



# Carbon Tax Carve Out

Public Opinion Research  
Release Date: December 8<sup>th</sup>, 2023  
Field Dates: November 2<sup>nd</sup>, 2023, to November 14<sup>th</sup>, 2023

# Key Findings – Carbon Tax Exemption

1

**Support for the carbon tax has fallen to the lowest level since tracking began.**

At 33%, 2 points below the July 2018 low-point, support for the carbon tax is the lowest since tracking began. Support is weak among those in the Prairies, AB, and the Atlantic, and among Conservatives and the politically Unaligned.

2

**Support for the carbon tax has declined across nearly all regions and party identifications.**

Most regions have become less supportive of the carbon tax. The Atlantic saw the biggest change, with net support dropping 12 points since January 2023. Support also dropped across party ID. Support among Liberals declined the most, with net support down 9 points. Interestingly, while still broadly opposed, net support has grown 14 points among Conservatives.

3

**Canadians are divided on the carbon tax exemption.**

The exemption caused mixed reactions, with similar shares reporting anger (37%) and non-anger (40%), and support being closely divided across support (27%), neutrality (31%), opposition (28%). Conservatives reported the most anger (52%), while Liberals expressed the most support (34%).

4

**Support for a carbon tax exemption expansion is high.**

Support for expanded carbon tax exemptions is high regardless of region, politics, and demographics. It is highest among Conservatives at 72%, but more than half of Liberals still support an expansion (52%), as do half of Core Liberal Government supporters (50%).

5

**Carbon tax is viewed as an important tool – but people still want to look for ways to expand the exemption.**

Just over half (51%) acknowledge the carbon tax as an important tool in fighting climate change, but many nonetheless want more exemptions (20%), or to eliminate the carbon tax completely (33%). Liberals are the most likely to recognize the carbon tax as important, but also want to expand exemptions (28%).

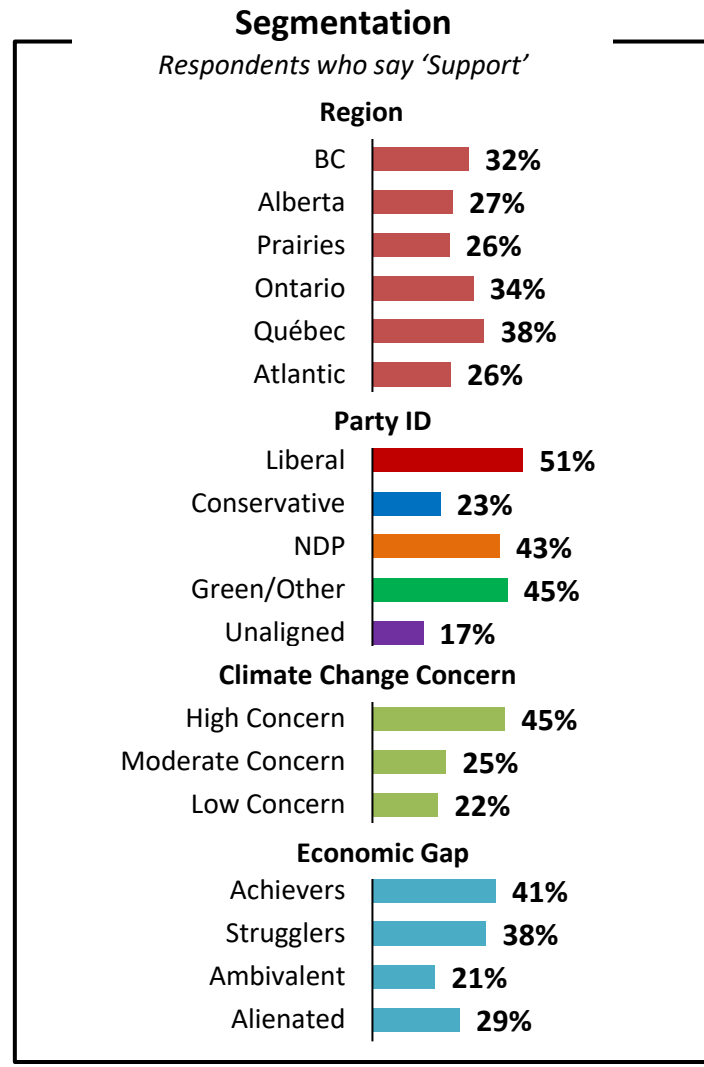
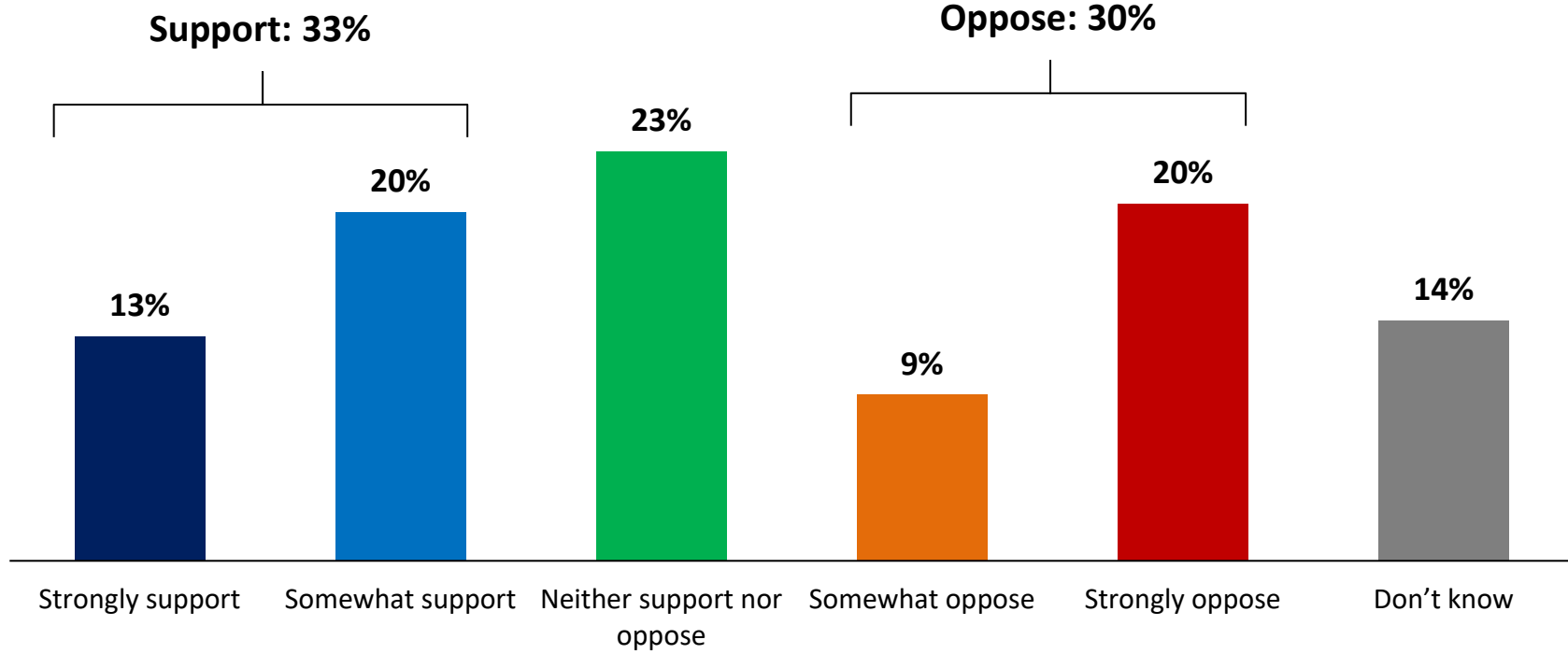
# Carbon Tax Exemption

# Support for Carbon Tax: Nearly equal shares support as oppose the carbon tax, support is highest among Liberals (51%)



Do you support or oppose the federal government implementing the following policy?  
[asked of all respondents; n=1,000]

*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.*





# General Support for Carbon Tax | Tracking: At +3pts, net support for the carbon tax is the lowest since July 2018

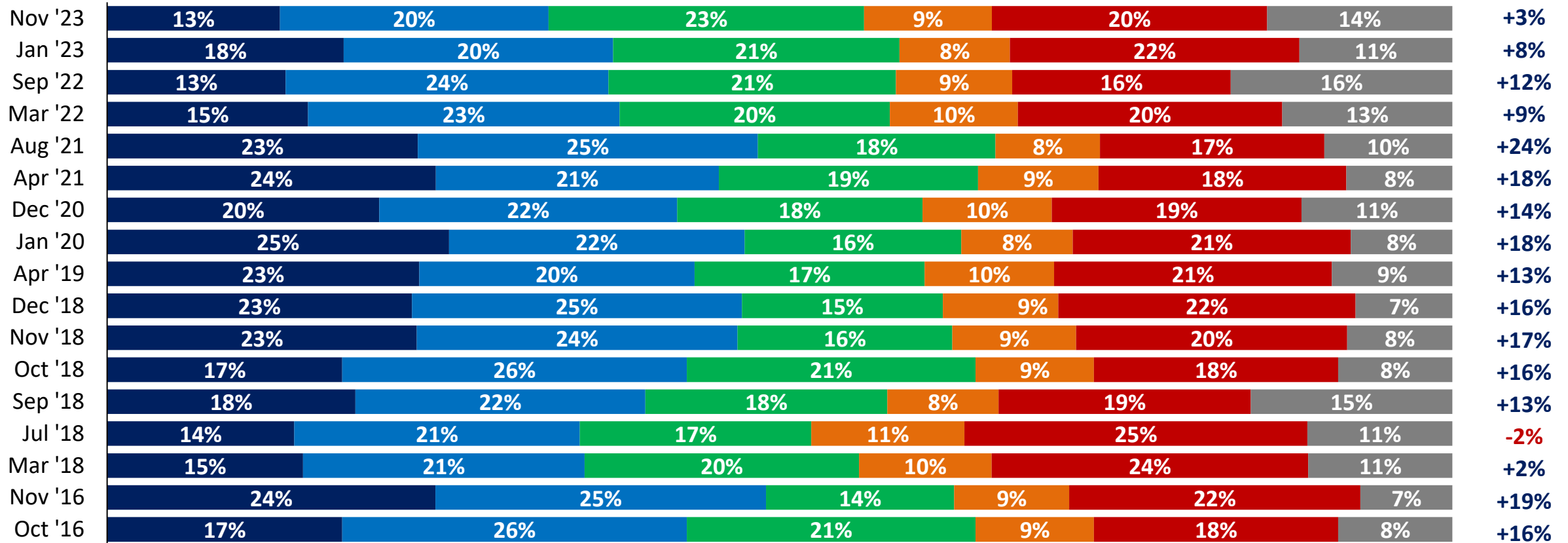


Do you support or oppose the federal government implementing the following policy?

