

Canadians more likely to think carbon tax is ineffective rather than effective at combatting climate change or encouraging people to use less fuel.

Nanos was retained by CTV News to conduct research among Canadians to gauge their views on the effectiveness of the carbon tax to combat climate change or to encourage people to use less fuel, priorities regarding the carbon tax and the use of energy efficient and environmentally friendly alternatives.

Nanos conducted an RDD dual frame (land-and cell-lines) hybrid telephone and online random survey of 1,069 Canadians, 18 years of age or older, between November 30th to December 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.

Key Findings



EFFECTIVENESS OF CARBON TAX AT COMBATTING CLIMATE CHANGE

Close to half of Canadians say the carbon tax is ineffective at combatting climate change ([46%](#), down from [53%](#) in July), while [21 per cent](#) say this is effective, which is a six-percentage point increase from July. Close to one in four ([23%](#)) say this has been neither effective nor ineffective. Residents of Quebec give this a higher mean effectiveness score ([4.4 out of 10](#)) than residents of the Prairies ([mean of 2.6](#)).



EFFECTIVENESS OF CARBON TAX AT ENCOURAGING PEOPLE TO USE LESS FUEL

Consistent with previous waves, three in five Canadians say the carbon tax is an ineffective ([44%](#)) or somewhat ineffective ([17%](#)) way to encourage people to use less fuel, while one in three say this is effective ([11%](#)) or somewhat effective ([25%](#)).



CARBON TAX ENCOURAGING USE OF MORE ENERGY EFFICIENT ALTERNATIVES

One in two Canadians say a carbon tax would make them much more likely ([10%](#)) or more likely ([40%](#)) to use more energy efficient, environmentally friendly alternatives when it comes to their day-to-day life, which has declined since October 2018 ([17% much more likely](#); [49% more likely](#)).



