



# Carbon Tax

**Public Opinion Research**  
**Release Date: August 11, 2021**  
**Field Dates: August 6, 2021, to August 11, 2021**

# Carbon Tax Changes

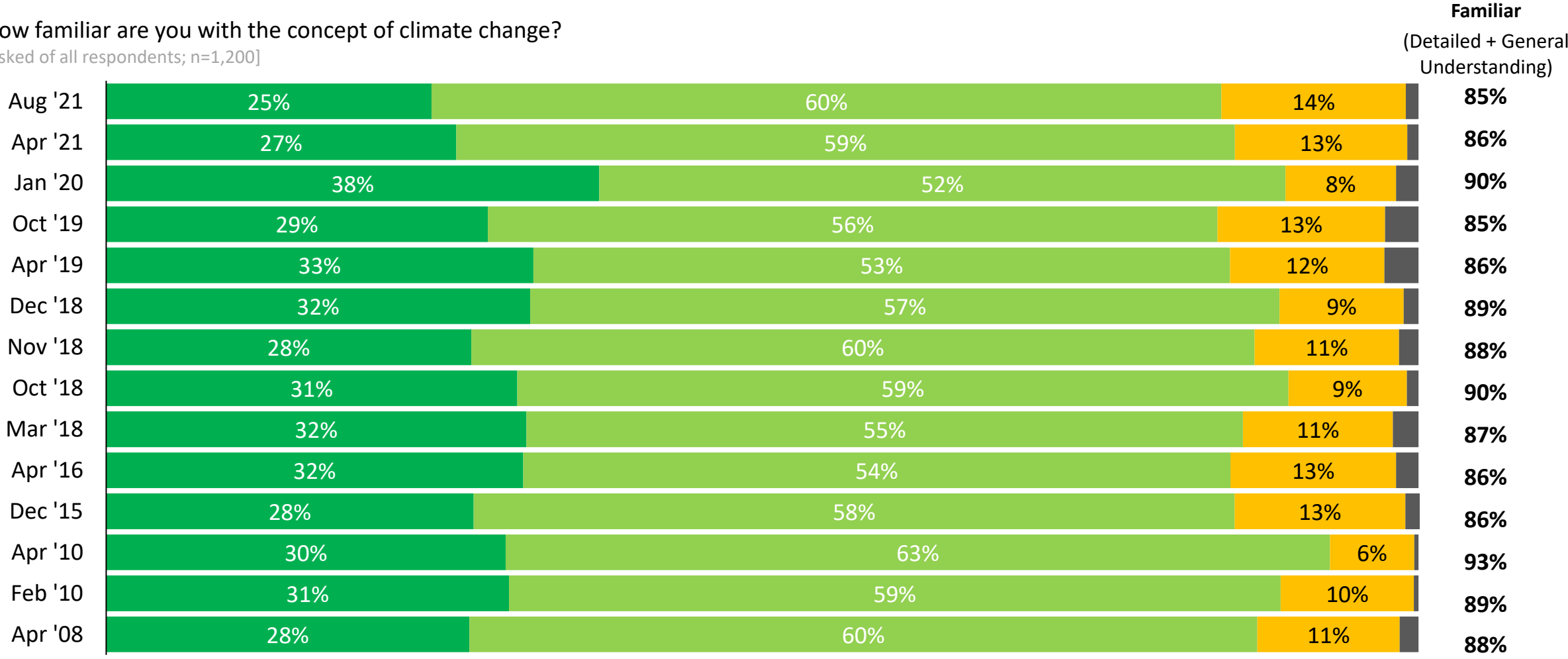
INNOVATIVE has been tracking attitudes towards the carbon tax since the Trudeau government introduced it in 2016.

Today, INNOVATIVE is releasing the results from our August 2021 *Canada This Month* survey. This online survey was in field from August 6<sup>th</sup> to August 11<sup>th</sup> with a weighted sample size of 1,200 Canadian residents. Detailed methodology is provided in the appendix.

This report covers Canadians' awareness of and support for the new carbon tax increase announced by the Trudeau government in late 2020 as well as the Supreme Court of Canada ruling to uphold the federal carbon tax.

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

**Q** How familiar are you with the concept of climate change?  
 [asked of all respondents; n=1,200]



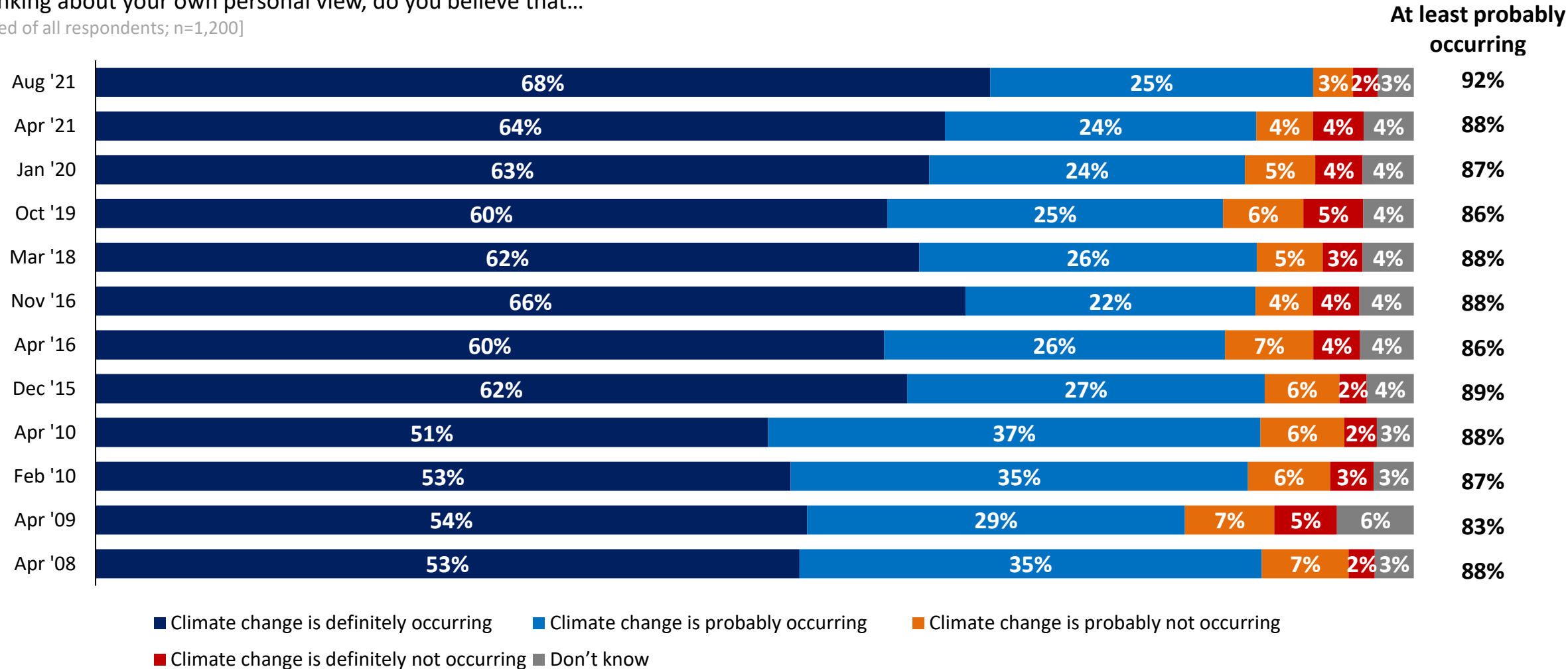
- You have a detailed understanding of climate change
- You have a general understanding of climate change but don't know the details
- You have heard of climate change but don't know much about it
- You haven't heard of climate change before this survey

