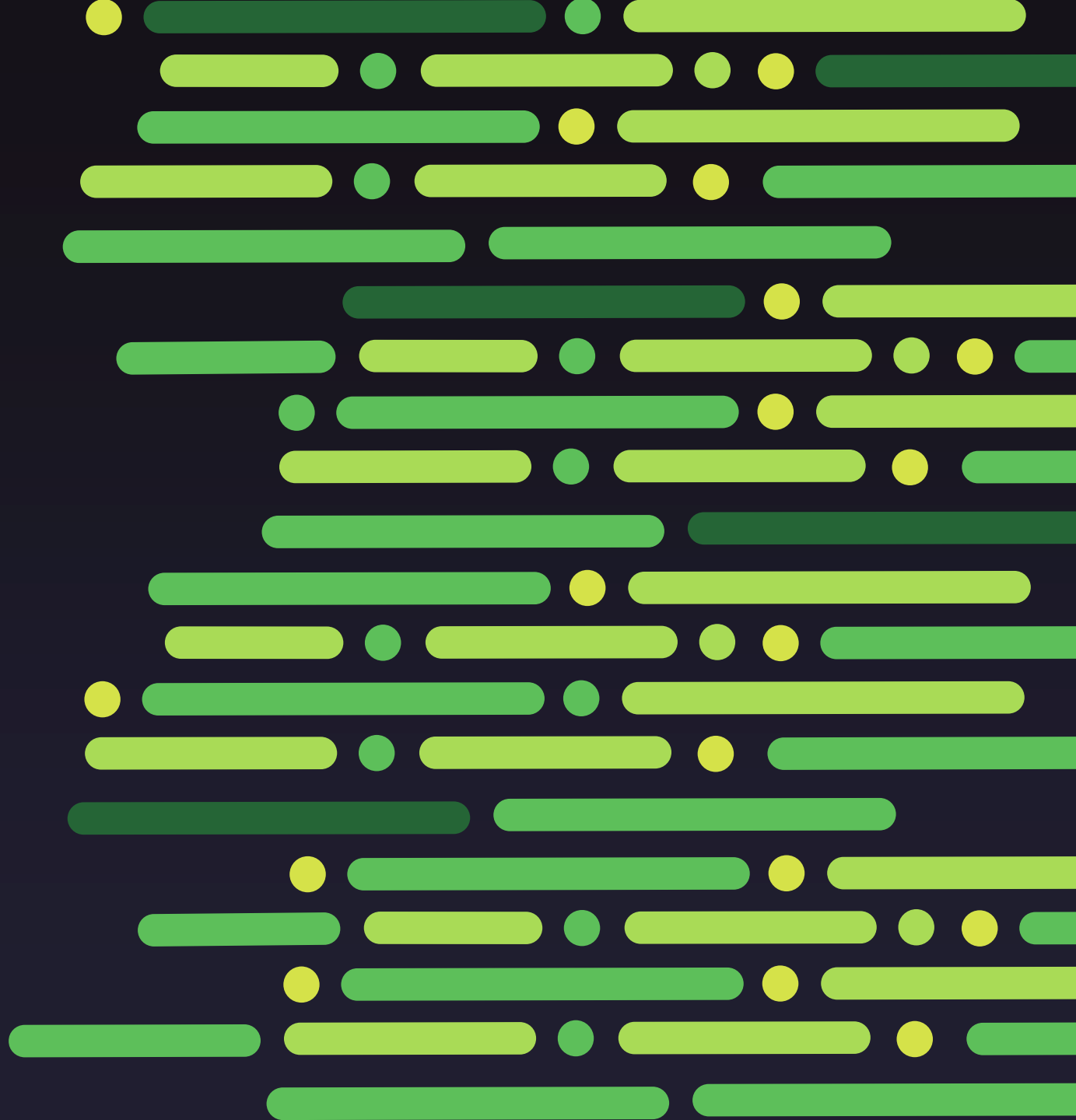


Public Opinion on Carbon Pricing in Quebec

EMC

OMNIBUS SURVEY

June 2025



Methodology

- Sample size: 1,000 adult Quebec residents.
- Margin of error: +/- 3.10, 19 times out of 20.
- Survey field dates: June 2 to 5, 2025.
- The data was weighted by age, gender, education and region.
- Totals may not add up to 100 due to rounding.
- Throughout the report % indicates a significantly higher proportion than the % in the same segment.