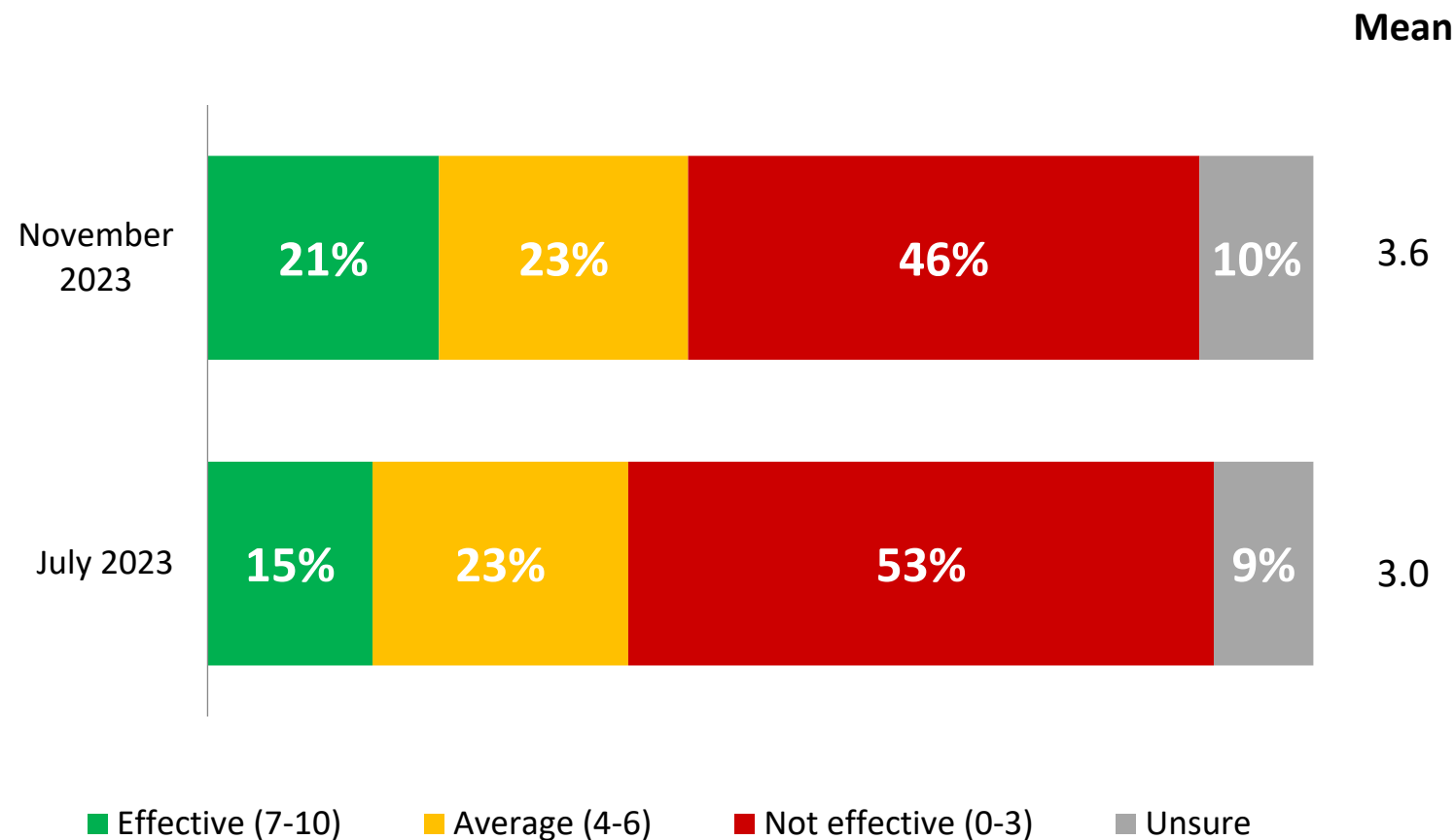
PRIORTIES RELATED TO CARBON TAX

Around half of Canadians still prefer protecting the environment in the long term ([52%](#)) over keeping costs down today ([40%](#)), this is a continued decrease compared to November 2018 ([67%](#) preferred protecting the environment in the long term). Younger Canadians (18-34) are more likely to prefer keeping costs down today ([45%](#)) than those 55 plus ([34%](#)).

Although Canadians are more likely to say the carbon tax has been ineffective at combatting climate change, this has declined seven percentage points since July, while an increasing proportion of Canadians say it is effective (up six percentage points since July).

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?

Effectiveness of the carbon tax to combat climate change - Tracking



*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, November 30th to December 2nd, 2023, n=1069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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?



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

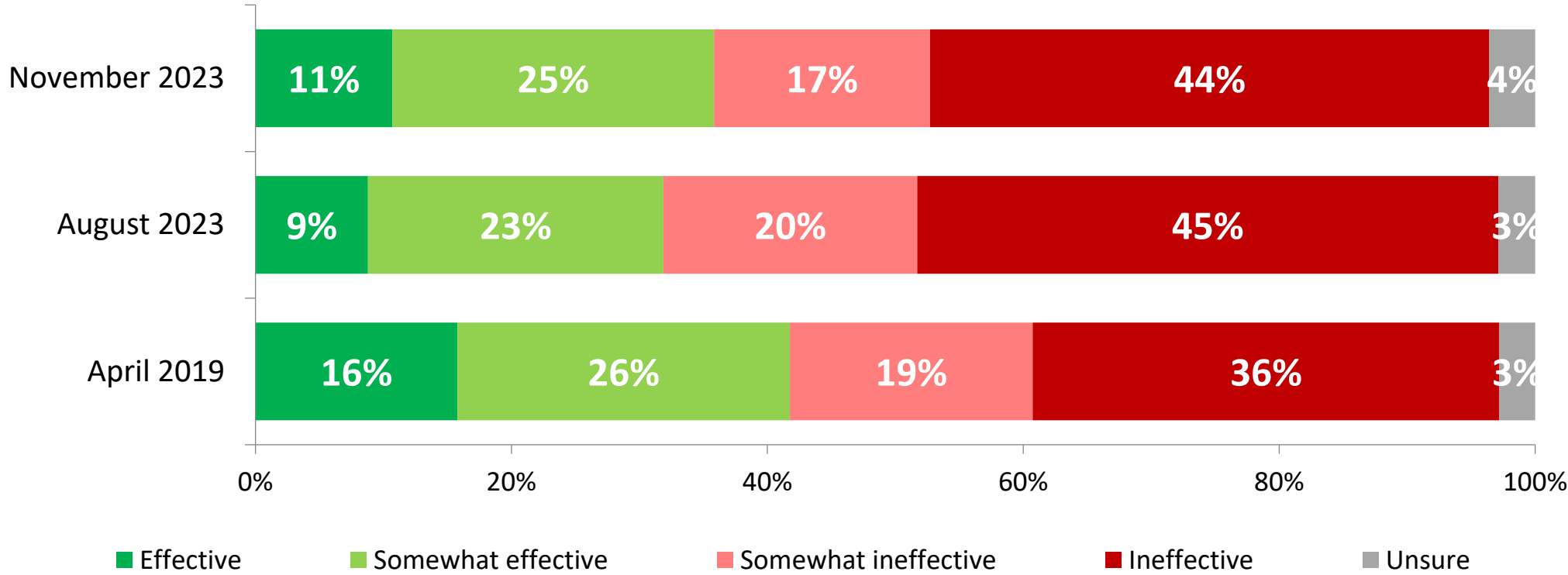
	Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
Mean	3.5	4.4	3.8	2.6	3.4
Men (n=567)		Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
	3.4	3.8	3.5	3.3	4.0

