

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Just one third approve of carbon pricing in Ontario**

#### **Carbon tax slightly preferred to Cap and Trade**

TORONTO January 30<sup>th</sup>, 2015 - In a random sampling of public opinion taken by The Forum Poll™ among 1028 Ontario voters, one half disapprove of Premier Wynne's proposal to price carbon in Ontario (48%), while just one third approve (33%). One fifth have no opinion (20%). Approval is especially common to the youngest (43%), the wealthiest (\$80K to \$250K - 40%), in eastern Ontario (41%) and the city of Toronto (42%), among Liberals (50%), but not among PC supporters (8%) and among the best educated (post grad - 49%).

#### **Split opinion on need for carbon pricing**

Voters are presented with the proposition that there is a social and environmental cost to producing carbon and someone must pay the cost. Exactly equal proportions agree or disagree with this (41% each) while just fewer than one fifth don't know (17%).

#### **Carbon producers seen to be responsible for cost**

Those who agree there is a cost to carbon also agree (two thirds) that carbon producers must pay this cost (66%), while few think the government or the consumer is responsible (5% each). One fifth think more than one of these is responsible for the costs of carbon production (21%).

#### **Carbon tax slightly preferred to Cap and Trade**

After having the two most common methods of carbon pricing explained, one third of voters opt for a direct carbon tax (33%), while a quarter prefer the less direct Cap and Trade method (25%). One quarter say neither is appropriate (26%) and one tenth think both can be combined (10%). Surprisingly few voters don't have an opinion on this measure (6%).

#### **Wide agreement carbon pricing leads to higher prices, not so much job losses**

Two thirds of Ontario voters agree carbon pricing will lead to higher prices for everyday necessities (65%), while just one fifth do not agree (18%). A similar proportion do not offer an opinion (17%). On the other hand, just more than a third think carbon pricing will lead to job losses (38%) and a similar proportion think it will not (34%). More than a quarter have no opinion (28%).

## **TORONTO**

**January 30<sup>th</sup>, 2015**

## **HIGHLIGHTS:**

- One half disapprove of Premier Wynne's proposal to price carbon in Ontario (48%), while just one third approve (33%).
- Exactly equal proportions agree or disagree with the proposition that there is a social and environmental cost to producing carbon and someone must pay the cost (41% each).
- Those who agree there is a cost to carbon also agree (two thirds) that carbon producers must pay this cost (66%).
- After having the two most common methods of carbon pricing explained, one third of voters opt for a direct carbon tax (33%).
- Two thirds of Ontario voters agree carbon pricing will lead to higher prices for everyday necessities (65%).

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"It is a truism that, no matter how you present putting a price on carbon, something which has never been priced before, it will be perceived as a tax. That is the case here; voters react in an instinctively negative manner when told they (or someone) may have to pay for something they got to do for free. When the environmental and social trade-offs are explained, however, there is more acceptance of the idea. It is interesting to note, among even those who don't agree with the idea, a direct carbon tax is preferred to the less obvious method of capping and trading carbon," said Forum Research President, Dr. Lorne Bozinoff.

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

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## **HIGHLIGHTS:**

- "It is a truism that, no matter how you present putting a price on carbon, something which has never been priced before, it will be perceived as a tax. That is the case here; voters react in an instinctively negative manner when told they (or someone) may have to pay for something they got to do for free. When the environmental social trade-offs are explained, however, there is more acceptance of the idea. It is interesting to note, among even those who don't agree with the idea, a direct carbon tax is preferred to the less obvious method of capping and trading carbon," said Forum Research President, Dr. Lorne Bozinoff.

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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 1028 randomly selected Ontarians 18 years of age and older. The poll was conducted on January 28<sup>th</sup> to 30<sup>th</sup>, 2015.

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. 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 [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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### ***Kathleen Wynne: Pricing carbon in Ontario***

*'Premier Kathleen Wynne has proposed pricing carbon in Ontario. Do you approve or disapprove of this proposal?'*

*[All Respondents]*

#### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1028	172	132	231	245	248	550	478
Approve	33	43	31	25	23	33	32	33
Disapprove	48	41	43	55	54	50	58	38
Don't know	20	16	26	20	23	17	11	28

#### **Region**

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1028	155	173	292	465	241	167
Approve	33	41	42	26	32	28	33
Disapprove	48	44	38	50	46	55	46
Don't know	20	15	20	24	22	16	21

#### **Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1028	376	350	151	63	46
Approve	33	8	50	38	64	28
Disapprove	48	77	28	42	26	47
Don't know	20	15	22	20	10	25

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***Pricing carbon: Concept Approval***

