

2019 Election: Climate Change



October 2019



Methodology



These are the partial results of an online survey conducted between October 8th and October 9th, 2019.

This online survey of 1,726 adult Canadians was conducted using Lucid, a leading provider of online sample. The results are weighted to n=1,500 based on Census data from Statistics Canada.

Respondents from the Lucid constituent panels are recruited from a wide variety of sources to reflect the age, gender, region, and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once. Sub-regional quotas are set within regions to ensure there is a representative sample of respondents from across the entire region.

A total of 386 panelists started but did not finish the survey and another 12 panelists were screened out for exceeding quotas.

Confidence: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Weighting: Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability. Weighted and unweighted frequencies are reported in the table.

| | Unweighted (n) | Unweighted (%) | Weighted (n) | Weighted (%) |
|----------------------|-------------------|-------------------|-----------------|-----------------|
| Males 18-34 | 148 | 8.6% | 206 | 13.8% |
| Males 35-54 | 258 | 14.9% | 251 | 16.7% |
| Males 55+ | 344 | 19.9% | 272 | 18.1% |
| Females 18-34 | 226 | 13.1% | 204 | 13.6% |
| Females 35-54 | 336 | 19.5% | 260 | 17.4% |
| Females 55+ | 414 | 24.0% | 306 | 20.4% |
| Region | | | | |
| BC | 204 | 11.8% | 204 | 13.6% |
| Alberta | 186 | 10.8% | 170 | 11.3% |
| Prairies | 146 | 8.5% | 100 | 6.7% |
| Ontario | 758 | 43.9% | 573 | 38.2% |
| Quebec | 280 | 16.2% | 350 | 23.4% |
| Atlantic | 152 | 8.8% | 102 | 6.8% |

Climate Change

Familiarity and Belief

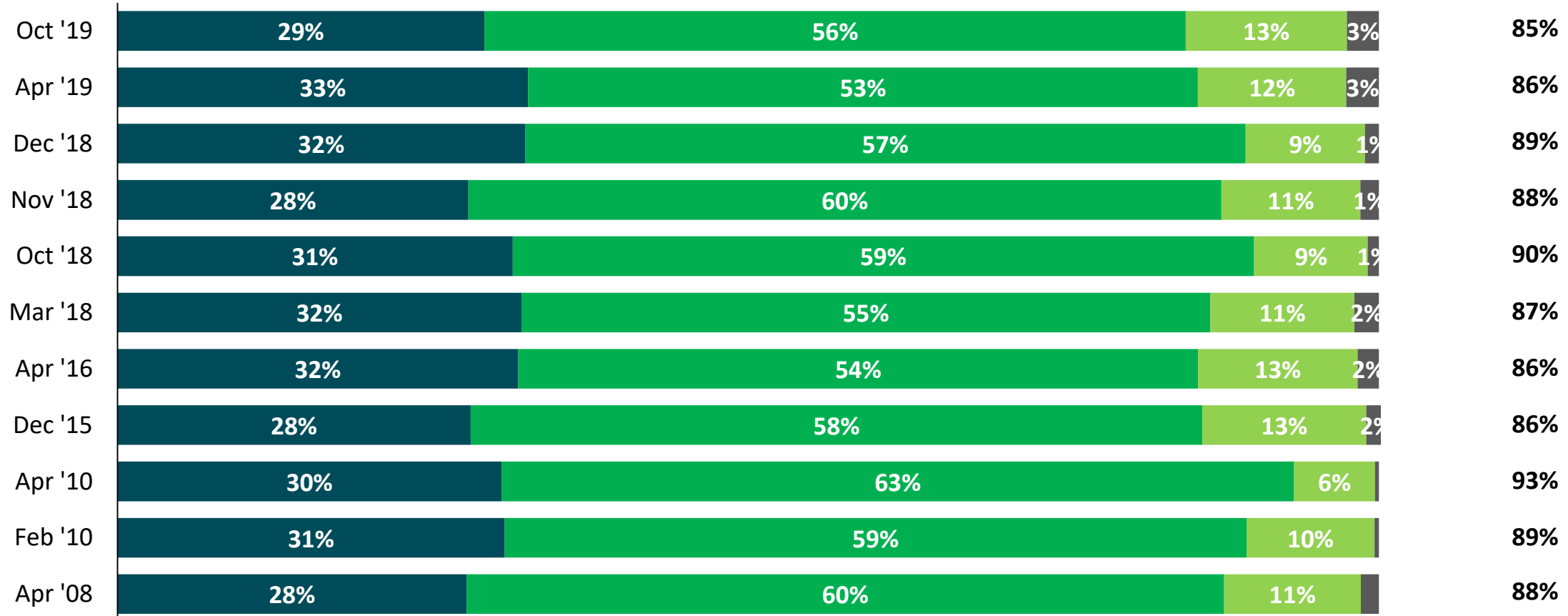
Familiarity with Climate Change: Familiarity has remained high with 85% saying they are familiar



How familiar are you with the concept of climate change?

[asked of all respondents; n=1,500]

Familiar
(Detailed + General Understanding)