*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, November 30th to December 2nd, 2023, n=1069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Effectiveness of carbon tax on encouraging people to use less fuel – Tracking

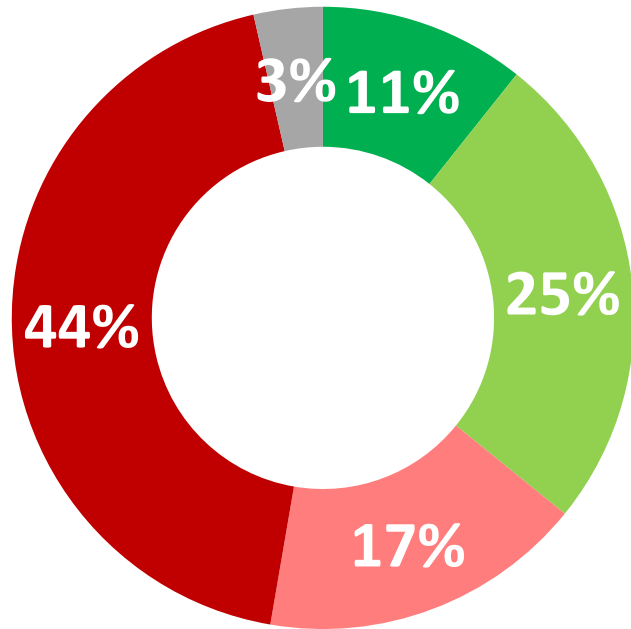
Q – Do you think a carbon tax on things like gas is an effective, somewhat effective, somewhat ineffective, or ineffective way to encourage people to use less fuel?



*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, November 30th to December 2nd, 2023, n=1069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Effectiveness of carbon tax on encouraging people to use less fuel



- Effective
- Somewhat effective
- Somewhat ineffective
- Ineffective
- Unsure

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

	Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
Effective/Somewhat effective	31.2%	38.7%	38.0%	28.7%	36.3%
	Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
	38.3%	33.6%	34.2%	31.5%	40.3%
Ineffective/Somewhat ineffective	64.8%	55.3%	59.7%	69.0%	59.2%
	Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
	Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
	58.8%	62.3%	61.5%	64.9%	56.6%