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



# Belief in Climate Change: Over 9-in-10 (90%) believe that climate change is at least probably occurring, up from 88% in April

Thinking about your own personal view, do you believe that...  
[asked of all respondents; n=1,200]



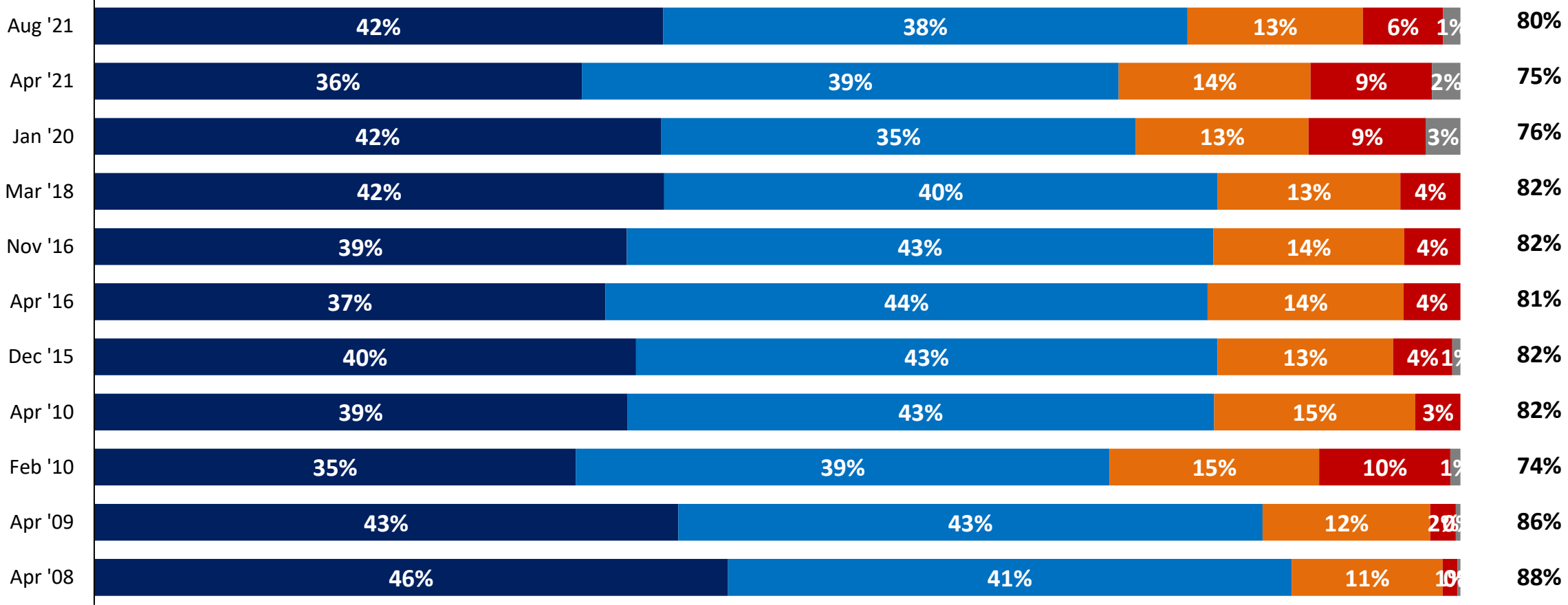
# Concern about Climate Change: Concern about climate change is up to 80% from a low of 75% in April 2021



How concerned are you about climate change?

[asked of all respondents; n=1,200]

Concerned



■ Very concerned  
 ■ Somewhat concerned  
 ■ Not very concerned  
 ■ Not concerned at all  
 ■ Don't know



