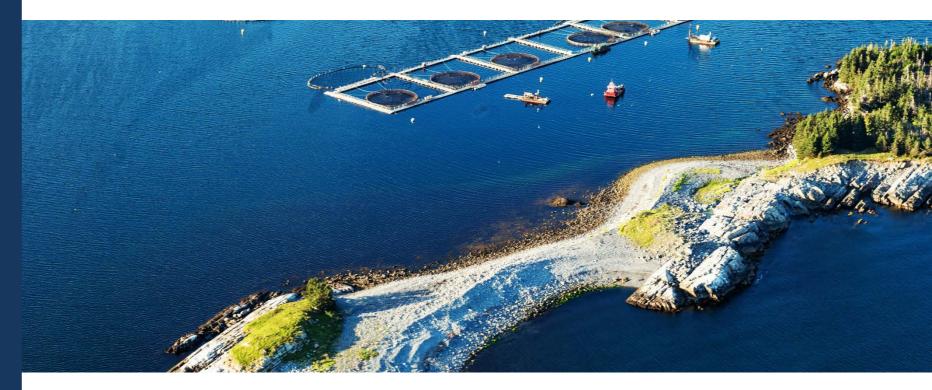
### **Views on climate change initiatives**

### Clean Energy Survey Summary - Part 1 of 2

submitted by Nanos to Clean Energy Canada, September 2016 (Submission 2016-906)





### Canadians support climate change initiatives; agreement with climate change statements

A comfortable majority of Canadians support or somewhat support climate change initiatives such as having a national plan that will ensure we reach our international targets to reduce emission and having the federal government take action on its own to meet national climate change targets. A comfortable majority of Canadians also agree or somewhat agree that their province has an important responsibility to help reduce emissions by 2030 and that a changing climate threatens their economy in the future.

- More than three out of four Canadians support or somewhat support having a national plan that will ensure we reach our international targets to reduce emissions Over three out of four Canadians support (51%) or somewhat support (26%) having a national plan that will ensure we reach our international targets to reduce emissions from burning fossil fuels such as coal, oil and natural gas. A little more than one in five Canadians oppose (12%) or somewhat oppose (nine per cent) this. Three per cent are unsure.
- A comfortable majority of Canadians support or somewhat support having the federal government take action on its own to meet national climate change targets More than six out of ten Canadians support (38%) or somewhat support (28%) having the federal government take action on its own to meet national climate change targets, if the climate change action that provinces and territories are taking on their own doesn't add up to Canada's national target. Just over three out of ten Canadians oppose (19%) or somewhat oppose (12%) this. Four per cent are unsure.

More than six out of ten Canadians support or somewhat support establishing a minimum price on carbon emissions across Canada – More than six out of ten Canadians support (36%) or somewhat support (26%) establishing a minimum price on carbon emissions across Canada, so companies and individuals pay for the emissions they produce regardless of what province or territory they are in. Nearly one out of three Canadians oppose (21%) or somewhat oppose (11%) this. Six per cent are unsure.

•

- Almost six out of ten Canadians support or somewhat support having a price on carbon to reduce the use of fossil fuels Nearly six out of ten Canadians support (33%) or somewhat support (26%) having a price on carbon to reduce the use of fossil fuels, while over one out of three Canadians oppose (24%) or somewhat oppose (12%) this. Five per cent are unsure.
- Nearly eight out of ten Canadians agree or somewhat agree that their province has an important responsibility to reduce carbon emissions by 2030 Nearly eight out of ten Canadians agree (52%) or somewhat agree (25%) that their province has an important responsibility to reduce carbon emissions by 2030 to help Canada achieve its national climate change commitments. Nearly two out of ten Canadians disagree (13%) or somewhat disagree (seven per cent) with this. Four per cent are unsure.
- Over seven out of ten Canadians agree or somewhat agree that a changing climate presents a significant threat to their economic future More than seven out of ten Canadians agree (48%) or somewhat agree (23%) that a changing climate presents a significant threat to their economic future. Nearly one out of four Canadians disagree (12%) or somewhat disagree (12%) with this. Five per cent are unsure.
- A comfortable majority of Canadians agree or somewhat agree that having a plan to meet Canada's climate change targets to reduce emissions from burning fossil fuels is more important than having provincial and territorial premiers agree with the plan – More than six out of ten Canadians agree (37%) or somewhat agree (29%) that having a plan to meet Canada's climate change targets to reduce emissions from burning fossil fuels is more important than having provincial and territorial premiers agree with the plan. Nearly three out of ten Canadians disagree (18%) or somewhat disagree (11%) with this. Five per cent are unsure.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 24<sup>th</sup> to 27<sup>th</sup>, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

The study was commissioned by Clean Energy Canada.

