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Canada

Public Opinion on Canada's Energy Policies 2026
Draft report

Prepared for Natural Resources Canada by Environics Research

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Table of Contents

Executive summary	i
Detailed findings	1
A. Awareness and understanding of Canada's energy future	1
1. Awareness of government plans for Canada's energy future.....	1
2. What was seen or heard about Canada's energy future	2
3. Governments shaping Canada's energy future.....	3
4. Awareness of the federal government goal for Canada to become an "energy superpower"	4
5. Knowledge of energy superpower goal	5
6. Top of mind associations with energy superpower	5
7. What it means to be an "energy superpower"	7
8. Type of energy to prioritize.....	8
B. Perceived Importance, Benefits, and Costs.....	9
1. Perceived importance of Canada becoming an energy superpower	9
2. Why becoming an energy superpower is important	10
3. Perceived benefits of Canada becoming an energy superpower.....	12
4. Perceived costs of Canada becoming an energy superpower	13
5. Views on costs vs benefits of becoming an energy superpower	14
6. Perceived personal impacts of Canada becoming an energy superpower	15
7. Perceived national impacts of Canada becoming an energy superpower	16
8. Expected timeline for Canada to become an energy superpower.....	17
9. Confidence that the Government of Canada will successfully lead efforts to make the country become an energy superpower	18
10. Where Canada ranks among other major-energy producing countries	18
11. If Canada can effectively protect the environment while developing natural resources	19
12. Agreement with statements about Canada's approach to natural resources development.....	20
13. Top priorities while building Canada's energy future	21
14. If statements about Canada becoming an energy superpower are convincing.....	22
15. Ways to build confidence in Government of Canada energy initiatives	24
Appendix A: Methodology	26
Appendix B: Questionnaire	31

Executive summary

Background and objectives

The Government of Canada has announced its goal for Canada to become an energy superpower, to show the world that a country can responsibly develop its natural resources and be a leader in clean growth and decarbonization while strengthening competitiveness and productivity.

Understanding Canadians' attitudes toward the goal of becoming an energy superpower will enable the Government to design and implement energy policies that are aligned with public priorities, values, and concerns. To that end, Natural Resources Canada commissioned Environics Research to conduct a public opinion survey.

The objectives of this research were to:

- Assess public awareness and understanding, including awareness of the federal government's objective of becoming an "energy superpower";
- Explore how Canadians define or interpret the concept of an "energy superpower";
- Gauge perceptions and acceptability, including attitudes towards Canada's pursuit of energy superpower status;
- Identify perceived benefits and risks of these energy efforts to Canadians personally, and to the country overall;
- Identify influencing factors, such as the values, beliefs, and priorities that shape public perceptions of Canada's energy ambitions; and
- Examine demographic or regional differences in awareness, perceptions and acceptability.

The survey results and associated insights will be used to:

- Inform communication and stakeholder engagement.
- Guide communication strategies, messaging, and speaking points for stakeholders.
- Identify language, framing, or approaches that increase public understanding and support.
- Support policy development and decision-making.
- Provide evidence to help design energy policies that deliver tangible benefits to Canadians.
- Identify strategies to maintain public trust, acceptance, and social license for energy initiatives.

Insights from this research will help ensure that federal energy initiatives account for the diverse perspectives and risks experienced by different populations across Canada. In addition, the findings can inform strategies to enhance public trust, address concerns around inequality and energy affordability, and strengthen engagement with Canadians on energy policy decisions.

Methodology

Environics Research conducted an online survey from March 17 to 27, 2026. The findings are based on a sample of the general population (n = 3,084 adult Canadians).

Environics designed the sample to be reflective of age, gender, official languages, ethnicity, education and income. A stratified regional sample provided more robust sample sizes for analysis of smaller regions (such as the Atlantic region and the Prairies); the final data were weighted back to actual population parameters per 2021 Census data. Survey respondents were selected from registered members of the *Probit* panel who are recruited through probability-based sampling; to ensure adequate coverage of younger respondents, additional online panel sample profiled by Environics Analytics' PRIZM geodemographic segmentation was incorporated.

The Government of Canada *Standards for the Conduct of Public Opinion Research – Online Surveys* allows the use of a margin of error for probability-based online samples. For this study, the margin of error for the total sample is plus or minus 1.8 percentage points, at the 95% confidence level.

More information about the methodology for research is included in Appendix A of the full report.

Contract value

The contract value was \$79,953.60 (HST included).

Key findings

The survey results reveal broad public support for Canada becoming an energy superpower, a goal primarily interpreted as ensuring abundant energy to meet domestic needs and supply global markets. Support is driven by a shared emphasis on energy independence and economic growth, but is conditional on strong environmental protections. Overall, Canadians are more aligned on the desired outcome than on the specific pathway to achieve it: clean energy is preferred nationally, but some see a continued role for fossil fuels or a balanced energy mix.

There is broad public awareness of the energy discussion, but understanding is limited.

Six in ten Canadians say they have recently seen or heard something about what governments are doing to shape Canada's energy future, and just over half (54%) are aware of the federal government's goal for Canada to become an energy superpower, but only a small minority of this group describe themselves as very well informed. In terms of what they are hearing about Canada's energy future, Canadians more often recall oil and gas development and pipelines, ahead of renewable or nuclear energy, reflecting the continued prominence of familiar narratives about Canada's energy sector.

Canadians currently understand "energy superpower" as abundance: producing enough energy for Canada and exporting surplus to others.

When asked what the term "energy superpower" means to them, Canadians most commonly describe it as producing large amounts of energy, ensuring domestic self-sufficiency, and supplying international markets. Similarly, when reacting to specific definitions, they respond most strongly to ideas linked to abundant production, reliable and resilient energy systems, and international competitiveness.

By comparison, fewer Canadians strongly associate the concept with good jobs, clean technologies or emissions reductions. This suggests that, at present, the public's mental model is shaped more by production and security concerns (i.e., producing enough energy to meet our own needs and maintain a reliable supply during crises) than by clean growth or decarbonization.

Energy independence and economic growth are the main drivers of public support.

There is broad support for Canada becoming an energy superpower, with nearly three-quarters of Canadians saying this goal is very or extremely important. Canadians see this goal as important because it protects the country's autonomy and strengthens its long-term economic stability. The top perceived benefits of becoming an energy superpower are energy security/resilience and economic growth/competitiveness.

In other words, the characteristics that define an "energy superpower" in the public mind (self-sufficiency, reliability, scale) also explain why the goal resonates. Support is rooted in perceived protection from economic and geopolitical risk.

Canadians are cautiously optimistic: benefits are expected to outweigh costs, but impacts are seen as longer-term rather than immediate.

While Canadians express clear concerns about potential risks, a majority believe the benefits of becoming an energy superpower will outweigh the costs. This optimism is tempered by timelines: about half think Canada could achieve this goal within the next 10 years, while others expect a longer path or are unsure. Accordingly, Canadians are more likely to expect it will improve the standard of living and job prospects for future generations than for themselves. Moreover, just under six in ten Canadians express confidence that the Government of Canada can successfully lead efforts to make Canada an energy superpower, but few are very confident.

Environmental protection is a condition of public support for energy development.

Canadians view environmental protection as a core requirement for energy development. When asked what should guide Canada's energy future, protecting the environment ranks near the top alongside energy affordability and independence. Strong environmental rules and enforcement are also among the most effective ways to build confidence in government-led energy initiatives, alongside clear evidence of economic benefits.

These views reflect risk perceptions. Environmental damage from energy projects - such as impacts on land, water and wildlife - is the most frequently cited concern about becoming an energy superpower, followed by worries about overinvestment in fossil fuels and rising greenhouse gas emissions. Despite these concerns, Canadians remain optimistic it is possible to develop natural resources while protecting the environment (66%). In this context, environmental considerations are widely seen as shaping *how* energy development should proceed, rather than whether it should occur at all.

