

Report

Clean Prosperity

June 2022

DATE 2022-07-13 PROJECT NUMBER 45925-008

Leger

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*We know Canadians*

# METHODOLOGY

# 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)  $\pm 2.5\%$ , 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

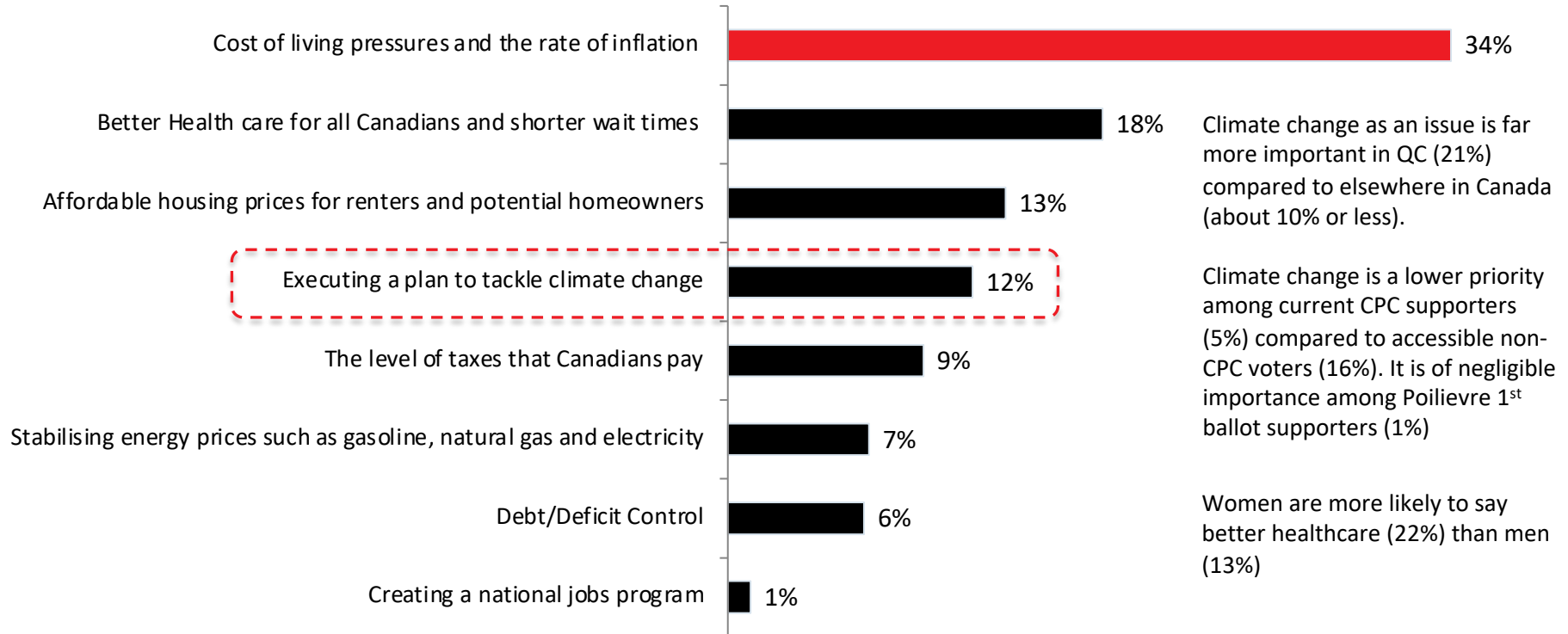
# CPC Voter Typology

Term	Definition	Proportion of Total Sample
Current CPC Voters	Respondents who say they will support the CPC if an election were held tomorrow	25%
Accessible CPC Voters	Respondents who say in federal elections, they typically switch their vote between the CPC and another federal party	22%
Core (Base) CPC Voters	Respondents who say they 'always vote CPC'	14%

DETAILED RESULTS: MOST IMPORTANT ISSUES

# Most Important Issue: Cost of living concerns dominate the issue matrix. Healthcare a distant second most important.

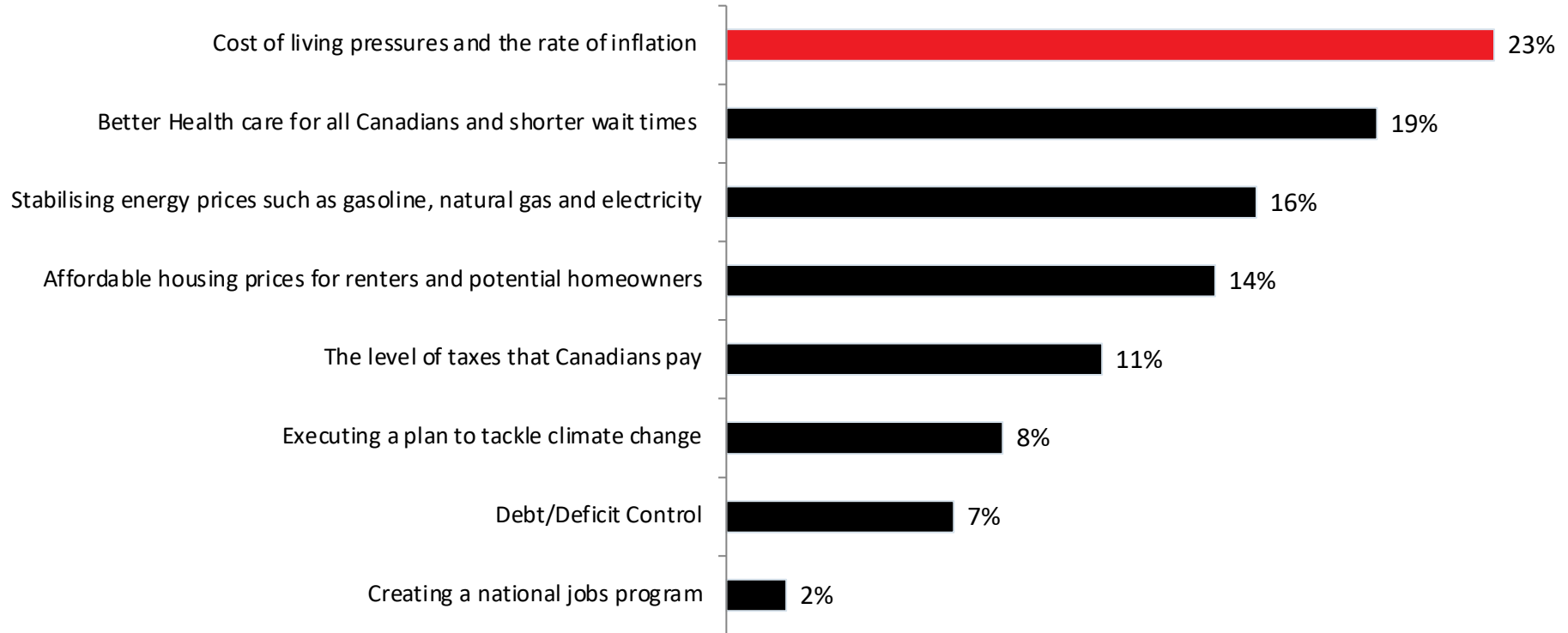
Q1. Please select from the list the issue that for you personally is the most important and should be the top priority for the Federal Government to address. This would be the issue that would influence which Party you would support in a federal election. Base: All respondents (n=1500)