[asked of all respondents; n=1,000]

**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.**

Net Support



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

# Support for Carbon Tax by Region and Political Segments: Support for the carbon tax is lowest in AB, the Prairies, and the Atlantic

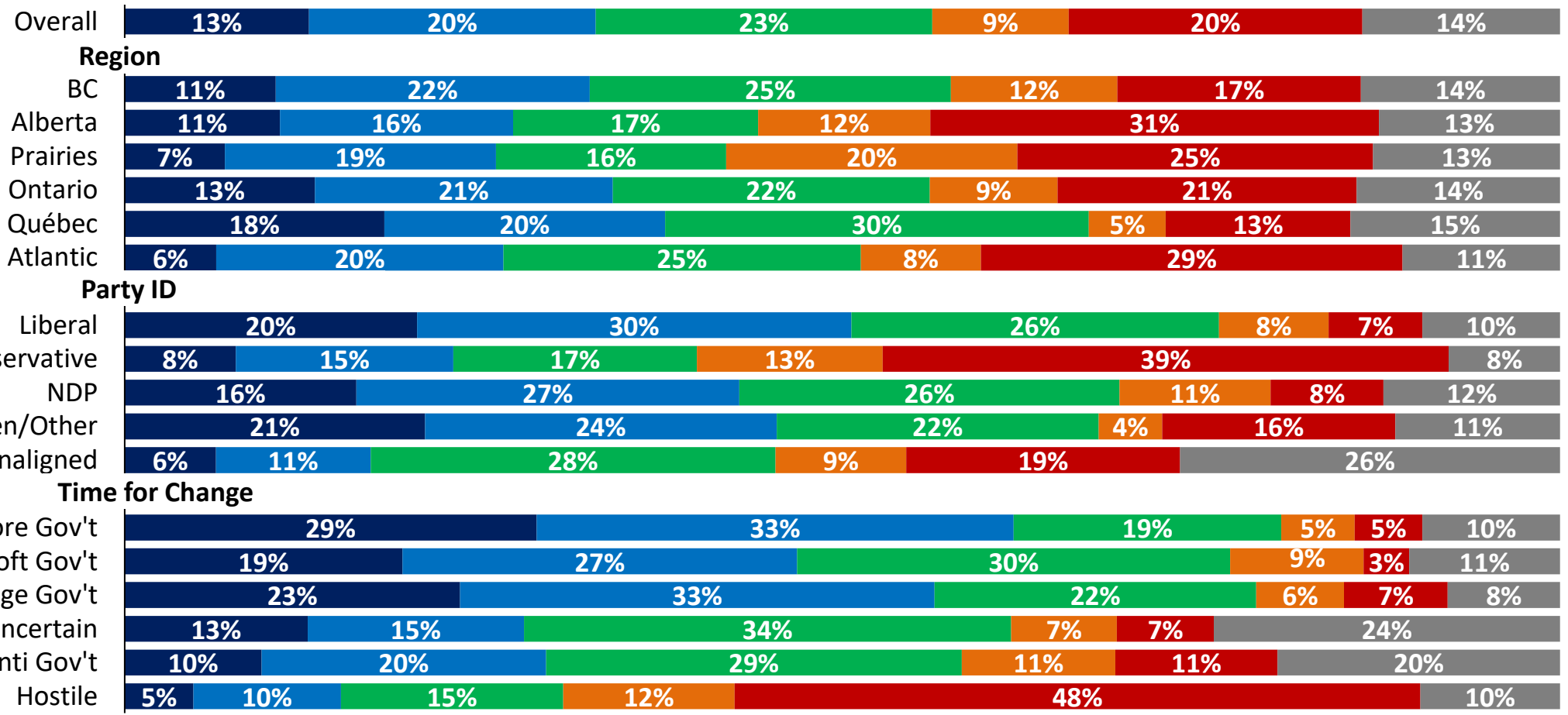


Do you support or oppose the federal government implementing the following policy? BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents; n=1,000]

**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.**

Net Support



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

# Support for Carbon Tax by Other Audience Segments: Lowest among Populist Conservatives (-41%) and Pay-as-you-go Moderates (-6%)

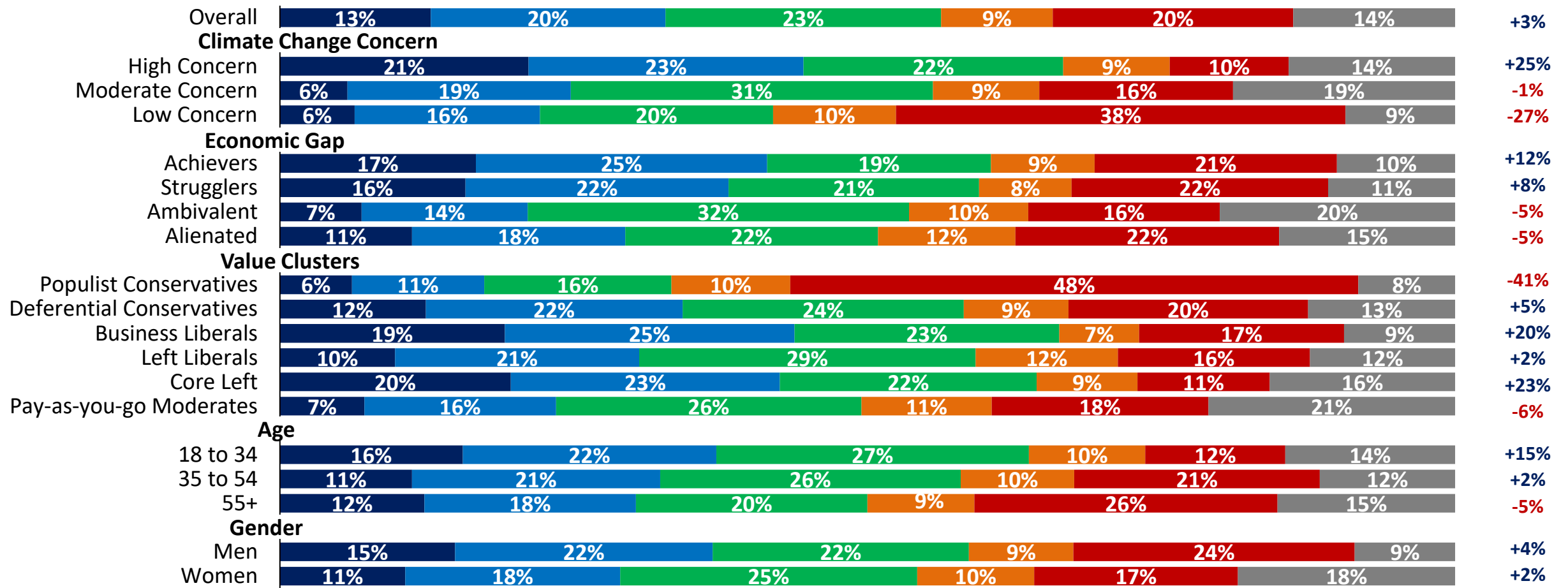


Do you support or oppose the federal government implementing the following policy? BY ECONOMIC GAP, VALUES CLUSTERS, AGE, AND GENDER

[asked of all respondents; n=1,000]

*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.*

Net Support

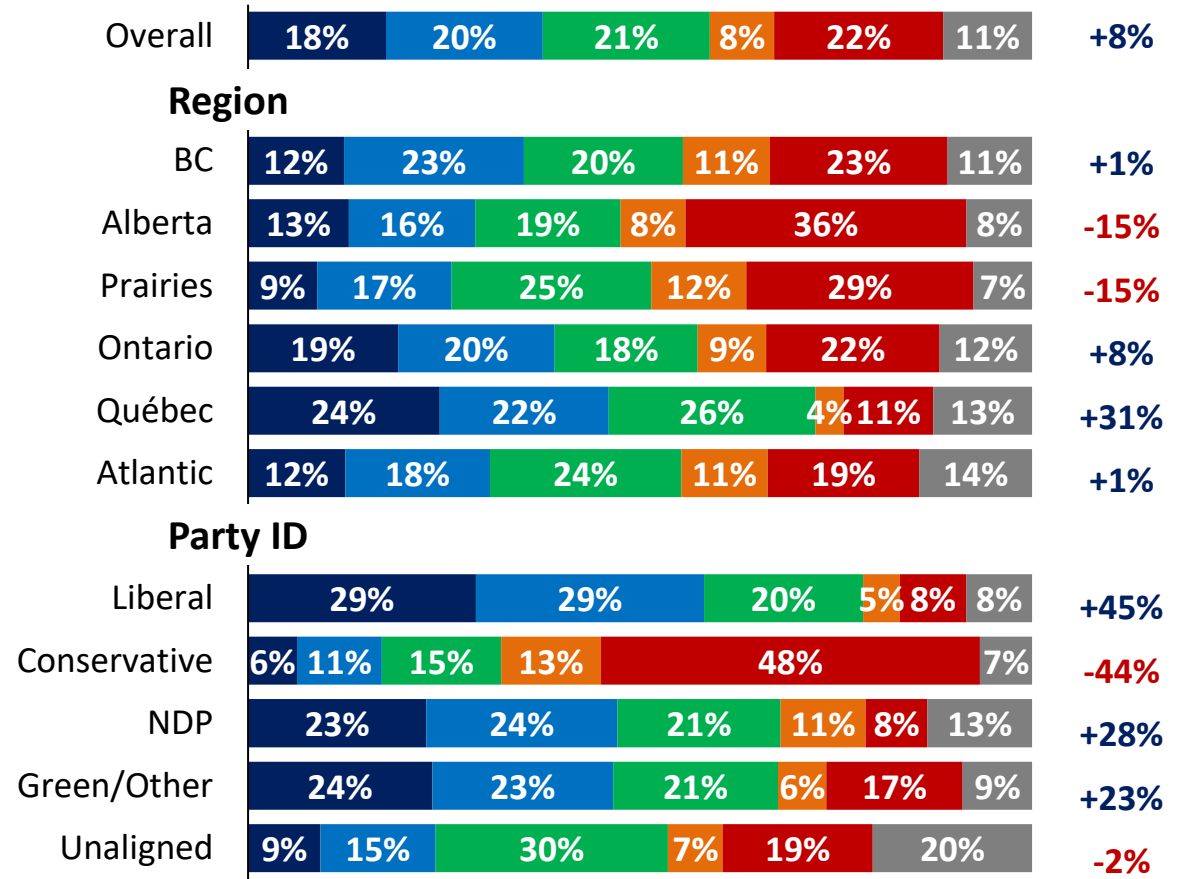


■ Strongly support     
 ■ Somewhat support     
 ■ Neither support nor oppose  
■ Somewhat oppose     
 ■ Strongly oppose     
 ■ Don't know

# Carbon Tax - Then vs Now: All regions, except BC and AB, and parties, except CPC and Green/Other have become more opposed since January