This report is part 1 of 2 of the research conducted by Nanos for Clean Energy Canada.

### Support for climate change initiatives

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Having a national plan that will ensure we reach our international targets to reduce emissions from burning fossil fuels such as coal, oil and natural gas

Having the federal government take action on its own to meet national climate change targets, if the climate change action that provinces and territories are taking on their own doesn't add up to Canada's national target

Establishing a minimum price on carbon emissions across Canada, so companies and individuals pay for the emissions they produce regardless of what province or territory they are in

Having a price on carbon to reduce the use of fossil fuels such as coal, oil or natural gas

Support

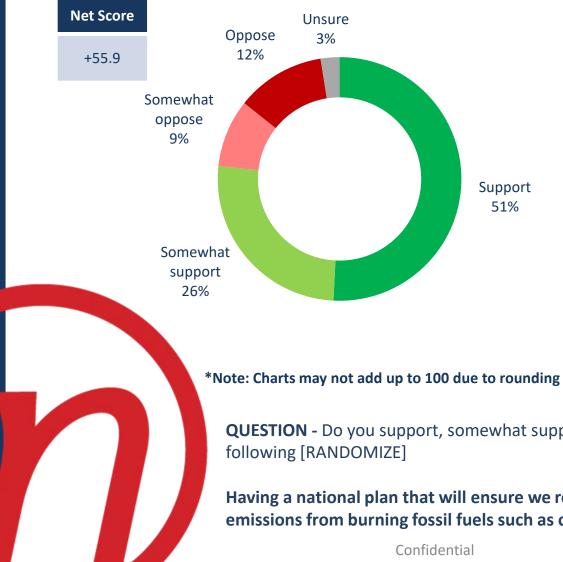
						Net Score
e reach our n burning fossil gas	51%		26%	9%129	<mark>6</mark> 3%	+55.9
ts own to meet change action ir own doesn't t	38%	28%	6 <mark>12</mark> 9	% 19%	4%	+35.1
ions across emissions they y they are in	36%	26%	11%	21%	6%	+29.0
sil fuels such as	33%	26%	12%	24%	5%	+22.6
0	% 20%	40%	60%	80%	100%	
Somewhat s	support Som	ewhat oppos	e <b>=</b> Op	pose	Unsure	

\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – This fall the provincial and territorial governments and the Prime Minister are getting together to discuss a plan to meet Canada's climate change targets. Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

### Having a national plan to reach targets

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



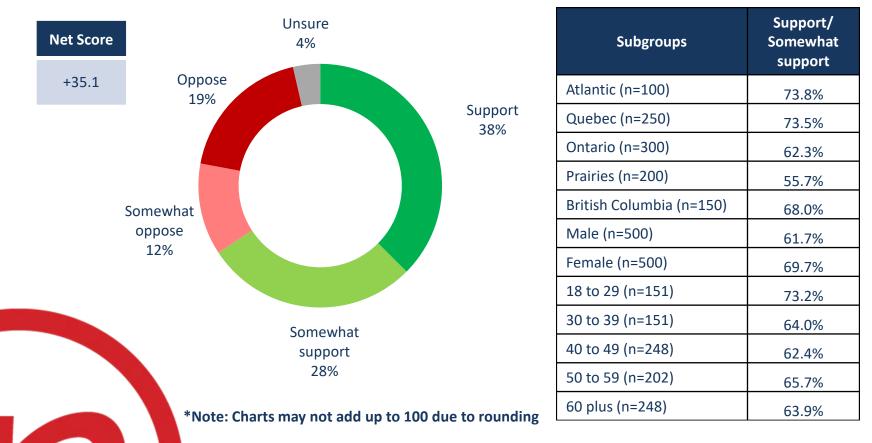
Support/ Somewhat support
79.2%
85.4%
74.4%
65.1%
81.2%
70.6%
82.6%
79.5%
72.0%
78.8%
79.9%
73.9%

QUESTION - Do you support, somewhat support, somewhat oppose or oppose the

Having a national plan that will ensure we reach our international targets to reduce emissions from burning fossil fuels such as coal, oil and natural gas