## Second Most Important Issue for Government to Address

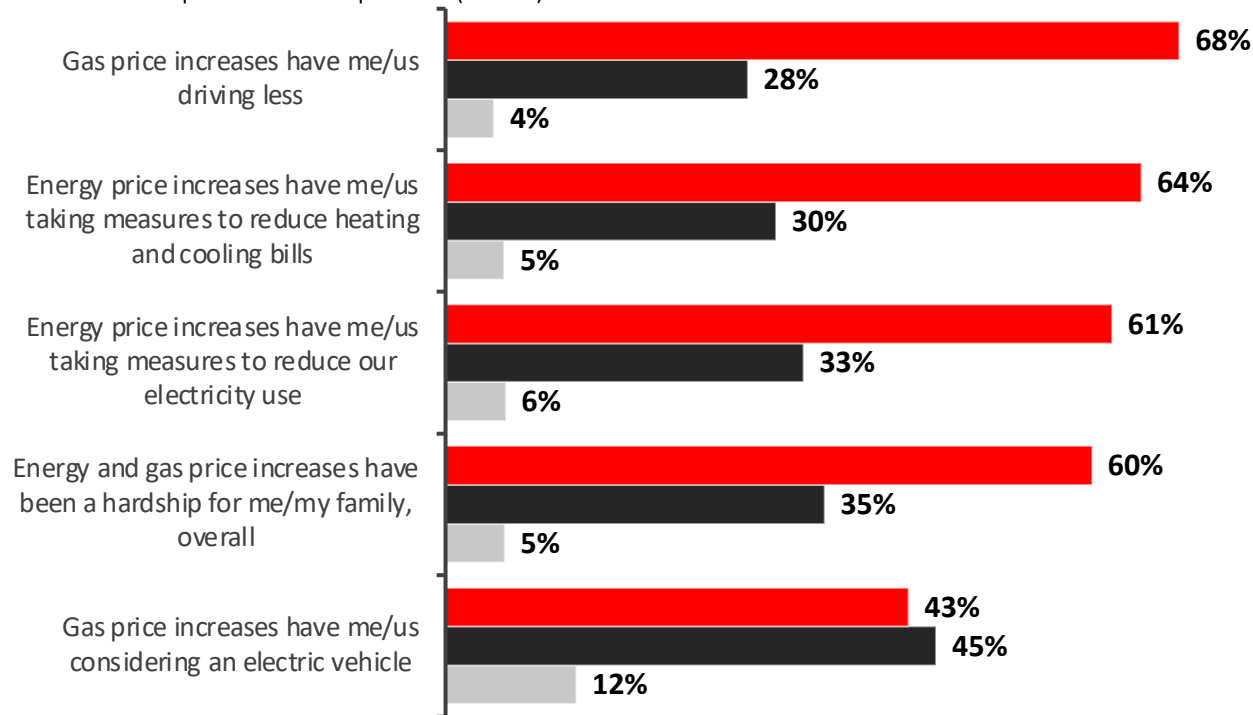
Q2. Please select from the list the issue that for you personally is the second most important and should be one of the top priorities for the Federal Government to address. Base: All respondents (n=1500)

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



# 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)



Non-CPC Voters are more likely to say they're considering an electric vehicle (48%) compared to current CPC supporters (33%)