There is no clear consensus on the optimal energy mix to achieve Canada's goals.

A majority of Canadians favour prioritizing clean energy (60%), but a significant minority support either a balanced approach (19%) or prioritizing fossil fuels (18%). While clean energy is the preferred approach nationally, Alberta stands out with more closely divided views (42% prioritize clean energy vs. 32% fossil fuels). Just over half (57%) agree Canada should *only* develop energy resources that reduce emissions, indicating majority support for emissions-focused development, but not a broad consensus.

Views are broadly similar across regions and population subgroups, with differences reflecting varying priorities rather than fundamentally different visions.

Across **regions**, majorities support Canada pursuing energy superpower status, but outlooks vary modestly, with Alberta and Quebec often at opposite ends of the spectrum.

Among regions, Albertans are the most optimistic about the impacts of pursuing energy superpower status: they are the most likely to anticipate benefits to wider economic growth, as well as personal benefits to their standard of living and job prospects, and to believe Canada can develop its natural resources responsibly. As described above, they are also more open to an energy mix that includes fossil fuels; moreover, fewer than half (40%) say Canada should only develop energy resources that reduce emissions (versus 57% nationally).

In contrast, Quebecers are among the least optimistic the benefits of energy superpower status will outweigh the costs, and place relatively greater priority on environmental protection and emissions reductions in shaping Canada's energy future.

Differences are also evident by **age**. Younger Canadians (under 30) are less aware of discussions around energy generally and of Canada's energy superpower goal; those who are tuned in tend to recall more about renewable energy projects, and less about pipelines, relative to older people. Younger Canadians are more likely than those over 30 to prioritize job creation and affordability, and to expect more immediate personal impacts, such as jobs and standard of living.

Notably, younger Canadians tend to place greater emphasis on emissions reductions when assessing energy superpower status. They are more likely than older Canadians to view emissions reductions and increased availability of clean technologies as key benefits; to agree Canada should only develop energy resources that reduce emissions (68%); and to say public reporting on the emissions of energy projects would build confidence in federal energy initiatives.

Differences are also evident by **gender** and **socioeconomic status**, reflecting varying priorities rather than fundamentally different perspectives. Women and those with higher levels of education are more likely to emphasize environmental protection. Canadians with lower household incomes are more likely than others to prioritize affordability, reflecting greater sensitivity to near-term costs and economic pressures.

Overall, these differences are best understood as differences in emphasis rather than fundamentally different views of Canada's energy future. Canadians generally support the goals of energy security, economic benefit and environmental responsibility, but vary in the relative weight they place on these priorities and on the role clean energy should play in achieving them.

About this report

This report begins with an executive summary outlining key findings and conclusions, followed by detailed analysis of the quantitative results. A detailed set of "banner tables" is provided under separate cover; this presents results for all survey questions by segments such as region, age and gender as well as by other subgroups of interest.

The quantitative results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding. Base size is the total sample of n=3,084 unless otherwise specified.

Political neutrality statement and contact information

I hereby certify as 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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Detailed findings

A. Awareness and understanding of Canada's energy future

1. Awareness of government plans for Canada's energy future

Six in ten Canadians have heard something recently about what governments are doing to shape the country's energy future.

Canadians were asked if they have seen, heard or read anything recently about what governments in Canada are doing to shape Canada's energy future. Six in ten (61%) say they have; the remainder have not (24%) or are unsure (15%).

Heard recent news on government plans for Canada's energy future

Heard news	Total
Yes	61%
No	24%
Not sure	15%

Q1. Have you seen, heard or read anything recently about what governments in Canada are doing to shape Canada's energy future?

Awareness of recent news about this topic increases with age (from 52% age 18 to 29 up to 69% age 60 and over), level of education (from 52% with high school or less, up to 74% with a post-graduate degree) and household income (45% with under \$40,000, up to 70% with \$150,000 or more).

Awareness of recent news ranges from a low of 55 percent in Quebec, up to 66 percent in Alberta and 67 percent in Nova Scotia and Newfoundland. Recall is also more widespread among:

- Men (68%, compared to 54% of women).
- Those who speak English at home (63%, vs. 54% of those speaking French and 47% who speak another language at home).

2. What was seen or heard about Canada's energy future

Canadians are most likely to have heard about pipeline development, followed by renewable energy projects and nuclear energy.

When asked what they heard about government efforts to shape Canada's energy future, recall (unprompted, without providing response options) centres around building oil and gas pipelines (33%). Others recall hearing about expanding clean energy projects (14%), building and refurbishing nuclear reactors (14%), and finding new international markets for Canada's energy (11%).

What was heard or seen about Canada's energy future – Top mentions

Mentions of 5% or higher	Those who heard something about Canada's energy future (n=1,867)
Encouraging development of oil and gas pipelines all over the country/agreement with Alberta to build pipelines to the coast/MOU	33%
Expanding/increasing clean/renewable energy (wind/solar) to help protect environment	14%
New and small nuclear reactors are being built/refurbishing existing reactors/SMRs	14%
Energy trade with Asia/finding new markets to market Canada's energy	11%
Continue to dig for oil and gas/use fossil fuels to diversify energy sector in Canada	9%
Investing in energy infrastructure to facilitate national and international trade	6%
Electric vehicle standards/rebates for EVs/Chinese EVs	6%
Expanding LNG	5%
National electricity corridor/cross Canada electrical grid	5%
Emissions reduction plan/aiming at net zero by 2050/Carbon Capture Technology	5%

Q2. *What have you heard about what governments in Canada are doing to shape Canada's energy future? Base: Heard news about what governments are doing.*

Among those who have recently heard news about what governments are doing, oil and gas pipelines are the most widely recalled theme for those aged 30 and over (37%). In contrast, younger Canadians age 18 to 29 are more likely to have heard about expanding renewable energy projects (25%, vs. 14% for oil and gas development).

3. Governments shaping Canada's energy future

Canadians mainly associate recent efforts to shape Canada's energy future with the federal government, ahead of the provinces/territories.

Those who recently saw or heard something about governments' efforts to shape Canada's energy future were also asked which level of government was involved. This news is most widely associated with the federal government (88%), and to a lesser extent to provincial/territorial governments (55%). Small minorities connect what they heard to a municipal (3%) or Indigenous (5%) government.

Recall of governments involved in shaping Canada's energy future

By region	Federal government	Provincial/territorial government
Total Canada (n=1,867)	88%	55%
BC (n=276)	93%	57%
AB (n=295)	89%	58%
SK/MB (n=174)	92%	55%
ON (n=496)	86%	58%
QC (n=354)	90%	45%
ATL (n=245)	86%	64%

Q3. Which government or governments was this? Base: Heard news about what governments are doing.

Note: 5% selected Indigenous government; 3% selected Municipal/local government

Associating the federal government with efforts to shape Canada's energy future is the dominant response across regions and all population subgroups.

Regionally, associating such efforts with provincial/territorial governments is slightly more common in the Atlantic provinces (64%) and slightly less so in Quebec (45%).

4. Awareness of the federal government goal for Canada to become an “energy superpower”

Over half of Canadians have heard of the federal government goal for the country to become an “energy superpower.”

Canadians were asked if they had heard the Government of Canada has set a goal for Canada to become an “energy superpower.” Over half (54%) are aware of this goal; one-third (35%) are not, and the remaining one in ten (11%) are unsure.

Awareness of the federal government's goal for Canada to become an ‘energy superpower’

Heard of this goal	Total
Yes	54%
No	35%
Not sure	11%

Q4 The Government of Canada has set a goal for Canada to become an “energy superpower”. Had you heard about this before now?

