>
</tr>
<tr>
<td>Accessible CPC Voters</td>
<td>Respondents who say in federal elections, they typically switch their vote between the CPC and another federal party</td>
<td>22%</td>
</tr>
<tr>
<td>Core (Base) CPC Voters</td>
<td>Respondents who say they ‘always vote CPC’</td>
<td>14%</td>
</tr>
</tbody>
</table>

Calculated based on federal election voting questions
Base: Canadians (n=1500)
DETAILED RESULTS: MOST IMPORTANT ISSUES
Most Important Issue: Cost of living concerns dominate the issue matrix. Healthcare a distant second most important.

Q1. Please select from the list the issue that for you personally is the most important and should be the top priority for the Federal Government to address. This would be the issue that would influence which Party you would support in a federal election. Base: All respondents (n=1500)

- Cost of living pressures and the rate of inflation: 34%
- Better health care for all Canadians and shorter wait times: 18%
- Affordable housing prices for renters and potential homeowners: 13%
- Executing a plan to tackle climate change: 12%
- The level of taxes that Canadians pay: 9%
- Stabilising energy prices such as gasoline, natural gas and electricity: 7%
- Debt/Deficit Control: 6%
- Creating a national jobs program: 1%

Climate change as an issue is far more important in QC (21%) compared to elsewhere in Canada (about 10% or less).

Climate change is a lower priority among current CPC supporters (5%) compared to accessible non-CPC voters (16%). It is of negligible importance among Poilievre 1st ballot supporters (1%)

Women are more likely to say better healthcare (22%) than men (13%)
Second Most Important Issue for Government to Address

Q2. Please select from the list the issue that for you personally is the second most important and should be one of the top priorities for the Federal Government to address. Base: All respondents (n=1500)

[Respondents’ selection in Q1 was removed from their answer matrix in Q2]

- Cost of living pressures and the rate of inflation: 23%
- Better Health care for all Canadians and shorter wait times: 19%
- Stabilising energy prices such as gasoline, natural gas and electricity: 16%
- Affordable housing prices for renters and potential homeowners: 14%
- The level of taxes that Canadians pay: 11%
- Executing a plan to tackle climate change: 8%
- Debt/Deficit Control: 7%
- Creating a national jobs program: 2%
A majority of Canadians say increasing energy costs are a hardship and they are trying to reduce impact by driving less and managing heating and cooling and electricity use.

Q9. Thinking about your household, how have the recent increases in energy costs affected you and/or family? Please indicate whether any of the situations outlined below have had an impact? Base: All respondents (n=1500)

<table>
<thead>
<tr>
<th>Situation</th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gas price increases have me/us driving less</td>
<td>68%</td>
<td>28%</td>
<td>4%</td>
</tr>
<tr>
<td>Energy price increases have me/us taking measures to reduce heating and cooling bills</td>
<td>64%</td>
<td>30%</td>
<td>5%</td>
</tr>
<tr>
<td>Energy price increases have me/us taking measures to reduce our electricity use</td>
<td>61%</td>
<td>33%</td>
<td>6%</td>
</tr>
<tr>
<td>Energy and gas price increases have been a hardship for me/my family, overall</td>
<td>60%</td>
<td>35%</td>
<td>5%</td>
</tr>
<tr>
<td>Gas price increases have me/us considering an electric vehicle</td>
<td>43%</td>
<td>45%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Non-CPC Voters are more likely to say they’re considering an electric vehicle (48%) compared to current CPC supporters (33%)
DETAILED RESULTS: CLIMATE CHANGE & CARBON TAX
Over half of Canadians agree they can’t vote for a federal party that isn’t serious about Climate Change

Q4. Do you agree or disagree with the following statement: I cannot vote for a federal political party unless they have a strong plan for addressing climate change. Base: All respondents (n=1500)

- Strongly agree: 21%
- Somewhat agree: 33%
- Somewhat disagree: 21%
- Strongly disagree: 17%
- Don’t know: 8%

Total Agree 54%
Total Disagree 39%

18-34-year-olds are most likely to agree (65%)
Those in Quebec are most likely to agree (59%) especially compared to those in Alberta (41%)

35% of current Conservative Party voters agree with the statement
Canadians divided when it comes to impression of a consumer carbon tax

Q6. Do you support or oppose a consumer carbon tax policy as a way to address climate change? Base: All respondents (n=1500)

- **Strongly support**: 13%
- **Somewhat support**: 33%
- **Somewhat oppose**: 20%
- **Strongly oppose**: 24%
- **Don’t know**: 10%

**Total Support**: 46%
**Total Oppose**: 43%

27% of current Conservative Party voters support

Those in Alberta are most likely to oppose this (54%) and those in BC are most likely to support this (52%)