### Support for Carbon Tax – January 2023

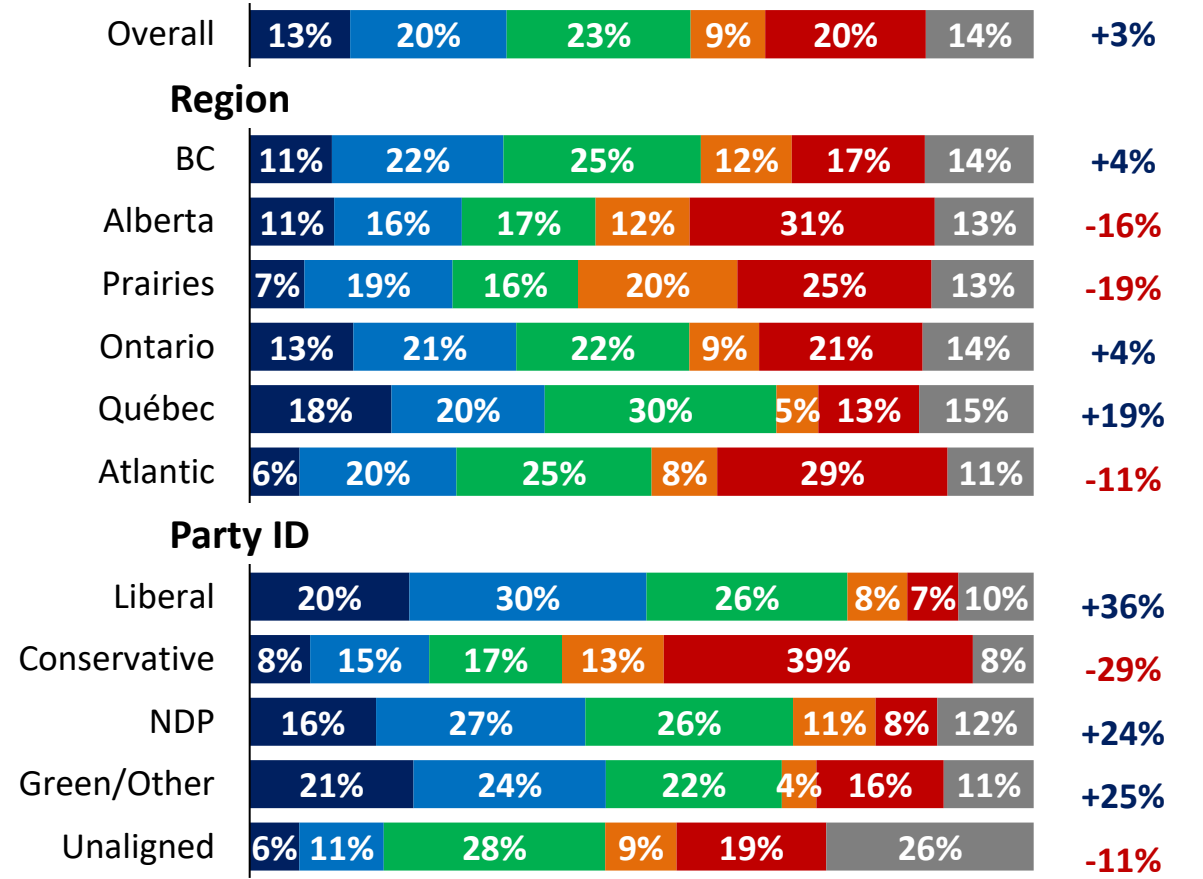
Net Support



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

### Support for Carbon Tax – Nov 2023

Net Support

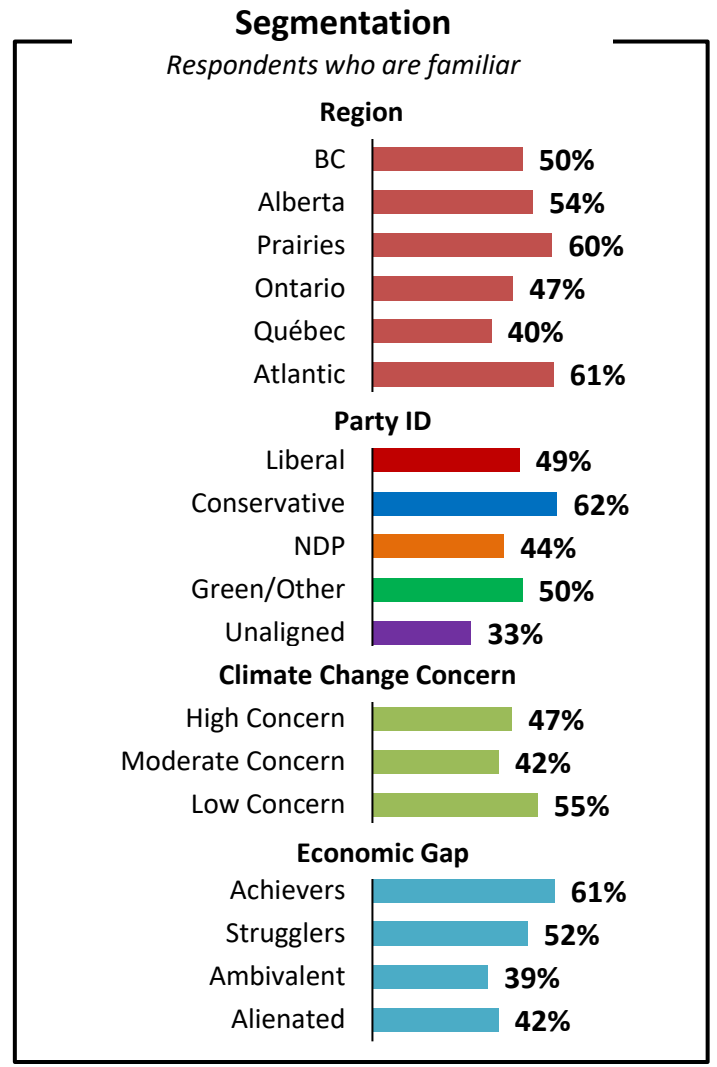
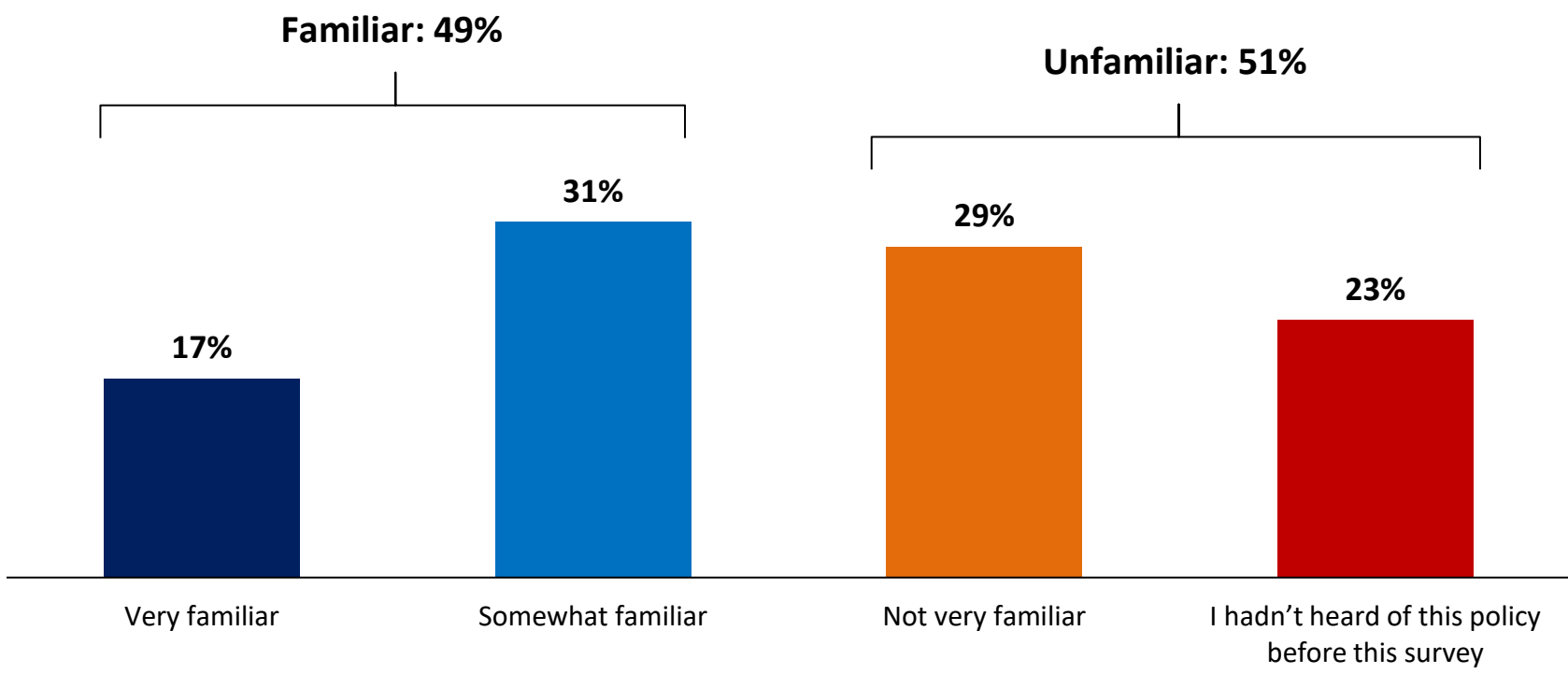


■ Strongly support      ■ Somewhat support  
■ Neither support nor oppose      ■ Somewhat oppose  
■ Strongly oppose      ■ Don't know



# Exemption Familiarity: Just over half (51%) are unfamiliar with the exemption; familiarity is highest among Conservatives (62%)

**Q** As you may know, the Federal government has recently announced a temporary exemption on the carbon tax for home heating oil in Atlantic provinces (P.E.I., Nova Scotia, New Brunswick, and Newfoundland & Labrador). How familiar were you with this exemption on the carbon tax on home heating oil for Atlantic provinces?  
 [asked of all respondents; n=1,000]