*‘Pricing carbon assumes there is an environmental and social cost to producing carbon, and this cost must be paid. Do you agree or disagree with this idea?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1028	172	132	231	245	248	550	478
Agree	41	52	43	37	32	36	37	45
Disagree	41	39	36	46	48	40	52	32
Don't know	17	9	21	17	20	24	11	23

**Region**

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1028	155	173	292	465	241	167
Agree	41	49	49	35	40	39	40
Disagree	41	37	36	45	42	45	40
Don't know	17	14	15	20	18	16	20

**Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1028	376	350	151	63	46
Agree	41	17	59	49	65	34
Disagree	41	67	23	39	24	53
Don't know	17	17	18	12	11	13

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**Carbon Pricing: Payer**

*'Who should pay the cost of producing carbon?'*

*[Agree Carbon is a Cost]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	390	86	55	83	78	88	196	194
Those who produce carbon	66	60	78	65	66	63	60	69
The government, through taxation	5	9	2	3	7	3	8	3
Consumers, through higher prices	5	3	3	8	8	7	7	3
None of these	3	4	3	1	0	5	3	3
More than one of these	21	24	14	22	19	20	21	21
Don't know	0	0	1	0	0	1	1	0

**Region**

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	390	66	81	101	182	85	57
Those who produce carbon	66	65	69	70	70	61	59
The government, through taxation	5	4	3	5	4	7	9
Consumers, through higher prices	5	7	4	3	4	7	3
None of these	3	2	0	1	1	11	0
More than one of these	21	23	25	19	21	12	29
Don't know	0	0	0	1	0	1	0

**Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	390	54	209	67	38	14
Those who produce carbon	66	65	65	76	62	47
The government, through taxation	5	7	5	3	8	12
Consumers, through higher prices	5	1	5	4	4	18
None of these	3	13	1	2	0	13
More than one of these	21	14	23	15	26	10
Don't know	0	0	1	0	0	0

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**Ways of Pricing Carbon**

*‘There are two common ways to price carbon; a carbon tax, where carbon producers are taxed by the amount of carbon they produce, and “cap and trade”, in which those who produce less carbon than permitted can sell their excess allowance to those who produce more carbon than permitted. Which of these two methods of pricing carbon is most appropriate?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1028	172	132	231	245	248	550	478
Carbon tax	33	35	39	30	28	29	30	35
Cap and trade	25	26	27	27	20	19	27	22
Neither	26	28	20	28	30	28	30	24
Combination of both	10	8	10	8	14	11	9	10
Don't know	6	2	4	8	8	12	4	9

**Region**

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1028	155	173	292	465	241	167
Carbon tax	33	39	36	31	33	28	35
Cap and trade	25	17	30	22	25	28	26
Neither	26	27	19	32	27	27	22
Combination of both	10	10	10	8	9	11	10
Don't know	6	7	5	8	7	5	7

**Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1028	376	350	151	63	46
Carbon tax	33	17	41	47	44	28
Cap and trade	25	29	25	18	20	23
Neither	26	40	17	20	15	37
Combination of both	10	7	12	8	16	9
Don't know	6	7	5	7	6	3

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### ***Carbon Pricing: Higher Prices for Necessities***

*'Do you agree or disagree pricing carbon in Ontario will lead to higher prices for everyday necessities?'*

[All Respondents]

#### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1028	172	132	231	245	248	550	478
Agree	65	67	68	64	68	56	68	62
Disagree	18	21	18	19	13	16	21	16
Don't know	17	12	14	17	19	27	11	22

#### **Region**

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1028	155	173	292	465	241	167
Agree	65	66	57	65	62	72	63
Disagree	18	18	20	19	19	16	19
Don't know	17	16	24	16	19	13	18

#### **Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1028	376	350	151	63	46
Agree	65	83	52	59	60	62
Disagree	18	4	29	23	21	22
Don't know	17	12	19	17	19	16

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### **Carbon Pricing: Job Losses**

*'Do you agree or disagree carbon pricing in Ontario will lead to job losses?'*

*[All Respondents]*

#### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1028	172	132	231	245	248	550	478
Agree	38	37	37	38	47	33	49	28
Disagree	34	39	36	34	24	32	34	34
Don't know	28	24	27	28	29	35	17	38

#### **Region**

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1028	155	173	292	465	241	167
Agree	38	33	35	35	35	45	42
Disagree	34	46	34	34	34	28	31
Don't know	28	21	31	31	31	27	27

#### **Provincial Party Preference**

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1028	376	350	151	63	46
Agree	38	64	21	30	24	35
Disagree	34	12	52	41	44	30
Don't know	28	24	26	29	32	36

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