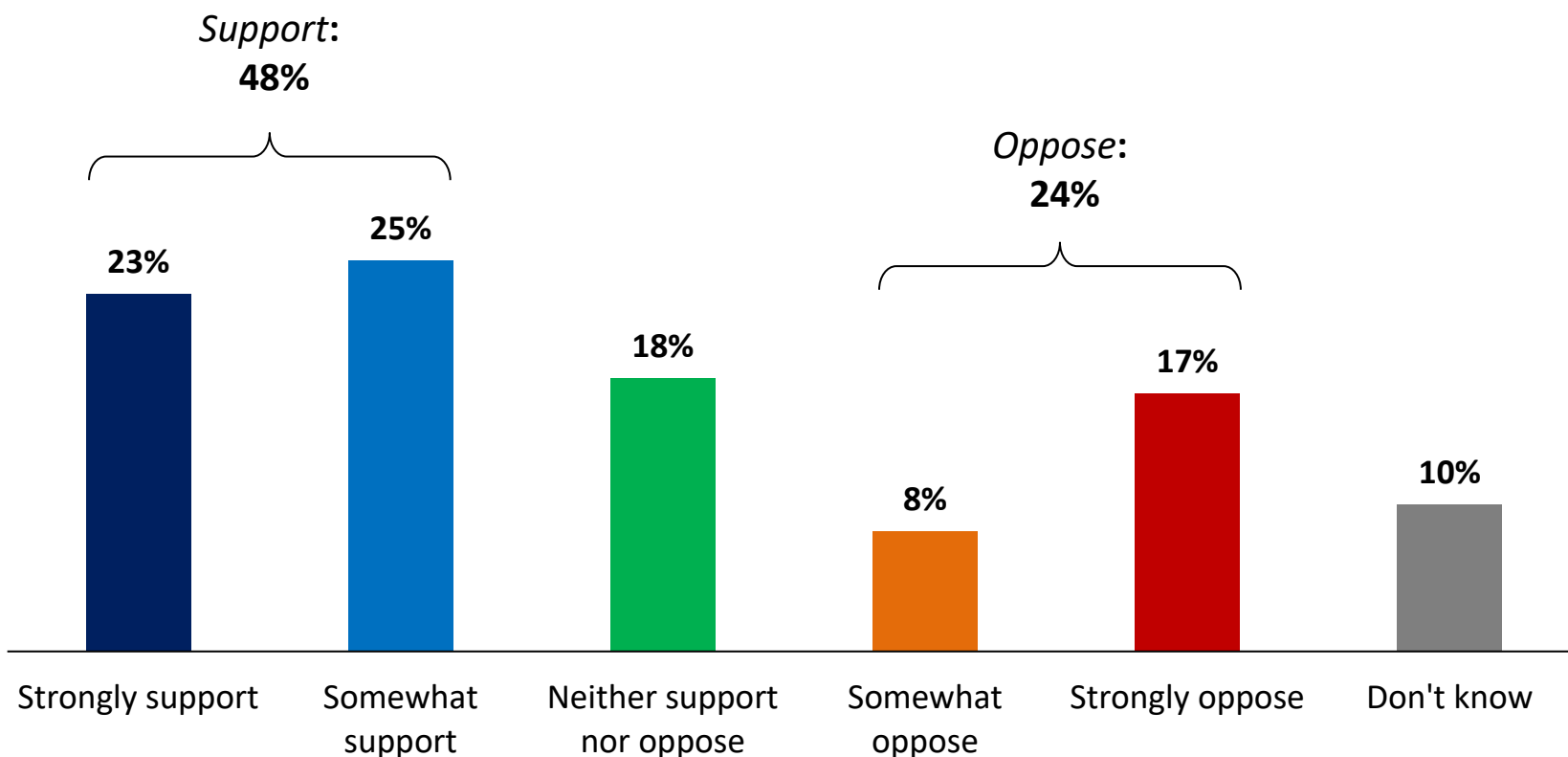
# General Support for Carbon Tax: Nearly half (48%) support a carbon tax; highest among Liberals (70%) and New Democrats (57%)



Do you support or oppose the federal government implementing the following policy?

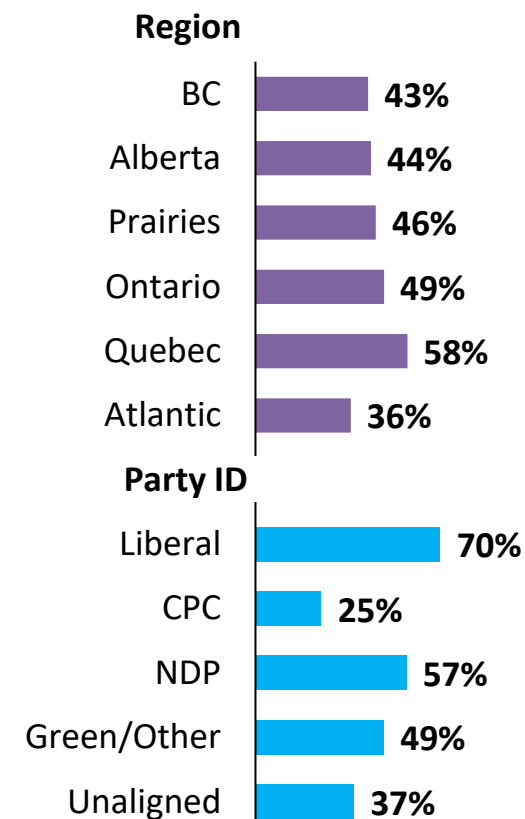
***Establish a national minimum price for carbon and, in provinces that fail to meet that national minimum price, the federal government will introduce a carbon tax in that province where the money raised by that tax is returned to that provincial government.***

[asked of all respondents; n=1,200]



## Segmentation

Respondents who say "support"



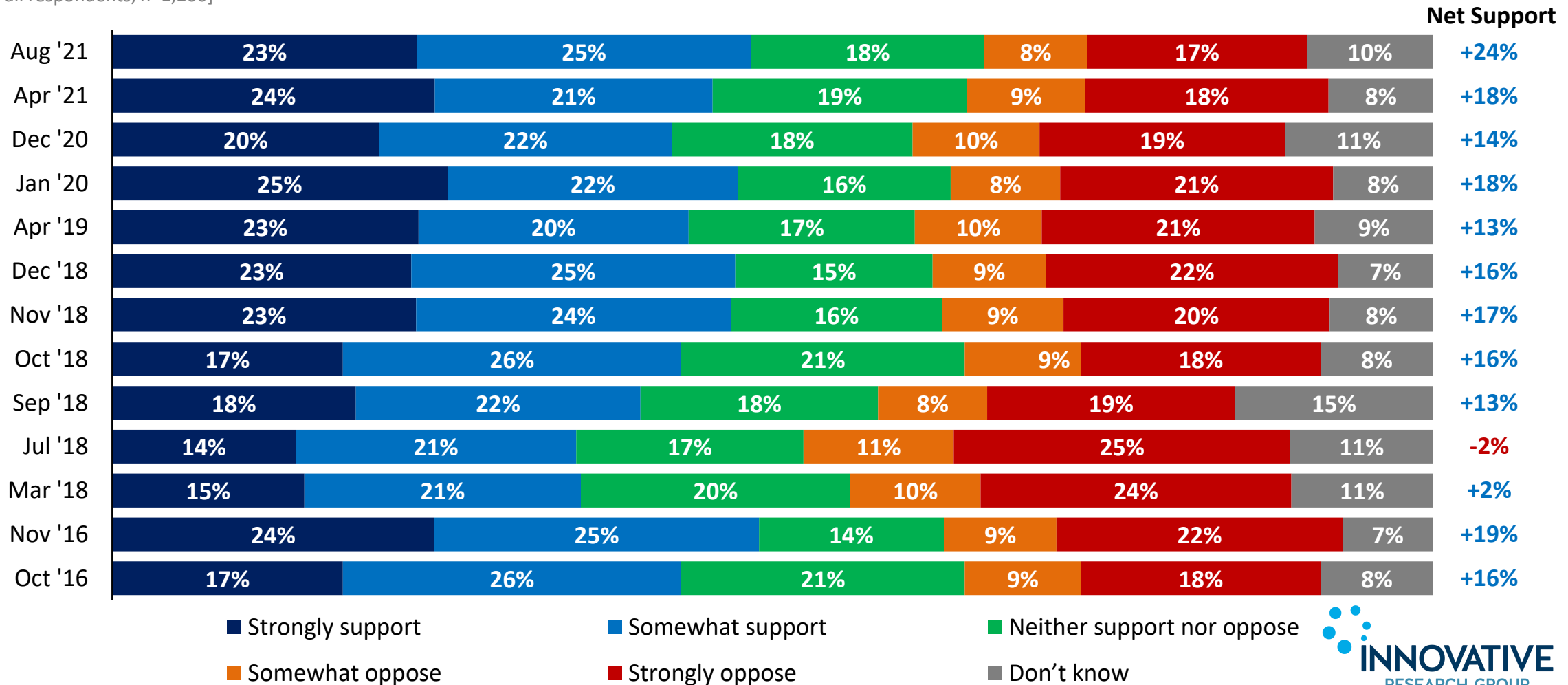
# Tracking General Support for Carbon Tax: Net support for the carbon tax has increased eight points since April 2021