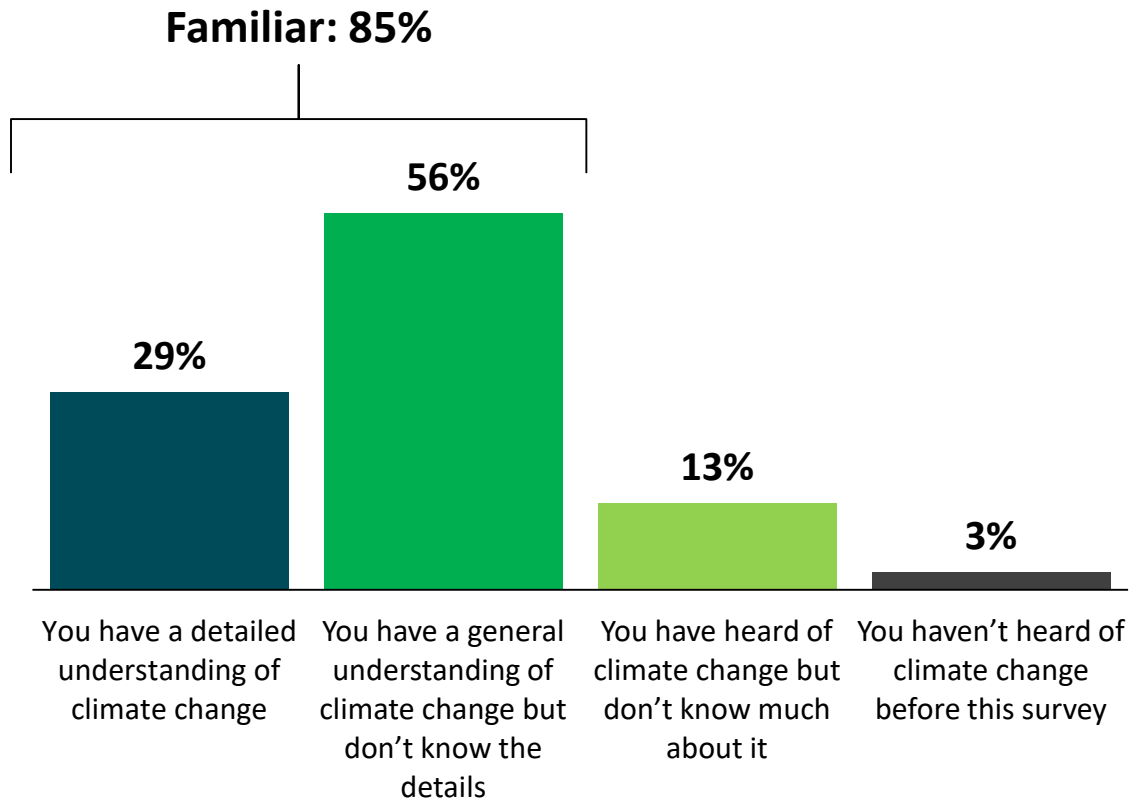
- You have a detailed understanding of climate change
- You have a general understanding of climate change but don't know the details
- You have heard of climate change but don't know much about it
- You haven't heard of climate change before this survey

NOTE: Prior to 2010, the term "global warming" was used in place of "climate change"

Familiarity with Climate Change: Those 18-34 are most likely to have a detailed understanding; men report having a higher understanding



How familiar are you with the concept of climate change?
[asked of all respondents; n=1,500]



Segmentation by Age-Gender

| | M 18-34 | M 35-54 | M 55+ | F 18-34 | F 35-54 | F 55+ |
|--|---------|---------|-------|---------|---------|-------|
| Detailed understanding | 40% | 32% | 30% | 30% | 23% | 24% |
| General understanding | 48% | 53% | 57% | 54% | 57% | 62% |
| Have heard; Don't know much | 10% | 14% | 11% | 9% | 16% | 15% |
| Have not heard before this survey | 3% | 1% | 2% | 6% | 4% | 0% |
| Familiar (Detailed + General) | 87% | 85% | 87% | 84% | 80% | 85% |

Combined Vote by Familiarity: Among those with the most detailed understanding of climate change, Liberals hold an 11 point lead



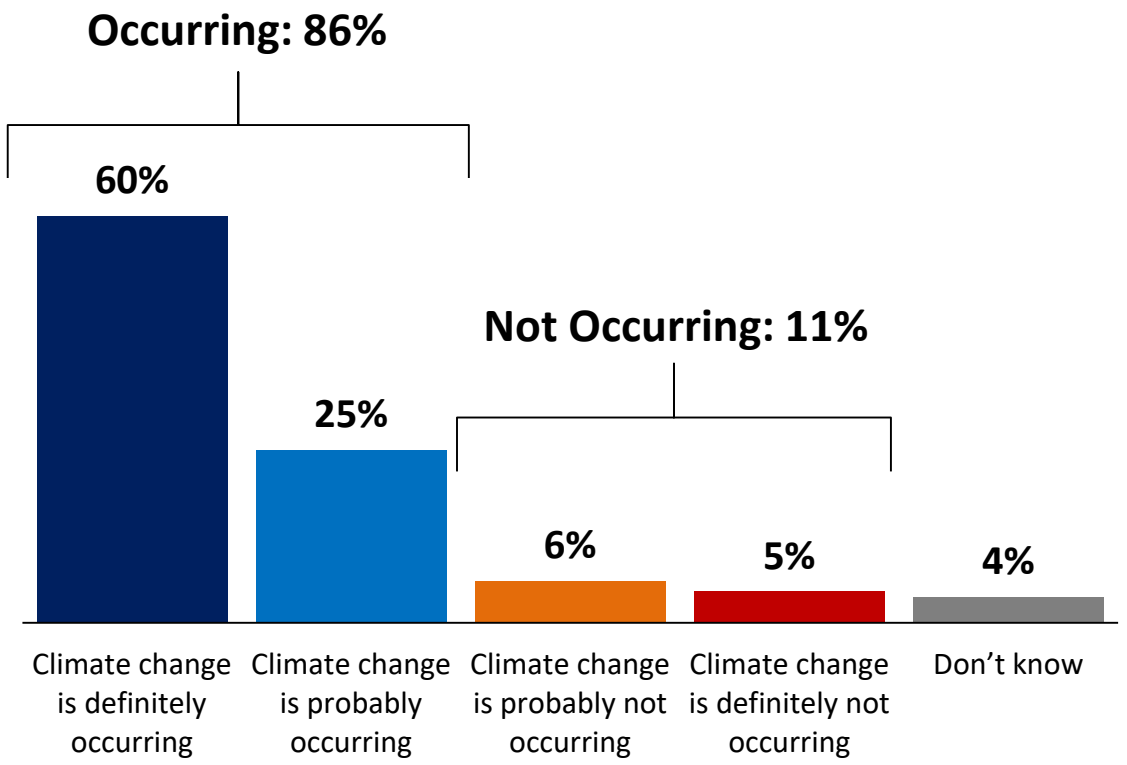
COMBINED VOTE BY How familiar are you with the concept of climate change?

