Canadians more likely to vote for than against a candidate that supports carbon pricing; nearly one in three say carbon pricing stance has no impact on vote.

Key Findings

1

INFLUENCE OF CARBON PRICE ON VOTE

Canadians are more likely to say they would vote for (36%) rather than against (24%) a federal candidate from a political party that supports a price on carbon. Almost one in three say this will have no influence on their federal vote (32%).

2

REGIONAL DIFFERENCES

Canadians from the Prairies (44%) are four times more likely to say they would vote against a federal candidate from a political party that supports a price on carbon than residents of Quebec (11%).
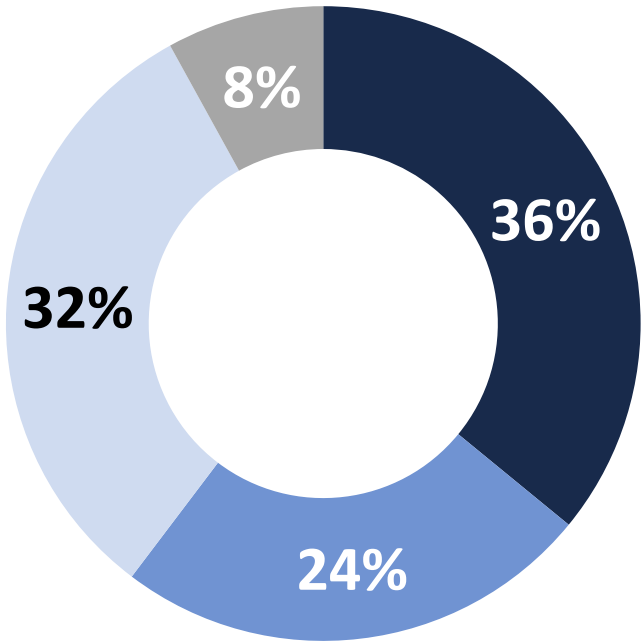
3

GENDER DIFFERENCES

Men (30%) are more likely than women (19%) to say that they would vote against a federal candidate from a political party that supports a price on carbon.

Views on federal carbon tax

As you may know, the federal Liberal Government has moved forward on a federal price on carbon as part of their plan to reduce greenhouse gas emissions. This increases the cost of carbon fuels. Many Canadians will also receive Climate Action Incentive Payments through their personal income tax. Which of the following best describes your personal view: [ROTATE]

- I will vote in favour of a federal candidate from a political party that supports a price on carbon

- I will vote against a federal candidate from a political party that supports a price on carbon

- The price on carbon issue will not influence my federal vote

- Unsure

36%

32%

24%

8%

"

Canadians are more likely to say they will vote for (36%) rather than against (24%) a federal candidate from a political party that supports a price on carbon.

Canadians from the Prairies are more likely to say they would vote against (44%) such a federal candidate, while residents of BC are more likely to say they will vote for such a candidate (43%).

"

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 27th to 30th, 2021, n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