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=1,200]



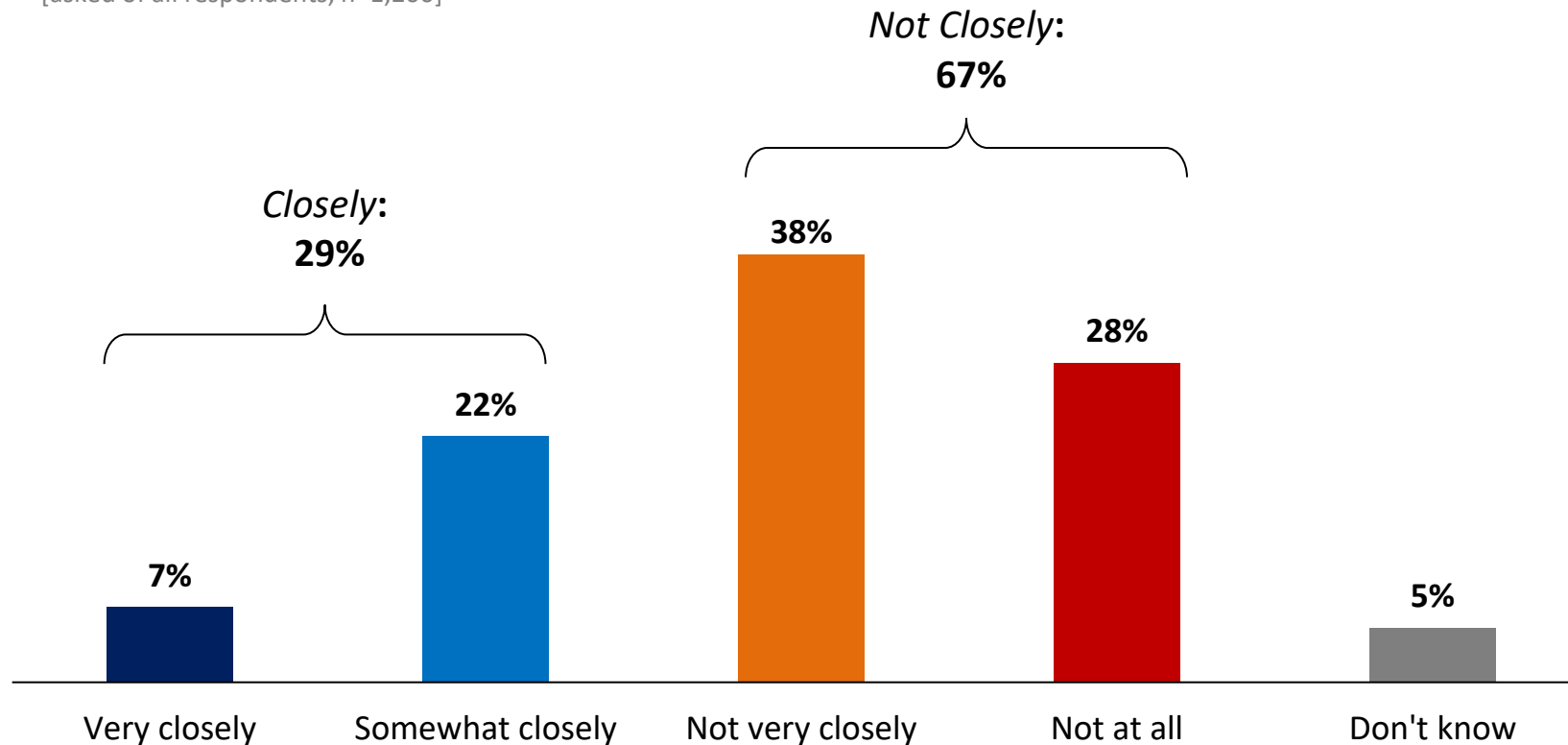
# Following Carbon Tax Announcements: Over 2-in-3 (67%) are not following the carbon tax issue closely



In December 2020, the federal government announced a new plan to address climate change entitled “A Healthy Environment and a Healthy Economy”. A key part of that will be to raise the carbon tax from \$30 a tonne to \$170 a tonne by 2030. The federal government will use 90 percent of those revenues to provide a rebate to consumers 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.

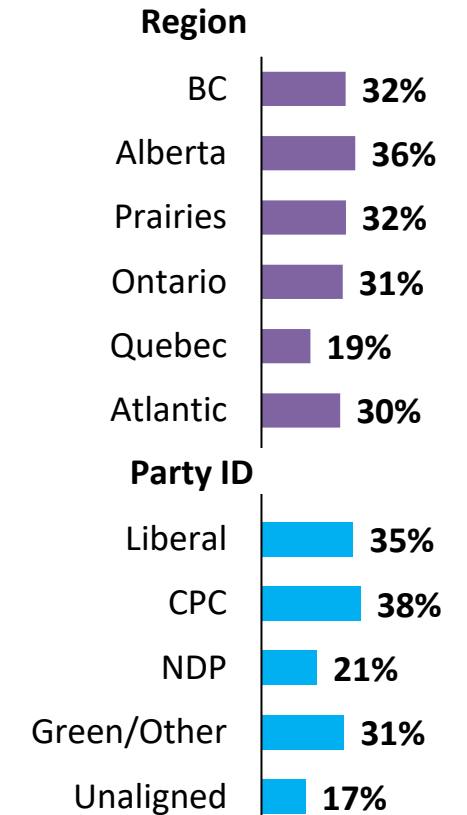
How closely have you been following the news about this announcement?