18-34-year-olds are more likely to support this (55%) especially compared to 55-64-year-olds (37%)

Support nationally for a carbon tax has dropped 6 points since September 2021 (53% vs. 46%)
Support for a carbon tax goes up when the rebate is mentioned

Q7. Would you support or oppose a carbon tax if you knew that all the money from the tax was being rebated back to families and businesses? Base: All respondents (n=1500)

- **Strongly support**: 20%
- **Somewhat support**: 39%
- **Somewhat oppose**: 14%
- **Strongly oppose**: 16%
- **Don’t know**: 11%

**Total Support**: 59%

**Total Oppose**: 30%

18 to 34 year olds are the most likely demographic to support this (67% and 66% respectively)

When the rebate is mentioned CPC voters’ support increases significantly to 46%

Among accessible CPC voters, support for a carbon tax, knowing that it is rebated, is 54%

Interestingly, support nationally for a carbon tax when respondents informed of rebate has only declined 2 points since September 2021 (61% vs. 59%)
Q5 CREDIBLE CLIMATE POLICY FEATURES:
Agree/Disagree Matrix

Q5. Below are several actions which Governments-Federal or Provincial- could implement as part of an effective and credible climate change plan. Please indicate whether you agree or disagree these actions should be priorities to include in a climate change plan. Base: All respondents (n=1500)
<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Don't know</th>
<th>TOTAL Agree</th>
<th>TOTAL Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>A fee on large polluters to encourage them to reduce their carbon footprint</td>
<td>50%</td>
<td>32%</td>
<td>7%</td>
<td>5%</td>
<td>6%</td>
<td>83%</td>
<td>12%</td>
</tr>
<tr>
<td>Clear targets showing the goals for how much greenhouse gas emissions the government hopes to remove and by what date</td>
<td>31%</td>
<td>43%</td>
<td>9%</td>
<td>7%</td>
<td>10%</td>
<td>74%</td>
<td>16%</td>
</tr>
<tr>
<td>Government support to build machines that can capture greenhouse gases from the air, effectively reversing some of the effects of climate change</td>
<td>29%</td>
<td>43%</td>
<td>6%</td>
<td>11%</td>
<td>10%</td>
<td>73%</td>
<td>17%</td>
</tr>
<tr>
<td>Government tax credits to help industrial facilities capture carbon from their smokestacks so it doesn't go into the air</td>
<td>24%</td>
<td>48%</td>
<td>10%</td>
<td>8%</td>
<td>10%</td>
<td>72%</td>
<td>18%</td>
</tr>
<tr>
<td>A requirement that Electricity generation in Canada should be from only sources that don't emit greenhouse gases by 2035</td>
<td>32%</td>
<td>37%</td>
<td>12%</td>
<td>10%</td>
<td>9%</td>
<td>68%</td>
<td>23%</td>
</tr>
<tr>
<td>A carbon tax and rebate that makes it more expensive to pollute, and then sends the proceeds back to Canadians as cheques or tax cuts</td>
<td>30%</td>
<td>36%</td>
<td>12%</td>
<td>13%</td>
<td>9%</td>
<td>66%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Conservative party supporters (current or accessible) are more apt to support investments in technology along with a combination of tax credits and fees to encourage large polluters to reduce their carbon footprint. A carbon tax is least supported.

<table>
<thead>
<tr>
<th>Credible Climate Policy Features</th>
<th>% Total Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Sample</td>
</tr>
<tr>
<td>Clear targets showing the goals for how much greenhouse gas emissions the government hopes to remove and by what date</td>
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<td>Government tax credits to help industrial facilities capture carbon from their smokestacks so it doesn’t go into the air</td>
<td>72%</td>
</tr>
<tr>
<td>Government support to build machines that can capture greenhouse gases from the air, effectively reversing some of the effects of climate change</td>
<td>73%</td>
</tr>
</tbody>
</table>
Action on climate change may not be at the top as an issue, but 7 in 10 Canadians support the policy of achieving net-zero by 2050.

Q3. Do you support or oppose the goal of Canada achieving net-zero carbon emissions by 2050? Base: All respondents (n=1500)

- Strongly support: 34%
- Somewhat support: 36%
- Somewhat oppose: 10%
- Strongly oppose: 11%
- Don’t know: 9%

Total Support: 70%
Total Oppose: 21%

50% of Conservative Party voters support this policy.

18-34-year-old women are more likely to support this (79%).

Those in Quebec are most likely to support this (79%) especially compared to those in MB/SK (59%).
Nearly 7 in 10 Canadians support the Emissions Reduction Plan

Q8. The Government of Canada recently released the first Emissions Reduction Plans under Canada’s Net-Zero Accountability Act. The Act, which establishes in law Canada’s 2030 emissions reduction target of 40 to 45 percent below 2005 levels and net-zero by 2050, requires Canada to set emissions reduction targets at five-year intervals and to publish clear plans to meet such targets.