CTV NEWS

NANOS

# Views on federal carbon tax by demographics

	Canada (n=1007)	Atlantic (n=100)	Quebec (n=205)	Ontario (n=344)	Prairies (n=198)	BC (n=160)	Male (n=546)	Female (n=461)	18 to 34 (n=218)	35 to 54 (n=374)	55 plus (n=415)
I will vote in favour of a federal candidate from a political party that supports a price on carbon	35.9%	35.2%	39.3%	38.7%	21.1%	42.7%	35.8%	36.1%	37.1%	33.2%	37.5%
I will vote against a federal candidate from a political party that supports a price on carbon	24.4%	28.4%	11.2%	21.7%	44.3%	25.9%	29.9%	19.1%	26.2%	24.5%	23.0%
The price on carbon issue will not influence my federal vote	31.7%	29.5%	38.6%	32.1%	28.5%	23.9%	29.8%	33.5%	26.1%	34.8%	32.9%
Unsure	8.0%	6.8%	10.9%	7.5%	6.1%	7.6%	4.5%	11.4%	10.6%	7.6%	6.6%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 27th to 30th, 2021, n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.
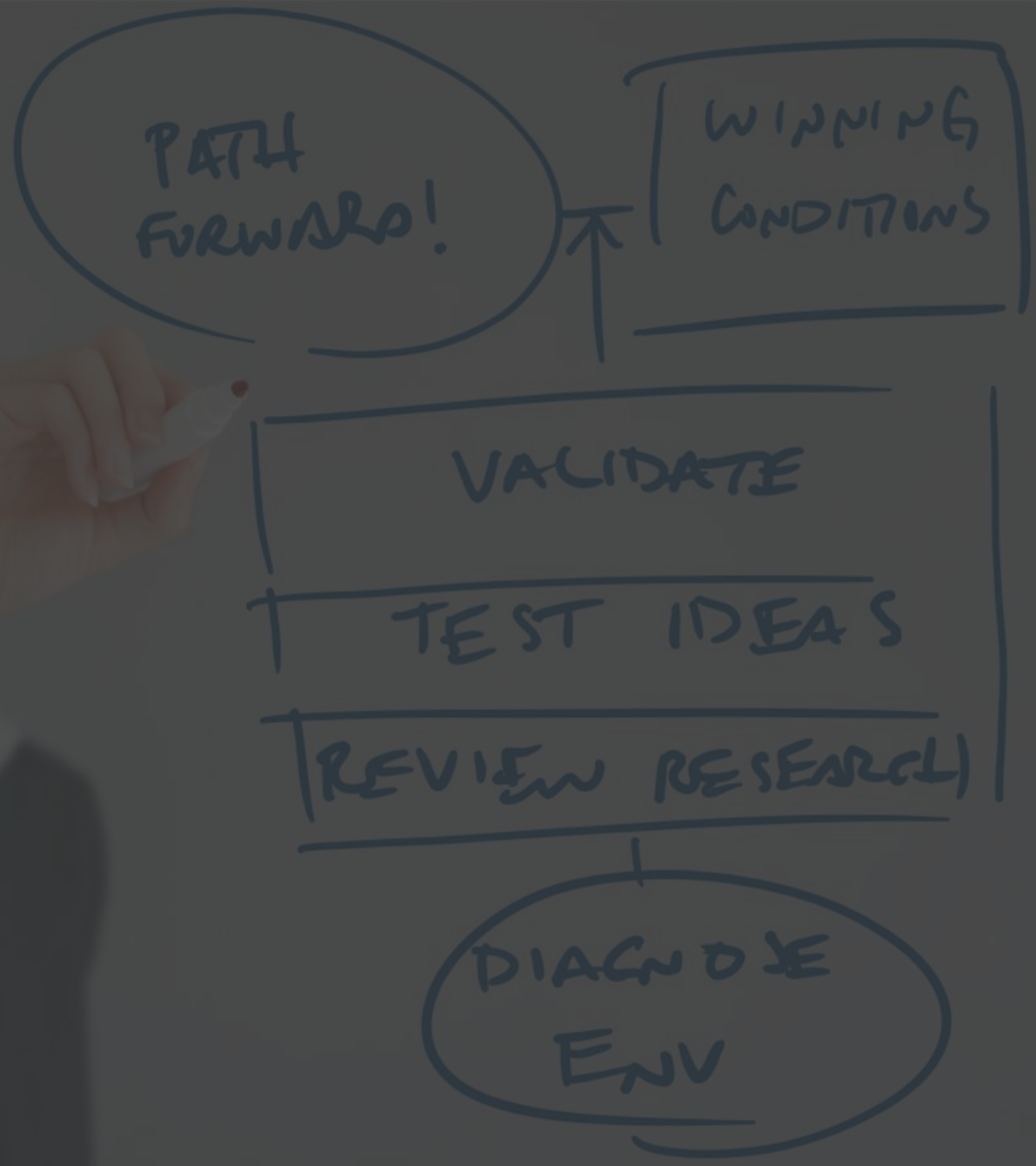
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,007 Canadians, 18 years of age or older, between March 27th and 30th, 2021 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. 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 randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

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

METHODOLOGY

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1007 Randomly selected individuals.
Source of Sample	Nanos Hybrid Probability Panel
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	March 27th to 30th, 2021.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
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 ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and 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	Thirteen percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues and views on economic issues.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

TECHNICAL NOTE

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

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ABOUT NANOS

2021-1859 – CTV/Nanos Survey – March Omni – Carbon Tax – STAT SHEET

				Region					Gender		Age		
			Canada 2021-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - As you may know, the federal Liberal Government has moved forward on a federal price on carbon as part of their plan to reduce greenhouse gas emissions. This increases the cost of carbon fuels. Many Canadians will also receive Climate Action Incentive Payments through their personal income tax. Which of the following best describes your personal view: [ROTATE]	Total	Unwgt N	1007	100	205	344	198	160	546	461	218	374	415
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	I will vote in favour of a federal candidate from a political party that supports a price on carbon	%	35.9	35.2	39.3	38.7	21.1	42.7	35.8	36.1	37.1	33.2	37.5
	I will vote against a federal candidate from a political party that supports a price on carbon	%	24.4	28.4	11.2	21.7	44.3	25.9	29.9	19.1	26.2	24.5	23.0
	The price on carbon issue will not influence my federal vote	%	31.7	29.5	38.6	32.1	28.5	23.9	29.8	33.5	26.1	34.8	32.9
	Unsure	%	8.0	6.8	10.9	7.5	6.1	7.6	4.5	11.4	10.6	7.6	6.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid random telephone and online survey of 1,007 Canadians, 18 years of age or older, between March 27th and 30th, 2021. The margin of error for a random survey of 1,007 Canadians is ±3.1 percentage points, 19 times out of 20.

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