[asked of all respondents; n=1,500]

| | Detailed understanding | General understanding | Have heard of, but don't know much | Have not heard of before this survey (n=38) |
|----------------------|------------------------|-----------------------|------------------------------------|---|
| Conservative | 24% | 30% | 29% | 10% |
| Liberal | 35% | 30% | 24% | 23% |
| NDP | 14% | 14% | 10% | 5% |
| Bloc | 5% | 5% | 6% | 3% |
| Green | 12% | 8% | 6% | 12% |
| People's Party | 4% | 2% | 3% | 4% |
| Other | 0% | 0% | 0% | 0% |
| Undecided/ DK | 5% | 9% | 15% | 26% |
| Would not Vote/ None | 1% | 2% | 7% | 17% |

Belief in Climate Change: Those 55+ are most likely to believe that climate change is occurring; young men are least likely to say so

Thinking about your own personal view, do you believe that...
[asked of all respondents; n=1,500]



Segmentation by Age-Gender

| | M 18-34 | M 35-54 | M 55+ | F 18-34 | F 35-54 | F 55+ |
|--|---------|---------|-------|---------|---------|-------|
| Definitely occurring | 56% | 58% | 59% | 62% | 59% | 64% |
| Probably occurring | 26% | 26% | 29% | 21% | 27% | 23% |
| Probably not occurring | 10% | 5% | 5% | 7% | 5% | 6% |
| Definitely not occurring | 4% | 8% | 6% | 3% | 3% | 3% |
| Don't know | 4% | 3% | 1% | 6% | 6% | 4% |
| OCcurring (Definitely + Probably) | 82% | 84% | 88% | 84% | 86% | 87% |
| NOT OCCURRING (Probably + Definitely) | 14% | 12% | 11% | 10% | 8% | 9% |

Combined Vote by Belief: Half of those who believe climate change is definitely not occurring say they would vote Conservative (52%)



COMBINED VOTE BY Thinking about your own personal view, do you believe that...

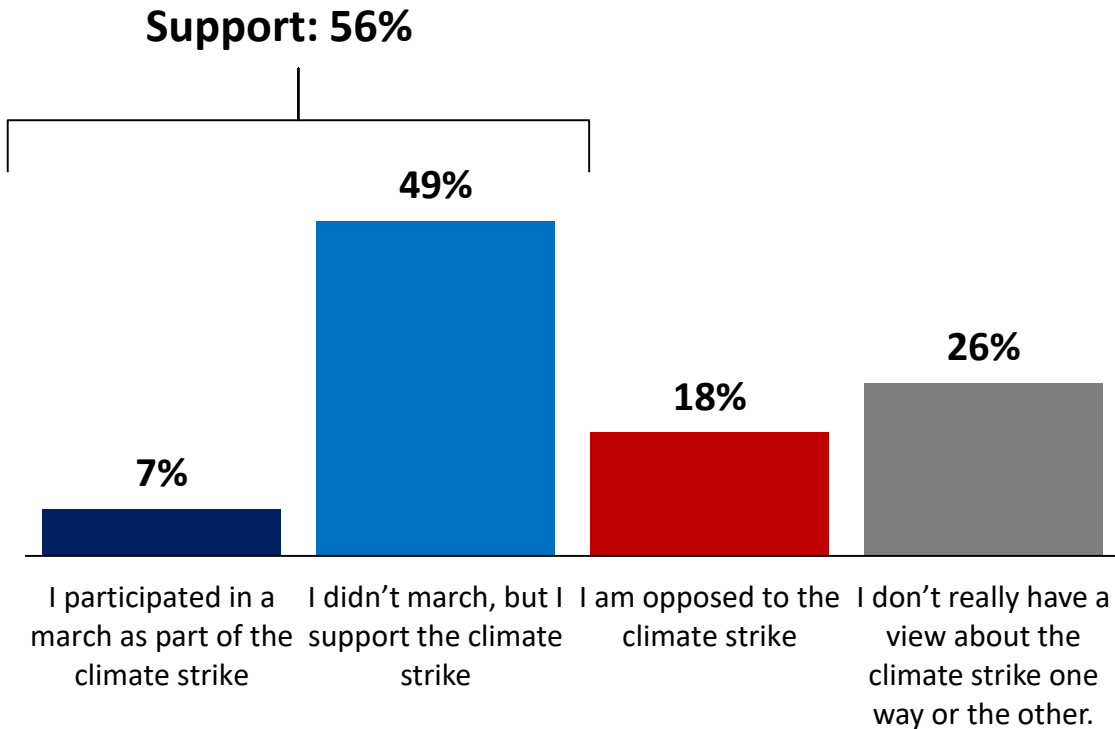
[asked of all respondents; n=1,500]

| | Definitely occurring | Probably occurring | Probably not occurring | Definitely not occurring | Don't know |
|-------------------------|----------------------|--------------------|------------------------|--------------------------|------------|
| Conservative | 19% | 40% | 46% | 52% | 16% |
| Liberal | 36% | 26% | 20% | 12% | 15% |
| NDP | 16% | 10% | 9% | 4% | 11% |
| Bloc | 6% | 5% | 3% | 2% | 0% |
| Green | 11% | 5% | 7% | 6% | 3% |
| People's Party | 2% | 3% | 3% | 12% | 4% |
| Other | 0% | 0% | 1% | 0% | 0% |
| Undecided/ DK | 8% | 7% | 8% | 5% | 36% |
| Would not Vote/ None | 2% | 2% | 4% | 7% | 16% |

Climate Strike

Climate Strike: Young men are much more likely to have participated in¹⁰ the climate strike over any other age or gender group

Q On Friday September 27th, people concerned about climate change held a climate strike as part of a global effort. Which of the following best represents your point of view?
[asked of all respondents; n=1,500]



Segmentation by Age-Gender

| | M 18-34 | M 35-54 | M 55+ | F 18-34 | F 35-54 | F 55+ |
|--|------------|------------|------------|------------|------------|------------|
| I participated in a march as part of the climate strike | 22% | 5% | 1% | 13% | 3% | 2% |
| I didn't march, but I support the climate strike | 55% | 45% | 44% | 53% | 50% | 51% |
| I am opposed to the climate strike | 10% | 21% | 30% | 10% | 12% | 21% |
| I don't really have a view about the climate strike one way or the other | 12% | 29% | 24% | 23% | 36% | 26% |
| Total Support (Participated + Didn't march, but support) | 77% | 50% | 46% | 66% | 52% | 53% |

Combined Vote by Climate Strike: Of those who participated in a march, the plurality are Liberal voters



COMBINED VOTE BY On Friday September 27th, people concerned about climate change held a climate strike as part of a global effort. Which of the following best represents your point of view?