The Reduction Plan included announcements on:
• expanding the electricity grid and making it non-emitting by 2035
• providing support for carbon capture and storage for heavy industry to lower its carbon footprint,
• establishing a rule that 100% of new passenger vehicle sales will be zero-emission vehicles by 2035.

Are you supportive of the Canadian Government’s Emissions Reduction Plan summarized above? Base: All respondents (n=1500)

- Strongly support: 24%
- Somewhat support: 45%
- Somewhat oppose: 11%
- Strongly oppose: 11%
- Don’t know: 9%

A majority of current Conservative Party voters (52%) support the ERP.
65% of accessible CPC voters support the ERP
Quebeckers are most likely to support this policy (79%) especially compared to those in Alberta (55%)
Canadians age 65+ are more likely to support this (75%), as well as 18-34-year-olds (72%)
Nearly half of Canadians agree not taking climate action will lead to higher cost of living

Q17. There has been considerable media attention on the rising cost of goods, inflation and other affordability issues in general. This has led some to question whether introducing policies to lower carbon emissions by making pollution more expensive are a good idea at this time. Below are two points of view on this. Which view is closest to your own? Base: All respondents (n=1500)

- Some people say with rising inflation and the cost of household essential goods rising now is not the time to introduce climate policies which may increase the purchase price of some products.
- Other people say while its true inflation and the price of essential goods is on the rise, not taking serious action on climate change now will lead to even higher costs for Canadians as the effects of climate change become more severe.
- Don't know

Men are more likely to agree now is not the time to introduce climate policies which may increase purchase prices (43%) compared to women (31%)

Current CPC Voters are more likely to agree now is not the time introduce climate policies which may increase purchase prices (58%) compared to accessible CPC voters (48%)

15%
Over half of Canadians agree a climate policy is a necessary part of any economic plan

Q18. Which of the following views is closest to your own:
Base: All respondents (n=1500)

- Climate policy is a necessary part of any economic plan for Canada. A good climate policy will create jobs and attract business investment now, as industries adopt new strategies and technologies to compete in an environmentally sustainable manner.

- Climate policy will slow the growth of Canada’s economy. To create jobs and encourage business investment now, the government should focus on the areas where Canada has traditionally been strong like developing our natural resources, such as the oil & gas

- Don’t know

18-34-year-olds are more likely to agree climate policy is a necessary part of an economic plan (66%) especially compared to 35-54-year-olds (50%)

Over a third (36%) of current Conservative Party voters agree climate policy is a necessary part of an economic plan compared to 49% of accessible CPC voters who feel this way.
Two thirds of Canadians feel the Conservative Party needs to do more to present a credible climate plan. Only 10% feel it currently has a good plan now.

Q19. Do you feel as the Conservative Party prepares for the next election it needs to...
Base: All respondents (n=1500)

- Do a lot more in terms of policy action to present a credible climate change plan to Canadians: 44%
- Do a little more in terms of policy action to present a credible climate change plan to Canadians: 22%
- Do nothing as it currently has a credible climate change plan: 10%
- Don’t know: 24%

Those in BC are most likely to say the CPC needs to do more (73%) especially compared to those in MB/SK (55%).

Only 21% of current CPC Voters feel the Party already has a credible climate plan. 62% say it should do more (26% a lot more).

Almost 7 in 10 accessible CPC voters (69%) feel the party should do more to present a credible climate policy.
7 in 10 Canadians agree if a party doesn’t have a serious climate plan, they don’t have a serious economic strategy either

Q20. Do you agree or disagree with the statement below? Attracting the jobs of the future in areas like renewable energy and electric vehicle production will require taking climate change seriously. If a political party doesn’t have a serious plan to tackle climate change, then they don’t have a serious economic strategy either. Base: All respondents (n=1500)

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>33%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>37%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>12%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>9%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>9%</td>
</tr>
</tbody>
</table>

Those in Quebec are more likely to agree (77%) especially compared to those in MB/SK (56%).

A narrow majority of current CPC voters agree with this statement (51%).

Among accessible CPC voters agreement grows to 63%.
The federal Liberal Government is fixated with climate change, but their policies are just driving up the cost of living for Canadians. We should repeal the carbon tax, scrap most of the other green investments that the Liberals are making and focus on investments in technology to solve our climate challenge.