Awareness of the energy superpower goal is relatively consistent across the country (ranging from 46% in Prince Edward Island and 47% in Quebec, to 58% in Ontario and 59% in Alberta).

Awareness varies more notably by population segment, and specifically, it increases by:

- Age (ranging from 44% age 18 to 19, up to 65% of those age 60 and over).
- Education level (from 47% high school or less, up to 62% with a post graduate degree).
- Household income (from 43% under \$40,000 household income, up to 62% \$150,000 or more).

Awareness of the energy superpower goals is also higher among men (64%, vs. 44% of women).

5. Knowledge of energy superpower goal

Canadians aware of the energy superpower goal tend to feel somewhat informed about the Government of Canada's efforts, with few who feel very well informed.

Those aware of the energy superpower goal were asked how well informed they feel about the federal government's efforts to achieve this goal. Few feel very well-informed (12%); the majority of this group feel somewhat informed (59%), with one-quarter (28%) who say they are not informed.

Informed about energy superpower goal

Level of knowledge	Those who heard about the goal (n=1,679)
Net: Informed	72%
Very well informed	12%
Somewhat informed	59%
Net: Not informed	28%
Not very informed	27%
Not at all informed	2%

Q5. How informed would you say you are about the Government of Canada's efforts to make Canada an energy superpower? Base: Heard about the goal

The proportion who feels at least somewhat informed is higher in the West (78%) than in Ontario (70%) and Quebec (62%), and among men (76%) than women (66%).

6. Top of mind associations with energy superpower

Being an energy superpower is most commonly associated with being a major energy supplier to other markets, holding enough resources to be a major energy producer, and not needing to import energy from elsewhere.

Those aware of the federal government goal were asked (unaided, without providing response options) what the term "energy superpower" means to them. The top responses revolve around producing an abundance of energy.

For some, the term "energy superpower" describes a country that is a major supplier or exporter of energy (22%) and can meet global energy needs (14%). Others associate being an energy superpower with being a world leader in producing energy of different forms due to its vast resources (21%) and being self-sufficient/not needing to import energy from other countries (14%). Still others say an energy superpower means having enough energy both to use ourselves and to export the surplus (10%).

Top of mind associations with energy superpower – top mentions

Mentions 5% or greater	Those who heard about the goal (n=1,679)
A major exporter/supplier of energy in whatever form to the world/seeking new markets	22%
Holder of vast resources that makes it a world leader in energy production/generation of energy in different forms	21%
A country that is self-sufficient with its energy resources/does not need to import any	14%
A country that can meet other countries' energy needs/global demand	14%
Has enough to use ourselves and to export the surplus/maintain a reserve for when it is needed	10%
A leader in providing several forms of energy (fossil fuel, nuclear, clean, renewable)	9%
A country that has massive influence in the energy industry	7%
Transitioning to/investing in clean energy/producing renewable energy for the future/being a leader in green energy	6%
It has the money and technology to develop/innovate in own energy resources/develop energy projects	5%
It benefits largely from selling/exporting its energy at profitable rates to support economy/become a wealthy nation	5%
Building infrastructure to harness immense potential in both traditional and renewable energy sources/to get products to international markets and across the country	5%
Not sure	7%

Q6. When you hear the term "energy superpower", what does it mean to you? Even if you haven't heard much about it before, what comes to mind?

7. What it means to be an “energy superpower”

When provided with statements about what it means to be an energy superpower, Canadians largely agree with all statements but are most likely to strongly agree that it means having reliable and resilient energy systems and producing abundant amounts of energy.

Canadians were asked if they agree or disagree with a series of statements about what it means for Canada to be an energy superpower. Majorities of three-quarters or more agree to some extent that each statement describes an energy superpower. Thus, it is valuable to focus on strong agreement to gauge what Canadians most associate with this term.

Canadians are most likely to associate an energy superpower with “having energy systems that are reliable and resilient, even during crises or disruptions” (68% strong agreement), and “producing abundant amounts of energy to meet Canada's energy needs” (67%). Canadians are comparatively less likely to say being an energy superpower means good, well-paying jobs in the energy sector (48%); widely available and affordable clean energy technologies (48%); and being a leader in reducing emissions and creating more environmentally sustainable energy systems (44%).

Agreement with statements about what it means to be an “energy superpower”

For Canada to be an energy superpower, it means...	Net: Agree	Strongly Agree	Some-what Agree	Some-what Disagree	Strongly Disagree	Not Sure
Having energy systems that are reliable and resilient, even during crises or disruptions	93%	68%	25%	3%	2%	2%
Producing abundant amounts of energy to meet Canada's energy needs	92%	67%	25%	4%	2%	2%
Building competitive energy industries that can succeed in international markets	91%	60%	30%	5%	2%	3%
Playing an important role in global energy markets by selling energy to other countries	89%	59%	31%	5%	2%	3%
Providing affordable energy for households and businesses	89%	59%	30%	6%	3%	2%
Providing good, well-paying jobs in the energy sector	87%	48%	39%	7%	2%	4%
Having widely available/affordable clean energy technologies	79%	48%	31%	10%	8%	3%
Being a leader in reducing emissions and creating more environmentally sustainable energy systems	76%	44%	32%	10%	10%	3%

Q7. People may have different ideas about what it means for Canada to be an “energy superpower”. To what extent do you agree or disagree with the following statements? For Canada to be an energy superpower, it means....

While strong agreement levels vary across regions and subgroups, the relative ranking of the statements is broadly consistent, suggesting similar definitions of the concept across the country. Nearer the bottom of the list about what it means to be an energy superpower, “Having widely available and affordable clean energy technologies” and “Being a leader in reducing emissions and creating more environmentally sustainable energy systems” both rank as highly as or higher than job creation in Quebec and Ontario, among women, and among those with higher education. While strong agreement tends to increase with age and income, the ordering of items is largely consistent.

8. Type of energy to prioritize

The public is three times as likely to say clean energy rather than fossil fuels should be prioritized to meet the goal of becoming an energy superpower.

Canadians were asked how Canada should prioritize clean energy and fossil fuels to meet the goal of becoming an energy superpower. Six in ten Canadians feel clean energy should be a notable (34%) or predominant (26%) part of the energy mix to achieve this goal. By comparison, under two in ten (18%) think the goal should be achieved mainly (7%) or predominantly (11%) with fossil fuels. The remaining two in ten (19%) think both should be used equally.

Type of energy to prioritize

Type of energy	Total
Net: Clean Energy	60%
Mainly clean energy (wind, solar, hydro, nuclear)	26%
Both, but lean more toward clean energy	34%
Both fossil fuels and clean energy equally	19%
Net: Fossil Fuels	18%
Both, but lean more toward fossil fuels	11%
Mainly fossil fuels (oil, gas)	7%
Not sure	3%

Q8. In your view, how should Canada prioritize clean energy and fossil fuels to meet its goal of becoming an energy superpower?

Belief that an energy superpower should lean to or mainly prioritize clean energy is the dominant view across the country, even in Alberta (42%, vs. 32% who would prioritize fossil fuels to some degree). Overall, net preference for clean energy is highest in Quebec (72%), followed by Ontario (62%) and the Atlantic provinces (62%), and lowest in the West (49%).

The only subgroup that is clearly divided on this issue is those who work in the mining industry (41% fossil fuel dominant, vs. 39% clean energy dominant).

B. Perceived Importance, Benefits, and Costs

1. Perceived importance of Canada becoming an energy superpower

Three-quarters think it is extremely or very important for Canada to pursue becoming an energy superpower.

Canadians are very much in favour of the federal government's energy goal for the country. A strong three-quarters (74%) majority of Canadians think it is either extremely (35%) or very (40%) important that the country pursue becoming an energy superpower. A further two in ten (20%) think it somewhat important, while only six percent think the goal is not important.