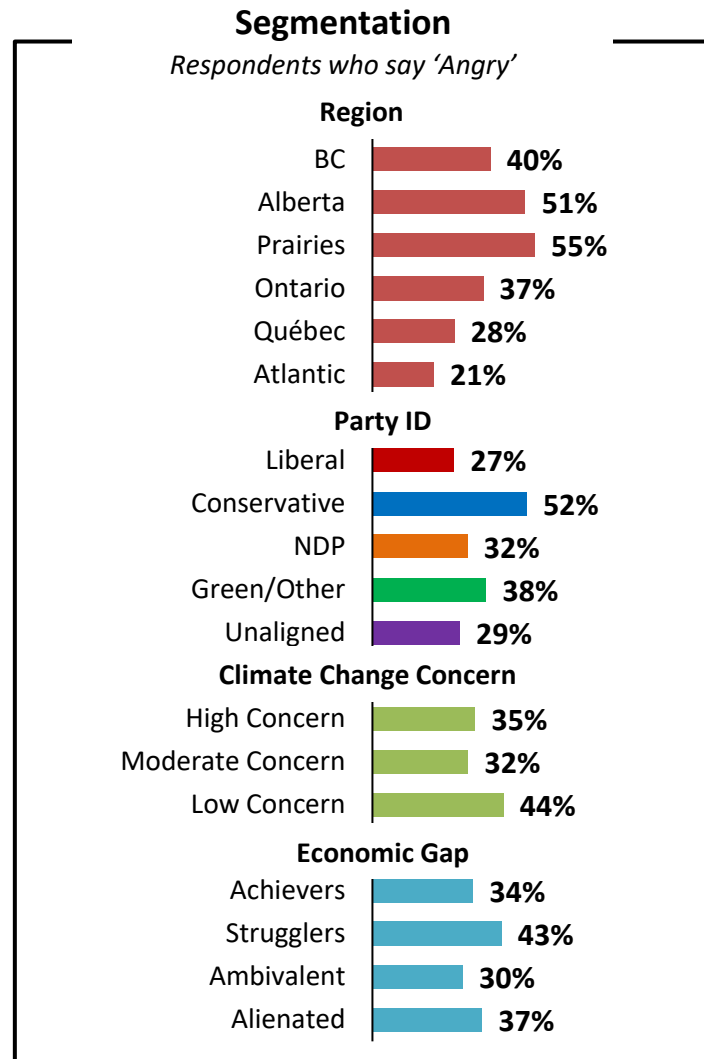
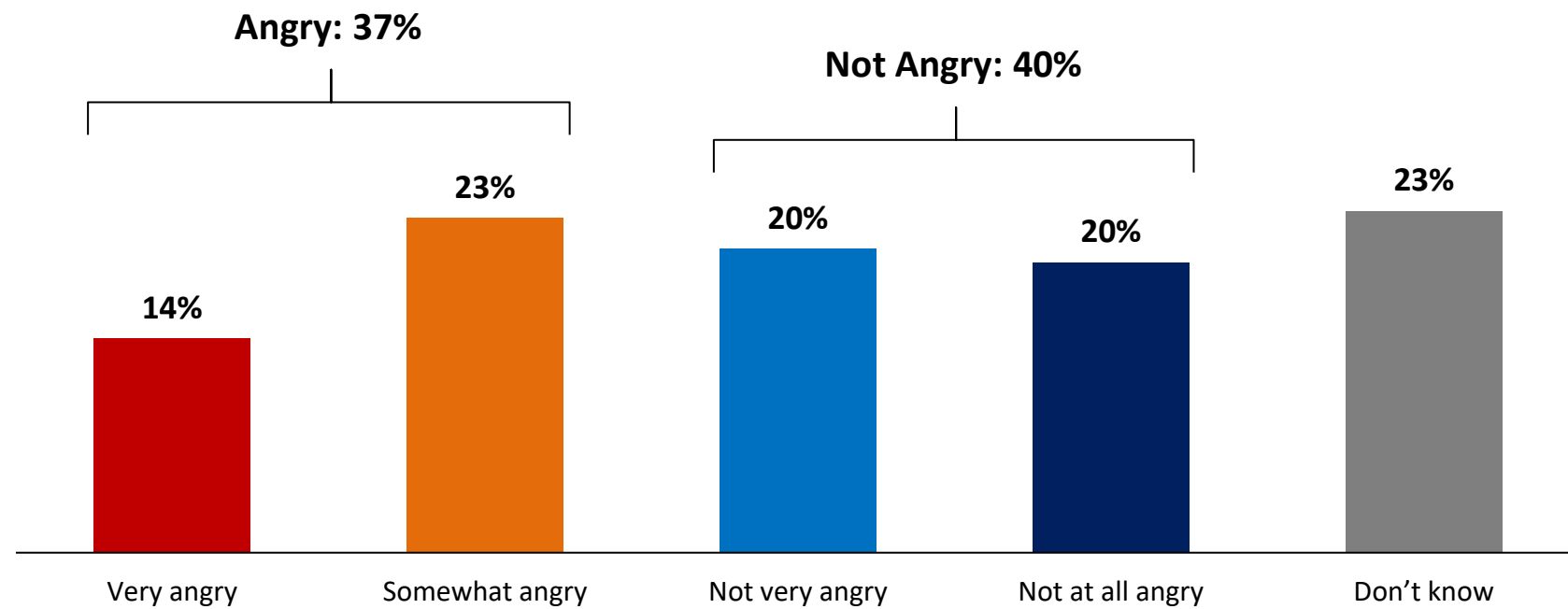


# Exemption Reaction: 55% of those in the Prairies, 51% of those in Alberta, and 52% of Conservatives felt angry with the exemption



How did you feel when you heard about the exemption on the carbon tax on home heating oil for Atlantic provinces?

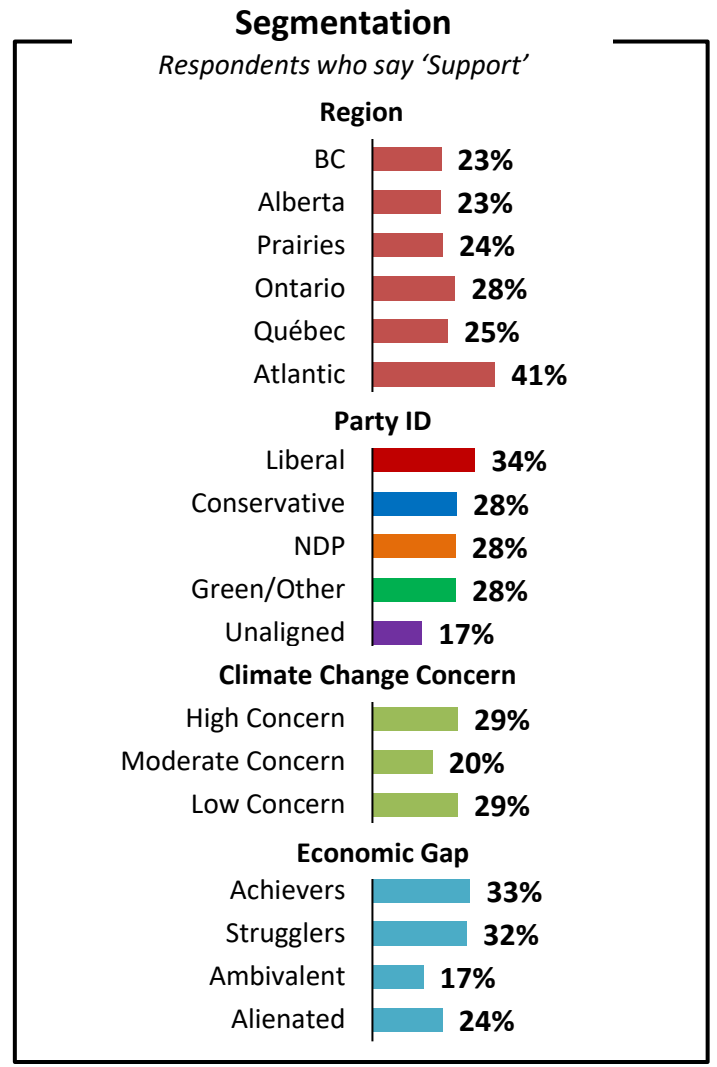
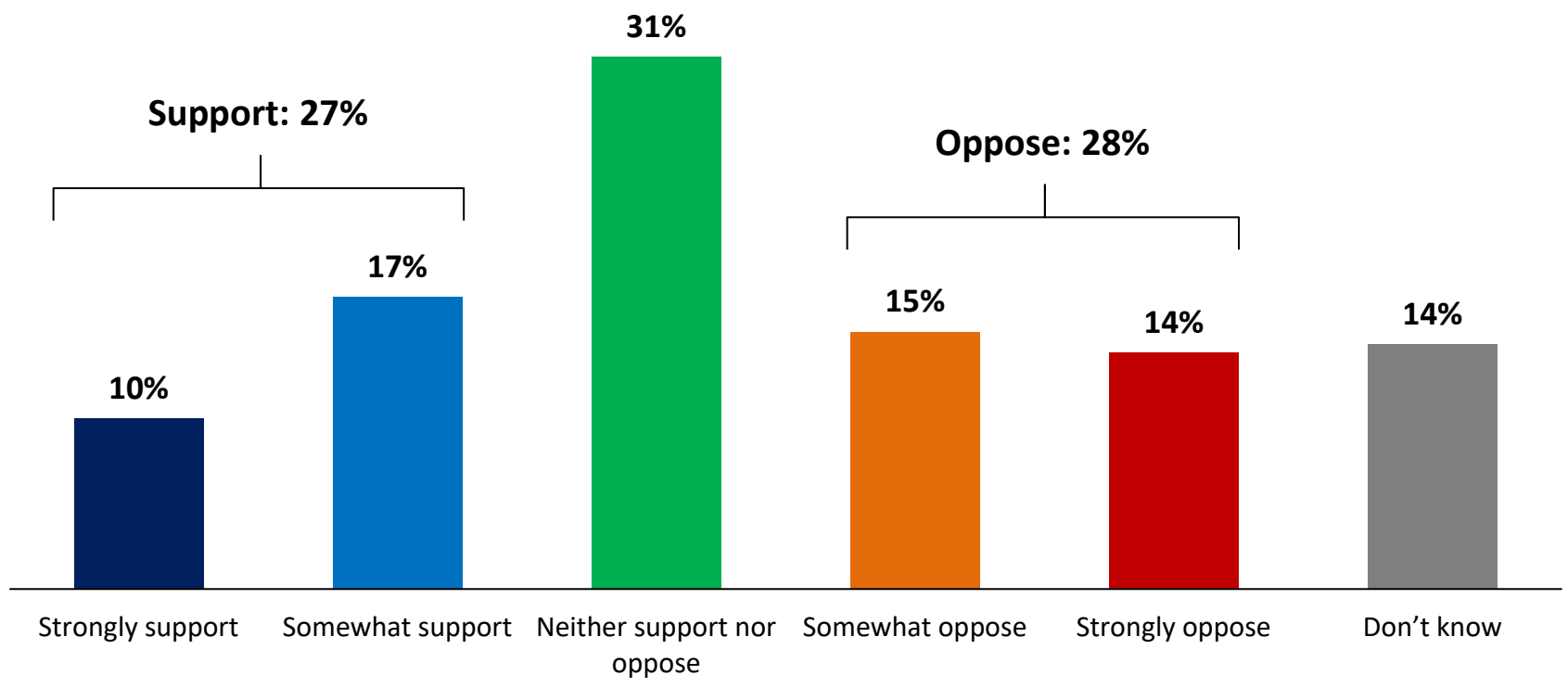
[asked of all respondents; n=1,000]



# Exemption Support: A plurality are neutral on the exemption; support is highest among Liberals (34%) and those in the Atlantic (41%)