[asked of all respondents; n=1,200]



## Segmentation

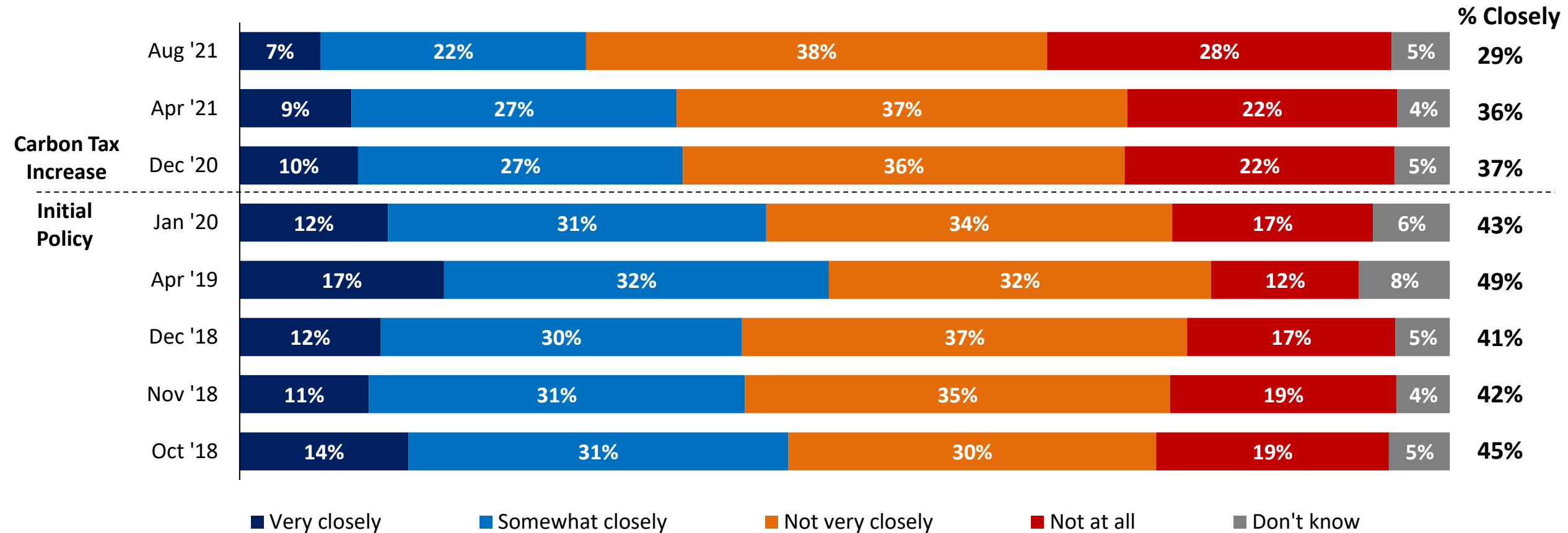
Respondents who say “closely”





# Following Carbon Tax Announcements: The share following closely continues to be lower than before the updated policy was announced

Q How closely have you been following the news about this announcement?  
[asked of all respondents; n=1,200]

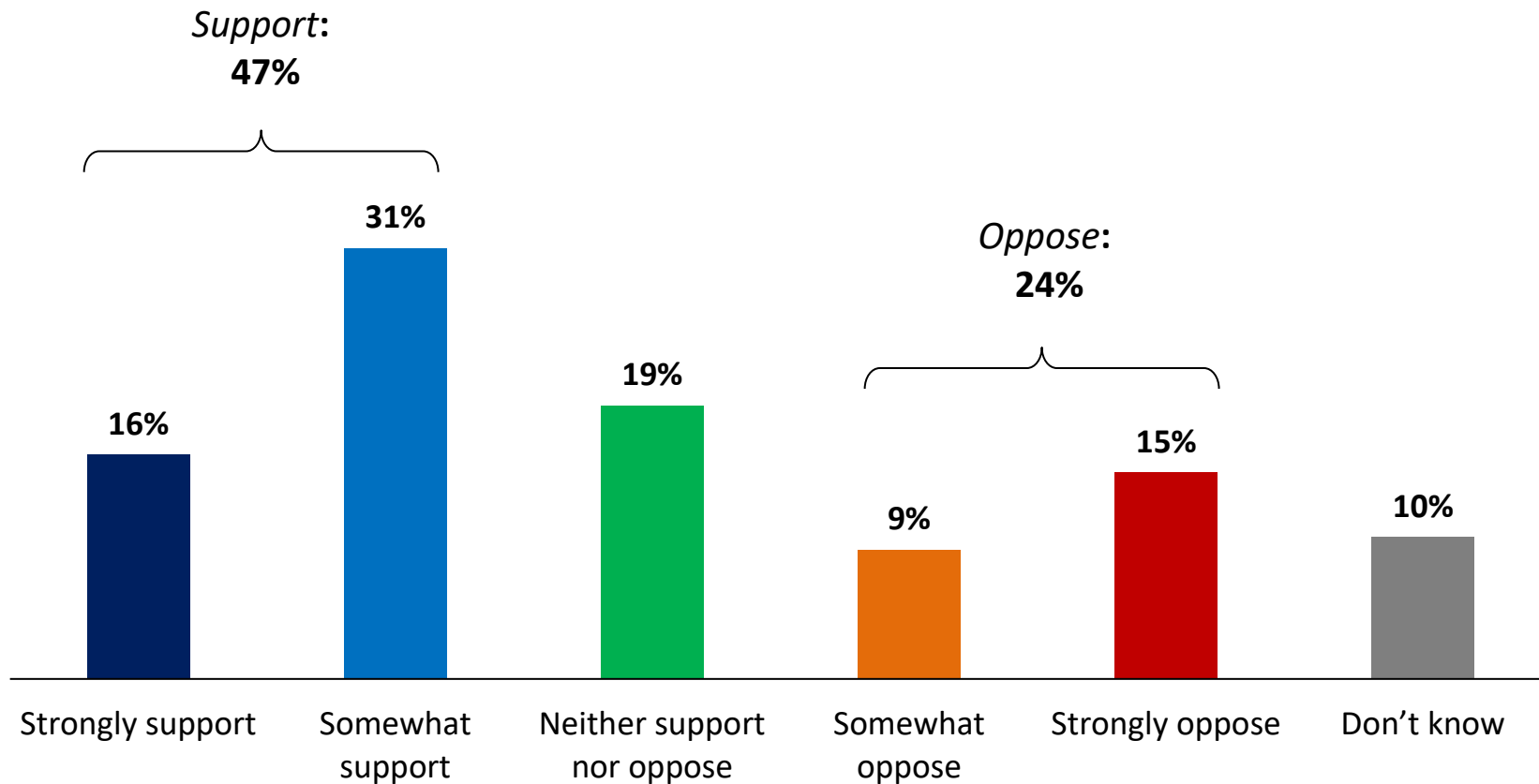


# Policy Support: Almost half (47%) support the policy, with support highest among Liberals (66%) and New Democrats (65%)