[asked of all respondents; n=1,500]

| | I participated in a march as part of the climate strike | I didn't march, but I support the climate strike | I am opposed to the climate strike | I don't really have a view about the climate strike one way or the other |
|----------------------|---|--|------------------------------------|--|
| Conservative | 17% | 14% | 63% | 31% |
| Liberal | 38% | 40% | 11% | 26% |
| NDP | 19% | 17% | 6% | 10% |
| Bloc | 3% | 7% | 3% | 4% |
| Green | 10% | 12% | 5% | 6% |
| People's Party | 8% | 1% | 5% | 3% |
| Other | 0% | 0% | 0% | 1% |
| Undecided/ DK | 5% | 8% | 5% | 14% |
| Would not Vote/ None | 0% | 2% | 2% | 6% |

Carbon Tax and Carbon Pricing Policies

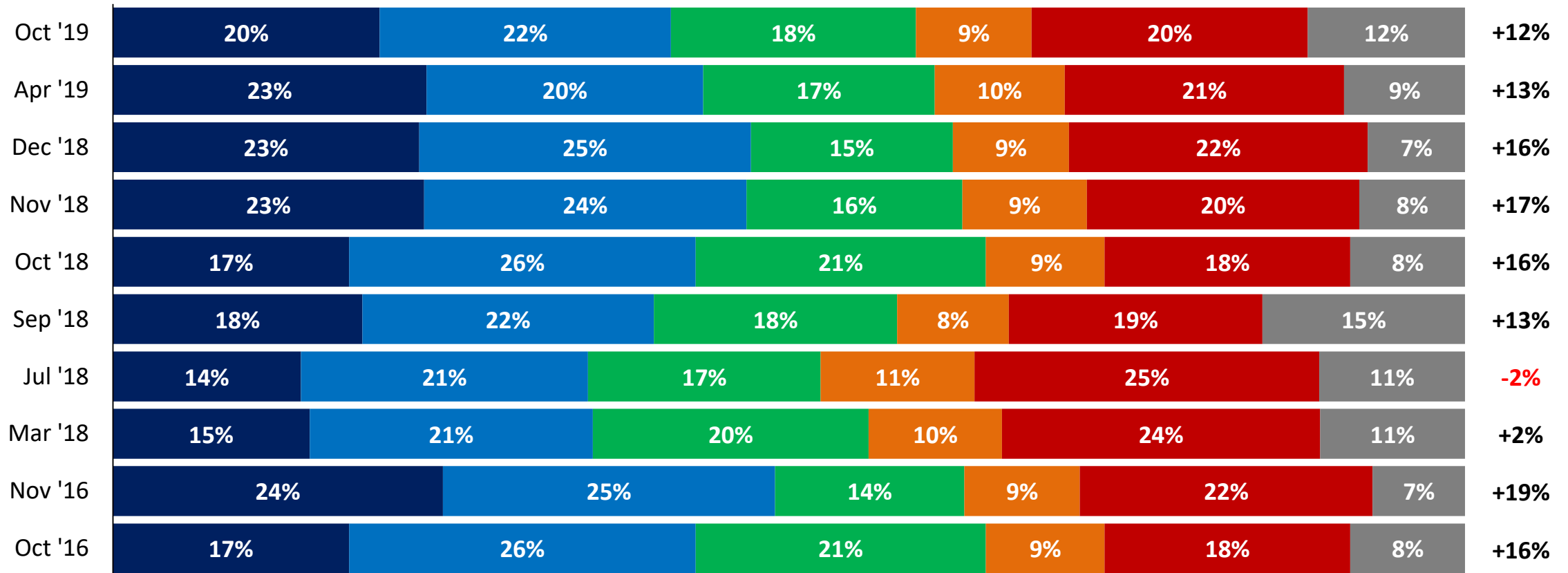
General Support: Net support has not changed from earlier this year and is still down directionally from 2018 results



Do you support or oppose the federal government implementing the following policy?
 Establish a national minimum price for carbon and, in provinces that fail to meet that national minimum price, the federal government will introduce a carbon tax in that province where the money raised by that tax is returned to that provincial government.

[asked of all respondents; n=1,500]

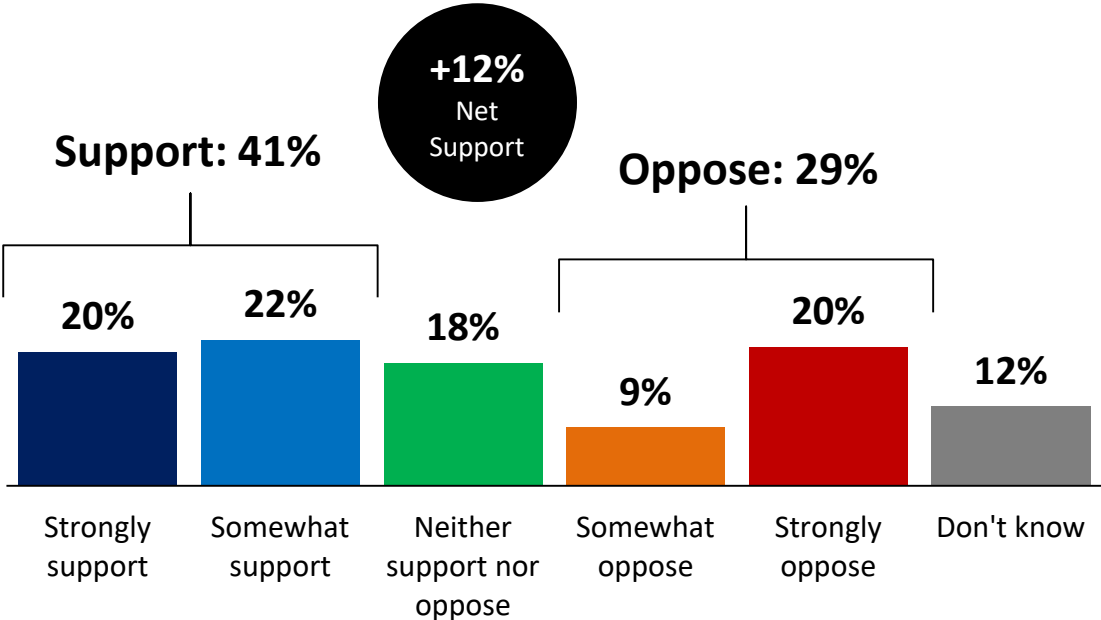
Net Support
 (Total Support – Total Oppose)



■ Strongly support
 ■ Somewhat support
 ■ Neither support nor oppose
■ Somewhat oppose
 ■ Strongly oppose
 ■ Don't know

General Support: Men 55+ are the only age-gender segment to have negative net support for a minimum price of carbon

Q Do you support or oppose the federal government implementing the following policy?
 Establish a national minimum price for carbon and, in provinces that fail to meet that national minimum price, the federal government will introduce a carbon tax in that province where the money raised by that tax is returned to that provincial government.
 [asked of all respondents; n=1,500]