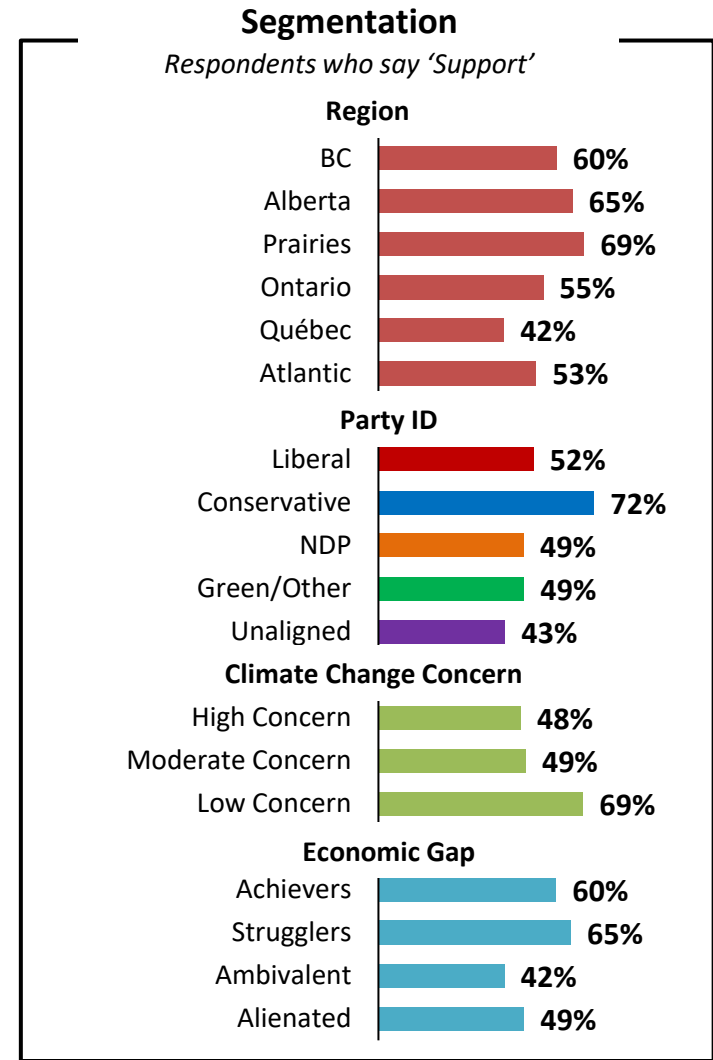
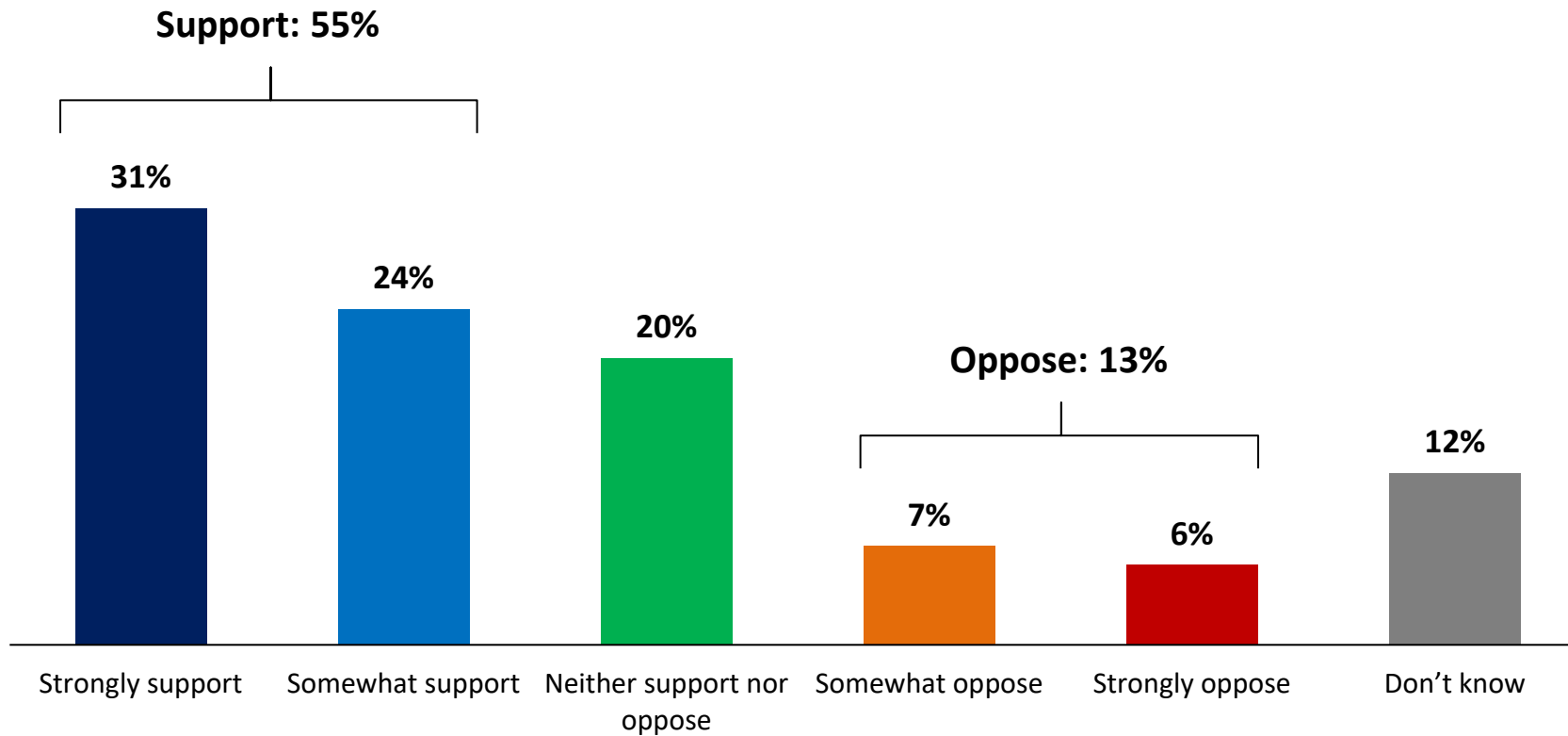


Do you support or oppose the federal government's exemption on the carbon tax on home heating oil in Atlantic provinces?  
[asked of all respondents; n=1,000]



# Exemption Expansion Support: Over half (55%) support an expansion, high among Conservatives (72%); 52% of Liberals support an expansion

**Q** Some people have suggested that the exemption on the carbon tax for home heating fuel should be expanded and extended to other provinces. Would you support or oppose the federal government expanding the exemption on the carbon tax to other home heating fuels (such as natural gas) and extending it to other provinces?  
 [asked of all respondents; n=1,000]



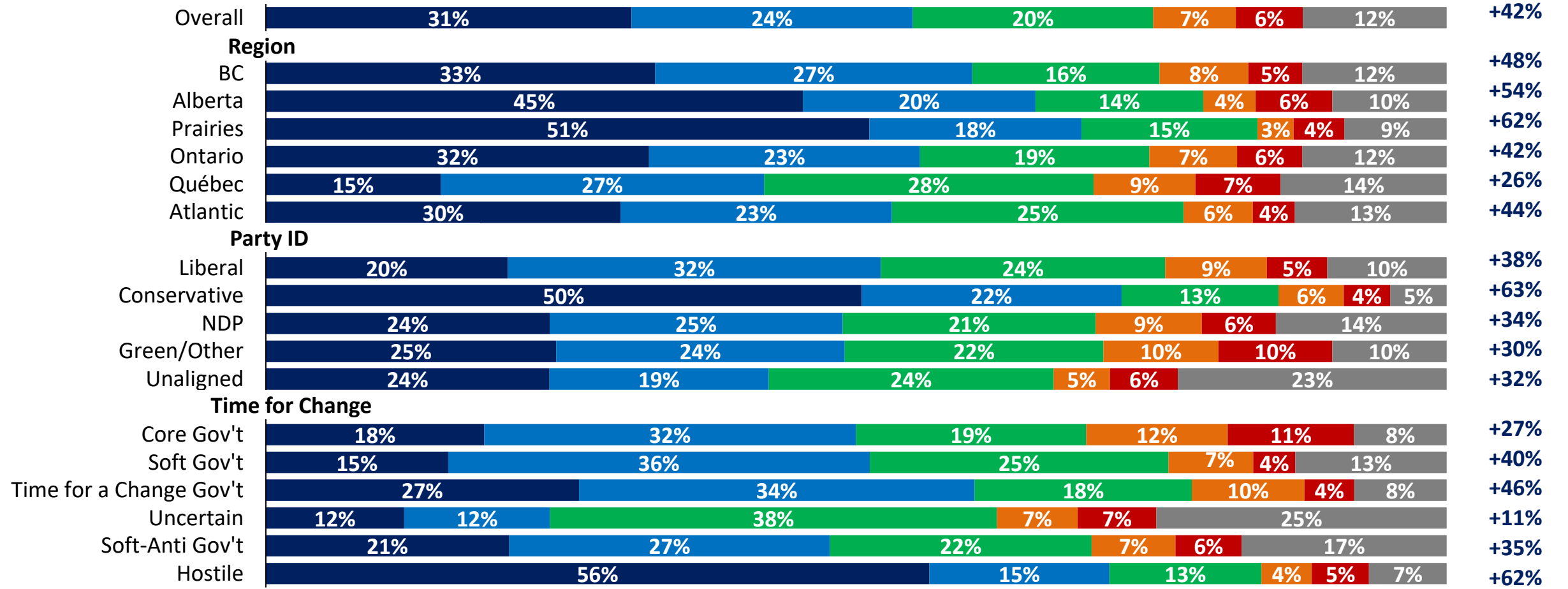
# Exemption Expansion Support by Region and Political Segments: Even among Core and Soft LPC supporters, support for an expansion is high



Some people have suggested that the exemption on the carbon tax for home heating fuel should be expanded and extended to other provinces. Would you support or oppose the federal government expanding the exemption on the carbon tax to other home heating fuels (such as natural gas) and extending it to other provinces? BY REGION, PARTY ID, AND TIME FOR CHANGE

[asked of all respondents; n=1,000]