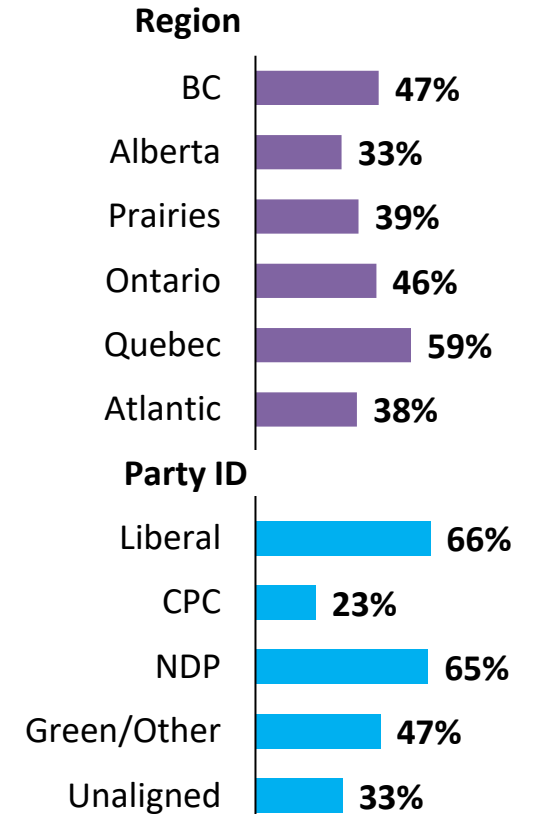
Now that you know the details of the federal government's carbon price policy, do you support or oppose that policy?

[asked of all respondents; n=1,200]



## Segmentation

Respondents who say "support"

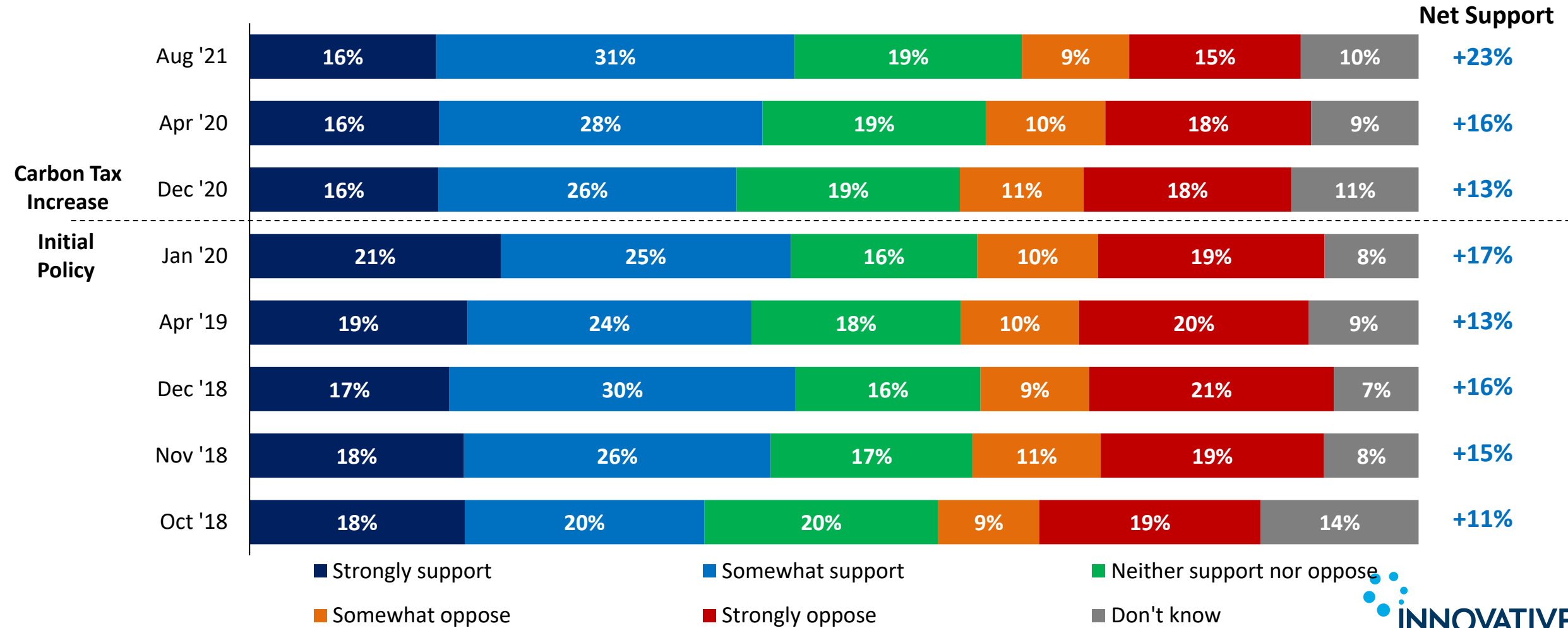


# Tracking Policy Support: Net support for the carbon price policy is up seven points directionally since April 2021 to +23%



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

[asked of all respondents; n=1,200]