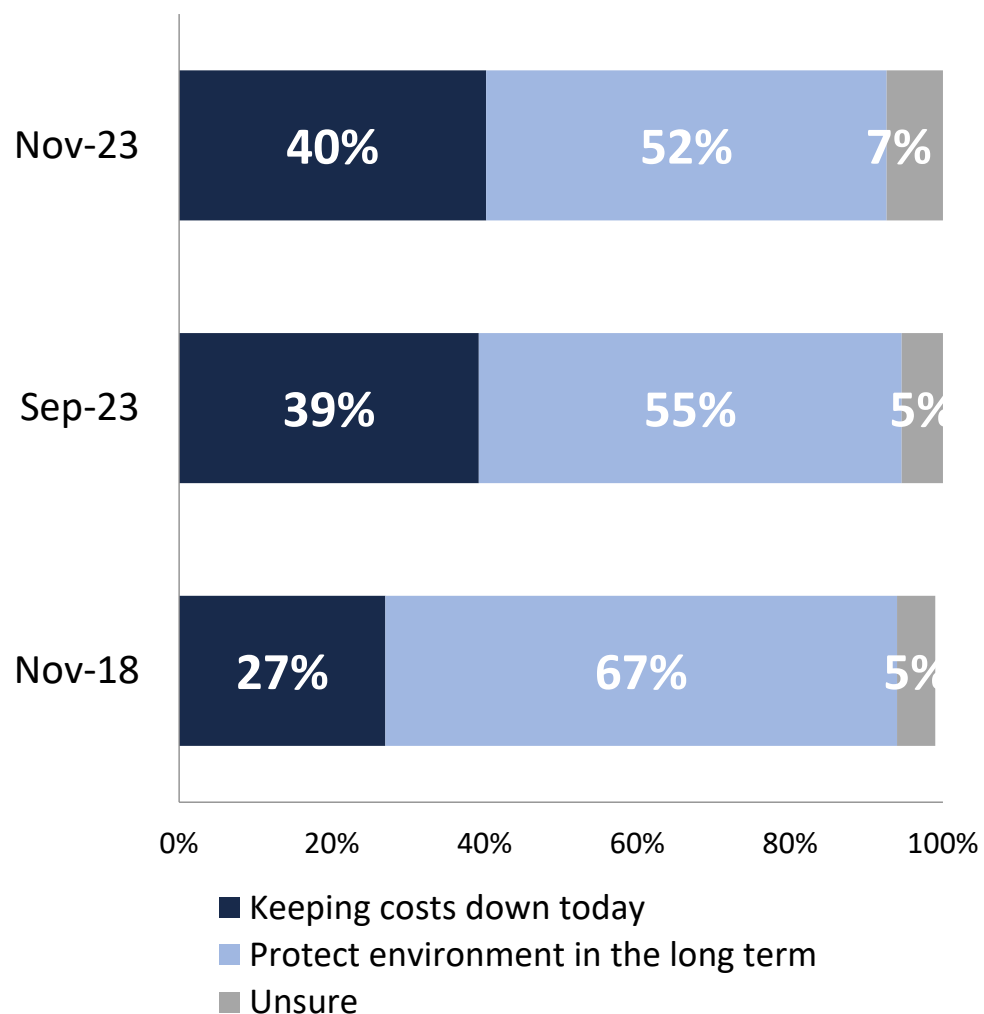
Q – Do you think a carbon tax on things like gas is an effective, somewhat effective, somewhat ineffective, or ineffective way to encourage people to use less fuel?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Priority regarding carbon tax – Tracking

While just over **1 in 2** Canadians

still prefer protecting the environment in the long term (52%) over keeping costs down today, this is a continued decrease compared to November 2018, when two thirds (67%) preferred protecting the environment in the long term. Younger Canadians (18-34) are more likely to prefer keeping costs down today (45%) than those 55 plus (34%).



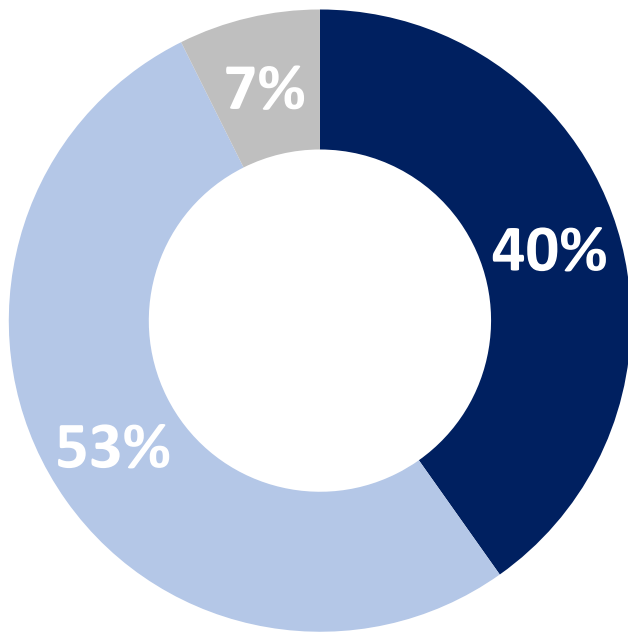
*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Q – When it comes to a carbon tax on things like gas, is it more important to you to [ROTATE] keep costs down today or to protect the environment in the long term?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Priority regarding carbon tax



