Two thirds of Canadians say now is poor or very poor timing for increasing carbon taxes – Diminishing minority see carbon taxes as effective at curbing fuel consumption

CTV NEWS   NANOS

Nanos was retained by CTV News to conduct research among Canadians to gauge their views on the carbon tax, particularly whether they think the carbon tax is an effective way to combat climate change or to encourage people to use less fuel and if it is a good time to increase it.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1081 Canadians, 18 years of age or older, between July 30th to August 2nd, 2023, as part of an omnibus survey. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

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

About the Research

Key Findings

1

A majority of Canadians believe now is a very poor or poor time to increase carbon taxes

Across the country, most Canadians say that now is a poor (21%) or very poor (46%) time to increase carbon taxes on things like gas. Residents of the Prairies (79%) and the Atlantic region (73%) were more likely to say that it is a poor or very poor time than residents of Quebec (53%).

2

An increasing proportion of Canadians believe the carbon tax is ineffective at reducing fuel consumption

Compared to 2019, Canadians are more likely to say the Carbon Tax is an ineffective way to encourage people to use less fuel (45%, up from 36% in 2019), and they are now less likely to say it is effective (nine per cent, 16% in 2019).

3

Carbon Tax is said to not be effective in tackling climate change by over half of Canadians

Over half of Canadians say that the Carbon Pollution Pricing system, or carbon tax, is not effective at combatting climate change (53% score it a 0-3 out of 10, mean of 3.0). Fifteen per cent believe it to be an effective way to combat climate change (score 7-10 out of 10).

CTV NEWS   NANOS

Effectiveness of the carbon tax to combat climate change

Q - On a scale from 0 to 10 where 0 is not at all effective and 10 is extremely effective, how effective do you think the federal government's Carbon Pollution Pricing system, often called the carbon tax is to combat climate change?

Mean

15%	23%	53%	9%

3.0

■ Effective (7-10)　　■ Average (4-6)　　■ Not effective (0-3)　　■ Unsure
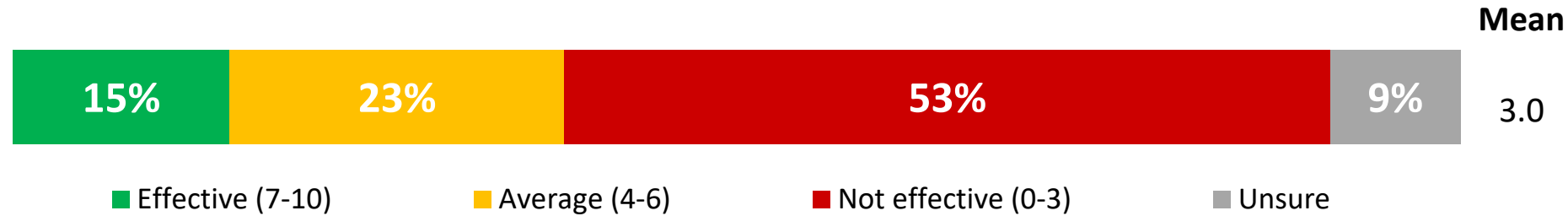
Mean

| Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
2.8	3.8	3.3	2.0	2.5
Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
2.9	3.2	3.1	2.6	3.4

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

CARBON TAX

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=1081, accurate 3.0 percentage points plus or minus, 19 times out of 20.

CTV NEWS　　Ⓝ NANOS

Timing to increase carbon taxes on things like gas

3% 8%
10%
12%
46%
21%
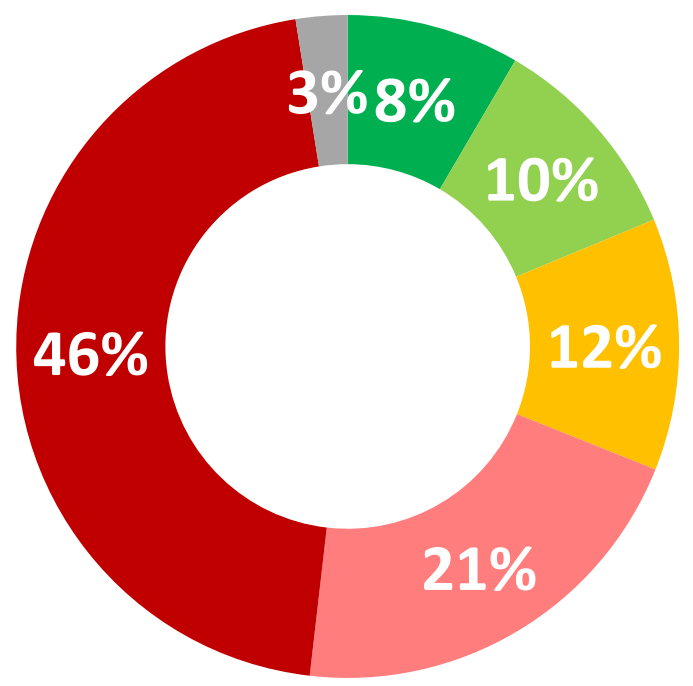
■ Very good time   ■ Good time