Segmentation by Age-Gender

| | M 18-34 | M 35-54 | M 55+ | F 18-34 | F 35-54 | F 55+ |
|-----------------------------------|-------------|-------------|------------|-------------|------------|-------------|
| Strongly support | 27% | 15% | 21% | 23% | 14% | 20% |
| Somewhat support | 24% | 29% | 16% | 21% | 20% | 20% |
| Neither support nor oppose | 16% | 16% | 15% | 16% | 25% | 20% |
| Somewhat oppose | 6% | 8% | 10% | 9% | 8% | 9% |
| Strongly oppose | 15% | 24% | 32% | 11% | 17% | 21% |
| Don't know | 12% | 7% | 5% | 20% | 16% | 11% |
| SUPPORT | 50% | 44% | 38% | 44% | 34% | 40% |
| OPPOSE | 21% | 32% | 42% | 19% | 25% | 30% |
| NET SUPPORT | +29% | +12% | -5% | +25% | +9% | +11% |

Combined Vote by General Support: A plurality of carbon tax supporters would vote Liberal; those oppose are mostly CPC voters



COMBINED VOTE BY Do you support or oppose the federal government implementing the following policy? Establish a national minimum price for carbon and, in provinces that fail to meet that national minimum price, the federal government will introduce a carbon tax in that province where the money raised by that tax is returned to that provincial government.

[asked of all respondents; n=1,500]

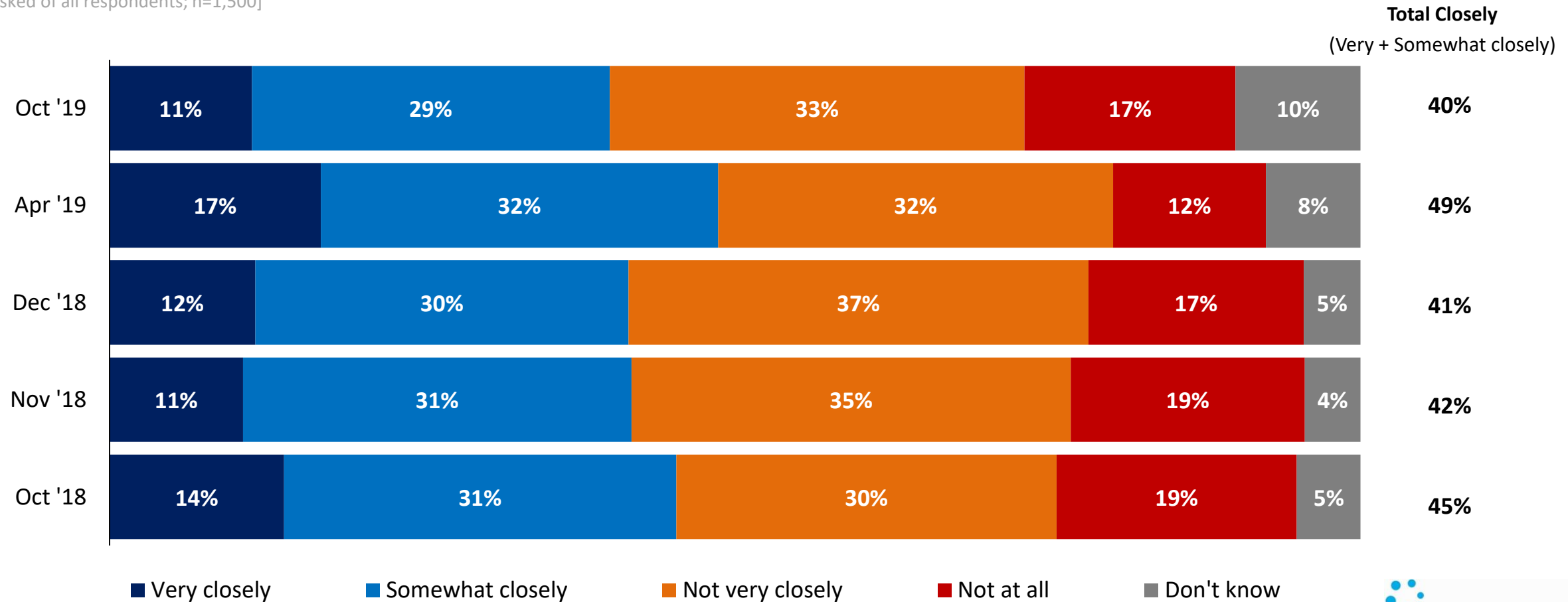
| | Strongly support | Somewhat support | Neither support nor oppose | Somewhat oppose | Strongly oppose | Don't know |
|----------------------|------------------|------------------|----------------------------|-----------------|-----------------|------------|
| Conservative | 10% | 18% | 21% | 40% | 63% | 13% |
| Liberal | 49% | 44% | 33% | 20% | 8% | 20% |
| NDP | 19% | 12% | 14% | 16% | 8% | 14% |
| Bloc | 8% | 7% | 5% | 3% | 2% | 4% |
| Green | 9% | 12% | 9% | 10% | 4% | 11% |
| People's Party | 2% | 1% | 2% | 3% | 6% | 3% |
| Other | 0% | 0% | 0% | 1% | 1% | 0% |
| Undecided/ DK | 3% | 4% | 12% | 6% | 6% | 27% |
| Would not Vote/ None | 1% | 2% | 4% | 2% | 2% | 8% |

Awareness: Awareness of the policy specifics is down nearly 10 points from earlier this year, with 4-in-10 Canadians following it closely ¹⁶