- Keeping costs down today
- Protect environment in the long term
- Unsure

	Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
Keeping costs down today	45.7%	29.2%	39.4%	52.3%	42.8%
	Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
	45.9%	35.0%	45.3%	43.8%	34.0%
Protecting environment in the long term	47.4%	59.3%	55.4%	40.8%	50.0%
	Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
	50.0%	54.5%	48.6%	47.6%	58.8%

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

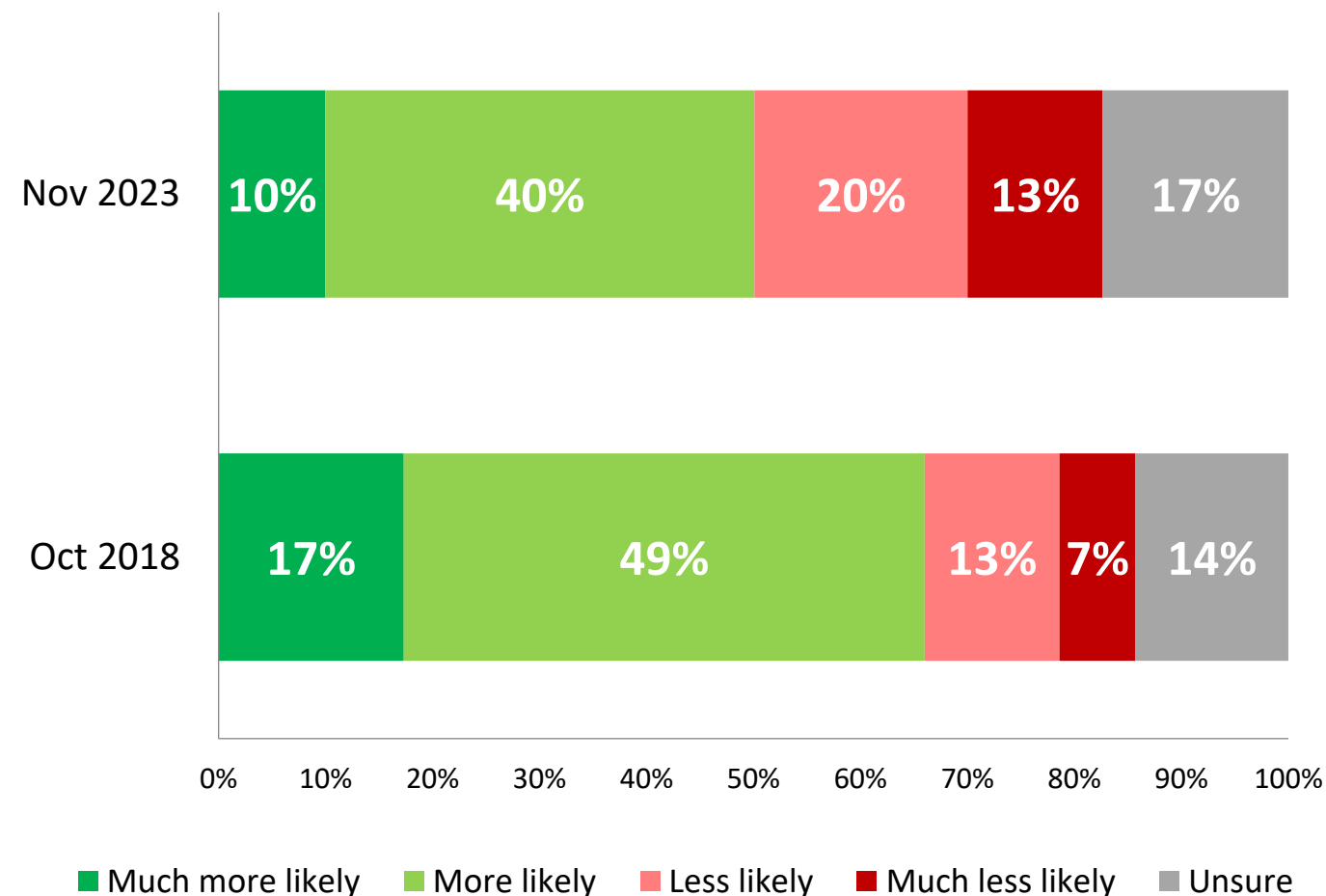
Q – When it comes to a carbon tax on things like gas, is it more important to you to [ROTATE] keep costs down today or to protect the environment in the long term?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