■ Average time   ■ Poor time

■ Very poor time   ■ Unsure

2 in 3 Canadians

believe that now is a very poor or poor time to increase carbon taxes

on things like gas

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

Q - Is now a very good, good, average, poor or very poor time to increase carbon taxes on things like gas?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=1081, accurate 3.0 percentage points plus or minus, 19 times out of 20.

CTV NEWS   NANOS

Timing to increase carbon taxes on things like gas – by demographics

Q – Is now a very good, good, average, poor or very poor time to increase carbon taxes on things like gas?

Very good/ good time

Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
11.5%	**28.2%**	**19.4%**	**9.4%**	**16.6%**
Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
18.4%	**19.0%**	**19.6%**	**13.5%**	**22.3%**

Very poor/ poor time

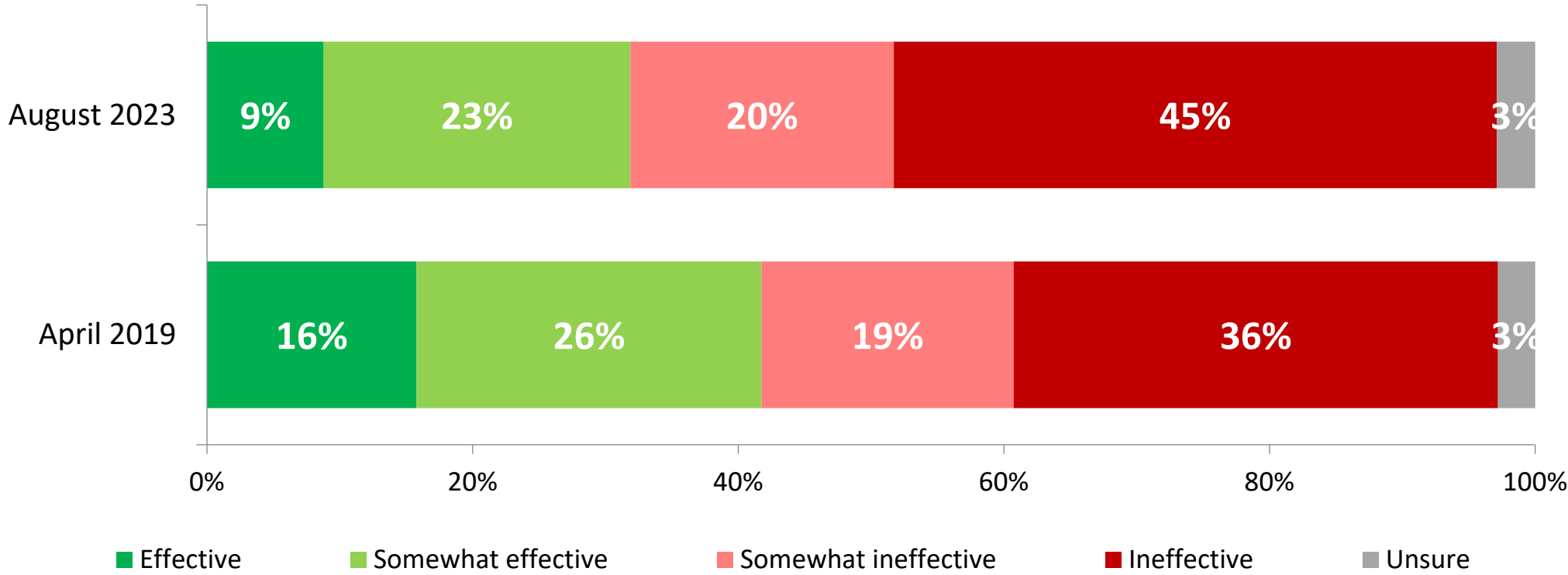| Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
73.2%	**52.5%**	**68.7%**	**79.3%**	**63.9%**
Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
66.8%	**66.1%**	**68.0%**	**72.1%**	**61.0%**

*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, July 30th to August 2nd, 2023, n=1081, accurate 3.0 percentage points plus or minus, 19 times out of 20.