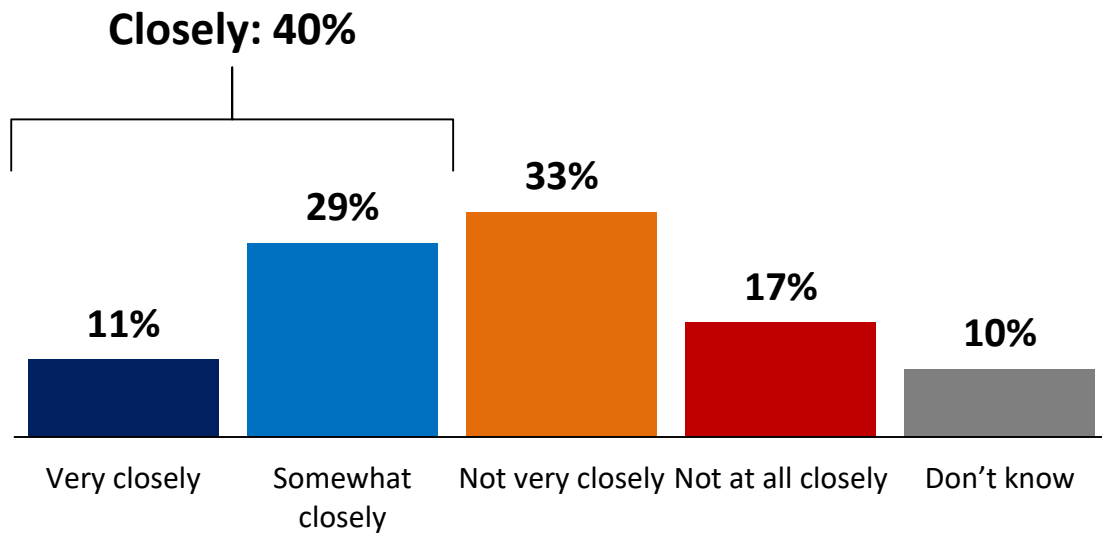
In October 2018, the federal government announced the details of the national minimum price for carbon. The federal government has determined that Saskatchewan, Manitoba, Ontario and New Brunswick have failed to meet the national minimum price. In those provinces, the federal government will bring in a tax on carbon-based fuels. The federal government will use 90 percent of those revenues to provide a rebate to consumer in those provinces. The remaining 10% will be used to provide support for schools, hospitals, small and medium-sized businesses, colleges and universities, municipalities, not-for-profit organizations and Indigenous communities. How closely have you been following the news about this announcement?

[asked of all respondents; n=1,500]



Awareness: Young men and men 55+ are most likely to follow the news about the October 2018 announcement

Q In October 2018, the federal government announced the details of the national minimum price for carbon. The federal government has determined that Saskatchewan, Manitoba, Ontario and New Brunswick have failed to meet the national minimum price. In those provinces, the federal government will bring in a tax on carbon-based fuels. The federal government will use 90 percent of those revenues to provide a rebate to consumer in those provinces. The remaining 10% will be used to provide support for schools, hospitals, small and medium-sized businesses, colleges and universities, municipalities, not-for-profit organizations and Indigenous communities. How closely have you been following the news about this announcement?
 [asked of all respondents; n=1,500]



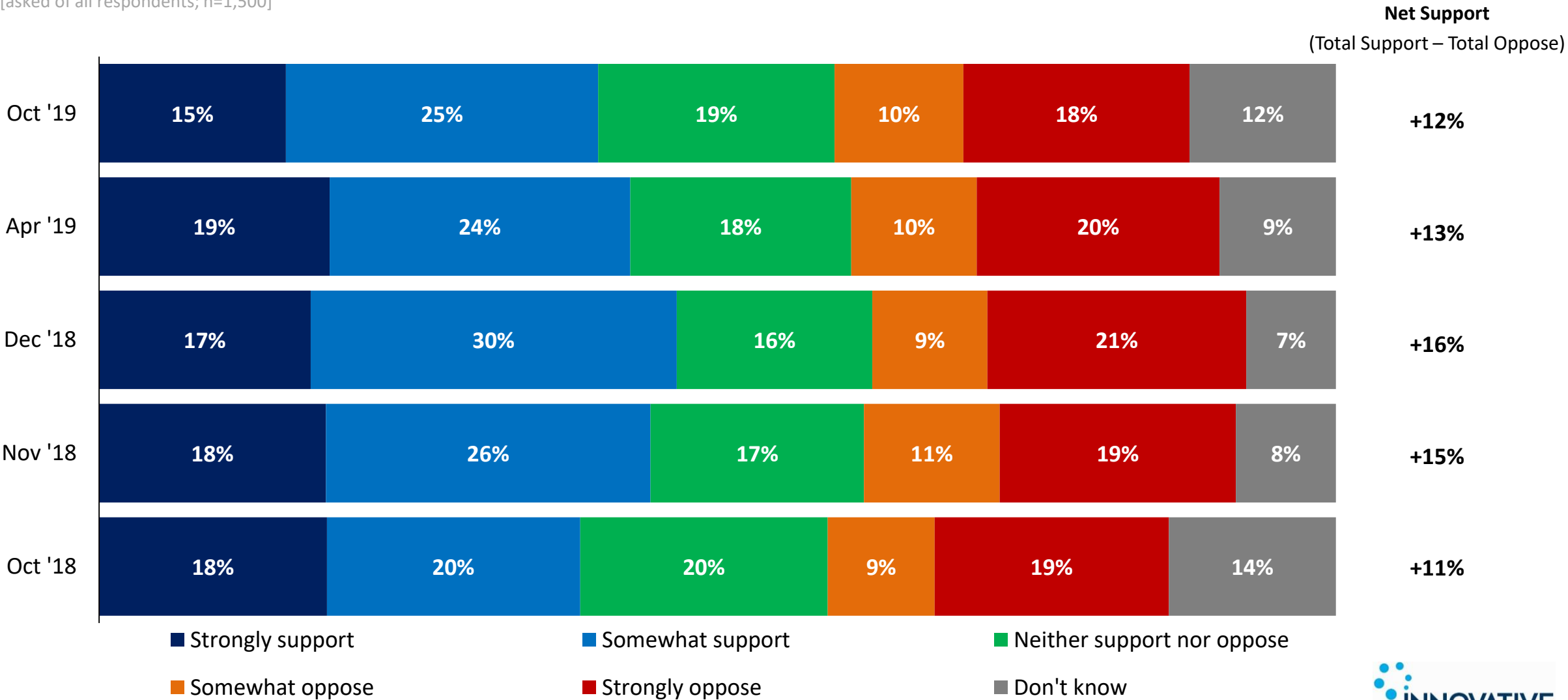
Segmentation by Age-Gender

| | M 18-34 | M 35-54 | M 55+ | F 18-34 | F 35-54 | F 55+ |
|--|------------|------------|------------|------------|------------|------------|
| Very closely | 22% | 9% | 14% | 12% | 4% | 10% |
| Somewhat closely | 31% | 33% | 36% | 23% | 22% | 26% |
| Not very closely | 27% | 34% | 33% | 30% | 35% | 37% |
| Not at all closely | 10% | 17% | 13% | 16% | 24% | 19% |
| Don't know | 10% | 7% | 4% | 19% | 14% | 8% |
| CLOSELY (Very + Somewhat closely) | 53% | 42% | 50% | 34% | 26% | 36% |