Perceived importance of Canada becoming an energy superpower

Importance	Total
Net: Extremely/very important	74%
Extremely important	35%
Very important	40%
Somewhat important	20%
Not very important	4%
Not at all important	2%

Q9. Overall, how important do you believe it is for Canada to pursue becoming an energy superpower?

Majorities across the country and in all subgroups think this goal is extremely or very important. Belief that it is *extremely* important is highest among the following:

- Residents of Alberta (43%), New Brunswick (44%) and PEI (45%)
- Age 45 to 59 (42%)
- Men (40%, vs. 30% of women)
- Household incomes of \$150,000 or more (43%)
- Canadians employed in the energy sector (55%).

2. Why becoming an energy superpower is important

Autonomy and self-sufficiency are the top reasons for why it's important to be an energy superpower, among those who think it is an important goal. Among those who do not share those views, environmental concerns and belief that there are other more pressing issues facing Canada are the top reasons given.

Respondents were asked to explain their perceived level of importance of Canada becoming an energy superpower. Among those who think becoming an energy superpower is **extremely or very important**, the top reason given is autonomy and self-sufficiency (25%), and being independent of other countries, particularly the US (17%). The other common reason given is economic: to build a better future through growing revenue and GDP (16%) and globally to maintain a strong economy through energy exports (12%).

Why it is extremely/very important for Canada to become an energy superpower – top mentions

Reasons	Those who think it is extremely/very important (n=2,288)
Autonomy/we need long term self-sufficiency without relying on importing energy/not being affected by the world instability/we control our own destiny	25%
To be independent of other countries (US in the first place)/its markets/their policies/unstable markets	17%
To build a better and stable future with growing profits/revenue/per capita GDP growth to increase our living standards/creating good jobs/funding public services/improving living standards	16%
We have abundance of energy/natural resources/renewable energies that could be used in providing energy domestically and internationally/that would make us a superpower	13%
Country with energy exports will maintain the best economy/attract investments	12%
To secure Canada's place as an important politically stable country/can use our economic power and energy leverage to be a good role for the rest of the world/have international influence/to partner with like-minded countries	9%
Clean energy is important to get rid of pollution caused by fossil oil/gas that contributes to climate change/health problems	9%
Getting our energy to more markets/increasing our trading partners/customers base by becoming a desirable trade partner	9%
Energy is becoming a higher valued commodity to build industry/Canada would be the refuge/can support other countries in time of crisis	9%

Q10. Why do you say it is [INSERT Q9 RESPONSE] for Canada to pursue becoming an energy superpower?

Those who think it is only **somewhat or not important** for Canada to become an energy superpower cite concerns for other more pressing issues and environmental concerns as the top reasons why they do not place more importance on this goal.

Why it is somewhat/not important for Canada to become an energy superpower – top mentions

Reasons	Those who think it is somewhat important (n=631)	Those who think it is not very/not at all important (n=165)
Being a superpower is not necessary when there are more important issues pressing Canada/facing Canadians	20%	23%
Becoming an energy superpower will be done at the expense of the environment/it is based on fossil fuels when we should transition away from it	12%	28%
Autonomy/we need long term self-sufficiency without relying on importing energy/not being affected by the world instability/we control our own destiny	10%	2%
Should focus on providing affordable/reliable power across the country/for all Canadians first of all	6%	11%
To secure Canada's place as an important politically stable country/can use our economic power and energy leverage to be a good role for the rest of the world/have international influence/to partner with like-minded countries	5%	1%
Canada's energy needs would be easily met with renewables/we need to focus on clean energy	5%	8%
Term should be defined clearly/explain that it would benefit the people before corporations	4%	19%

Q10. Why do you say it is [INSERT Q9 RESPONSE] for Canada to pursue becoming an energy superpower?

3. Perceived benefits of Canada becoming an energy superpower

The top perceived benefits of becoming an energy superpower are economic growth and energy security, although young Canadians and those with lower incomes emphasize job creation and lower energy costs.

Canadians were asked what they see as the main benefits of Canada becoming an energy superpower, from a list provided. The top perceived benefits are economic growth (42%) and energy security (39%), followed by greater national sovereignty (33%) and creating jobs (33%).

Slightly fewer select lower energy costs (28%), a more abundant energy supply (27%), reducing emissions (22%) or greater availability of clean technologies (21%), as a main benefit.

Perceived benefits of Canada becoming an energy superpower

Benefits	Total
Economic growth/makes Canada more economically competitive	42%
Protects our energy security (i.e., resilient to shocks or crises)	39%
Greater national sovereignty (e.g., negotiating power in international relations)	33%
Creates jobs/job opportunities for Canadians	33%
Lower energy costs for homes/businesses	28%
A more abundant and reliable energy supply across the country, including in rural and remote areas	27%
Reduces greenhouse gas emissions that cause climate change	22%
Greater availability of clean technologies (e.g., heat pumps, electric vehicles, solar panels, battery storage)	21%
More funding for quality public services (health, education etc.)	17%
Greater national unity	5%
Creates benefits for Indigenous communities/people	5%
Other	2%
None/no benefits	1%
Not sure	2%

Q11. What do you see as the main benefit(s) for Canada, if any, of becoming an energy superpower?

However, the top perceived benefits vary by age and household income. In general, older Canadians and those in higher income brackets place greater emphasis on the benefits to economic growth, energy security and sovereignty.

Instead, job creation is the top benefit identified by younger people (38% age 18 to 29); they are also more likely than their older counterparts to see emissions reductions and increased availability of clean technologies as benefits. Those with lower household incomes rank lower energy costs (36%) and job creation (35%) as the top benefits.

Regionally, Albertans are most likely to emphasize the benefits to economic growth (55% vs. 32% to 44% in other provinces).

4. Perceived costs of Canada becoming an energy superpower

The top perceived cost of becoming an energy superpower is environmental damage from energy projects, followed by fossil fuel overinvestment and increased emissions.

Canadians were shown a list of potential negative outcomes of Canada becoming an energy superpower and asked which they consider the main costs. The top perceived cost is environmental damage created by energy projects, cited by almost half (48%). Following that, one-third (35%) feel that it would result in too much investment in fossil fuels (potentially leaving Canada behind other countries in clean energy investment), and in increased greenhouse gas emissions (29%).

Other perceived costs include greater regional tensions (23%), negative impacts on Indigenous rights/communities (21%), or local communities not having a say in decisions (19%).

Perceived costs of Canada becoming an energy superpower

Costs	Total
Environmental damage from energy projects (e.g., impacts on land, water, wildlife)	48%
Investing too heavily in fossil fuels while other countries move toward cleaner energy	35%
Increased greenhouse gas emissions that cause climate change	29%
Greater regional tensions between provinces/territories	23%
Negative impacts on Indigenous rights or communities	21%
Local communities not having a say in decisions	19%
Trade disputes or tensions with other countries	16%
Higher energy costs for homes/businesses	14%
Other	5%
None/no challenges	9%
Not sure	6%

Q12. What do you see as the main cost(s) for Canada, if any, of becoming an energy superpower?

While views are largely similar across the country and most subgroups, there is some notable variation:

- Concern about environmental damage (54%), fossil fuel overinvestment (39%) and increased GHGs (34%) is higher among those with a university degree.
- Women are more likely than men to cite environmental damage (51% vs 44%) or impact on Indigenous peoples (24% vs. 17%).
- Concern about increased regional tensions is higher among those age 60 and over (30%, vs. 20% of Canadians under 60).
- Concern about the impact on Indigenous peoples is higher in Manitoba (28%), Quebec (25%), Newfoundland and Labrador (26%) and the Territories (34%) than other locations (13% to 19%).

5. Views on costs vs benefits of becoming an energy superpower

A slim majority of Canadians think the benefits of becoming an energy superpower will outweigh the costs for Canada.