CTV NEWS   NANOS

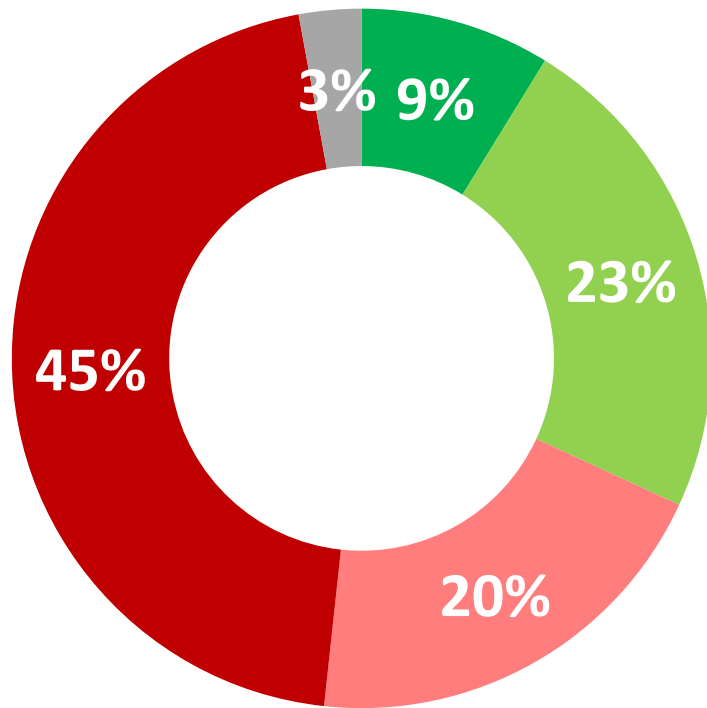# Effectiveness of a new carbon tax on encouraging people to use less fuel

Q – Do you think a carbon tax on things like gas is an effective, somewhat effective, somewhat ineffective, or ineffective way to encourage people to use less fuel?

August 2023	9%	23%	20%	45%	3%
April 2019	16%	26%	19%	36%	3%

0% 20% 40% 60% 80% 100%

■ Effective   ■ Somewhat effective   ■ Somewhat ineffective   ■ Ineffective   ■ Unsure

*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, July 30th to August 2nd, 2023, n=1081, accurate 3.0 percentage points plus or minus, 19 times out of 20.

CTV NEWS   NANOS

Effectiveness of a new carbon tax on encouraging people to use less fuel

Pie chart:
- 9% Effective
- 23% Somewhat effective
- 20% Somewhat ineffective
- 45% Ineffective
- 3% Unsure

Legend:
- ■ Effective
- ■ Somewhat effective
- ■ Somewhat ineffective
- ■ Ineffective
- ■ Unsure

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

Effective/ Somewhat effective	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
	25.5%	35.9%	33.1%	25.1%	33.3%
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	32.7%	31.1%	31.2%	27.0%	36.1%

Ineffective/ Somewhat ineffective	Atlantic (n=116)	Quebec (n=223)	Ontario (n=365)	Prairies (n=223)	BC (n=154)
	71.0%	59.7%	64.3%	73.7%	63.5%
	Men (n=544)	Women (n=534)	18 to 34 (n=192)	35 to 54 (n=372)	55 plus (n=517)
	65.8%	64.6%	65.3%	70.8%	60.8%

Q – Do you think a carbon tax on things like gas is an effective, somewhat effective, somewhat ineffective, or ineffective way to encourage people to use less fuel?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30th to August 2nd, 2023, n=1081, accurate 3.0 percentage points plus or minus, 19 times out of 20.

CTV NEWS n NANOS

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,081 Canadians, 18 years of age or older, between July 30th to August 2nd, 2023, 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 ±3.0 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	1081 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 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	July 30th to August 2nd, 2023.
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 (2021) 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 (2021) 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	10 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, views on economic issues and views on the environment.
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

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Any questions?