Over half of Canadians agree the CPC approach will hurt the economy and environment in the long run

Q21. Do you agree, or disagree, with the following statements: Base: All respondents (n=1500)

The Conservative Party says it is focused on the economy, however, their rush to remove the carbon tax and dismantle some other clean energy regulations will actually make it harder to attract the billions in investment that is needed to re-start Canada’s economy. Their approach will hurt the economy and the environment in the long run.

<table>
<thead>
<tr>
<th>Party policies</th>
<th>% Total Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal government is fixated with climate change...</td>
<td>46%</td>
</tr>
<tr>
<td>The CPC says it is focused on the economy....</td>
<td>52%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Party policies</th>
<th>Total</th>
<th>Accessible CPC</th>
<th>Current CPC</th>
<th>Pierre Poilievre 1st</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liberal government is fixated with climate change...</td>
<td>46%</td>
<td>60%</td>
<td>73%</td>
<td>90%</td>
</tr>
<tr>
<td>The CPC says it is focused on the economy....</td>
<td>52%</td>
<td>43%</td>
<td>31%</td>
<td>14%</td>
</tr>
</tbody>
</table>
Q22. If the Federal Conservatives repeal the price on carbon, do you think it’s still possible for their plan to be seen as a serious plan to reduce emissions? Base: All respondents (n=1500)

51% of those in Quebec said ‘no’ compared to 35% of those in Alberta.

61% of current CPC voters said ‘yes’ the party’s plan will still be credible compared to 42% of accessible CPC voters who feel this way.
DETAILED RESULTS: Politics & CPC Leadership Race
Q10/11. If a federal election were held tomorrow which Party would you be most likely to vote for? Base: Decided voters (n=1255)

- Liberal Party of Canada: 29%
- Conservative Party of Canada: 29%
- Green Party of Canada: 6%
- NDP: 8%
- Bloc Quebecois: 4%
- PPC: 1%
- Other: 22%
Q14. The Conservative Party of Canada is currently holding a leadership election to select the next leader of its party. From the list of candidates for leader please indicate which one would be your first choice? Base: CPC voters (n=371)

Among Decided Voters (n=260)
- Poilievre (53%)
- Charest (19%)
- Brown (7%)
- Lewis (6%)
- Baber (4%)
- Aitchison (1%)

Main reasons for wanting candidate to win:
- Good platform/ideas (10%)
- Experience in government/proven track record (8%)
- Knowledgeable (8%)
- Trustworthy (8%)
- Best choice / I like them (8%)
- Strong backbone / says it how it is (6%)
- Aligns with my values (5%)
- Strong leadership (5%)
- Best chance of getting rid of the Liberals/Trudeau (4%)
Q15. The leadership vote is a preferential ballot where member get to indicate who their second choice is for leader. From the list of candidates for leader please indicate which one would be your second choice? Base: CPC leadership voters (n=235)

- Leslyn Lewis: 15%
- Patrick Brown: 12%
- Pierre Poilievre: 11%
- Jean Charest: 6%
- Roman Barber: 5%
- Scott Aitchison: 3%
- Undecided: 31%
- Prefer not to answer: 1%
- None of them: 18%
Q16. And from the list of candidates for leader below please indicate which one would be your third choice. Base: CPC leadership voters (n=119)
# Respondent Profile

## Gender

<table>
<thead>
<tr>
<th></th>
<th>Weighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=</td>
<td>1500</td>
</tr>
<tr>
<td>Male</td>
<td>49</td>
</tr>
<tr>
<td>Female</td>
<td>51</td>
</tr>
</tbody>
</table>

## Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Weighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 34</td>
<td>27</td>
</tr>
<tr>
<td>35 to 54</td>
<td>34</td>
</tr>
<tr>
<td>55 years of age or older</td>
<td>39</td>
</tr>
</tbody>
</table>

## Household Income

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Weighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $60,000</td>
<td>32</td>
</tr>
<tr>
<td>$60,000 to less than $100,000</td>
<td>28</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>31</td>
</tr>
</tbody>
</table>

## Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Weighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>British Columbia</td>
<td>14</td>
</tr>
<tr>
<td>Alberta</td>
<td>11</td>
</tr>
<tr>
<td>Saskatchewan</td>
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<tr>
<td>Manitoba</td>
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<tr>
<td>Ontario</td>
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<td>Quebec</td>
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</tr>
<tr>
<td>New Brunswick</td>
<td>2</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>3</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Newfoundland</td>
<td>2</td>
</tr>
</tbody>
</table>
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• Leger
  Marketing research and polling

• Leger MetriCX
  Strategic and operational customer experience consulting services

• Leger Analytics (LEA)
  Data modelling and analysis

• Leger Opinion (LEO)
  Panel management

• Leger Communities
  Online community management

• Leger Digital
  Digital strategy and user experience

• International Research
  Worldwide Independent Network (WIN)

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185 CONSULTANTS

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