Policy Support: Net support for policy consistent at 12%, slightly higher¹⁸ proportion of those who say 'Don't know' than in previous polling

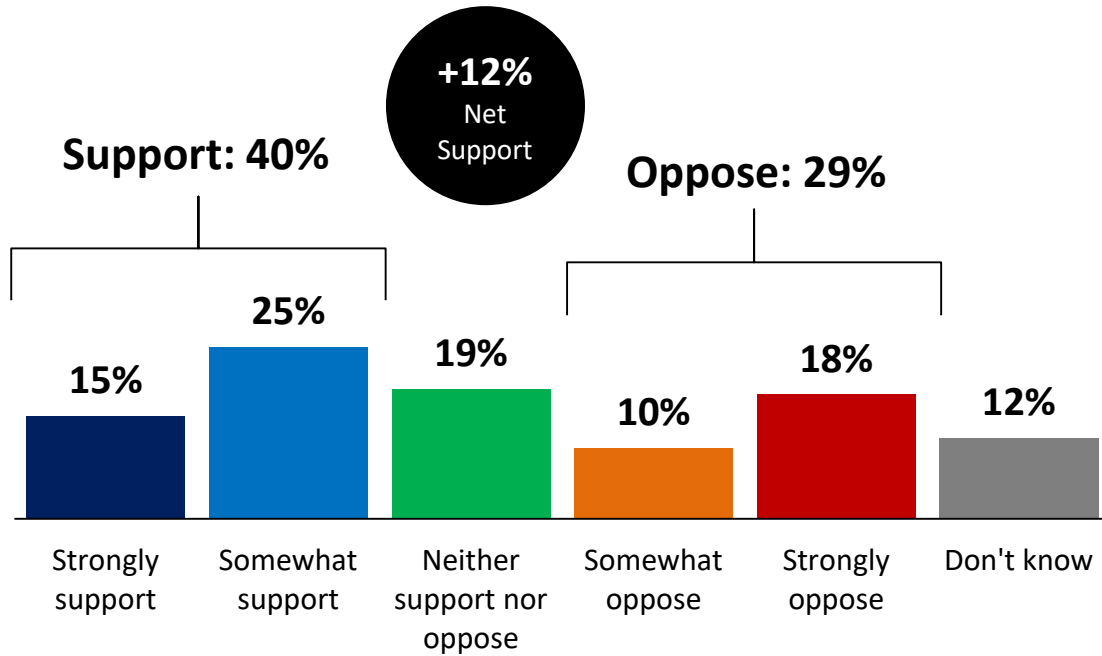


Now you know the details of the federal government's carbon price policy, do you support or oppose that policy?
 [asked of all respondents; n=1,500]



Policy Support: Net support for the carbon price policy is positive for all age-gender groups but men 55+

Q Now you know the details of the federal government's carbon price policy, do you support or oppose that policy?
 [asked of all respondents; n=1,500]



Segmentation by Age

| | M 18-34 | M 35-54 | M 55+ | F 18-34 | F 35-54 | F 55+ |
|-----------------------------------|-------------|-------------|-------------|-------------|------------|-------------|
| Strongly support | 20% | 14% | 17% | 15% | 9% | 16% |
| Somewhat support | 30% | 30% | 18% | 24% | 24% | 26% |
| Neither support nor oppose | 26% | 17% | 14% | 20% | 20% | 19% |
| Somewhat oppose | 8% | 9% | 16% | 10% | 11% | 9% |
| Strongly oppose | 6% | 23% | 30% | 10% | 15% | 21% |
| Don't know | 10% | 8% | 5% | 21% | 21% | 9% |
| SUPPORT | 50% | 44% | 35% | 39% | 34% | 42% |
| OPPOSE | 14% | 32% | 46% | 19% | 26% | 30% |
| NET SUPPORT | +36% | +12% | -11% | +20% | +8% | +13% |

Combined Vote by Policy Support: Around half who support the carbon tax would vote Liberal; half of those opposed would vote CPC



COMBINED VOTE BY Now you know the details of the federal government's carbon price policy, do you support or oppose that policy?

[asked of all respondents; n=1,500]

| | Strongly support | Somewhat support | Neither support nor oppose | Somewhat oppose | Strongly oppose | Don't know |
|----------------------|------------------|------------------|----------------------------|-----------------|-----------------|------------|
| Conservative | 9% | 13% | 27% | 40% | 64% | 15% |
| Liberal | 52% | 45% | 31% | 21% | 7% | 18% |
| NDP | 18% | 15% | 13% | 14% | 8% | 13% |
| Bloc | 4% | 10% | 3% | 3% | 3% | 3% |
| Green | 10% | 12% | 9% | 10% | 4% | 8% |
| People's Party | 1% | 1% | 3% | 4% | 5% | 4% |
| Other | 0% | 0% | 0% | 1% | 1% | 0% |
| Undecided/ DK | 4% | 4% | 9% | 7% | 6% | 30% |
| Would not Vote/ None | 1% | 0% | 4% | 2% | 3% | 8% |

General Support by Policy Support: After being presented carbon price policy details, Canadians are more likely to soften their opinions



Now you know the details of the federal government's carbon price policy, do you support or oppose that policy?

BY In October 2018, the federal government announced the details of the national minimum price for carbon...How closely have you been following the news about this announcement?

[asked of all respondents; n=1,500]