One in two Canadians say a carbon tax would make them much more likely or more likely to use more energy efficient, environmentally friendly alternatives when it comes to their day to day life, which has declined since October 2018. Individuals in Quebec are more likely to say they would be much more or more likely to use alternatives (57%) than Prairie residents (43%).

Q – Will a carbon tax make you much more likely, more likely, less likely or much less likely to use more energy efficient, environmentally friendly alternatives when it comes to your day to day life?

Use of energy efficient and environmentally friendly alternatives – Tracking



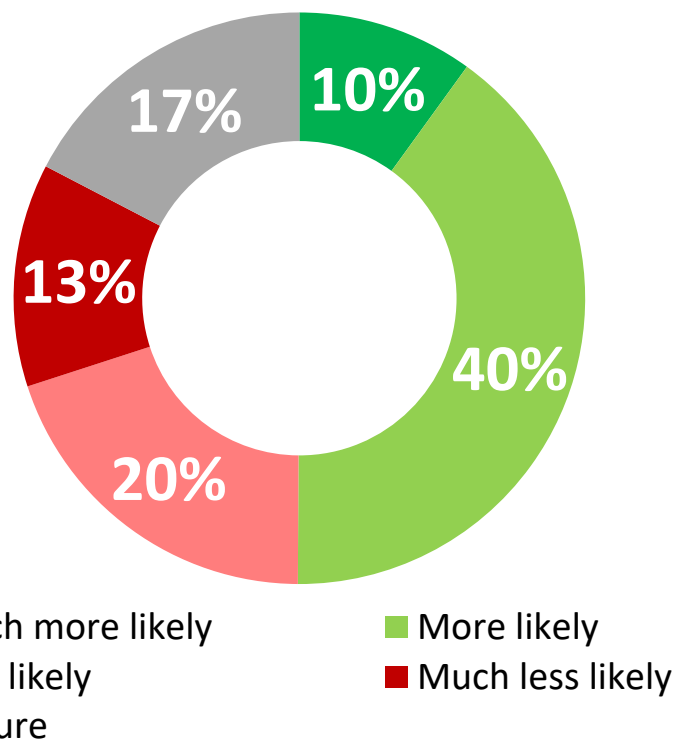
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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Use of energy efficient and environmentally friendly alternatives

Q – Will a carbon tax make you much more likely, more likely, less likely or much less likely to use more energy efficient, environmentally friendly alternatives when it comes to your day to day life?



Much more likely/more likely

	Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
49.9%	56.9%	50.3%	42.8%	47.5%	
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)	
49.0%	51.2%	46.8%	46.0%	55.5%	

*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, November 30th to December 2nd, 2023, n=1069, accurate 3.0 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 1,069 Canadians, 18 years of age or older, between November 30th and December 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.



Element	Description	Element	Description
Research sponsor	CTV News	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
Population and Final Sample Size	1,069 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 ensure the integrity of the data.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	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.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	15 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, and views on economic issues.
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 Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	November 30 th to December 2 nd , 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/		



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ABOUT NANOS

Any questions?