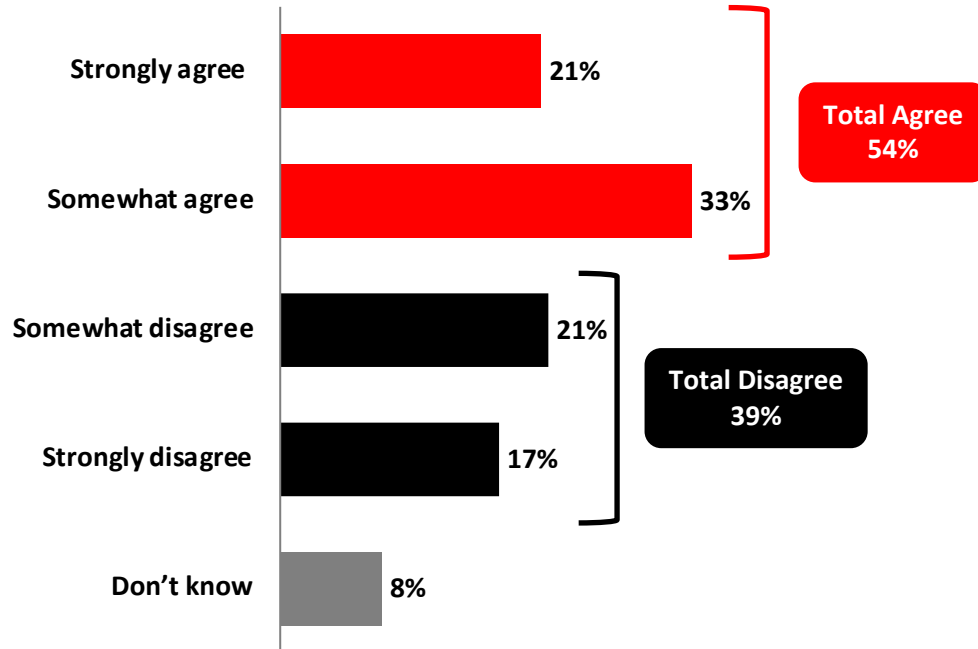




# DETAILED RESULTS: CLIMATE CHANGE & CARBON TAX

# 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)



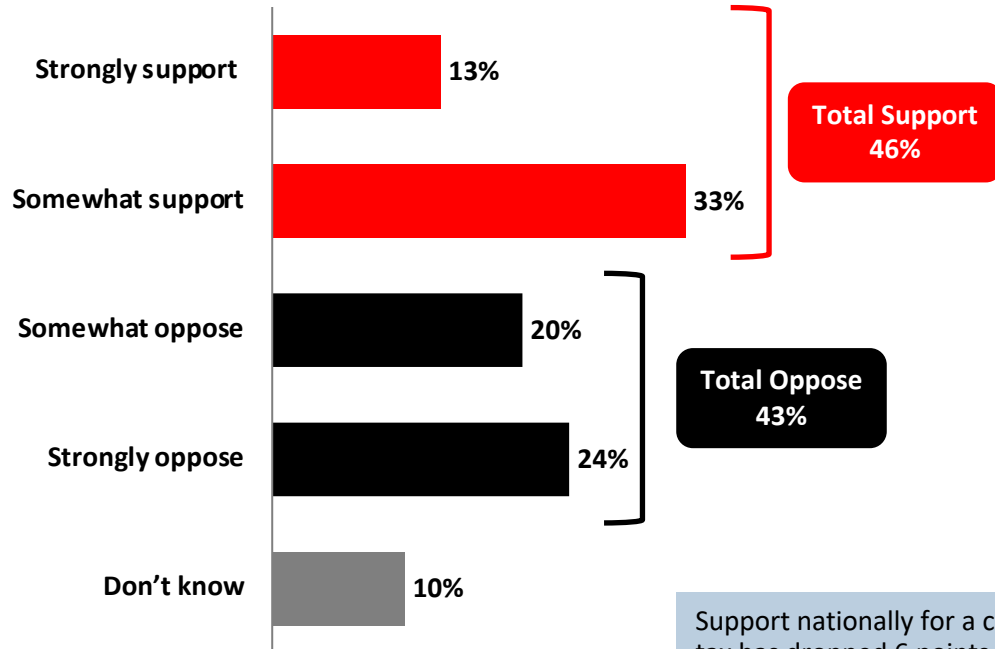
18-34-year-olds are most likely to agree (65%)

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)



27% of current Conservative Party voters support

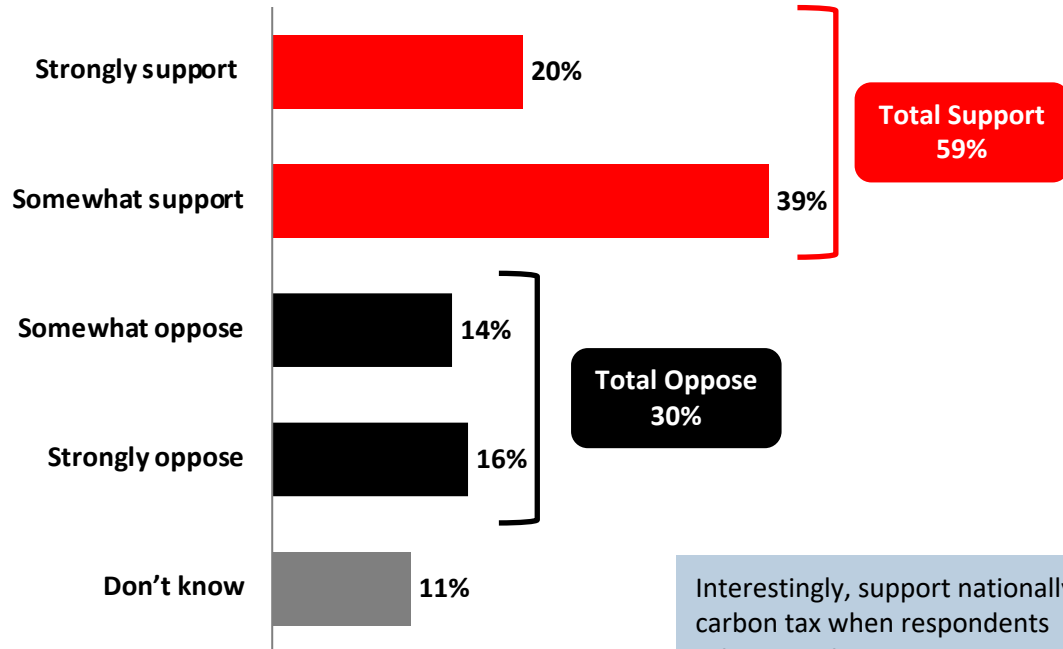
Those in Alberta are most likely to oppose this (54%) and those in BC are most likely to support this (52%)

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)



Interestingly, support nationally for a carbon tax when respondents informed of rebate has only declined 2 points since September 2021 (61% vs. 59%)

