



Light-Duty Vehicle Emission Standards in Canada: Public Perspectives and Preferences

Overview of Key Findings



January 2019

Methodology

- **Methodology/Sample:** Online survey of randomly-selected sample of **N=2,206** adult (18+) Canadians
- **Field Window:** December 17-21, 2018.
- **Reliability:** As a guideline*, a probability sample of this size carries a margin of error of **±2.1%, 19 times out of 20**. The margin of error is larger for sub-segments. Although demographic and regional quotas were employed to ensure reliable and comparable sub-segment analysis, the data was weighted by the most current gender, age, & region Census data, to ensure the sample reflects actual population of adult Canadians. Discrepancies in totals are due to rounding.

Region	Number of interviews	Margin of error*
Atlantic Canada	103	± 9.7%
Quebec	510	± 4.3%
Ontario	813	± 3.4%
Manitoba	106	± 9.5%
Saskatchewan	96	± 10.0%
Alberta	255	± 6.1%
BC	323	± 5.4%
Canada	2,206	± 2.1%



Detailed Findings:

Awareness, Support and Initial Preference for Canada's Vehicle Emission Standards


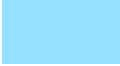


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Large majority are either unaware or vaguely aware of Canada's vehicle emission standards

- A large majority of Canadians in all regions are either unaware of Canada's vehicle emission standards or only vaguely aware of them. Ontarians and Atlantic Canadians are the most aware, but fewer than 10% from any region claim to know "a lot" about the standards.
- Those under 35 years, know the most about the standards, with 45% saying they know some details, compared to 24% of those over 55 years.


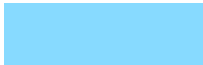



As you may know, in 2015, the federal government adopted **new vehicle emission standards that regulate the allowable exhaust emissions** from new passenger cars, light trucks, and some heavy-duty vehicles that are sold in Canada.

These new, stricter greenhouse gas emission standards are scheduled to be phased in over vehicle model years 2017 to 2025, and they are scheduled to become increasingly strict for vehicles manufactured from 2022 onwards. These standards were intentionally designed to be the same as the standards found in the United States.

		Total (N=2206)	BC (n=256)	AB (n=207)	MB (n=72)	SK (n=78)	ON (n=657)	QUE (n=389)	ATL (n=76)
I know a lot		6%	4%	4%	1%	5%	7%	6%	5%
I know some details		25%	23%	21%	14%	25%	28%	23%	28%
I have generally heard of them, but do not know any details		43%	45%	47%	51%	46%	44%	39%	44%
I am completely unaware of them		26%	29%	28%	33%	25%	21%	33%	23%

Two-third Canadians strongly or somewhat support the current vehicle emission standards – just 15% oppose

- 65% of Canadians strongly (23%) or somewhat (42%) support current vehicle emission standards. Respondents from all regions are more likely to at least somewhat support current emission standards than not, though rates of support drop from 65% nationally to 56% in Alberta and Saskatchewan, which are also the only two regions where more than 20% of respondents oppose the standards. These results must be seen in the context of low awareness noted earlier. Middle-aged respondents are the least likely to support the standards, with only 59% of those between 35 and 55 expressing even moderate support, compared to 66% of those under 35 and 68% of those over 65.

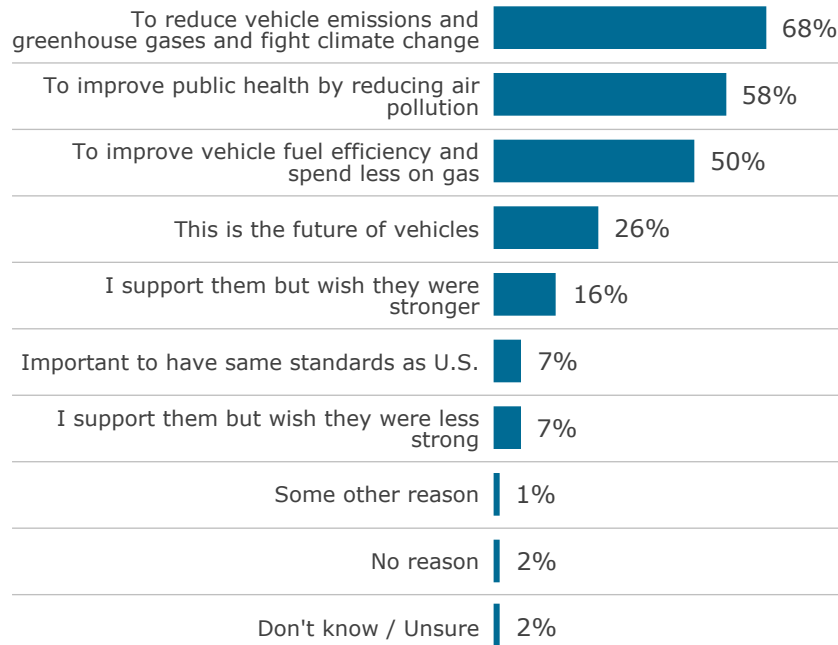
	Total (N=2206)	BC (n=256)	AB (n=207)	MB (n=72)	SK (n=78)	ON (n=657)	QUE (n=389)	ATL (n=76)
Strongly support	 23%	23%	15%	22%	21%	25%	24%	31%
Somewhat support	 42%	45%	41%	39%	35%	42%	43%	37%
Somewhat oppose	 11%	9%	14%	12%	18%	9%	11%	12%
Strongly oppose	 4%	3%	10%	2%	3%	5%	2%	3%
Don't know / Unsure	 20%	21%	19%	25%	24%	20%	19%	17%

