



Canada Energy
Regulator

Régie de l'énergie
du Canada

Annual Public Opinion Research Measures 2023

Final Report

Prepared for Canada Energy Regulator

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Ce rapport est aussi disponible en Français

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Canada Energy Regulator – Annual Public Opinion Research Measures 2023

Final report

Prepared for Canada Energy Regulator by Environics Research

February 2023

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This public opinion research report presents the results of quantitative and qualitative research conducted by Environics on behalf of the Canada Energy Regulator. The quantitative research was conducted online and by telephone with the general population, from February 2 to February 13, 2023.

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Executive summary

1. Background and objectives

The Canada Energy Regulator (CER) oversees oil and gas pipelines and electrical powerlines that cross a national, provincial or territorial border. The organization makes decisions in the public interest about energy projects affecting Canadians.

The CER commissioned its fourth annual tracking study in early 2023. The CER intends to use this study to track Canadians' views on whether it operates transparently, and if it shares information to create awareness of and confidence in, its work and regulatory processes. The CER will use the feedback from this survey to inform improvements to its Communications Program and to ensure the program is fully aligned with the Government of Canada's Communications Policy.

2. Methodology

EnviroNics Research surveyed 1,029 Canadian adults (aged 18 years and older) between February 2 - 13, 2023. The sample included 927 Canadians from the provinces who are members of an online panel. To reach Canadians in the northern territories, EnviroNics completed 102 telephone interviews using industry-standard random-digit-dialling techniques. Both surveys used the same questionnaire, with the telephone version adapted slightly for verbal delivery.

The data were statistically weighted by age, gender and region, to ensure the sample is reflective of the population according to the most recently available Census information.

Target Group	Proportion of Population	Target (Quota)	Actual Unweighted	Actual Weighted*
Total	100%	1,000	1,029	1,029
Atlantic	6.5%	100	90	68
Quebec	23%	200	215	239
Ontario	38.5%	200	216	394
MB/SK	6.7%	100	98	70
Alberta	11.5%	150	149	119
BC	13.5%	150	159	137
Territories	<1%	100	102	2

*Results are weighted by region, gender and age to 2021 Census data.

More information about the methodology for this survey is included in Appendix A.

3. Cost of research

The cost of this research was \$157,646.30 (including HST).

4. Key findings

One in three Canadians are confident the CER ensures compliance, protects public safety, and makes data-driven decisions. Overall confidence is lower than prior years but Canadians continue to perceive the CER as an expert in its field, with six in ten saying this term describes the organization. However, the CER is not a household name and eight in ten cannot name an organization responsible for the CER's mandate. While unaided awareness remains consistent, total awareness continues a slight declining trend. Among those who have heard of the CER, between one in ten and two in ten are at least moderately familiar with each of its main functions; fewer than one in ten are very familiar. This is also lower than past results.

Despite lower familiarity, interest in the CER remains strong. Regardless of whether participants had seen or heard of the organization before, nearly two-thirds express interest in learning more about the CER and its work. Interest is consistent across most regions, but somewhat higher in Quebec. Similar to past years, safety and environment oversight and energy information are the two aspects of the CER's work that garner the most interest among Canadians.

When it comes to awareness of recent energy or pipeline projects, only one in three say they have recently heard about the topic. Although this is substantially lower than 2021 and 2020 levels, this proportion is consistent with 2022 results. Consistent with previous results, the government is the most common source of information on recent energy projects.

5. Political neutrality statement and contact information

I hereby certify as a senior officer of Environics that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada, and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.



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