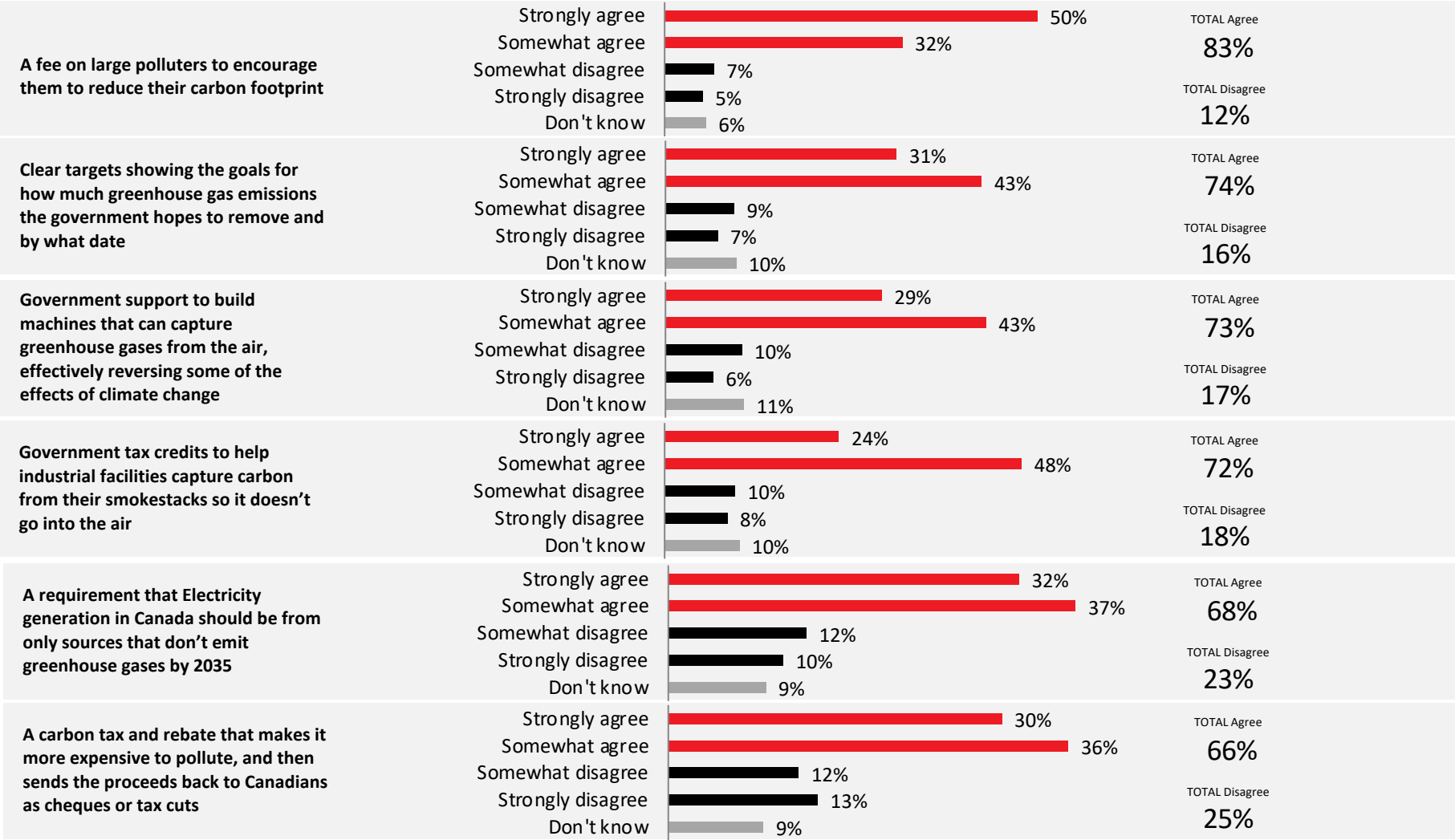
18 to 34 year olds are the most likely demographic to support this (67% and 66% respectively)

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%

## 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)*

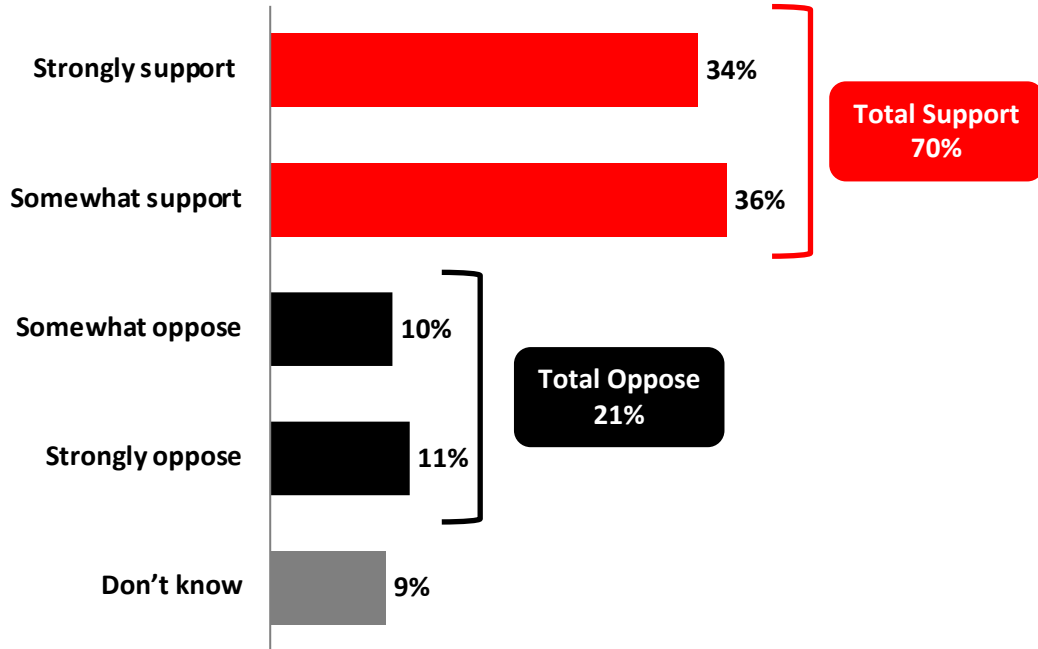


**Conservative party supporters (current or accessible) are more apt to support investments in technology along with a combination of tax credits and fees to encourage large polluters to reduce their carbon footprint. A carbon tax is least supported.**

Credible Climate Policy Features	% Total Agree		
	Total Sample	Accessible CPC	Current CPC
Clear targets showing the goals for how much greenhouse gas emissions the government hopes to remove and by what date	74%	71%	61%
A requirement that Electricity generation in Canada should be from only sources that don't emit greenhouse gases by 2035	68%	62%	53%
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	66%	60%	50%
A fee on large polluters to encourage them to reduce their carbon footprint	83%	82%	73%
Government tax credits to help industrial facilities capture carbon from their smokestacks so it doesn't go into the air	72%	72%	70%
Government support to build machines that can capture greenhouse gases from the air, effectively reversing some of the effects of climate change	73%	72%	66%

# 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)



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%)