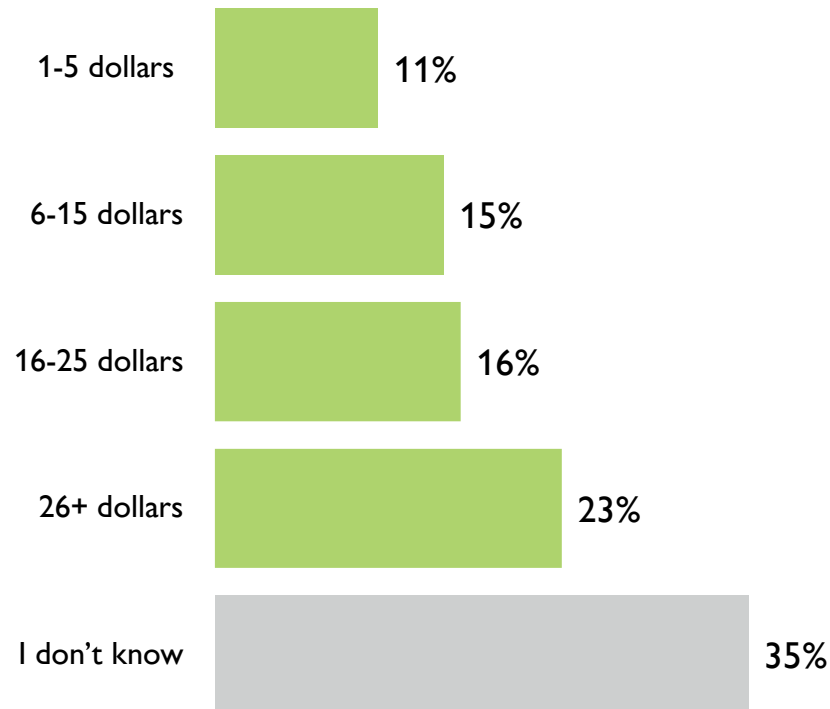
Topline Results





For an average Quebecer who drives a gas car or light truck, how much (on average) do you think the carbon price costs them each week? According to StatsCan, Quebecers drive an avg. of approximately 15,000km per year.

Just 11% of Quebecers are aware of the average costs associated with the carbon price. Additionally, 39% mistakenly believe it costs Quebecers an average of \$16 or more per week.



Base n = 1000



For an average Quebecer who drives a gas car or light truck, how much (on average) do you think the carbon price costs them each week? According to StatsCan, Quebecers drive an avg. of approximately 15,000km per year.

WEEKLY CARBON PRICE COST FOR THE AVERAGE QUEBEC DRIVER

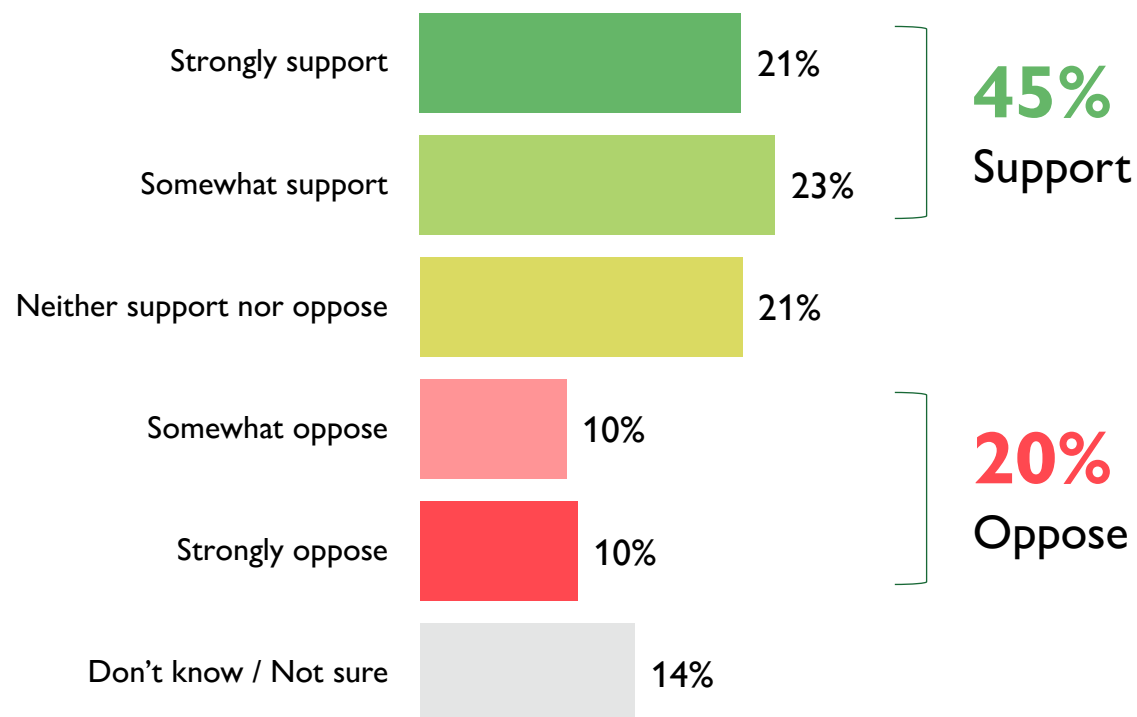
| | Total | REGION IN QUEBEC | | | | AGE GROUP | | | | GENDER | | FEDERAL VOTE 2025 | | | | | |
|---------------|-------|------------------------------|------------------------|----------------------------------|-------------------------|-----------|----------|----------|-------------|--------|--------|-------------------|-----|-----|-----|-----|-----|
| | | Island of Montreal and Laval | Region around Montreal | National Capital Region (Quebec) | Other regions of Quebec | 18 to 29 | 30 to 44 | 45 to 59 | 60 and over | Male | Female | CP | LP | NDP | GP | BQ | PPC |
| 1-5 dollars | 11% | 10% | 11% | 10% | 11% | 7% | 9% | 10% | 15% | 12% | 9% | 12% | 15% | 12% | 3% | 10% | 0% |
| 6-15 dollars | 15% | 16% | 12% | 18% | 17% | 17% | 16% | 15% | 14% | 16% | 14% | 18% | 18% | 31% | 18% | 16% | 9% |
| 16-25 dollars | 16% | 14% | 18% | 17% | 16% | 27% | 20% | 14% | 9% | 19% | 14% | 20% | 13% | 8% | 44% | 14% | 13% |
| 26+ dollars | 23% | 26% | 27% | 20% | 18% | 34% | 26% | 22% | 14% | 20% | 26% | 29% | 19% | 26% | 25% | 22% | 19% |
| I don't know | 35% | 34% | 33% | 35% | 38% | 16% | 29% | 39% | 49% | 33% | 37% | 21% | 35% | 22% | 12% | 39% | 59% |