After considering the potential benefits and costs to becoming an energy superpower, just over half (54%) of Canadians say the benefits will outweigh the costs. On the other side of the equation, notably fewer (14%) say the costs will outweigh the benefits. Two in ten (19%) think the benefits and costs are about equal, and the remainder feel unable to say (13%).

Costs vs benefits of becoming an energy superpower

Views	Total
The benefits of becoming an energy superpower will outweigh the costs for Canada	54%
The costs of becoming an energy superpower will outweigh the benefits for Canada	14%
The benefits and the costs are about equal	19%
Not sure	13%

Q13. Which of the following views is closest to your own?

Belief that the benefits will outweigh the costs is the dominant view across the country and all subgroups of the population, but is highest among the following:

- Albertans (62%, vs. 45% to 57% of other regions). Quebecers are the least likely to think this, although they are still more than twice as likely to think benefits will outweigh costs (45%) than costs outweighing benefits (18%).
- Men (65%, vs. 43% of women, who are the most likely to think the two are about equal).
- Those with the highest household incomes (65% with \$150,000 or more, vs. 55% with \$80,000 to under \$150,000, and 46% with incomes under \$80,000).
- Those working in the energy (70%) or mining (68%) sectors.

6. Perceived personal impacts of Canada becoming an energy superpower

Canadians tend to think the country becoming a superpower will not change their personal standard of living or future job prospects, but majorities feel it will improve these for the next generation.

Canadians are more likely to think the country becoming an energy superpower will improve the lives of the next generation rather than their own. Two-thirds say it will improve the standard of living (68%) and job prospects (66%) for the next generation. By comparison, only four in ten (40%) say it will improve their own standard of living, and one-quarter (27%) think it will improve their own future job prospects; in both cases, larger proportions say it will make no difference (47% and 62%, respectively), with very few who say it will have a negative impact.

Perceived personal impacts of Canada becoming an energy superpower

Impacts	Improve	Make no real difference	Worsen	Not sure
Your standard of living	40%	47%	5%	8%
Your future job prospects	27%	62%	3%	8%
The standard of living for the next generation	68%	16%	7%	9%
The job prospects for the next generation	66%	20%	5%	9%

Q14. If Canada were to become an energy superpower, what impact, if any, do you think it would have on each of the following?

Understandably, perceptions are closely linked to age. Belief that this would improve one's own standard of living or future job prospects is higher among younger Canadians age 18 to 29 (51% and 43%, respectively), and decreases with age, with older people (age 60 and over) the most likely to say it would make no real difference. Optimism about the impact on the next generation's future job prospects is higher among those age 60 or older (70%); optimism about the standard of living for the next generation does not vary by age.

Regionally, belief that Canada becoming an energy superpower would improve either one's own standard of living or job prospects or those of the next generation is highest among Alberta residents (53%, 40% and 76%, respectively).

Optimism about their own job prospects and about those of future generations is higher among those working in the energy sector (67% and 79%, respectively).

7. Perceived national impacts of Canada becoming an energy superpower

Majorities of Canadians think becoming an energy superpower will have positive impacts on the country's energy sector and infrastructure, but are divided about what it will mean for the environment.

Canadians were shown a list of nine factors and asked how each would be affected by the country become an energy superpower. Majorities think this would have a positive impact on most factors, except for on the environment and nature.

Becoming an energy superpower is most widely associated with positive impacts on job creation in the energy sector (87%) and in manufacturing or related industries (79%), and on energy infrastructure (81%). Majorities also think it will have a positive impact on our vulnerability to global energy disruptions (74%); access to affordable clean energy technologies (72%); energy costs (67%); and, the frequency of power outages or energy disruptions (64%). Half (54%) think it will have a positive impact on access to quality public services. However, Canadians are divided on what it means for the environment/nature (39% positive impact, 38% negative impact).

Perceived national impacts of Canada becoming an energy superpower

Impacts	Net: Positive impact	Very positive impact	Some- what positive impact	No impact	Some- what negative impact	Very negative impact	Not sure
Job creation in energy and natural resource sectors	87%	44%	42%	6%	2%	1%	4%
Energy infrastructure	81%	36%	45%	8%	3%	1%	7%
Job creation in manufacturing and related industries	79%	33%	47%	11%	2%	1%	6%
Canada's vulnerability to global energy disruptions	74%	37%	37%	11%	5%	2%	8%
Access to affordable clean energy technologies	72%	28%	44%	16%	4%	2%	6%
Energy costs for homes and businesses	67%	23%	44%	15%	8%	2%	8%
How often Canadians experience power outages or energy disruptions	64%	25%	39%	22%	3%	1%	9%
Access to quality public services	54%	20%	35%	31%	3%	1%	10%
The health of our environment/nature	39%	16%	23%	14%	29%	9%	9%

Q15. If Canada were to become an energy superpower, what impact, if any, do you think it would have on each of the following?

Responses are generally similar across the country and most subgroups, but Albertans are the most likely to be very positive about most aspects, except for the impact on access to affordable clean energy technologies and the health of the environment, which they view similarly to others.

Scepticism about the potential impact on the environment is more widespread in Quebec (41%), BC (39%), Ontario (38%) and the Territories (46%). Younger people aged 18 to 29 are, interestingly, the most optimistic about this aspect (52% net positive, vs. 32% to 41% of older people).

8. Expected timeline for Canada to become an energy superpower

Half of Canadians think the country could become an energy superpower within the next 10 years.

Canadians were asked how quickly they believe the country can become an energy superpower, if ever. The expected timeframe is on the longer side: very few think it will happen within the next five years (12%), although in total, half (51%) believe it is possible within the next 10 years.

Expected timeline for Canada to become an energy superpower

Timeframe	Total
Within the next 5 years	12%
Within the next 10 years	39%
NET: Within the next 10 years	51%
Within the next 25 years	25%
NET: Within the next 25 years	76%
More than 25 years from now	6%
Never/unlikely to ever happen	8%
Canada is already an energy superpower	2%
Not sure	8%

Q16. Based on your expectations, how quickly do you think Canada can become an energy superpower, if ever?

Timing perceptions are generally similar across regions and demographic subgroups. However, belief that Canada can become an energy superpower in the next 10 years is higher among:

- Men (55%, vs. 47% of women).
- Canadians employed in the energy sector (67%).
- Those who say it is extremely or very important for Canada to pursue becoming an energy superpower (59%, vs. 32% somewhat and 10% not important).

9. Confidence that the Government of Canada will successfully lead efforts to make the country become an energy superpower

Just under six in ten Canadians are at least somewhat confident the Government of Canada can successfully lead efforts to make Canada an energy superpower.

Just under six in ten Canadians (57%) express some confidence that the Government of Canada can successfully lead efforts to make the country an energy superpower, although few are very confident (13%). Just under four in ten (37%) are not confident (15% are not at all confident), and under one in ten are not sure.

Confidence that the Canadian government can lead efforts to make the country become an energy superpower

Confidence level	Total
Net: Confident	57%
Very confident	13%
Somewhat confident	44%
Net: Not confident	37%
Not very confident	22%
Not at all confident	15%
Not sure	6%

Q17. How confident are you that the Government of Canada can successfully lead efforts to make Canada an energy superpower?

Regionally, stated confidence (very or somewhat) is fairly similar. Around half (52%) of Albertans express confidence, statistically similar to other regions, but over four in ten (44%) lack confidence that the federal government can lead this effort, marginally more than is the case elsewhere.

Majorities in all regions and most population segments express confidence (very or somewhat). Confidence is higher among younger (66% aged 18-29) and older (64% aged 60 and up) Canadians, compared to those between the ages of 30 and 59 (49%).

Confidence is also higher among: those previously aware of the federal government's energy superpower goal (61%, vs. 51% not aware), those who feel becoming an energy superpower is very important (65%, vs. 41% who say it is somewhat important and 9% who think it is not important), and those who think this goal will be accomplished in less than 10 years (72%).