**Net Support**



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

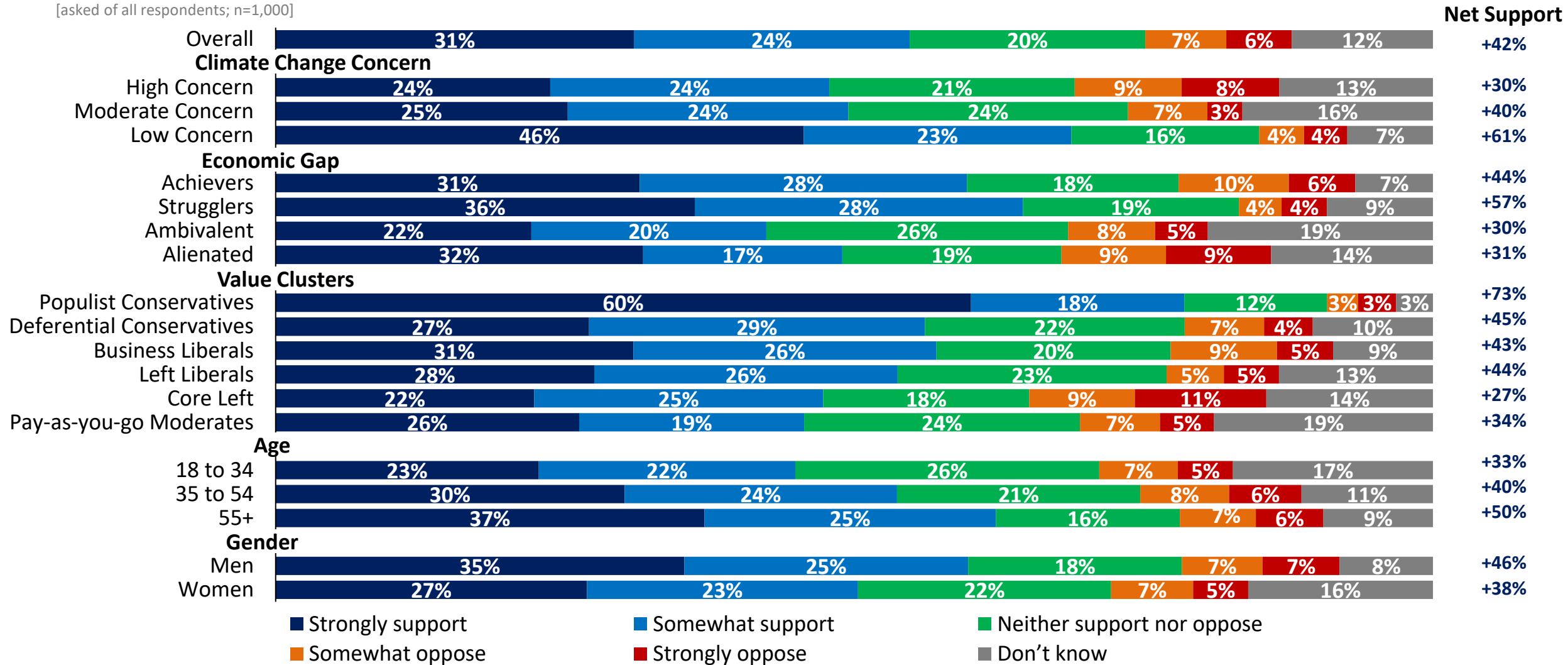


# Exemption Expansion Support by Other Audience Segments: Net support for an expansion among Strugglers is high, at +57%



Some people have suggested that the exemption on the carbon tax for home heating fuel should be expanded and extended to other provinces. Would you support or oppose the federal government expanding the exemption on the carbon tax to other home heating fuels (such as natural gas) and extending it to other provinces? BY ECONOMIC GAP, VALUE CLUSTERS, AGE, AND GENDER

[asked of all respondents; n=1,000]

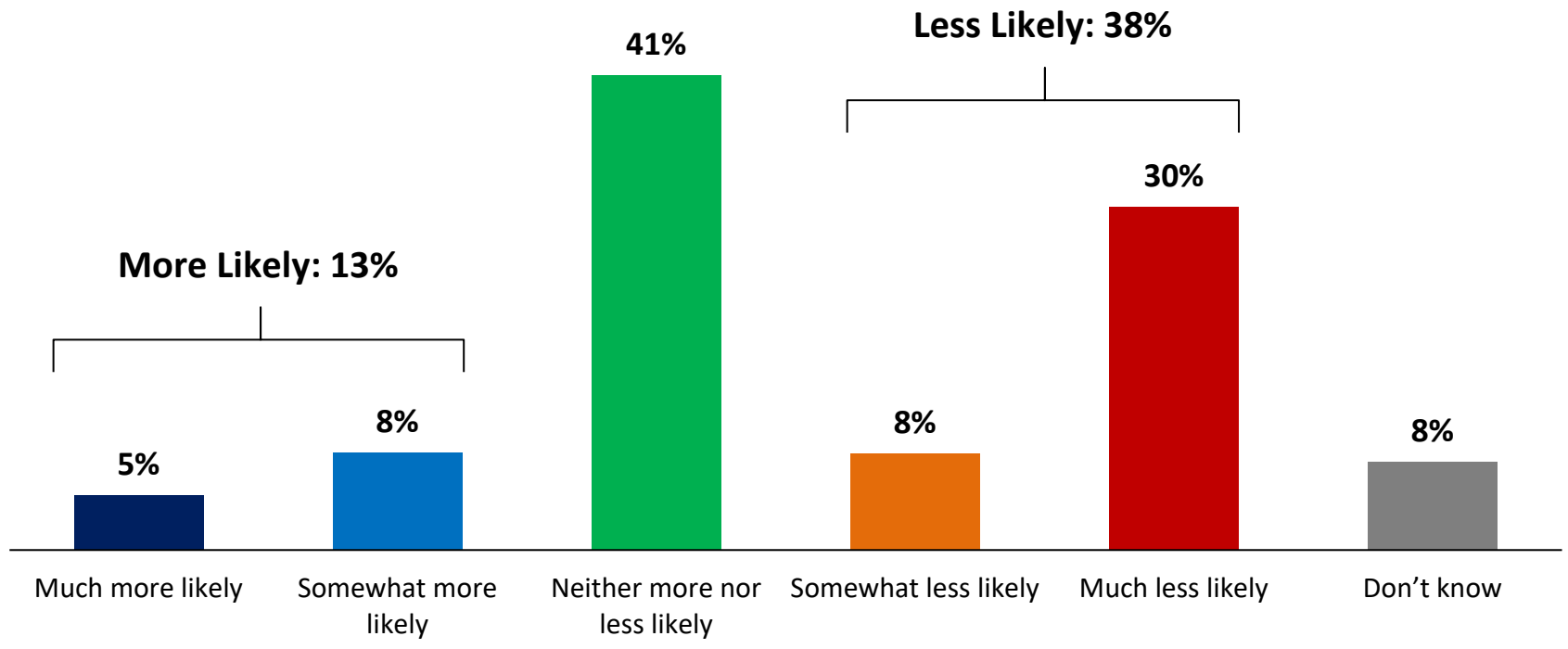


■ Strongly support     
 ■ Somewhat support     
 ■ Neither support nor oppose  
■ Somewhat oppose     
 ■ Strongly oppose     
 ■ Don't know

# Reported Impact on Liberal Vote: A plurality (41%) are neither more or less likely to vote Liberal; 46% of the Alienated say they are less likely



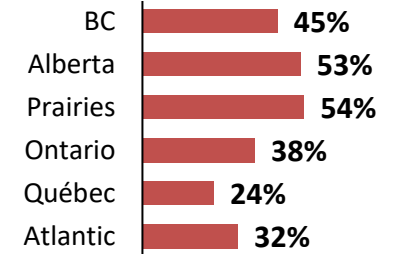
After hearing about this announcement, would you say you are more likely or less likely to vote for Justin Trudeau and the Liberal Party in the next federal election?  
[asked of all respondents; n=1,000]



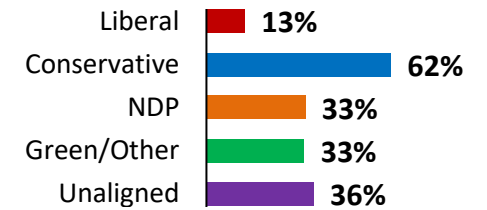
## Segmentation

Respondents who say 'Less likely'

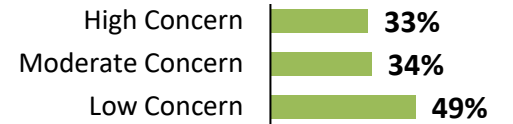
### Region



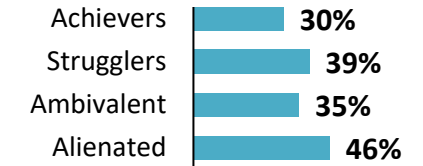
### Party ID



### Climate Change Concern

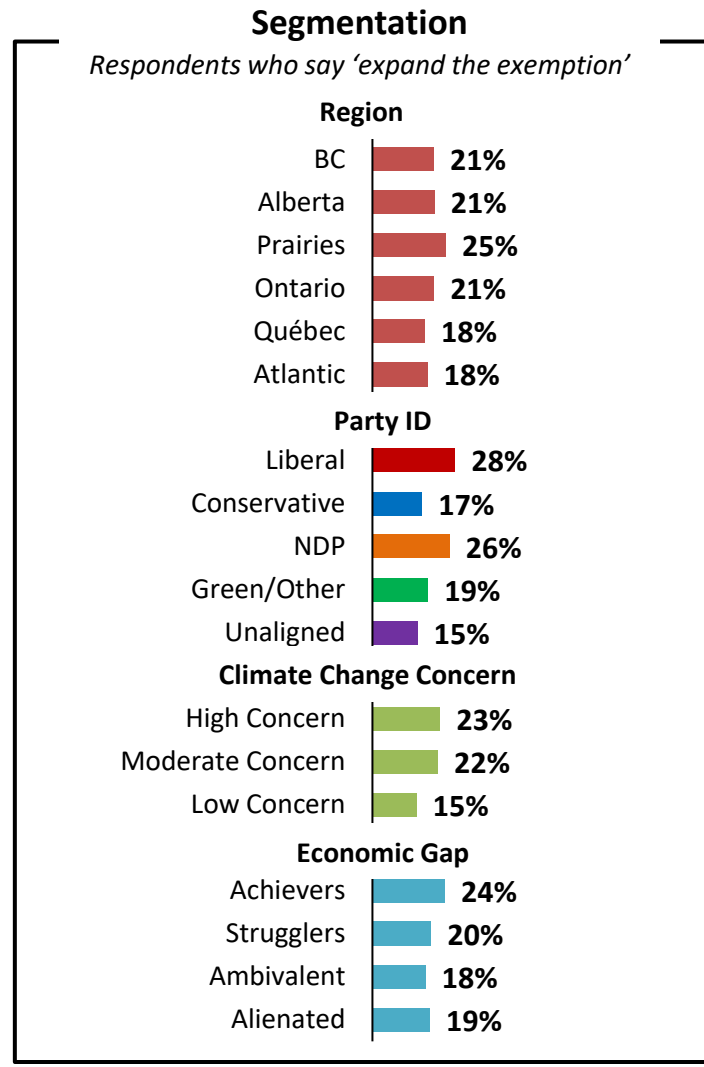
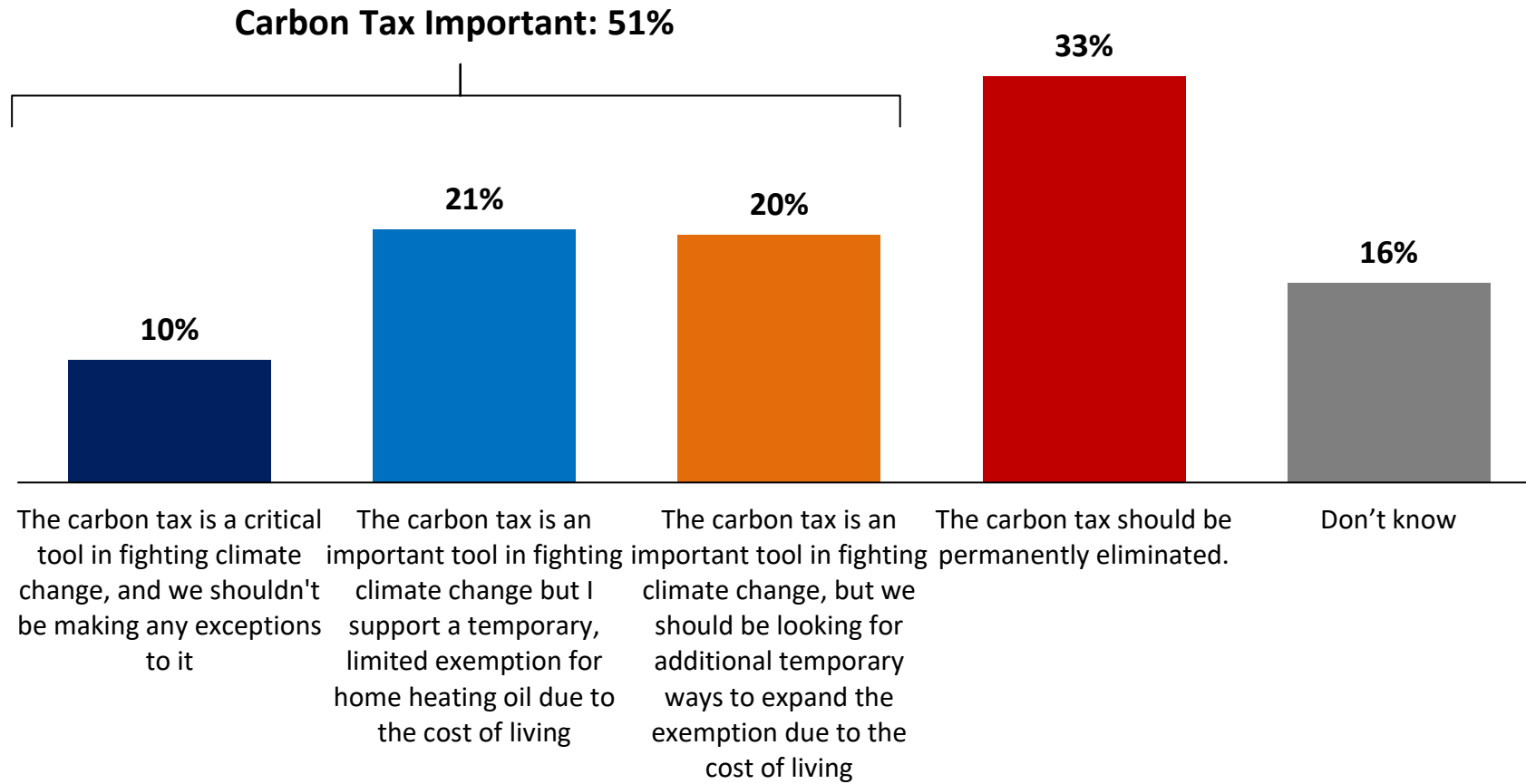