Base n = 1000



On average, the carbon price costs Quebec drivers approximately \$2.00 a week, based on typical driving habits. After learning about this, do you support or oppose the carbon price as a way to fight climate change and air pollution?

Once informed that the average cost is around \$2 per week, 45% of Quebecers support the carbon price as a measure to combat climate change and air pollution, while only 20% oppose it.



Base n = 1000



On average, the carbon price costs Quebec drivers approximately \$2.00 a week, based on typical driving habits. After learning about this, do you support or oppose the carbon price as a way to fight climate change and air pollution?

Public Support for Carbon Pricing as a Climate and Pollution Solution

| | Total | REGION IN QUEBEC | | | | AGE GROUP | | | | GENDER | | FEDERAL VOTE 2025 | | | | | |
|--|-------|------------------------------|------------------------|----------------------------------|-------------------------|-----------|----------|----------|-------------|--------|--------|-------------------|-----|-----|-----|-----|-----|
| | | Island of Montreal and Laval | Region around Montreal | National Capital Region (Quebec) | Other regions of Quebec | 18 to 29 | 30 to 44 | 45 to 59 | 60 and over | Male | Female | CP | LP | NDP | GP | BQ | PPC |
| NET: Strongly support + Somewhat support | 45% | 50% | 50% | 41% | 38% | 46% | 46% | 42% | 45% | 48% | 41% | 26% | 57% | 58% | 42% | 53% | 14% |
| Strongly support | 21% | 25% | 23% | 17% | 19% | 21% | 25% | 20% | 20% | 27% | 15% | 12% | 25% | 26% | 30% | 31% | 0% |
| Somewhat support | 23% | 25% | 27% | 24% | 19% | 26% | 20% | 22% | 25% | 21% | 25% | 14% | 32% | 32% | 13% | 21% | 14% |
| Neither support nor oppose | 21% | 20% | 20% | 18% | 24% | 20% | 20% | 22% | 22% | 20% | 22% | 22% | 19% | 20% | 52% | 18% | 0% |
| NET: Somewhat oppose + Strongly oppose | 20% | 13% | 16% | 30% | 23% | 19% | 23% | 20% | 18% | 23% | 17% | 46% | 14% | 11% | 0% | 17% | 86% |
| Somewhat oppose | 10% | 6% | 11% | 12% | 10% | 8% | 11% | 9% | 11% | 10% | 9% | 17% | 9% | 3% | 0% | 10% | 9% |
| Strongly oppose | 10% | 8% | 5% | 18% | 13% | 11% | 13% | 11% | 8% | 13% | 8% | 29% | 5% | 8% | 0% | 7% | 77% |
| Don't know / Not sure | 14% | 17% | 14% | 11% | 15% | 14% | 12% | 16% | 14% | 8% | 20% | 6% | 10% | 11% | 6% | 12% | 0% |

Base n = 1000

**Good decisions
require good data.**

Good data drives success.

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