10. Where Canada ranks among other major-energy producing countries

Canadians hold mixed views about whether the country currently leads or lags as an energy superpower relative to the world's major energy producers.

There is no consensus among Canadians about where Canada currently ranks as an energy superpower relative to other major energy-producing countries. One-third of Canadians think this country is either a leader (10%) or close behind the leaders (24%). A similar proportion (36%) ranks Canada as being in the middle, and one-quarter (24%) say it is near the bottom. Just under one in ten (7%) are not sure.

Canada's perceived ranking among other major-energy producing countries

Ranking	Total
Among the leaders	10%
Close behind the leaders	24%
In the middle	36%
Near the bottom	23%
Not sure	7%

Q18. Compared to other major energy-producing countries like the US, China, Russia, and Norway, where do you think Canada currently ranks as an energy superpower? Is Canada...

Opinions are fairly similar across the country and most population subgroups. Belief that Canada already ranks among or close behind the leaders as an energy superpower is a minority view, but somewhat higher among:

- Younger Canadians (45% age 18 to 29, vs. 28% to 35% of older people).
- Newfoundland and Labrador (47%).
- Those employed in the mining (48%) or energy (42%) sectors.

11. If Canada can effectively protect the environment while developing natural resources

The public is optimistic that Canada can effectively protect the environment while also developing its natural resources.

A two-thirds (66%) majority of Canadians say it is possible for Canada to effectively protect the environment while developing its natural resources. Two in ten (20%) think it is not possible, and one in seven (14%) are unsure.

If possible or not to effectively protect the environment

If it is possible to protect the environment while developing natural resources	Total
Yes, possible	66%
No, not possible	20%
Not sure	14%

Q19. Do you believe it IS possible, or is NOT really possible, for Canada to effectively protect the environment while developing its natural resources?

Belief that the environment can be effectively protected during natural resource development is a majority view across the country and across demographic subgroups, but is higher among the following:

- Albertans (74%).
- Men (71%, vs. 61% of women).
- Those working in the energy sector (80%).

- Those who think it is extremely or very important (75%) that Canada become an energy superpower, and those who think this will happen in the next ten years (78%).

12. Agreement with statements about Canada's approach to natural resources development

Eight in ten Canadians agree that Canada should be a global leader in reducing pollution and growing the clean economy; there is lower, but still almost six in ten majority agreement, that it should only develop energy resources that reduce greenhouse gas emissions.

Canadians were asked their level of agreement with two statements regarding Canada's future energy development approaches. Eight in ten agree (44% strongly, 35% somewhat) that Canada should be a global leader in reducing pollution and growing the clean economy. Just under six in ten agree (24% strongly, 33% somewhat) that Canada should only develop energy resources that reduce emissions.

Agreement with statements about natural resource development

Agreement with statements	Net: Agree	Strongly Agree	Some-what agree	Some-what disagree	Strongly disagree	Not sure
Canada should be a global leader in reducing pollution and growing the clean economy	79%	44%	35%	10%	8%	3%
Canada should only develop energy resources that reduce greenhouse gas emissions	57%	24%	33%	20%	18%	5%

Q20. To what extent do you agree or disagree with the following statements:

Regionally, Albertans are less likely than others to agree with both statements, including less than half (40%) who agree Canada should only develop energy resources that reduce greenhouse gas emissions.

Views vary across subgroups as follows:

- Overall agreement (strongly or somewhat) with both statements is higher among women, those with a university degree and those who do not work in energy, mining or manufacturing.
- Overall agreement that Canada should only develop energy resources that reduce emissions is highest among young Canadians (68% aged 18 to 29) and decreases with age (to 53% aged 45 or older).
- Overall agreement with both statements is notably higher among those who think Canada's future energy priority should lean toward, or be mainly, clean energy, than those who feel fossil fuels still have a place in the mix.

13. Top priorities while building Canada's energy future

Canadians think the top priorities for building the country's energy future should be reducing reliance on foreign countries, keeping energy affordable, and protecting the environment.

Canadians were shown a list of potential priorities and asked which should guide Canada as it builds its energy future. No single priority stands out, but the top mentions are reducing our energy reliance on foreign countries (41%), keeping energy affordable (37%), and protecting the environment when developing energy projects (36%).

Around three in ten each also indicate priority should be placed on promoting economic growth and creating jobs (32%), making clean energy technologies (like electric vehicles, heat pumps, and solar panels) more widely available at affordable prices (32%), and ensuring stable and reliable access to energy across the country (31%). They are least likely to prioritize community benefits of energy projects (16%) or increasing national unity and economic equality across regions (10%).

Top priorities when building Canada's energy future

Priorities when building Canada's energy future	Total
Reducing reliance on foreign countries for energy	41%
Keeping energy affordable for households and businesses	37%
Protecting the environment when developing energy projects	36%
Promoting economic growth and creating jobs	32%
Making clean energy technologies (like electric vehicles, heat pumps, and solar panels) more widely available at affordable prices	32%
Ensuring stable and reliable access to energy across the country	31%
Reducing greenhouse gas emissions with cleaner energy	27%
Developing new energy technologies and innovations	23%
Ensuring energy projects financially benefit the communities where they are located.	16%
Increasing national unity and economic equality across regions	10%

Q21. *Canada faces important choices about how to build its energy future. Different people have different views about what matters most. Please select what you think Canada's top priorities should be as it builds its energy future.*

There are some notable differences in how subgroups rank these priorities:

- **Age:** Reducing our foreign energy reliance is the top priority for most age groups, except for younger Canadians (age 18 to 29), who rank affordable energy as their top priority. Older Canadians (age 60+) are also more likely than others to prioritize reliable access across the country (39%, ranking second only to reducing foreign reliance).
- **Gender:** Protecting the environment is the top priority for women (44%), but is ranked sixth for men (27%), behind economic aspects, particularly promoting economic growth and job creation (39%, vs. 26% for women).

- **Region:** Reducing foreign reliance is the top priority in most regions except in Saskatchewan (top ranked is ensuring reliable access across the country, 41%), and PEI and Nfld (top ranked is affordability, at 55% and 50%, respectively). Environmental protection (40%), making clean energy technologies more widely available (36%), and reducing GHG emissions (35%) ranks higher in Quebec than in most other regions.
- **Education:** Affordable energy is the top priority for those without a postsecondary education (47%). Among university postgraduates, the top two ranked priorities are protecting the environment (42%) and making clean technologies more widely available (41%); this group is also more likely than others to prioritize emissions reductions (35%).
- **Household income:** Among those in the lowest income bracket (less than \$40,000), the top two ranked priorities are affordable energy (46%) and protecting the environment (41%); reducing foreign reliance trumps these two priorities in higher income brackets. Those with incomes over \$150,000 are more likely than others to prioritize economic growth and job creation (38%).

14. If statements about Canada becoming an energy superpower are convincing

Reducing reliance on foreign energy sources, ensuring affordable and reliable energy for Canadians, and job creation are seen as the most convincing reasons for Canada to pursue becoming an energy superpower.

Canadians were asked how convincing each of five statements would be in getting people they know to support Canada becoming an energy superpower. The statements fall into two tiers.

The most convincing statements in support of the energy superpower goal are considered to be: reducing reliance on foreign energy sources (85% net convincing, 45% very convincing); ensuring affordable and reliable energy for Canadians (85% net convincing, 43% very); and, creating jobs and strengthening Canada's global economic competitiveness (84% net convincing, 40% very).

The two statements that are considered less convincing, albeit still by around two-thirds, are: becoming a global leader in clean energy, clean energy technology and decarbonization (68% net convincing, 28% very); and ensuring the benefits of energy development are equally shared across all regions of Canada (66% net convincing, 22% very).