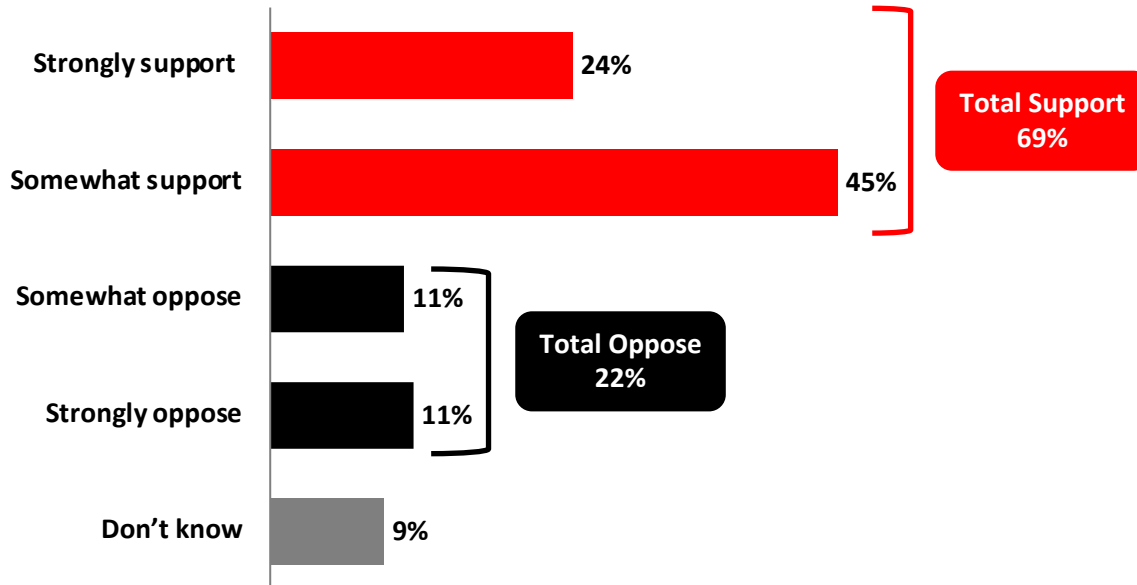
# Nearly 7 in 10 Canadians support the Emissions Reduction Plan

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)



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%)

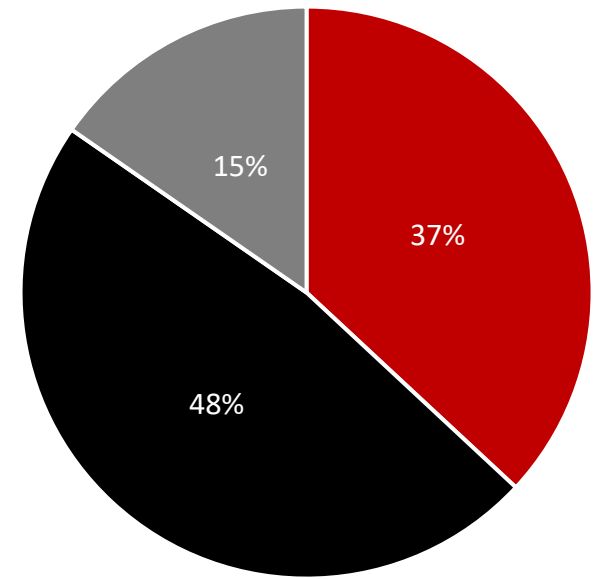
Canadians age 65+ are more likely to support this (75%), as well as 18-34-year-olds (72%)

# DETAILED RESULTS: Climate Policy vs Cost of Living and the Economy

# 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%)

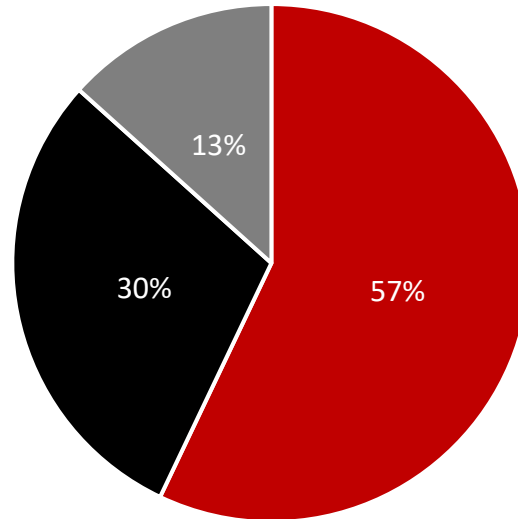
Current CPC Voters are more likely to agree now is not the time introduce climate policies which may increase purchase prices (58%) compared to accessible CPC voters (48%)

# 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



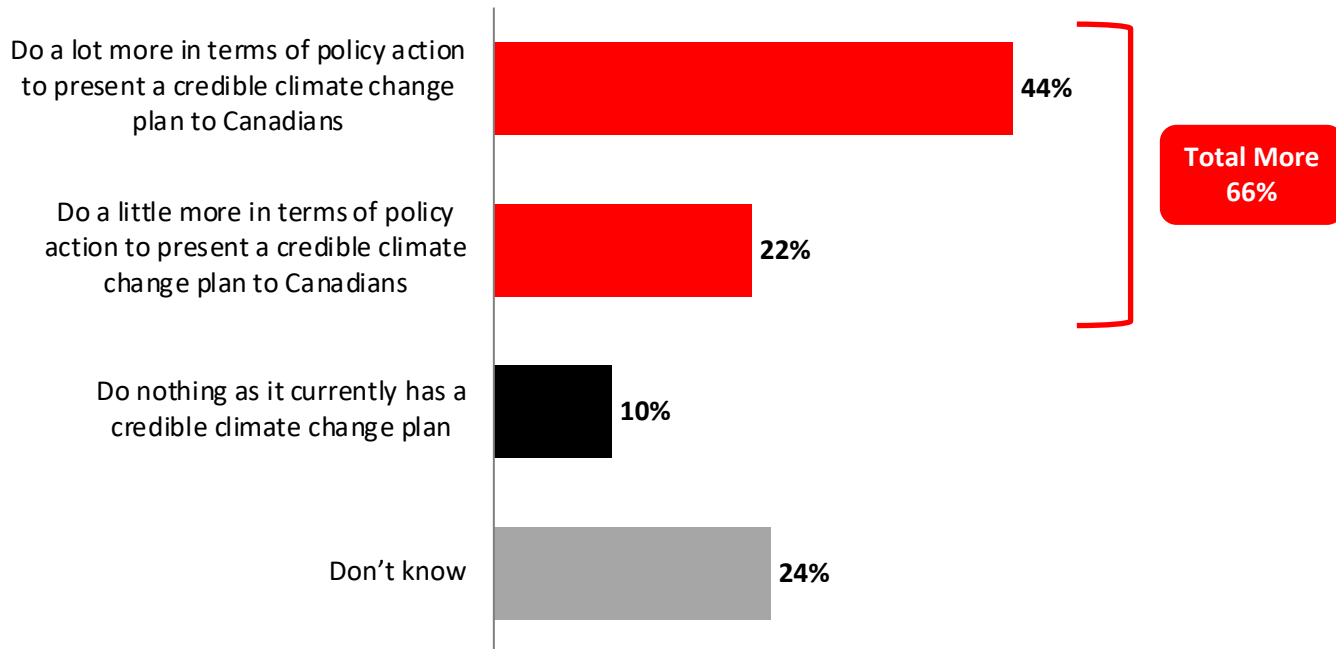
18-34-year-olds are more likely to agree climate policy is a necessary part of an economic plan (66%) especially compared to 35-54-year-olds (50%)