### Government taking action on its own

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

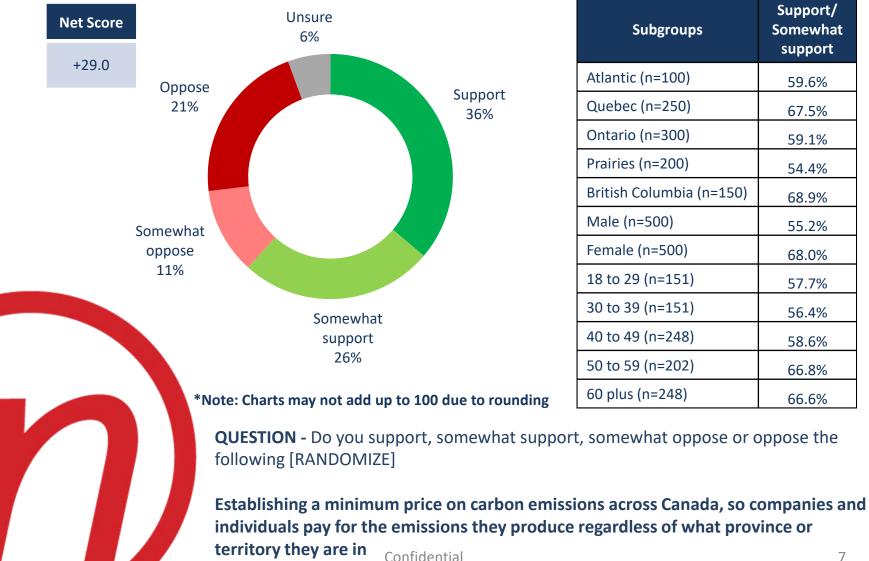


QUESTION - Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

Having the federal government take action on its own to meet national climate change targets, if the climate change action that provinces and territories are taking on their own doesn't add up to Canada's national target

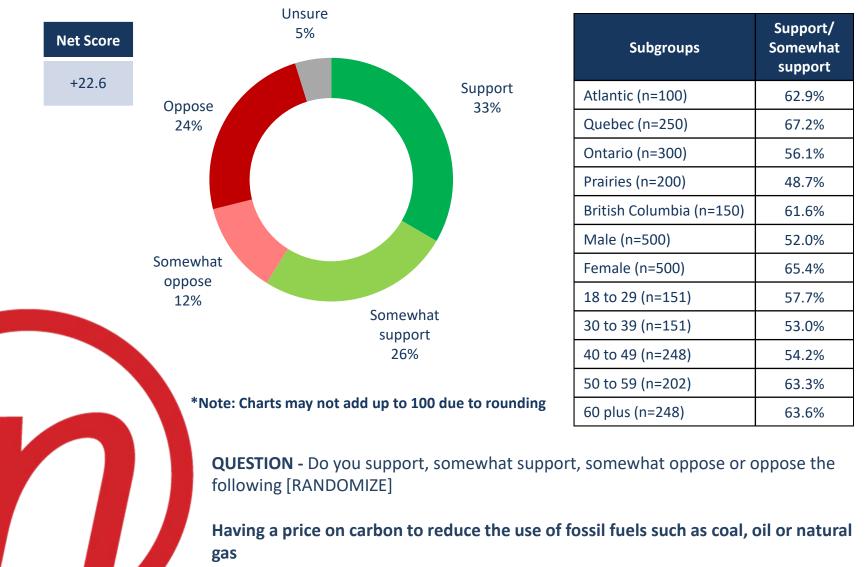
### Minimum price on carbon emissions

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



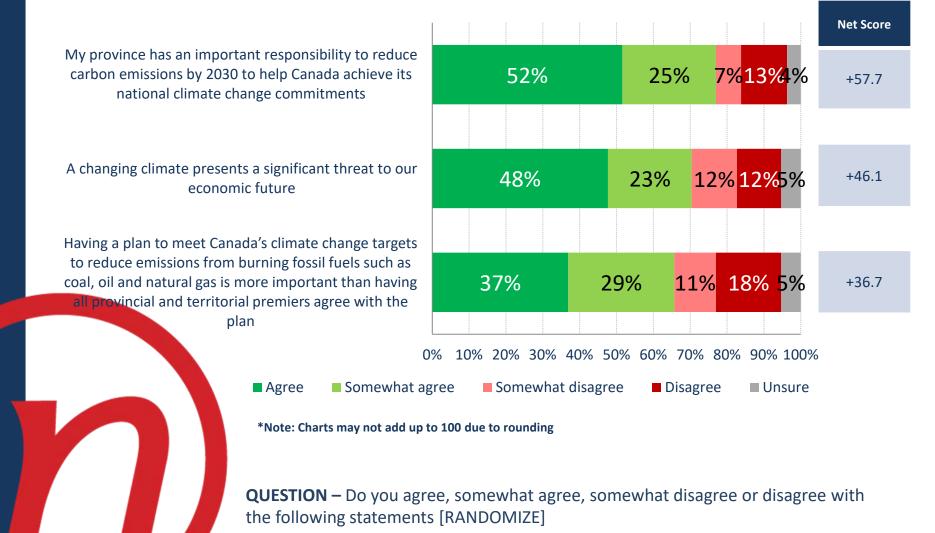
### Pricing carbon to reduce fossil fuel use