If statements about Canada becoming an energy superpower are convincing

Canada becoming an energy superpower means...	Net: Convincing	Very convincing	Somewhat convincing	Not very convincing	Not at all convincing	Not sure
Reducing reliance on foreign energy sources	86%	45%	40%	9%	3%	3%
Ensuring affordable and reliable energy for Canadians	85%	43%	42%	10%	3%	3%
Creating jobs and strengthening Canada's global economic competitiveness	84%	40%	44%	11%	3%	3%
Becoming a global leader in clean energy, clean energy technology and decarbonization	68%	28%	40%	19%	9%	4%
Ensuring the benefits of energy development are equally shared across all regions of Canada	66%	22%	43%	23%	7%	4%

Q22. How convincing do you think each of the following statements would be in getting people you know to support Canada becoming an energy superpower? Canada becoming an energy superpower means ...

Since majorities in all subgroups believe all five statements are convincing (very or somewhat), the subgroup analysis was focused on those who believe each statement is *very* convincing.

- Younger Canadians (age 18 to 29) tend to be more convinced by several statements including about ensuring reliable energy (47%), becoming a clean energy leader (33%) and ensuring benefits are shared across the country (30%).
- Quebecers tend to be relatively less convinced by statements about ensuring reliable energy (37%) and creating jobs (29%), and relatively more convinced by the statement about becoming a global clean energy leader (33%).
- Canadians in the highest income bracket (\$150,000 or more) tend to be relatively more convinced by statements that it would reduce foreign reliance (52%) and would create jobs (47%).

15. Ways to build confidence in Government of Canada energy initiatives

Clear evidence of economic benefits and strong environmental protection and enforcement are most likely to build confidence in GOC energy initiatives.

Canadians were presented with five strategies and asked if each would make them more or less confident in Government of Canada energy initiatives, or make no difference. Majorities think each would make them at least somewhat more confident.

At the top of the list is clear evidence of economic benefits, such as job creation or increased investment in Canada (79% more confident). Seven in ten (70%) would be more confident with strong environmental protection and enforcement standards for energy projects. Around six in ten think other aspects would increase their confidence.

What would increase confidence in the Government of Canada's energy initiatives

Strategies to increase confidence	Net: More confident	Much more confident	Some-what more confident	No difference	Some-what less confident	Much less confident	Not sure
Clear evidence of economic benefits, such as job creation/increased investment in Canada	79%	37%	42%	14%	2%	1%	3%
Strong environmental protection and enforcement standards for energy projects	70%	36%	34%	17%	5%	6%	3%
Oversight by a non-partisan, independent organization that monitors federal energy projects	60%	25%	35%	24%	6%	5%	5%
Public reporting on the greenhouse gas emissions of energy projects	59%	25%	34%	27%	4%	6%	4%
Consultation processes that actively seek and respond to input from local communities including Indigenous communities	58%	23%	35%	23%	6%	8%	4%

Q23. Would each of the following make you more or less confident in Government of Canada energy initiatives, or would it make no difference?

Focusing on those who would feel *much more confident* because of these confidence-building approaches, nationally, there is almost equal preference for clear economic evidence and environmental safeguards. However, preference for environmental safeguards outstrips that for economic evidence in Quebec (42%) and Ontario (38%), among women (43%), post-graduates (44%) and lower-income Canadians (under \$80,000).

Desire for economic evidence and environmental safeguards are roughly on par for Canadians age 30 or older. Younger Canadians (age 18 to 29) place economic evidence ahead of environmental safeguards but also express a notably higher desire for public reporting on the GHG emissions of energy projects (32%) relative to older Canadians (between 21% and 26%).

Appendix A: Methodology

Environics Research conducted an online survey with 3,084 adult Canadians from March 17 to 27, 2026.

Environics designed the sample to be reflective of age, gender, official languages, ethnicity, education and income, using a disproportionate sample to provide more robust sample sizes for analysis of smaller regions (such as the Atlantic region and the Prairies).

Sample design

The Statement of Work for this research stipulated that the survey sample must be drawn from an online panel which recruits participants through probability-based sampling. The survey used the *Probit* panel for this reason. *Probit* panel members are recruited by telephone using random digit dialling, which helps reduce the risk of self-selection at the recruitment stage, and their demographic information is confirmed by live interviewers. The distribution of the panel recruitment process is designed to mirror the actual population in Canada, as defined by Statistics Canada. As such, the *Probit* panel is designed to support samples that are broadly representative of the general public.

During fieldwork, the sample was monitored against established quotas for region, age and gender. The younger age quota was identified as requiring additional sample in order to be completed within the available field period. To address this, the *Probit* sample was blended with supplemental sample from respondents to the AskingCanadians online panel who have been profiled by Environics Analytics' PRIZM geodemographic segmentation system. AskingCanadians has access to 1 million Canadians; they constantly recruit new panellists from partnerships such as Aeroplan, Petro-Points, 7-Rewards, The Student Life Network and 55Rush. PRIZM groups Canadian households and neighbourhoods into segments based on shared demographics, values and socioeconomic characteristics. Including PRIZM segments proportionately in the sample design, alongside standard demographic variables such as region, age and gender, helps balance online panel samples and make them more representative and comparable to probability samples. The final unweighted breakdown of the sample included 1,816 respondents from *Probit* and 1,268 from AskingCanadians.

The final sample was weighted to ensure it is representative of the Canadian population, according to the most recent Census (2021). The inclusion of the supplemental PRIZM-profiled sample was intended to improve the demographic balance of the final sample, particularly by helping to fill age quotas gaps among younger respondents. Results should therefore be interpreted as based on a blended online panel sample that was quota-managed and weighted to reflect the Canadian population.

The Government of Canada *Standards for the Conduct of Public Opinion Research – Online Surveys* allows the use of a margin of error for probability-based online samples. For this study, the margin of error for the total sample would be plus or minus 1.8 percentage points, at the 95% confidence level.

The survey obtained the following distribution:

Variable	% of population	Target (quota)	% of sample	Actual Unweighted	Actual Weighted**
Jurisdiction					
Atlantic (net)	7%	420	14%	391	200
Newfoundland/Labrador	1%	120	4%	103	43
Prince Edward Island	<1%	60	2%	40	12
Nova Scotia	3%	120	4%	128	80
New Brunswick	2%	120	4%	120	65
Quebec	23%	660	22%	645	709
Ontario	39%	720	24%	783	1,187
Manitoba	4%	150	5%	147	111
Saskatchewan	3%	150	5%	164	96
Alberta	12%	420	14%	443	355
British Columbia	14%	450	15%	470	416
Territories*	<1%	30	1%	41	9
CANADA	100%	3,000	100%	3,084	3,084
Age					
18-29	18%	600	20%	550	555
30-44	25%	750	25%	851	771
45-59	25%	750	25%	785	771
60+	32%	900	30%	898	987
Gender					
Male	49%	1,470	49%	1,614	1,527
Female	51%	1,530	51%	1,420	1,511

*Territories were on a best effort basis

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

The following table presents the weighted distribution of survey participants by specific variables.

Variable	Total sample %	% of population
Education ^α		
High school or less	14	33
Apprentice/college/some university	30	34
University graduate/post-graduate	56	33
Employment status ^α		
Full time/self employed	56	50
Part time	7	11
Not in work force (including retired)	36	35
Total annual household income⁺		
Under \$40,000	12	19
\$40,000-<\$80,000	22	28
\$80,000-<\$100,000	13	12
\$100,000-<\$150,000	24	20
\$150,000 or more	27	20
Survey language /official languages		
English	82	74
French	18	26

^α Actual Census categories differ from those used in this survey; categories have been adjusted to correspond. Statistics Canada figures for education are for Canadians aged 25 to 64 years. For employment age 15+.

