

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **Almost Two-Thirds Aware of Fed Carbon Pricing Plan**

### **Majority willing to see prices increase because of fight against climate change**

Toronto, November 30<sup>th</sup>—In a random sampling of public opinion taken by the Forum Poll™ among 1541 Canadians 18 years of age or older, almost two-thirds (TOP2: 62%) say they are aware of the Federal Government's carbon pricing plan, with a quarter (25%) saying they are very aware.

More than a third (BTM2: 38%) say they are not aware of the plan, with one-fifth (20%) saying they are not at all aware.

### **More than half say the plan won't change their behaviour when it comes to fighting climate change**

Half (BTM2: 53%) of Canadians say that the Federal Government's carbon pricing plan won't change their behavior when it comes to fighting climate change, with a third (33%) saying it's not likely to change their behavior at all.

Respondents most likely to say they are not likely to change their behavior include those 18-24 (59%), males (60%), earning \$60-80k (54%), \$80-100k (55%), or the wealthiest (56%), the least educated (57%), and living in Alberta (67%).

4 in 10 (TOP2: 40%) say the carbon pricing plan is likely to change their behavior when it comes to fighting climate change, but only 1 in 10 (12%) say it's very likely.

Respondents most likely to say the plan will change their behavior include those aged 65+ (49%), females (45%), earning \$20-40k (44%), \$40-60k (42%), or \$60-80k (44%), with a post-graduate degree (47%), and living in Québec (54%).

About 1 in 10 (7%) say they do not know if the plan will change their behavior when it comes to fighting climate change.

### **Plurality says they aren't willing to pay more to fight climate change, but the majority says they would accept some increase**

4 in 10 (40%) say that they are unwilling to accept any increase in their costs to fight climate change.

Respondents most likely to say they won't accept an increase in their costs to fight climate change include those aged 45-54 (49%), males (46%), the least wealthy (45%), the least educated (54%), and living in Alberta (53%).

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"Most Canadians are aware of the Federal Government's carbon pricing plan," said Dr. Lorne Bozinoff, President of Forum Research. "And while the majority say that their behavior won't change in response to the plan, a higher proportion do say they'd be willing to pay a bit more for things because of the fight against climate change."



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A third (31%) say they would consider an increase of 2% or less, per year, acceptable include those aged 45-54 (32%) or 65+ (35%), females (36%), earning \$20-40k (35%) or \$60-80k (34%), and living in Atlantic Canada (38%) or Québec (37%).

One-fifth (18%) say they would consider an increase of 3-5%, per year, acceptable.

Respondents most likely to say they would accept a 3-5% increase include those aged 18-34 (18%), 55-64 (20%), or 65+ (20%), females (20%), earning \$80-100k (24%) or the wealthiest (21%), with a college/university degree (19%) or a post-graduate degree (22%).

1 in 20 (6%) say they would accept an increase of 6-10%, per year, acceptable.

Few would accept increases of 11-15% (2%), 16-20% (1%), or more than 20% (2%) per year.

“Most Canadians are aware of the Federal Government’s carbon pricing plan,” said Dr. Lorne Bozinoff, President of Forum Research. “And while the majority say that their behavior won’t change in response to the plan, a higher proportion do say they’d be willing to pay a bit more for things because of the fight against climate change.”

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.



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## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1541 randomly selected Canadians. The poll was conducted on November 28<sup>th</sup> and 29<sup>th</sup>, 2018.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Actual results depend on a Candidate's ability to get their voters out. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [forumpoll.com](http://forumpoll.com).



**Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.

**Due to rounding some numbers may not add up to 100**

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## Carbon Pricing Plan

How aware are you of the Federal government's carbon pricing plan?

### Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
Sample	1541	237	248	244	378	434	887	626
NET: TOP2	62	55	59	65	66	71	70	56
NET: BTM2	38	45	41	35	34	29	30	44
Very aware	25	24	24	27	27	26	34	17
Somewhat aware	37	31	36	38	39	45	35	39
Not very aware	18	18	21	17	16	17	16	19
Not aware at all	20	27	19	18	18	12	14	25

### Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1541	118	357	511	146	184	225
NET: TOP2	62	57	45	70	72	80	57
NET: BTM2	38	43	55	30	28	20	43
Very aware	25	23	11	30	28	42	23
Somewhat aware	37	34	34	39	45	38	34
Not very aware	18	18	24	15	10	11	24
Not aware at all	20	25	31	15	17	9	19

### Income

%	Total	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K
Sample	1541	159	216	238	188	166	314
NET: TOP2	62	43	57	69	66	68	72
NET: BTM2	38	57	43	31	34	32	28
Very aware	25	15	21	25	27	28	31
Somewhat aware	37	28	36	44	40	40	41
Not very aware	18	28	18	15	18	17	17
Not aware at all	20	29	25	17	16	15	11