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24<sup>th</sup> to 27<sup>th</sup>, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



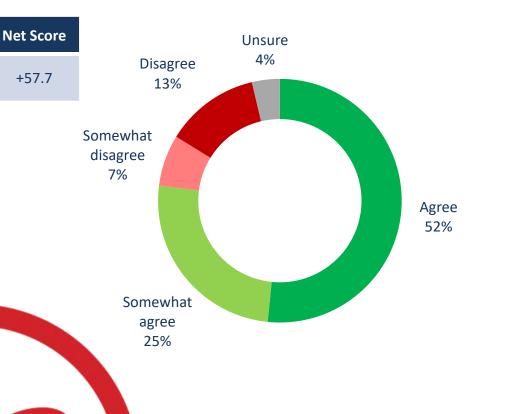
### Agreement with climate change statements

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24<sup>th</sup> to 27<sup>th</sup>, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



### Responsibility of the provinces

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	78.0%
Quebec (n=250)	86.8%
Ontario (n=300)	75.1%
Prairies (n=200)	66.1%
British Columbia (n=150)	77.8%
Male (n=500)	73.2%
Female (n=500)	80.5%
18 to 29 (n=151)	75.1%
30 to 39 (n=151)	76.5%
40 to 49 (n=248)	77.6%
50 to 59 (n=202)	78.5%
60 plus (n=248)	77.0%

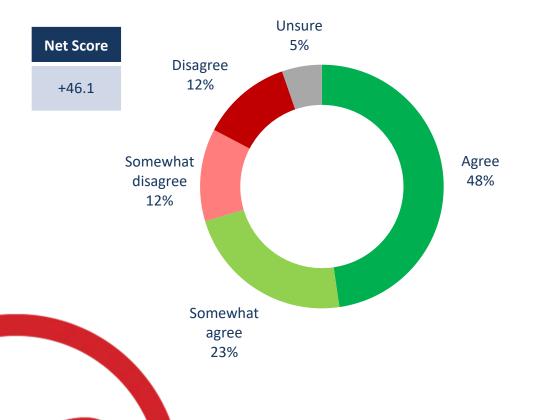
### \*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]

My province has an important responsibility to reduce carbon emissions by 2030 to help Canada achieve its national climate change commitments.

### Threat of climate change to our future

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24th to 27th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	83.4%
Quebec (n=250)	72.3%
Ontario (n=300)	69.2%
Prairies (n=200)	61.9%
British Columbia (n=150)	72.3%
Male (n=500)	68.2%
Female (n=500)	72.5%
18 to 29 (n=151)	72.3%
30 to 39 (n=151)	65.6%
40 to 49 (n=248)	70.6%
50 to 59 (n=202)	72.5%
60 plus (n=248)	70.3%

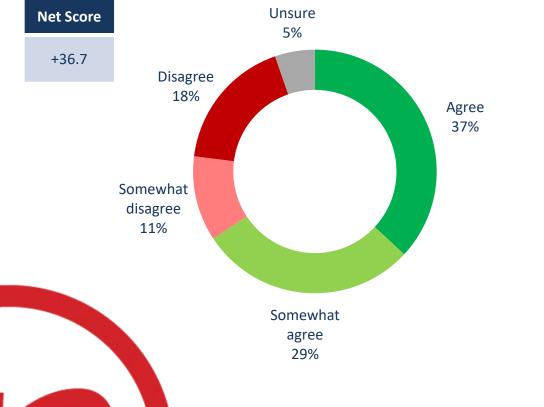
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]

A changing climate presents a significant threat to our economic future.