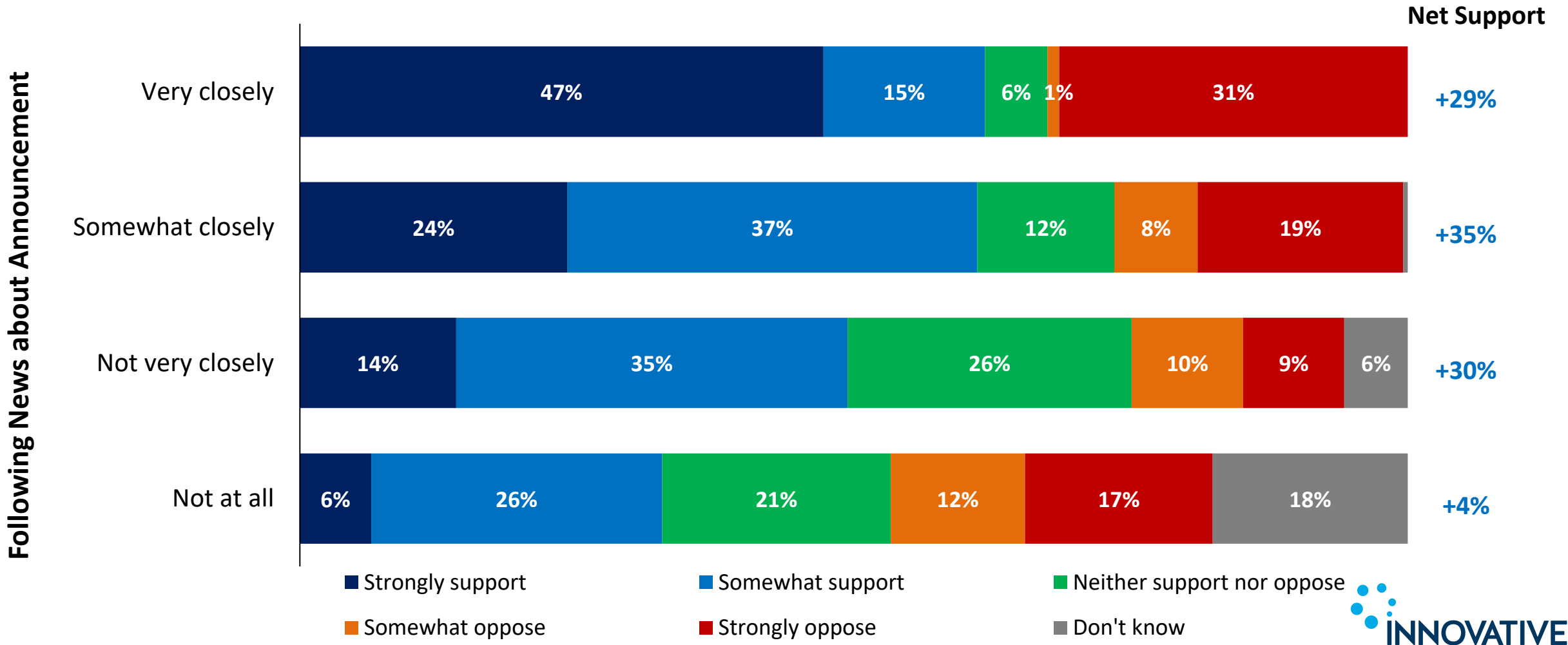


**Note:** Details of the policy were updated in December 2020 as the government announced an update.

# Policy Support by Carbon Tax Awareness: Those who follow the carbon tax policy most closely are the most divided on the issue



Now you know the details of the federal government’s carbon price policy, do you support or oppose that policy? **BY** Following news about carbon tax announcements  
[asked of all respondents; n=1,200]

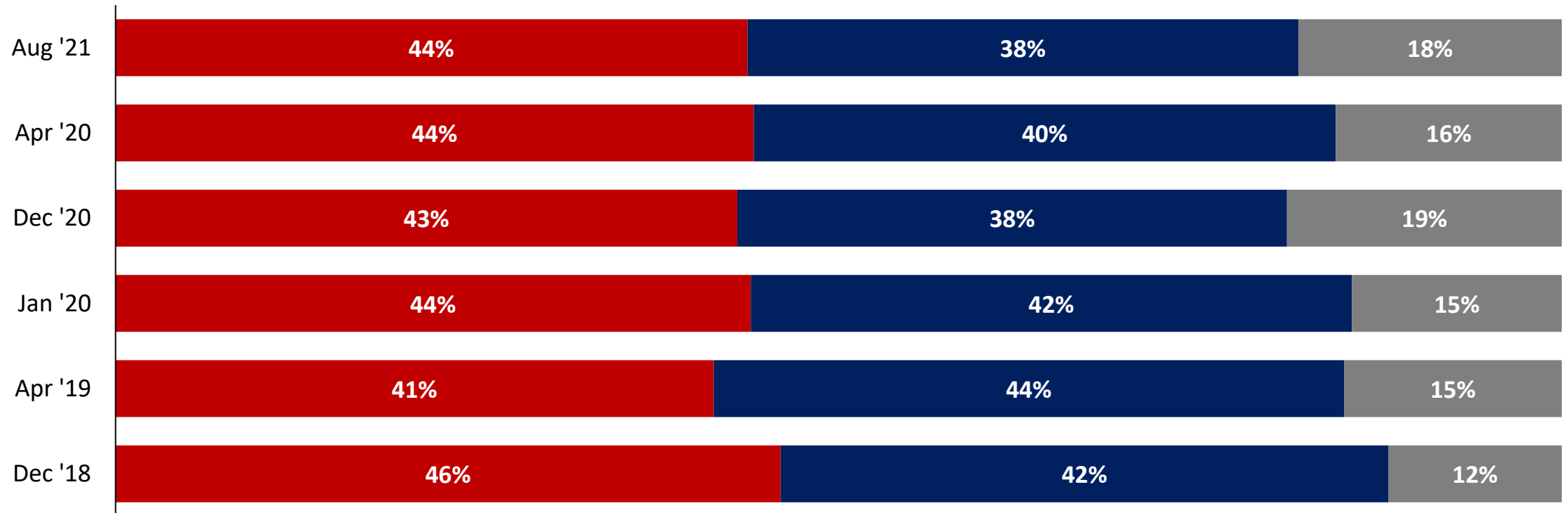


Note: 'Don't know' on following news about announcement not shown

# Perception of Carbon Pricing Policy: Respondents divided on whether carbon pricing 'lowers consumption' (44%) or 'does nothing' (38%)



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=1,200]