Reasons for supporting or opposing vehicle emission standards

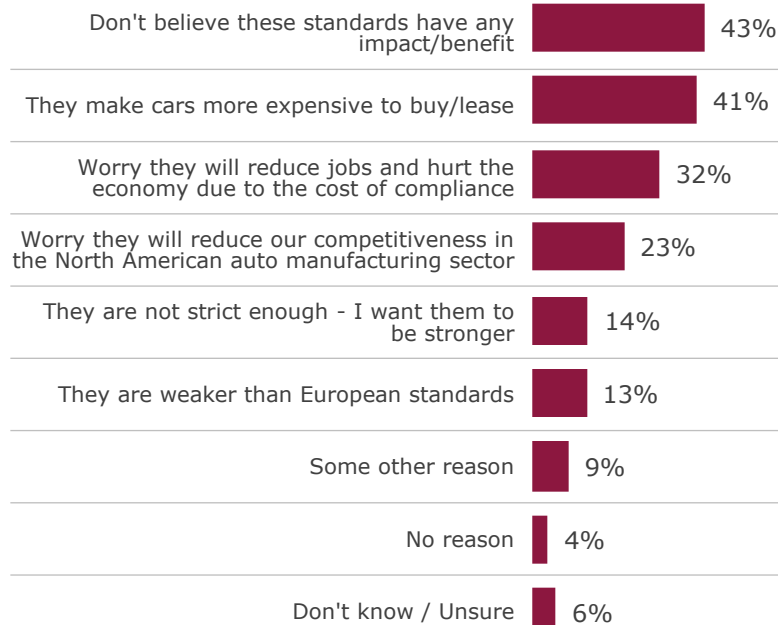
- Those who support vehicle emission standards do so largely out of concern about climate change, the health effects of air pollution, and increased fuel efficiency.
- Those who oppose the standards believe they have no impact or benefit, or cite economic concerns, although some oppose the Canadian standards because they want feel they are not strong enough.
- Thus, the public view reflects the persistent dichotomy of jobs versus the environment.
- Younger supporters (under 35) of the standards are four times as likely to wish standards were stronger than supportive respondents as a whole, while young opponents are 50% more likely to think the standards too weak than opponents as a whole.
- Quebec supporters are particularly likely to cite concern about climate change as a reason for supporting the standards (87%, as against 68% of all supporters).
- Alberta opponents of the standards are more likely to say the standards have no impact or benefit than other opponents (53% vs. 43%).
- Conservative voters who support the standards are less likely to be motivated by environmental concerns than respondents as a whole (60% vs. 68%) and more likely to be motivated by a concern for fuel efficiency (55% vs. 50%).

The public view reflects the persistent dichotomy of jobs versus the environment

SUPPORT STANDARDS



OPPOSE STANDARDS



Q: And, what is the main reason(s) why you support these vehicle exhaust emission standards? BASE: Those who Support (Strongly/Somewhat support) at C2 (n=1438)

Q: And, what is the main reason(s) why you oppose these vehicle exhaust emission standards? BASE: Those who Oppose (Strongly/Somewhat oppose) at C2 (n=324)

Public Preferences for Canada's Emission Standards

As is required, the federal government is currently evaluating these vehicle emission standards for their effectiveness and impact.





After this evaluation, the federal government may **keep the current regulations in place** – allowing the emission standards to continue to become increasingly strict from 2022 onwards, as scheduled.

Or, they may decide to **strengthen the current regulations**, with emission standards becoming even more strict over time than currently scheduled.

Or, they may decide to **freeze the emission standards** at those required for vehicle model year 2020 – **so that the emission standards do not become more strict after 2020.**

Most Canadians (63%) prefer either maintaining the current standards regime (36%) or strengthening it (27%) – just 14% prefer freezing at Model 2020 levels

- Of the three options presented, freezing emission standards at model year 2020 levels is the least popular choice overall and in all regions. The most popular option is maintaining current regulations and making them more strict over time. This true in all regions except Quebec where slightly more respondents support strengthening the regulations over simply maintaining them.
- Strengthening emission standards is most popular among those over 35 (34% compared to 27% for all respondents) and maintaining them most popular among seniors (45% compared to 36%).

	Total (N=2206)	BC (n=256)	AB (n=207)	MB (n=72)	SK (n=78)	ON (n=657)	QUE (n=389)	ATL (n=76)
Maintain the current regulations, with emission standards becoming more strict over time	 36%	39%	37%	42%	43%	36%	33%	41%
Strengthen the current regulations, with emission standards becoming even stricter	 27%	23%	19%	18%	20%	25%	36%	33%
Freeze vehicle emission standards at model year 2020 levels	 14%	14%	17%	13%	17%	16%	12%	9%
Don't know / Unsure	 23%	24%	26%	27%	20%	24%	20%	17%



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