### Economic Gap



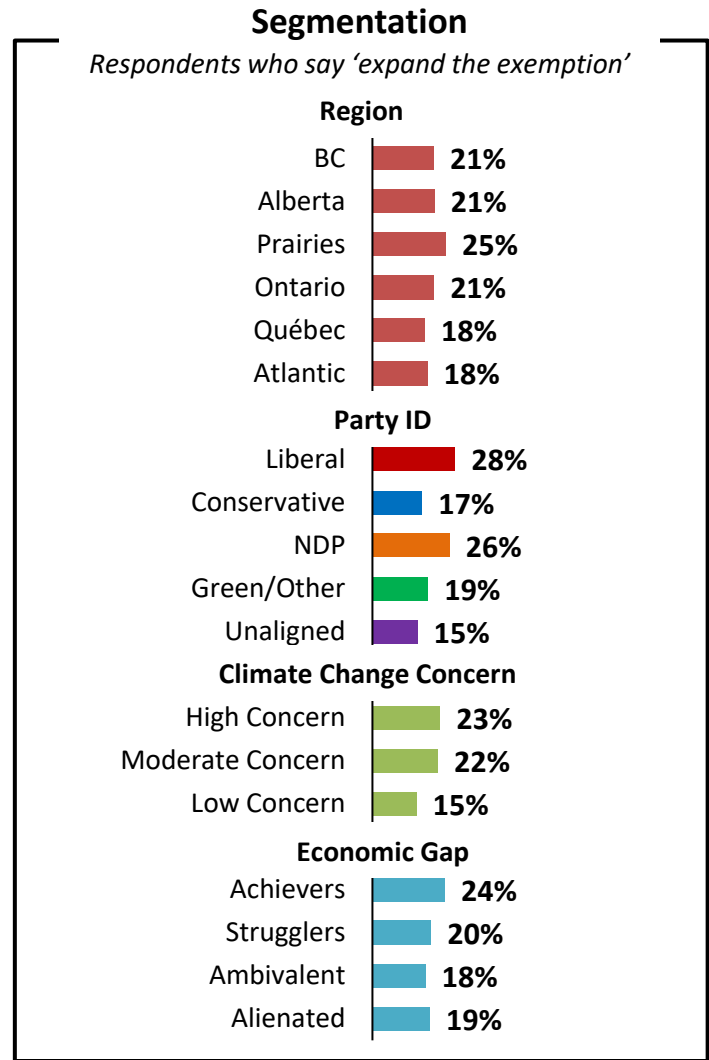
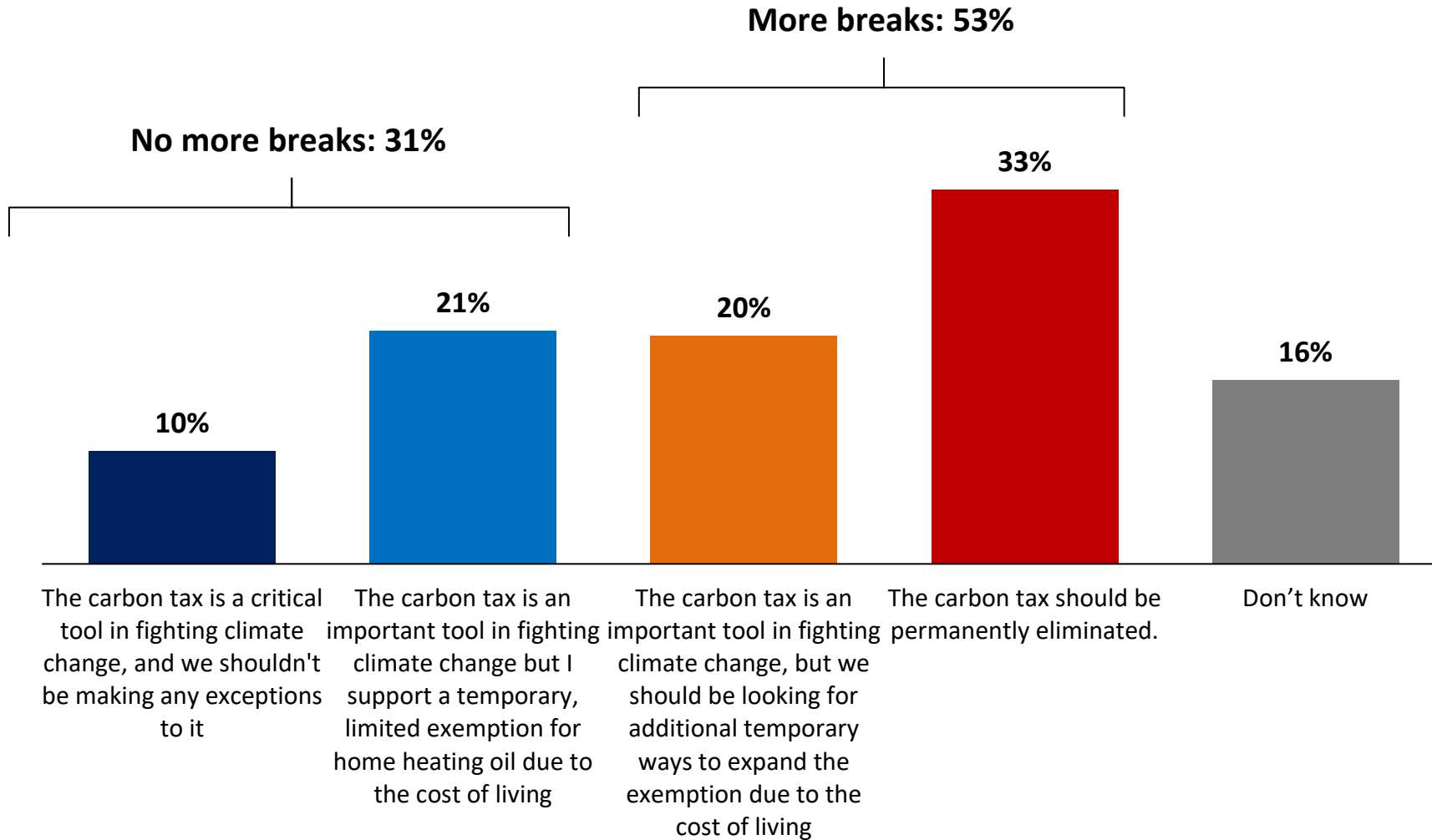
# One View of Carbon Tax: A majority still support a carbon tax, but many<sup>16</sup> supporters want more exemptions, highest among Liberals (28%)

**Q** Which of the following statements is closest to your point of view?  
 [asked of all respondents; n=1,000]



# Another View of Carbon Tax: Less than a third would not make further reductions, just over half want more cuts or to 'axe the tax'

