



PRESS RELEASE | British Columbia

**Methodology:**

Results are based on an online study conducted from October 25 to October 28, 2019, among 800 adult British Columbians. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error — which measures sample variability — is plus or minus 3.5 percentage points, 19 times out of 20.

**On July 1, 2008, a carbon tax was implemented in British Columbia. Would you say that the carbon tax negatively affected the finances of your household?**

Yes, it has – 21%  
No, it has not – 66%  
Not sure – 13%

**Do you think the introduction of the carbon tax in British Columbia has led people to be more mindful of their carbon consumption and change their behaviour?**

It definitely has – 15%  
It probably has – 30%  
It probably has not – 28%  
It definitely has not – 16%  
Not sure – 12%

**Two Thirds of British Columbians Unaffected by Carbon Tax**

Residents are divided on whether the goal of making people more mindful of their carbon consumption has been achieved.

Vancouver, BC [November 6, 2019] – Most British Columbians believe the provincial carbon tax—originally implemented on July 1, 2008—has not been detrimental to their domestic assets, a new Research Co. poll has found.

In the online survey of a representative provincial sample, 66% of British Columbians believe that the provincial carbon tax has not negatively affected the finances of their household, while one-in-five (21%) think it has.

Men (28%) are more likely to believe that the carbon tax has negatively affected their household finances than women (15%). Residents aged 18-to-34 are also more likely to have an adverse opinion on this issue (26%) than those aged 35-to-54 (20%) and those aged 55 and over (15%).

When asked if they think the introduction of the carbon tax in British Columbia has led people to be more mindful of their carbon consumption, residents of the province are deeply divided.

While 45% of British Columbians believe the carbon tax has led people to change their behaviour, 44% disagree and 13% are undecided.

“Residents of Northern BC (63%) are more likely to believe that the carbon tax has made residents more mindful,” says Mario Canseco, President of Research Co. “The numbers are significantly lower in the Fraser Valley (45%), Southern BC (44%), Metro Vancouver (43%) and Vancouver Island (42%).”

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**About Research Co.**

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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**Media contact:**

Mario Canseco, President, Research Co.

[c] 778.929.0490

[e] mario.canseco@researchco.ca

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mario.canseco  
@researchco.ca



mario\_canseco



778.929.0490



Mario Canseco