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)



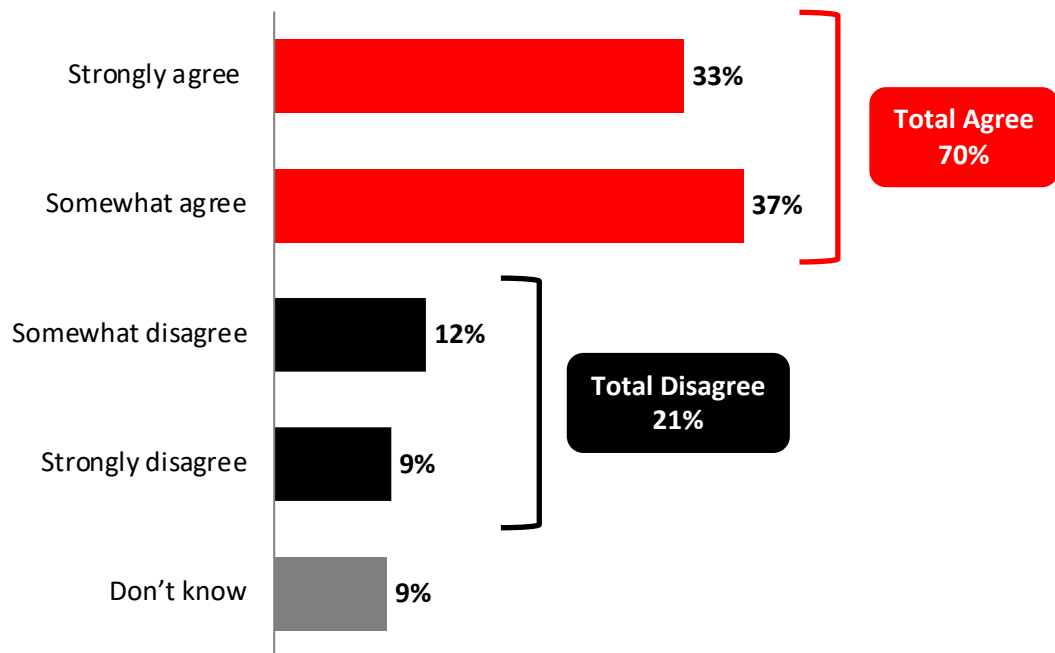
Those in BC are most likely to say the CPC needs to do more (73%) especially compared to those in MB/SK (55%)

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)



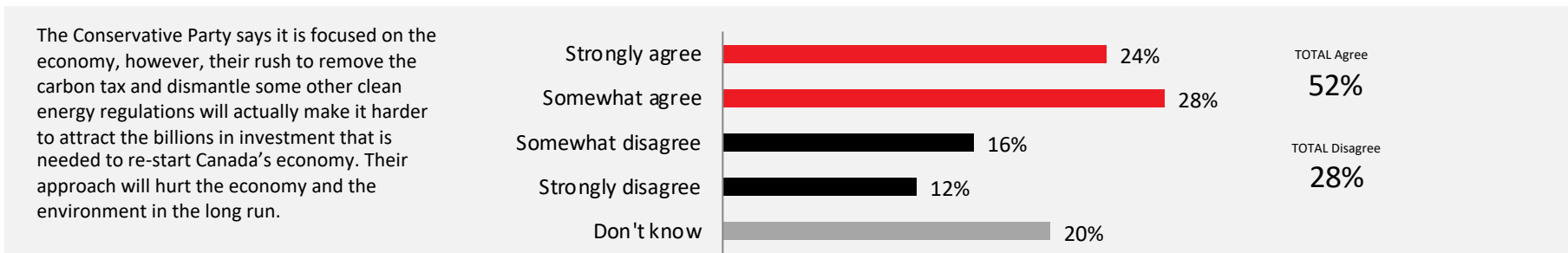
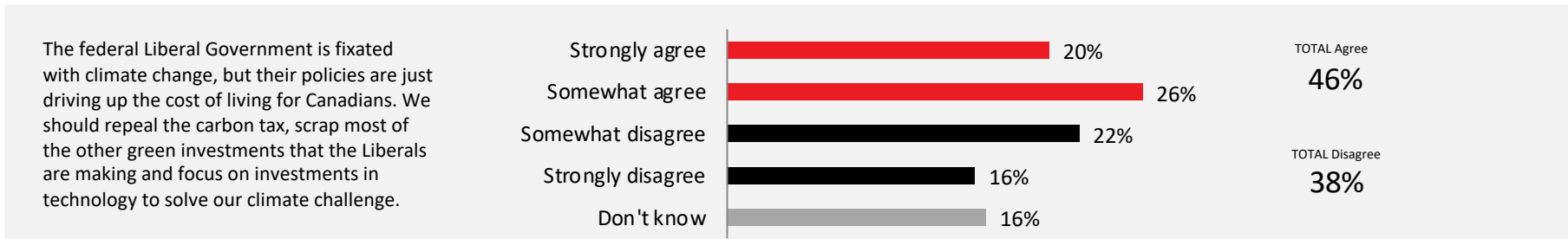
Those in Quebec are more likely to agree (77%) especially compared to those in MB/SK (56%)

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

Among accessible CPC voters agreement grows to 63%.

