



HIGHLIGHTS

A substantial majority of the Canadian electorate (56.4%) cares about climate issues, wants to see action to reduce GHGs and supports pricing carbon emissions. Any political party would find it difficult to form a majority government without appealing to some share of these voters.

Of this important electorate (FOOTNOTE 1), 26% percent voted for Conservatives in 2011, but only 15% of them voted Conservative in 2015, representing a substantial loss of votes.

While 33% of 2011 Conservative voters would be categorized today as climate voters, more than half of them (53%) voted for another party in 2015. This underscores both the massive impact of vote-switching among this demographic and the substantial segment of the Conservative voting coalition that continues to support climate action.

53% of voters the Conservative Party lost between the 2011 and 2015 elections support climate action, and 8% of those lost rated the environment as their top issue.

¹ It is important to note that this study was able to measure support for action to reduce GHGs and price carbon in 2015, but cannot accurately determine what position voters held on these issues in 2011. All references to "climate voters" represent currently held attitudes rather than historic beliefs. That said, other polling has long recognized a large and growing segment of the Canadian electorate that supports these policies. These issues are explored in full later in the article.

