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Document issued by the official publisher

Appendix

Table S1. The list of survey questions and possible responses

Survey questions	Possible responses
Socio-demographics	
What is your gender?	Male; Female; Other
What year were you born?	All the integer values from 1900 to 2022
Do you have a driver's license?	Yes; No
In what province do you live?	Quebec; Saskatchewan; Alberta; Ontario; Manitoba; British Columbia; Other
What is the highest level of formal education you have completed?	High school or lower; Trade; College; University; Postgraduate
What is your ethnic origin?	North American and European; BIPOC; Do not want to respond
Which of the following best describes your current employment situation?	Full-time; Part-time; Homemaker; Student; Other
Politically, what do you consider yourself?	Extreme Left; Left; Neutral; Right; Extreme Right; Prefer not to answer
Do you own a car?	Yes; No
What was your total household income before taxes during the past 12 months? The values are in thousand Canadian dollars	Less than 30; From 30 to 49.99; From 50 to 74.99; From 75 to 99.99; 100 and more; Do not want to answer
What is your postal code? (A1A 1A1)	

Plans For Your Next Vehicle	
Do you have plans to own or lease a vehicle in the next year?	Yes; No
When buying or leasing your NEXT vehicle, it would be to:	Acquire an additional vehicle; Replace the vehicle that you drive most often (the one that you described); Replace another vehicle in the household; Acquire my first vehicle
How much do you anticipate spending when buying your next vehicle?	less than $10,000; $10,001 - $12,000; $12,001 - $14,000; $14,001 - $16,000; $16,001 - $18,000; $18,001 - $20,000; $20,001 - $22,500; $22,501 - $25,000; $25,001 - $27,500; $27,501 - $30,000; $30,001 - $35,000; $35,001 - $40,000; $40,001 - $45,000; $45,001 - $50,000; $50,001 - $55,000; $55,001 - $60,000; more than $60,000
Current Vehicle	
Do you currently own a vehicle?	Yes; No
Type of vehicle most often driven:	Two-door passenger car; Four-door passenger car; Mini-van; Sport utility vehicle (SUV); Light truck (under 3.8 tons); Truck (equal or over 3.8 tons); Van; Other
What is the production year of this vehicle?	All the integer values from 1996 to 2022; 1995 or older
Annual distance traveled:	Less than 5,000 km; 5,000 - 7,500 km; 7,501 - 10,000 km; 10,001 - 12,500 km; 12,501 - 15,000

	km; 15,001 - 17,500 km; 17,501 - 20,000 km; 20,001 - 25,000 km; 25,001 - 30,000 km; 30,001 - 40,000 km; 40,001 - 50,000 km; Over 50,000 km
Level of Concern About Climate Change	
How important were each of the following factors to you when making the vehicle choices? 1. Fuel consumption (L/100 km) 2. Carbon dioxide (CO2) ratings 3. Smog ratings	Extremely Unimportant; Unimportant; Neutral; Important; Extremely Important
Do you notice the Greenhouse Gas (GHG) information on the vehicle labels?	Yes; No
Please choose the phrase that most corresponds to you for reducing greenhouse gases:	I am not concerned about climate change; I am concerned about climate change, but I do not plan to reduce my emissions; I would like to reduce my emissions, but I don't know how; I would like to reduce my emissions, and will do so in the future; I have already reduced my emissions significantly
Willingness to Pay for GHG Reduction and Tax Support	
How much would you be willing to pay per tonne of GHG emissions as a carbon tax?	Nothing; $5 per tonne; $10 per tonne; $20 per tonne; $30 per tonne; $40 per tonne; $50 per tonne; $75 per tonne; $100 per tonne; $150 per tonne; $250 per tonne; $500 per tonne
How much do you support or oppose a carbon pollution price of $20 per tonne of carbon	Strongly Support; Rather Support; Don't know; Rather Oppose; Strongly Oppose

dioxide equivalent (CO2e*) in 2019, rising by $10 per tonne annually to $50 per tonne in 2022, to encourage people to reduce their carbon dioxide emissions?	
To encourage industry to be more fuel efficient, some people have proposed a business energy tax. This tax would raise the average price of most things you buy, including food and clothing, by 3 percent, or approximately $380 per person per year. How much do you support or oppose this proposal?	Strongly Support; Rather Support; Don't know; Rather Oppose; Strongly Oppose
EV Opinion	
The "fuel" for electric vehicles costs less per kilometer, so effectively the cost of driving would be less. If you bought an electric vehicle, you would drive:	Much More; Somewhat More; About the Same; Somewhat Less; Much Less
In your opinion, buying an electric vehicle solves the problem of climate change associated with personal vehicles:	Completely Disagree; Somewhat Disagree; Neutral; Somewhat Agree; Completely Agree
In your opinion, buying an electric vehicle solves all societal problems associated with personal vehicles:	Completely Disagree; Somewhat Disagree; Neutral; Somewhat Agree; Completely Agree

| If the government gave a significant discount to electric vehicles, which sentence best reflects your thoughts: | I already have an electric vehicle and don't need another vehicle; I already have an electric vehicle and would buy an additional electric vehicle; I don't currently have a car, but would buy an electric vehicle; I would buy an electric vehicle as an additional household vehicle; I would buy an electric vehicle to replace my current vehicle; I would still not buy an electric vehicle |