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

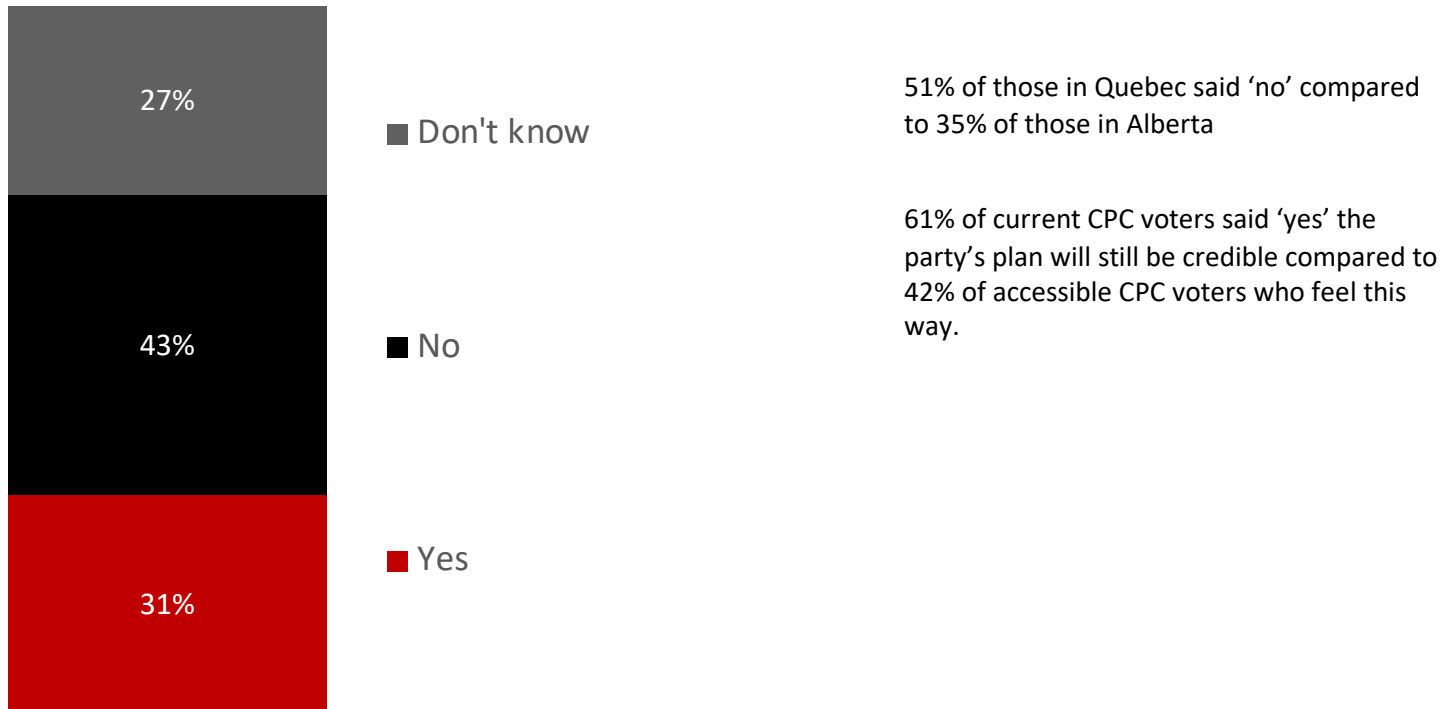
Q21. Do you agree, or disagree, with the following statements: Base: All respondents (n=1500)



Party policies	% Total Agree			
	Total	Accessible CPC	Current CPC	Pierre Poilievre 1st
Liberal government is fixated with climate...	46%	60%	73%	90%
The CPC says it is focused on the economy...	52%	43%	31%	14%

# Repealing the price on carbon approach may have a detrimental impact on the Conservatives presenting a credible climate policy

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)