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TABULATIONS

2023-2497 – CTV/Nanos Survey – November Omni – Carbon Tax – STAT SHEET

			Region						Gender			Age		
			Canada 2023-12	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	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
		Mean	3.6	3.5	4.4	3.8	2.6	3.4	3.4	3.8		3.5	3.3	4.0
		Median	3.0	3.0	5.0	4.0	1.0	3.0	3.0	4.0		3.0	3.0	4.0
	Not at all effective (0)	%	25.9	26.2	16.1	23.1	41.9	29.9	31.8	20.2		26.3	29.4	22.9
	1	%	5.1	5.3	3.0	7.0	4.4	3.9	6.2	4.1		5.4	5.3	4.7
	2	%	6.1	1.7	5.2	5.7	7.8	8.9	5.4	6.9		6.1	6.6	5.8
	3	%	9.1	13.3	13.2	8.2	5.8	6.8	9.2	9.0		8.1	10.3	8.8
	4	%	5.4	7.7	5.8	4.4	6.2	5.4	4.9	6.0		7.8	4.6	4.5
	5	%	9.9	11.4	11.3	8.6	9.3	11.3	8.5	11.3		7.8	12.3	9.4
	6	%	7.2	6.9	6.6	9.8	3.4	6.1	5.6	8.8		7.1	7.0	7.5
	7	%	10.0	8.9	12.2	10.9	6.3	9.1	10.5	9.6		12.5	5.3	12.1
	8	%	5.7	3.7	9.4	5.2	2.3	5.9	7.5	3.9		3.5	5.9	6.8
	9	%	2.8	2.3	2.4	3.6	2.5	2.2	3.1	2.6		1.2	3.3	3.5
Extremely effective (10)	%	2.4	2.0	2.9	2.5	2.2	1.8	2.2	2.7		2.3	1.9	2.9	
Unsure	%	10.3	10.5	11.8	11.1	7.8	8.7	5.1	15.0		11.8	8.1	11.0	

			Region						Gender			Age		
			Canada 2023-12	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	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	Effective	%	10.7	10.1	11.7	12.1	6.8	10.2	11.5	10.0		9.3	10.3	11.9
	Somewhat effective	%	25.1	21.1	27.0	25.9	21.9	26.1	26.8	23.7		24.9	21.2	28.4
	Somewhat ineffective, or ineffective	%	16.9	20.0	24.2	15.2	12.6	13.5	11.7	21.8		15.6	15.9	18.5
	Ineffective	%	43.7	44.7	31.2	44.6	56.4	45.6	47.1	40.5		45.9	49.0	38.1
	Unsure	%	3.6	4.0	6.0	2.3	2.3	4.6	2.9	4.1		4.3	3.7	3.1

			Region						Gender			Age		
			Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – When it comes to a carbon tax on things like gas, is it more important to you [ROTATE] to keep costs down today or to protect the environment in the long term?	Total	Unwgt N	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	Keeping costs down today	%	40.2	45.7	29.2	39.4	52.3	42.8	45.9	35.0		45.3	43.8	34.0
	Protect environment in the long term	%	52.4	47.4	59.3	55.4	40.8	50.0	50.0	54.5		48.6	47.6	58.8
Unsure	%	7.4	7.0	11.4	5.3	6.9	7.2	4.2	10.5		6.2	8.5	7.2	

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2023-2497 – CTV/Nanos Survey – November Omni – Carbon Tax – STAT SHEET

			Region						Gender			Age		
			Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question – Will a carbon tax make you much more likely, more likely, less likely or much less likely to use more energy efficient, environmentally friendly alternatives when it comes to your day to day life?	Total	Unwgt N	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	Much more likely	%	10.0	12.9	12.0	10.7	7.2	6.8	9.6	10.4		7.2	10.0	11.7
	More likely	%	40.1	37.0	44.9	39.6	35.6	40.7	39.4	40.8		39.6	36.0	43.7
	Less likely	%	19.9	24.6	15.7	21.4	19.6	20.9	21.0	19.0		20.2	22.5	17.7
	Much less likely	%	12.6	6.5	8.8	12.0	23.3	10.3	13.7	11.7		14.6	14.6	9.8
	Unsure	%	17.4	19.0	18.6	16.3	14.2	21.3	16.2	18.1		18.5	17.0	17.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,069 Canadians, 18 years of age or older, between November 30th to December 2nd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. Responses with a sample size of less than 30 have been shaded.