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## Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1541	268	414	578	281
NET: TOP2	62	48	62	64	71
NET: BTM2	38	52	38	36	29
Very aware	25	20	25	25	30
Somewhat aware	37	28	38	38	41
Not very aware	18	20	19	18	16
Not aware at all	20	32	18	19	13



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**Carbon Pricing Plan Effecting Behaviour**

*How likely is the Federal government's carbon pricing plan to change your behaviour when it comes to fighting climate change?*

**Age/gender**

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
Sample	1293	184	209	203	313	384	773	502
NET: TOP2	40	35	37	40	42	49	36	45
NET: BTM2	53	59	55	54	53	41	60	45
Very likely	12	10	11	12	13	14	10	13
Somewhat likely	28	25	26	28	29	35	25	32
Not very likely	20	25	19	18	20	15	18	21
Not likely at all	33	34	36	36	34	26	42	24
Don't know	7	6	8	6	5	10	4	10

**Region**

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1293	96	260	443	129	174	191
NET: TOP2	40	36	54	41	35	27	31
NET: BTM2	53	51	44	52	55	67	58
Very likely	12	3	19	12	11	10	6
Somewhat likely	28	33	35	29	23	17	25
Not very likely	20	19	25	19	14	13	22
Not likely at all	33	32	19	33	41	54	36
Don't know	7	13	2	7	10	6	11

**Income**

%	Total	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K
Sample	1293	111	168	202	168	147	283
NET: TOP2	40	39	44	42	44	37	38
NET: BTM2	53	49	48	51	54	55	56
Very likely	12	12	12	13	12	12	10
Somewhat likely	28	27	33	29	32	26	28
Not very likely	20	24	23	19	20	15	18
Not likely at all	33	25	25	32	34	39	38
Don't know	7	12	8	7	3	8	6



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## Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1293	198	352	490	253
NET: TOP2	40	32	39	41	47
NET: BTM2	53	57	53	54	47
Very likely	12	9	11	13	12
Somewhat likely	28	23	28	28	34
Not very likely	20	21	20	20	18
Not likely at all	33	37	33	34	29
Don't know	7	11	8	6	6



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**Climate Change Increasing Costs**

*If the prices on things you buy increase because of the fight against climate change, how much of an increase in your costs would you consider acceptable?*

**Age/gender**

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
<b>Sample</b>	<b>1541</b>	<b>237</b>	<b>248</b>	<b>244</b>	<b>378</b>	<b>434</b>	<b>887</b>	<b>626</b>
No increase	40	36	42	49	41	36	46	35
2% or less per year	31	27	31	32	31	35	26	36
3-5% per year	18	18	16	14	20	21	16	20
6-10% per year	6	9	6	3	5	6	7	6
11-15% per year	2	5	1	1	1	1	2	2
16-20% per year	1	0	1	0	1	1	1	0
More than 20% per year	2	3	2	2	1	1	3	1

**Region**

%	Total	ATL	QC	ON	MB/SK	AB	BC
<b>Sample</b>	<b>1541</b>	<b>118</b>	<b>357</b>	<b>511</b>	<b>146</b>	<b>184</b>	<b>225</b>
No increase	40	41	33	40	45	53	42
2% or less per year	31	38	37	30	29	25	25
3-5% per year	18	14	18	18	19	18	19
6-10% per year	6	3	7	7	4	2	8
11-15% per year	2	2	3	2	2	1	1
16-20% per year	1	0	0	1	0	0	2
More than 20% per year	2	2	2	2	2	1	3



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**Income**

%	Total	< \$20K	\$20K to \$40K	\$40K to \$60K	\$60K to \$80K	\$80K to \$100K	\$100K to \$250K
<b>Sample</b>	<b>1541</b>	<b>159</b>	<b>216</b>	<b>238</b>	<b>188</b>	<b>166</b>	<b>314</b>
No increase	40	45	40	36	41	36	37
2% or less per year	31	28	35	31	34	31	31
3-5% per year	18	15	12	18	18	24	21
6-10% per year	6	3	9	9	4	4	6
11-15% per year	2	6	1	1	3	2	1
16-20% per year	1	1	1	0	0	0	2
More than 20% per year	2	2	2	3	1	3	2

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
<b>Sample</b>	<b>1541</b>	<b>268</b>	<b>414</b>	<b>578</b>	<b>281</b>
No increase	40	54	40	37	35
2% or less per year	31	31	31	33	28
3-5% per year	18	11	16	19	22
6-10% per year	6	2	6	7	9
11-15% per year	2	1	4	1	2
16-20% per year	1	0	1	1	0
More than 20% per year	2	1	2	1	4



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