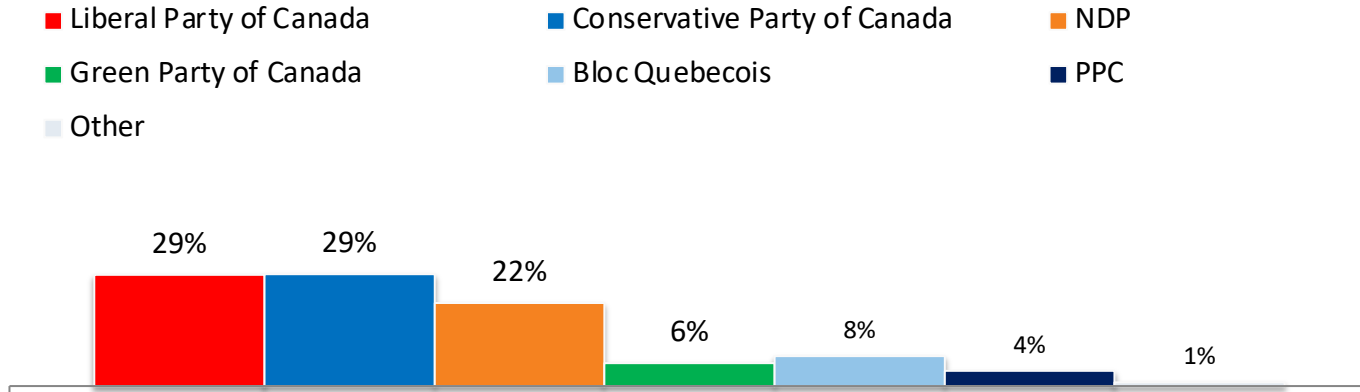




# DETAILED RESULTS: Politics & CPC Leadership Race

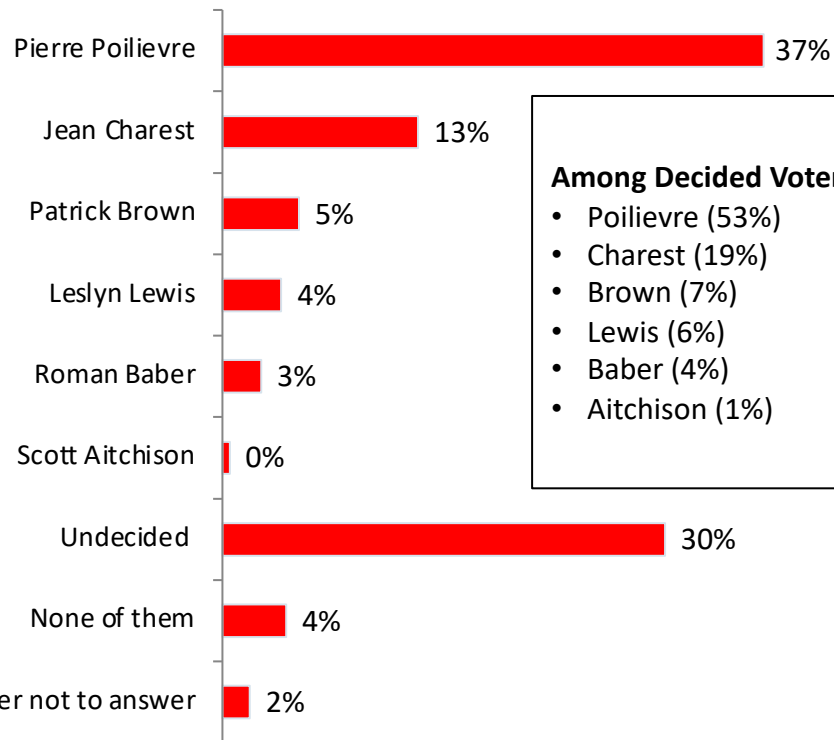
# Committed Ballot

Q10/11. If a federal election were held tomorrow which Party would you be most likely to vote for? Base: Decided voters (n=1255)



# First CPC Ballot

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)

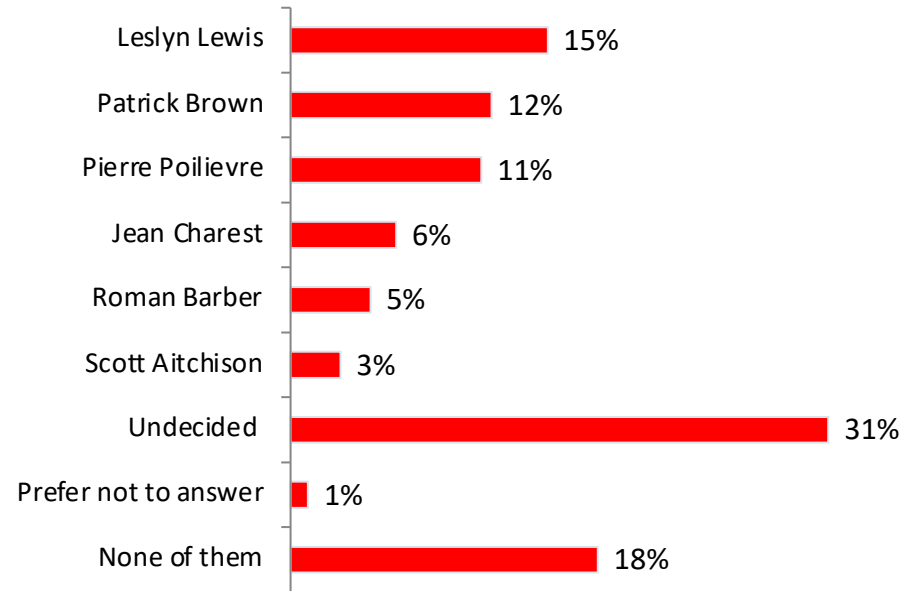
- Poilievre (53%)
- Charest (19%)
- Brown (7%)
- Lewis (6%)
- Baber (4%)
- Aitchison (1%)

### 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%)

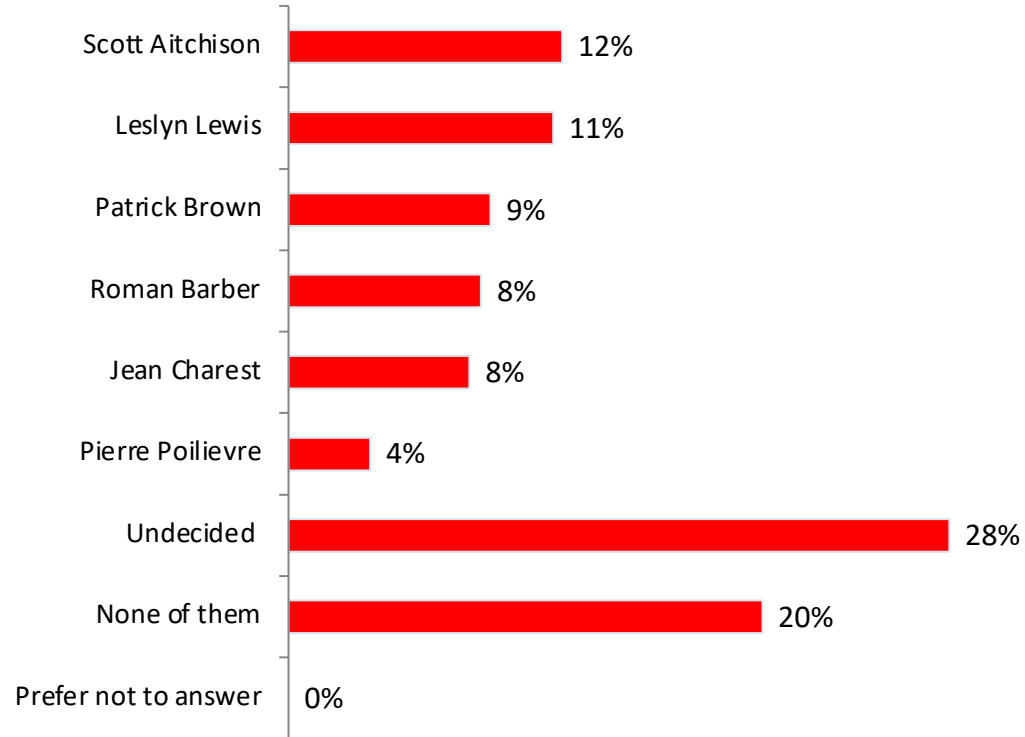
## Second CPC Ballot:

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)



# Third CPC Ballot

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

## RESPONDENT PROFILE

	Weighted
n=	1500
<b>Gender</b>	(%)
Male	49
Female	51
<b>Age</b>	
18 to 34	27
35 to 54	34
55 years of age or older	39
<b>Household Income</b>	
Less than \$60,000	32
\$60,000 to less than \$100,000	28
\$100,000 or more	31

	Weighted
n=	1500
<b>Region</b>	(%)
British Columbia	14
Alberta	11
Saskatchewan	3
Manitoba	4
Ontario	38
Quebec	23
New Brunswick	2
Nova Scotia	3
Prince Edward Island	<1
Newfoundland	2

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