**Q** Which of the following statements is closest to your point of view?  
 [asked of all respondents; n=1,000]



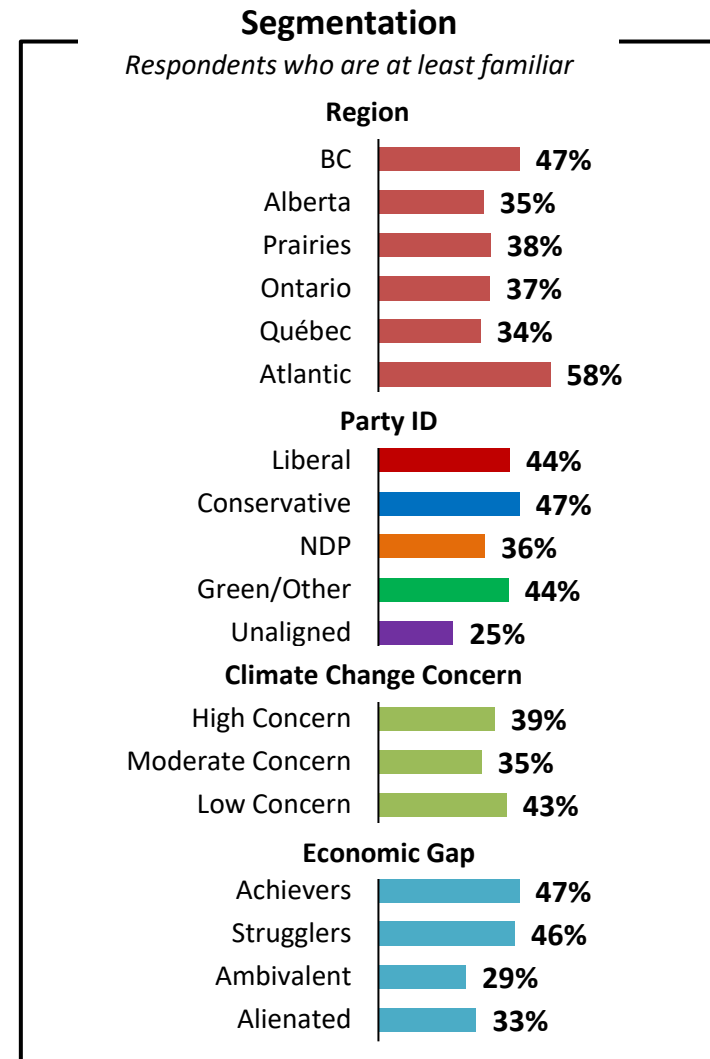
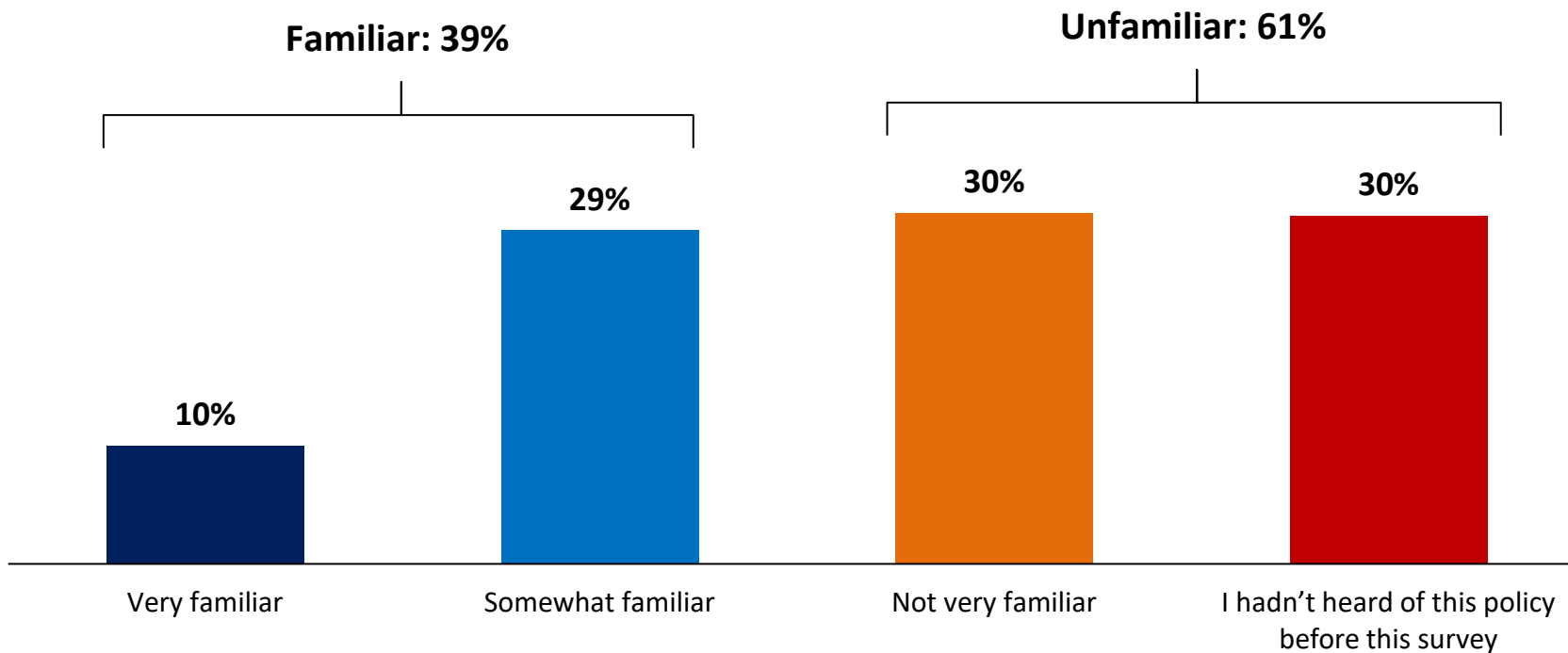
# Heat Pump Policy Familiarity: The Atlantic (58%) is the most familiar with the policy, followed by British Columbians (47%)



As part of the announcement on home heating oil, the federal government also announced supports to help low income people get heat pumps. Heat pumps are a form of electric home heating that works by extracting heat from a low temperature place and delivering it to a higher temperature place. Heat pumps can also work in reverse to provide home cooling.

How familiar were you with the federal government’s announcement on supports for electric heat pumps?

[asked of all respondents; n=1,000]



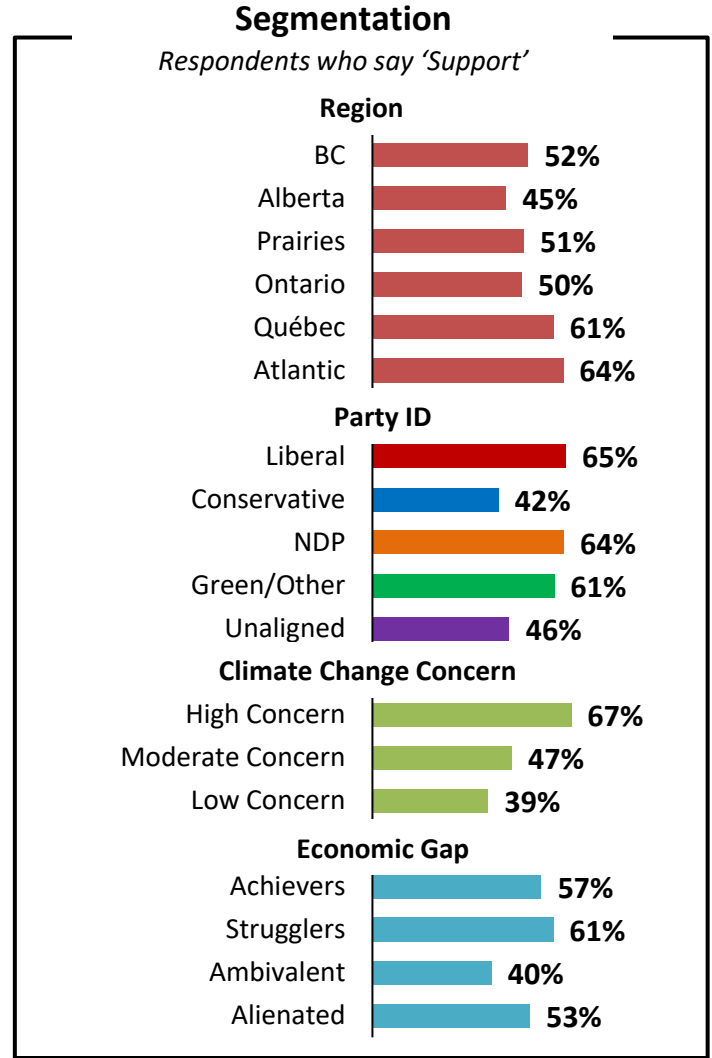
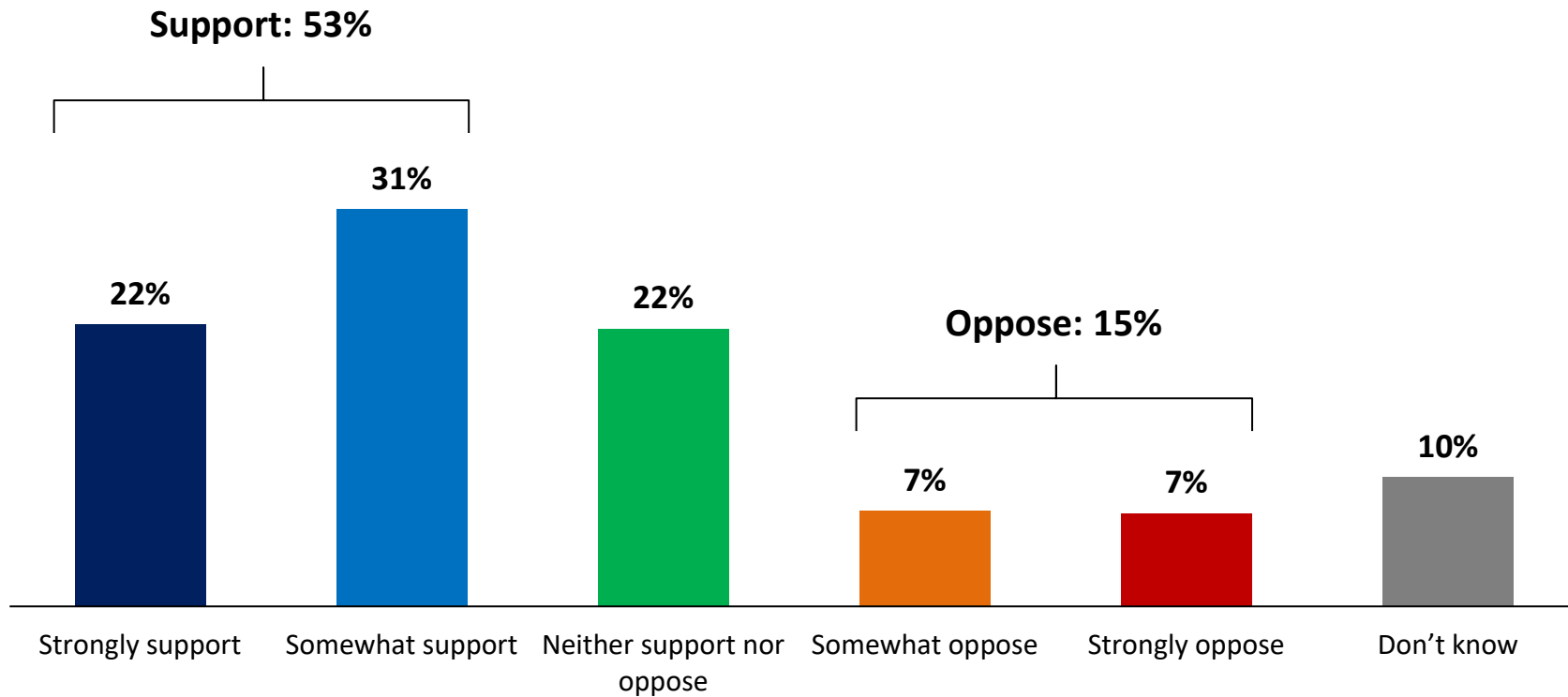


# Heat Pump Policy Support: Those with high concern for the climate (67%) are the most supportive; Strugglers are also supportive (61%)



Do you support or oppose a federal government program to provide low income homes with electric heat pumps?

[asked of all respondents; n=1,000]



# Methodology



# Survey Methodology



## These are the results of an online survey conducted between November 2<sup>nd</sup> and November 14<sup>th</sup>, 2023.

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, 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=2,634 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

**Field Dates:** November 2<sup>nd</sup> and November 14<sup>th</sup>, 2023.

**Weighting:** Results for Canada are weighted by age, gender, region, education, and past federal vote 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>	229	8.7%	135	13.6%
<b>Men 35-54</b>	369	14.1%	158	15.9%
<b>Men 55+</b>	632	24.1%	191	19.2%
<b>Women 18-34</b>	304	11.6%	131	13.2%
<b>Women 35-54</b>	447	17.0%	164	16.5%
<b>Women 55+</b>	645	24.6%	215	21.6%
<b>Region</b>				
<b>BC</b>	386	14.7%	140	14.0%
<b>AB</b>	234	8.9%	112	11.2%
<b>Prairies</b>	144	5.5%	63	6.3%
<b>ON</b>	1240	47.1%	388	38.8%
<b>QC</b>	453	17.2%	229	22.9%
<b>Atlantic</b>	177	6.7%	67	6.7%

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**Building Understanding.**