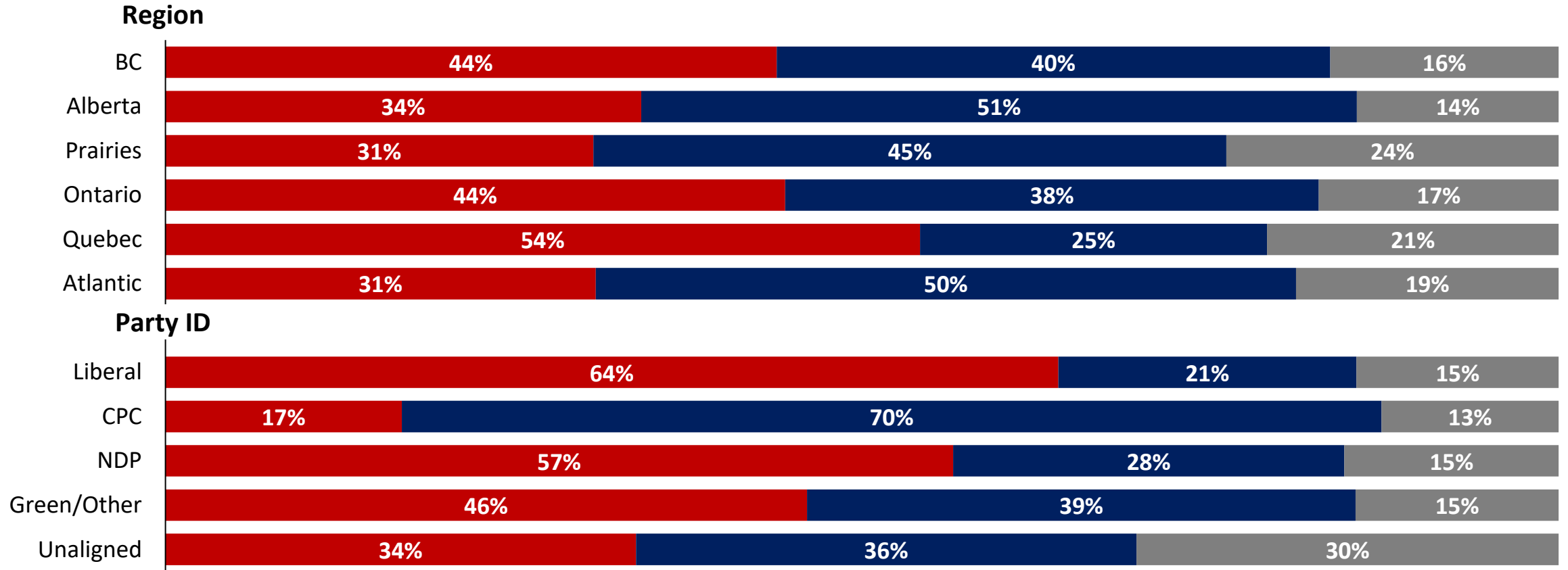
- Putting a price on pollution is one of the best ways to lower carbon consumption and to fight climate change in this country
- The carbon pricing policy is just another tax grab that hinders the economic development of the country and does nothing for the environment
- Don't know

# Perception of Carbon Pricing Policy: Liberal and NDP partisans are most likely to say carbon pricing is one of the best ways to lower consumption



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?

**BY Region and Party ID**  
[asked of all respondents; n=1,200]

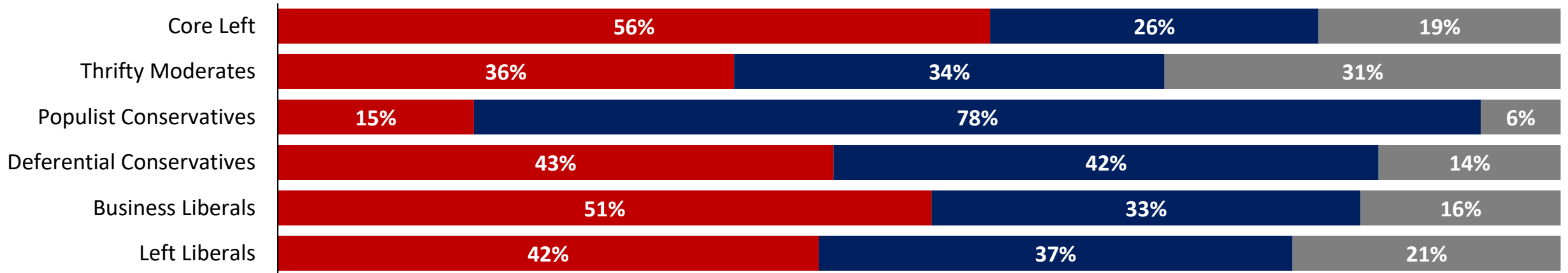


- Putting a price on pollution is one of the best ways to lower carbon consumption and to fight climate change in this country
- The carbon pricing policy is just another tax grab that hinders the economic development of the country and does nothing for the environment
- Don't know

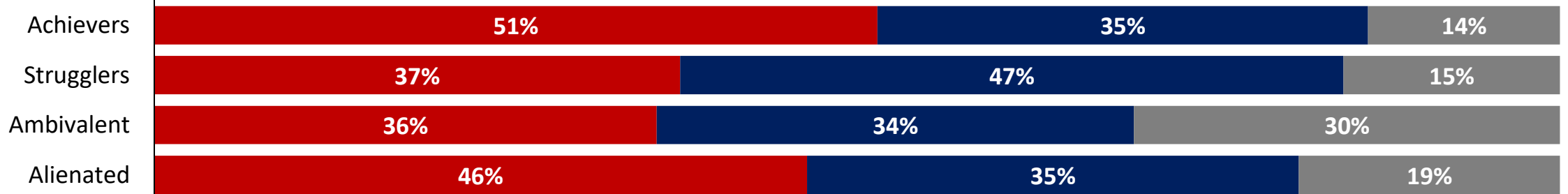
# Perception of Carbon Pricing Policy: Almost 4-in-5 (78%) populist conservatives say the carbon pricing policy does nothing for environment

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?  
**BY** Political value clusters and the economic gap segmentation  
 [asked of all respondents; n=1,200]

## Value Clusters



## Economic Gap



- Putting a price on pollution is one of the best ways to lower carbon consumption and to fight climate change in this country
- The carbon pricing policy is just another tax grab that hinders the economic development of the country and does nothing for the environment
- Don't know

# Methodology

The background of the slide is a solid dark blue color. It features several faint, light blue circles of varying sizes scattered across the surface. The circles are semi-transparent and do not overlap each other.



# Survey Methodology

These are the results of an online survey conducted between August 6<sup>th</sup>, 2021 and August 11<sup>th</sup>, 2021.

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, a leading provider of online samples. 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.

**Sample Size:** n=1,282 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,200 based on Census data from Statistics Canada.

**Field Dates:** August 6<sup>th</sup>, 2021 to August 11<sup>th</sup>, 2021

**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 sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** 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.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Men 18-34</b>	143	11.2%	165	13.8%
<b>Men 35-54</b>	180	14.1%	200	16.7%
<b>Men 55+</b>	273	21.4%	216	18.1%
<b>Women 18-34</b>	180	14.1%	163	13.6%
<b>Women 35-54</b>	206	16.1%	208	17.4%
<b>Women 55+</b>	296	23.2%	244	20.4%
<b>Region</b>				
<b>BC</b>	182	14.2%	163	13.6%
<b>AB</b>	153	11.9%	135	11.2%
<b>Prairies</b>	90	7.0%	78	6.5%
<b>ON</b>	468	36.5%	461	38.4%
<b>QC</b>	290	22.6%	282	23.5%
<b>Atlantic</b>	99	7.7%	82	6.8%



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**Building Understanding.**