### Importance of premiers agreeing on a plan

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 24<sup>th</sup> to 27<sup>th</sup>, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	72.1%
Quebec (n=250)	73.4%
Ontario (n=300)	64.8%
Prairies (n=200)	54.4%
British Columbia (n=150)	65.4%
Male (n=500)	61.6%
Female (n=500)	69.6%
18 to 29 (n=151)	71.3%
30 to 39 (n=151)	61.7%
40 to 49 (n=248)	61.3%
50 to 59 (n=202)	67.8%
60 plus (n=248)	65.5%

### \*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]

Having a plan to meet Canada's climate change targets to reduce emissions from burning fossil fuels such as coal, oil and natural gas is more important than having all provincial and territorial premiers agree with the plan 12



## Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 24<sup>th</sup> and September 27<sup>th</sup>, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

The research was commissioned by Clean Energy Canada.

Note: Charts may not add up to 100 due to rounding.

This is Report 1 of 2 of the research conducted by Nanos for Clean Energy Canada.



## **About Nanos**

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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### **Technical Note**

Element	Description	Element	Description						
Organization who commissioned the research	Clean Energy Canada	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure						
Final Sample Size	1,000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to						
Margin of Error	$\pm 3.1$ percentage points, 19 times out of 20.		ensure the integrity of the data.						
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.						
Sampling Method Base	and online [omnibus] survey The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Stratification	By age and gender using the latest Census information (2014) a the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.						
		Estimated Response Rate	13 percent, consistent with industry norms.						
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire. Please see the appendix for the original questionnaire with questions in the order they were presented. Of note, this report includes half of						
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct		the questions. The second half will be released under separate cover by the client.						
Number of Calls	Maximum of five call backs.	Question Content	This was module three of an omnibus survey. Preceding modules were about top unprompted national issues of concern and comfort level with personal finances.						
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.						
	9:30pm local time for the respondent.	Survey Company	Nanos Research						
Field Dates	Dates September 24 <sup>th</sup> to 27 <sup>th</sup> , 2016.		Contact Nanos Research for more information or with any concerns or guestions.						
Language of Survey	The survey was conducted in both English and French.	Contact	http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.						

# **Tabulations**

Confidential

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#### Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

			Region						Gender					Age		
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Having the federal government take	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248	
action on its own to meet national climate change targets, if the climate change action that		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265	
change action that provinces and territories are taking on their own doesn't add up to Canada's national target	Support	%	37.5	39.2	40.4	38.6	31.0	38.0	33.2	41.6	40.4	34.0	28.4	42.2	40.6	
	Somewhat support	%	28.3	34.6	33.1	23.7	24.7	30.0	28.5	28.1	32.8	30.0	34.0	23.5	23.3	
	Somewhat oppose	%	12.2	13.4	11.6	12.4	12.7	11.0	12.4	11.9	6.6	10.3	15.8	15.7	12.3	
	Oppose	%	18.5	12.2	10.5	21.2	27.9	17.8	23.7	13.5	16.0	22.1	19.0	15.7	19.7	
	Unsure	%	3.6	.6	4.4	4.0	3.7	3.2	2.2	4.9	4.2	3.6	3.0	2.9	4.1	

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between Sept. 24<sup>th</sup> and 27<sup>th</sup>, 2016. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

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#### Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

				Region					Ge	nder	-	Age			
	-		Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question- Having a national plan that will ensure we reach our international targets to reduce emissions from burning fossil fuels such as coal, oil and natural gas.	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Support	%	50.8	51.4	59.1	50.2	39.9	52.5	45.2	56.2	54.1	44.8	47.3	54.6	51.9
, ,	Somewhat support	%	25.9	27.8	26.3	24.2	25.2	28.7	25.4	26.4	25.4	27.2	31.5	25.3	22.0
	Somewhat oppose	%	9.0	14.6	6.4	7.8	9.5	11.1	11.7	6.4	7.9	13.3	8.1	8.5	8.0
	Oppose	%	11.8	4.2	6.0	14.5	22.7	6.3	15.7	8.0	10.3	12.8	11.9	10.5	13.0
	Unsure	%	2.5	2.0	2.2	3.3	2.7	1.4	2.0	3.0	2.3	1.9	1.2	1.0	5.1



#### Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

			-	Region						nder	_	Age				
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Having a price on carbon to reduce the use of	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248	
fossil fuels such as coal, oil or natural gas.		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265	
	Support	%	33.4	33.7	40.1	29.7	28.2	36.4	29.3	37.3	31.6	26.9	28.3	37.1	39.8	
	Somewhat support	%	25.5	29.2	27.1	26.4	20.5	25.2	22.7	28.1	26.1	26.1	25.9	26.2	23.8	
	Somewhat oppose	%	12.2	12.1	7.3	14.0	15.8	12.0	14.9	9.7	14.7	14.1	15.4	6.8	10.8	
	Oppose	%	24.1	19.4	17.0	25.5	33.4	23.8	29.3	19.2	23.4	31.3	24.8	22.7	20.7	
	Unsure	%	4.8	5.6	8.4	4.4	2.1	2.6	3.8	5.8	4.2	1.7	5.7	7.2	4.8	



#### Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

			-	Region							Age				
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Establishing a minimum price on carbon emissions across Canada, so	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248
companies and individuals pay for the emissions they		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
produce regardless of what province or territory they are in.	Support	%	36.2	30.9	38.8	32.7	32.0	48.2	33.7	38.6	33.1	33.9	30.6	40.9	40.5
	Somewhat support	%	25.5	28.7	28.7	26.4	22.4	20.7	21.5	29.4	24.6	22.5	28.0	25.9	26.1
	Somewhat oppose	%	11.4	15.3	12.1	9.6	12.6	9.3	13.2	9.7	14.3	10.7	11.6	8.2	11.7
	Oppose	%	21.3	20.2	12.0	24.6	29.6	20.1	27.4	15.6	22.6	27.3	22.4	18.1	18.3
	Unsure	%	5.6	4.9	8.4	6.7	3.5	1.7	4.3	6.8	5.5	5.6	7.5	6.8	3.4



#### Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]

			-			Gei	nder	-	Age						
			Canada 2016- 09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - A changing climate presents a significant threat to our economic future.	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Agree	%	47.7	61.5	52.4	44.3	37.8	50.4	46.9	48.4	55.8	36.4	45.7	47.4	50.1
	Somewhat agree	%	22.7	21.9	19.9	24.9	24.1	21.9	21.3	24.1	16.5	29.2	24.9	25.1	20.2
	Somewhat disagree	%	12.3	5.7	14.0	13.0	12.3	12.2	13.5	11.1	12.0	17.6	11.8	10.0	11.1
	Disagree	%	12.0	6.6	6.6	12.4	21.7	10.9	14.8	9.4	9.6	12.3	13.5	11.0	13.3
	Unsure	%	5.3	4.3	7.0	5.4	4.1	4.6	3.5	7.0	6.1	4.5	4.0	6.6	5.3



#### Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]

			-		Regio	n			Ger	nder	-	Age			
			Canada 2016-09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - My province has an important responsibility	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248
to reduce carbon emissions by 2030 to help Canada achieve its national climate		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
change commitments	Agree	%	51.6	55.0	59.1	51.9	40.1	51.3	47.0	55.9	49.2	46.4	51.5	55.0	54.0
	Somewhat agree	%	25.4	23.0	27.7	23.2	26.0	26.5	26.2	24.6	25.9	30.1	26.1	23.5	23.0
	Somewhat disagree	%	6.8	8.9	4.5	7.4	7.0	7.8	8.0	5.7	6.8	8.9	5.9	8.4	5.0
	Disagree	%	12.5	9.7	5.5	13.2	23.3	10.6	16.8	8.5	12.1	13.4	13.4	11.5	12.5
	Unsure	%	3.7	3.3	3.1	4.4	3.6	3.8	2.1	5.3	6.0	1.3	3.0	1.5	5.5



Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]

			Region							Age					
			Canada 2016- 09	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Having a plan to meet Canada's climate change targets to reduce emissions from burning fossil fuels such as coal, oil and natural gas is more important than having all provincial and territorial premiers agree with the plan.	Total	Unwgt N	1000	100	250	300	200	150	500	500	151	151	248	202	248
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Agree	%	36.9	31.1	41.8	35.4	31.1	43.5	33.3	40.3	42.2	31.2	31.8	39.1	38.5
	Somewhat agree	%	28.8	41.0	31.6	29.4	23.3	21.9	28.3	29.3	29.1	30.5	29.5	28.7	27.0
	Somewhat disagree	%	11.3	9.2	9.1	12.2	13.8	11.6	12.4	10.3	7.5	14.7	13.3	12.1	10.2
	Disagree	%	17.7	15.4	10.7	18.2	26.1	18.4	22.2	13.3	16.2	21.2	19.0	15.5	17.2
	Unsure	%	5.3	3.3	6.7	4.8	5.7	4.7	3.7	6.8	5.0	2.4	6.4	4.7	7.0