✉

Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co

NANOS

TABULATIONS

2023-2423 – CTV/Nanos Survey – CTV July – Carbon tax - STAT SHEET

					Region					Gender			Age		
			Canada 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question: On a scale from 0 to 10 where 0 is not at all effective and 10 is extremely effective, how effective do you think the federal government's Carbon Pollution Pricing system, often called the carbon tax is to combat climate change?	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
		Mean	3.0	2.8	3.8	3.3	2.0	2.5	2.9	3.2		3.1	2.6	3.4
		Median	2.0	2.0	4.0	2.0	0.0	2.0	2.0	3.0		2.0	1.0	3.0
	Not at all effective (0)	%	34.7	36.2	20.4	33.7	50.8	40.3	38.1	31.5		35.2	41.6	29.0
	1	%	5.7	6.5	3.0	7.1	7.5	3.7	7.5	4.0		4.4	5.7	6.6
	2	%	6.2	9.9	8.0	5.0	5.6	5.6	6.4	5.8		6.0	6.9	5.9
	3	%	6.3	3.4	7.7	6.0	5.8	6.5	6.8	5.8		5.2	6.9	6.4
	4	%	4.6	4.0	6.0	2.7	6.6	5.6	5.0	4.3		7.1	3.8	3.7
	5	%	10.8	10.4	16.4	8.6	6.2	13.8	9.6	11.9		8.7	9.4	13.3
	6	%	7.7	5.4	10.2	8.7	4.5	5.8	8.1	7.3		8.7	7.0	7.6
	7	%	6.4	4.5	8.5	6.7	4.9	5.1	6.2	6.7		5.8	5.6	7.5
	8	%	4.3	3.7	6.3	6.0	1.1	0.7	3.9	4.8		3.5	4.5	4.7
	9	%	2.4	1.9	2.5	3.3	0.9	1.5	2.0	2.7		4.2	1.3	2.0
	Extremely effective (10)	%	1.8	4.0	0.0	3.2	1.6	0.5	2.5	1.2		1.2	1.3	2.7
	Unsure	%	9.0	10.2	11.1	9.0	4.5	10.8	4.0	13.9		10.0	6.1	10.7

					Region					Gender			Age		
			Canada 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question: Is now a very good, good, average, poor or very poor time to increase carbon taxes on things like gas?	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	Very good time	%	8.4	9.1	15.4	5.7	4.6	9.0	8.7	8.0		6.9	6.2	11.1
	Good time	%	10.3	2.3	12.8	13.7	4.8	7.6	9.7	10.9		12.7	7.3	11.2
	Average time	%	12.3	12.3	15.7	10.0	9.7	16.5	13.2	11.5		10.1	12.6	13.5
	Poor time	%	20.8	19.5	22.6	23.3	18.0	14.7	18.4	23.1		22.5	18.5	21.5
	Very poor time	%	45.7	53.7	29.9	45.4	61.3	49.1	48.4	42.9		45.6	53.6	39.5
	Unsure	%	2.5	3.0	3.6	1.9	1.7	3.1	1.6	3.4		2.3	1.8	3.2

© NANOS RESEARCH

					Region					Gender			Age		
			Canada 2023-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question: Do you think a carbon tax on things like gas is an effective, somewhat effective, somewhat ineffective, or ineffective way to encourage people to use less fuel?	Total	Unwgt N	1081	116	223	365	223	154	544	534	3	192	372	517
		Wgt N	1003	67	232	389	176	139	490	510	3	268	324	411
	Effective	%	8.8	5.4	12.7	9.2	5.1	7.5	9.2	8.3		10.0	7.1	9.3
	Somewhat effective	%	23.1	20.1	23.3	23.9	20.0	25.8	23.5	22.8		21.2	19.9	26.8
	Somewhat ineffective	%	19.8	16.4	30.2	17.7	13.0	19.0	18.7	21.1		22.7	14.9	21.9
	Ineffective	%	45.4	54.6	29.6	46.6	60.8	44.5	47.2	43.6		42.6	56.0	38.9
	Unsure	%	2.9	3.4	4.3	2.6	1.1	3.2	1.5	4.2		3.6	2.1	3.0

© NANOS RESEARCH