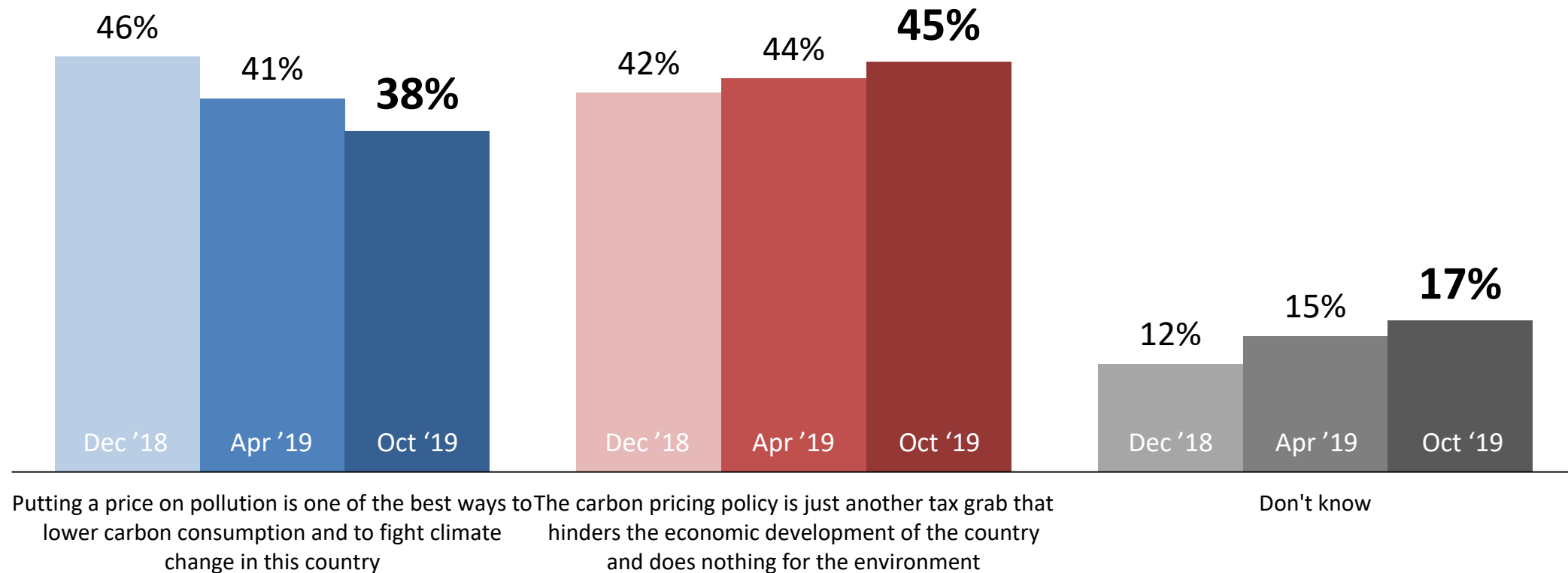
| | | PRE | | | | | |
|------|----------------------------|------------------|------------------|----------------------------|-----------------|-----------------|------------|
| | | Strongly Support | Somewhat support | Neither support nor oppose | Somewhat oppose | Strongly oppose | Don't know |
| POST | Strongly support | 62% | 9% | 3% | 1% | 2% | 1% |
| | Somewhat support | 27% | 64% | 20% | 8% | 2% | 11% |
| | Neither support not oppose | 7% | 18% | 50% | 19% | 7% | 16% |
| | Somewhat oppose | 2% | 6% | 11% | 55% | 8% | 4% |
| | Strongly oppose | 1% | 2% | 4% | 11% | 76% | 5% |
| | Don't know | 1% | 3% | 11% | 6% | 5% | 64% |

Perception of Carbon Pricing Policy: Canadians are less certain that putting a price on pollution is the best way to fight climate change



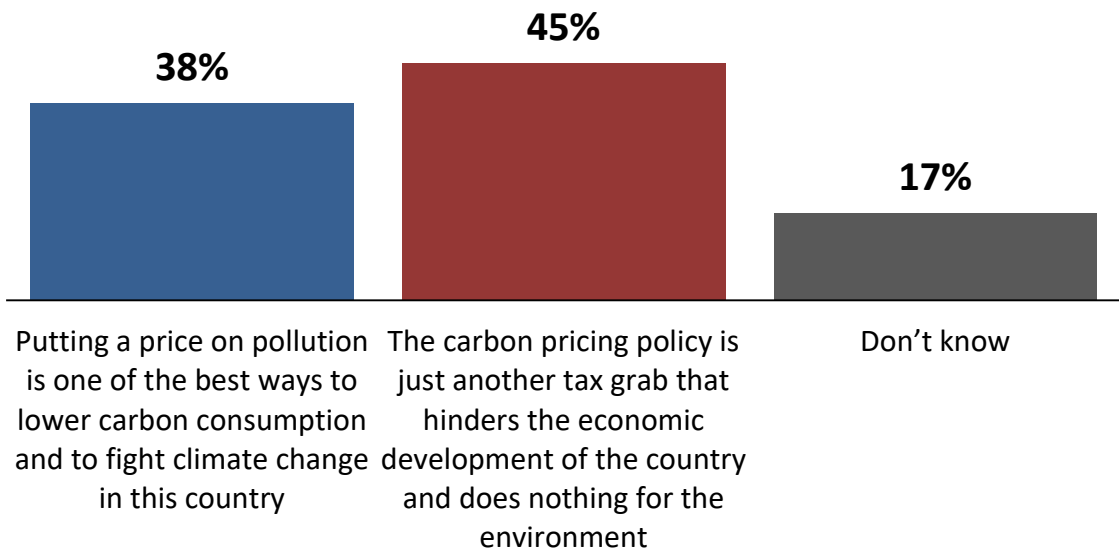
Based on what you know about the federal government's carbon pricing policy, which of the following statements is closest to your point of view?

[asked of all respondents; n=1,500]



Perception of Carbon Pricing Policy: Men 35+ are most likely to say that carbon taxes are a tax grab; Other segments are largely divided

Q Based on what you know about the federal government’s carbon pricing policy, which of the following statements is closest to your point of view?
 [asked of all respondents; n=1,500]



Segmentation by Age

| | M 18-34 | M 35-54 | M 55+ | F 18-34 | F 35-54 | F 55+ |
|--|---------|---------|-------|---------|---------|-------|
| Putting a price on pollution is one of the best ways to fight climate change | 42% | 39% | 37% | 35% | 32% | 42% |
| Just another tax grab that hinders economic development | 44% | 49% | 50% | 40% | 42% | 46% |
| Don't know | 15% | 12% | 13% | 25% | 26% | 12% |

Combined Vote by Perception of Carbon Pricing Policy: Half of carbon tax supporters are Liberals, in addition to 25% of those who don't know ²⁴



COMBINED VOTE BY Based on what you know about the federal government's carbon pricing policy, which of the following statements is closest to your point of view?

[asked of all respondents; n=1,500]

| | Putting a price on pollution is one of the best ways to fight climate change | Just another tax grab that hinders economic development | Don't know |
|----------------------|--|---|------------|
| Conservative | 12% | 45% | 16% |
| Liberal | 49% | 18% | 25% |
| NDP | 16% | 12% | 10% |
| Bloc | 7% | 4% | 5% |
| Green | 10% | 8% | 10% |
| People's Party | 2% | 4% | 2% |
| Other | 0% | 0% | 0% |
| Undecided/ DK | 4% | 7% | 24% |
| Would not Vote/ None | 1% | 2% | 9% |



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