⁺ Percentaged on those providing a response

Questionnaire design

Natural Resources Canada provided Environics with desired topic areas and background information on Canada's energy policies and the objectives driving this research. Environics then designed a questionnaire using best practices in question design, particularly for online surveys. Upon approval of the English questionnaire, Environics arranged for the questionnaire to be translated into French by professional translators.

Environics' data analysts programmed the questionnaires, then performed thorough testing to ensure accuracy in set-up and data collection. This validation ensured that the data entry process conformed to the survey's basic logic. The data collection system handles sampling invitations, quotas and questionnaire completion (skip patterns, branching, and valid ranges).

Prior to finalizing the survey for field, a pre-test (soft launch) was conducted in English and French. The pre-test assessed the questionnaires in terms of question wording and sequencing, respondent sensitivity to specific questions and to the survey overall, and to determine the survey length; standard Government of Canada pre-testing questions were also asked. As no changes were required following the pre-test, the n=41 responses (23 English, 18 French) have been included in the final data set.

The final survey questionnaire is included in Appendix B.

Fieldwork

The survey was conducted by Environics using a secure, fully featured web-based survey environment. The average interview length was 20.12 minutes.

All respondents were offered the opportunity to complete the surveys in their official language of choice. All research work was conducted in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys and recognized industry standards, as well as applicable federal legislation (Personal Information Protection and Electronic Documents Act, or PIPEDA).

Following data collection, the data from this survey were statistically weighted to ensure the sample is representative of the Canadian population according to the most recently available Census information.

Completion results

The completion results are presented in the following table.

Contact disposition

Disposition	N
Total invitations (c)	99,229
Total completes (d)	3,084
Qualified break-offs (e)	866
Disqualified (f)	806
Not responded (g)	93,030
Quota filled (h)	1,443
Contact rate = (d+e+f+h)/c	6.25%
Participation rate = (d+f+h)/c	5.37%

Non-response bias analysis

The table below presents a profile of the final general population sample (unweighted), compared to the actual population of Canada (2021 Census information). The final sample underrepresents those with high school or less education, which is a typical pattern for public opinion surveys in Canada (e.g., those with more education are more likely to respond to surveys).

Non-response bias analysis

Sample type	Sample*	Canada (2021 Census)
Gender (18+)		
Male	50%	49%
Female	49%	51%
Education level ^α		
High school diploma or less	14%	33%
Trades/college/post sec no degree	24%	34%
University degree	37%	33%

* Data are unweighted and percentaged on those giving a response to each demographic question

^α Actual Census categories differ from those used in this survey and have been recalculated to correspond.
Statistics Canada figures for education are for Canadians aged 25 to 64 years.

Appendix B: Questionnaire

Natural Resources Canada Canada's Energy Future Survey

LANDING PAGE

Please select your preferred language for completing this survey / SVP choisissez votre langue préférée pour remplir ce sondage.

- 1 English / Anglais
- 2 Français / French

Welcome to the survey. Environics Research, an independent research company, is conducting this survey about current issues of interest to Canadians on behalf of the Government of Canada.

Your participation is voluntary, and your responses will be kept entirely confidential and anonymous. The survey will take about 15 minutes to complete and is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service.

[Click here](#) if you wish to verify the authenticity of this survey. The verification number is 20260301-EN447. To view our privacy policy, [click here](#).

The survey is best completed on a computer or a tablet. If you are completing this survey on a smart phone, please turn the device to landscape (horizontal/sideways) mode so that all questions display correctly.

If you have any questions about the survey, please contact Environics Research at onlineresearch@environics.ca.

Please click on >> to continue.

< **PROGRAMMING NOTE: All questions are mandatory unless specified.** >

Section 1: Screening and quotas

A. In what month/year were you born?

MONTH DROPDOWN (January-December)

NUMERIC DROPDOWN (<1910 to >2010)

IF RESPONDENT DECLINES TO PROVIDE A PRECISE BIRTH YEAR: Would you be willing to indicate in which of the following age categories you belong?

DROP DOWN LIST: Select one only.

00 – Under 18 - **TERMINATE**

01 – 18 to 19

02 – 20 to 24

03 – 25 to 29

04 – 30 to 34

05 – 35 to 39

06 – 40 to 44

07 – 45 to 49

08 – 50 to 54

09 – 55 to 59

10 – 60 to 64

11 – 65 and over

99 – Prefer not to answer

IF UNDER 18 THANK AND TERMINATE

B. In what province or territory do you live?

PROVINCE/TERRITORY DROP-DOWN LIST

01 – British Columbia

02 – Alberta

03 – Saskatchewan

04 – Manitoba

05 – Ontario

06 – Quebec

07 – New Brunswick

08 – Nova Scotia

09 – Prince Edward Island

10 – Newfoundland and Labrador

11 – Yukon

12 – Northwest Territories

13 – Nunavut

C. What is your gender?

- 01 – Man
- 02 – Woman
- 03 – Or please specify
- 99 – Prefer not to answer

Section 2: Awareness and Understanding**1. Have you seen, heard or read anything recently about what governments in Canada are doing to shape Canada's energy future?**

- 01 – Yes
- 02 – No **[SKIP TO Q4]**
- 99 – Not sure **[SKIP TO Q4]**

2. **[IF Q1=01 YES] What have you heard about what governments in Canada are doing to shape Canada's energy future?****OPEN-ENDED. INSERT 1 MEDIUM-SIZED TEXT BOX2**

- 99 - Not sure

3. **[IF Q1=01 YES] Which government or governments was this?*****Select any that apply***

- 01 – Federal government
- 02 – Provincial/territorial government
- 03 – Municipal/local government
- 04 – Indigenous government
- 99 – Not sure

4. The Government of Canada has set a goal for Canada to become an “energy superpower”. Had you heard about this before now?

- 01 – Yes
- 02 – No **[SKIP TO Q6]**
- 99 – Not sure **[SKIP TO Q6]**

5. How informed would you say you are about the Government of Canada's efforts to make Canada an energy superpower?***Select only one***

- 01 – Very well informed
- 03 – Somewhat informed
- 04 – Not very informed
- 05 – Not at all informed

6. **[ASK ALL]** When you hear the term “energy superpower”, what does it mean to you? Even if you haven’t heard much about it before, what comes to mind?

Please be as specific as possible.

OPEN-ENDED. INSERT 1 MEDIUM-SIZED TEXT BOX2

99 - Not sure

7. **People may have different ideas about what it means for Canada to be an “energy superpower”.**

To what extent do you agree or disagree with the following statements?

For Canada to be an energy superpower, it means....

Select response for each
RANDOMIZE

- a) Producing abundant amounts of energy to meet Canada’s energy needs
- b) Playing an important role in global energy markets by selling energy to other countries
- c) Providing affordable energy for households and businesses
- d) Providing good, well-paying jobs in the energy sector
- e) Being a leader in reducing emissions and creating more environmentally sustainable energy systems
- f) Having energy systems that are reliable and resilient, even during crises or disruptions
- g) Having widely available and affordable clean energy technologies (such as electric vehicles, heat pumps, solar panels and battery storage)
- h) Building competitive energy industries that can succeed in international markets

01 – Strongly agree

02 – Somewhat agree

03 – Somewhat disagree

04 – Strongly disagree

99 – Not sure

8. **In your view, how should Canada prioritize clean energy and fossil fuels to meet its goal of becoming an energy superpower?**

ROTATE 01-05, ANCHOR 99

01 – Mainly fossil fuels (oil, gas)

02 – Both, but lean more toward clean energy

03 – Both fossil fuels and clean energy equally

04 – Both, but lean more toward fossil fuels

05 – Mainly clean energy (wind, solar, hydro, nuclear)

99 – Not sure

Section 3: Perceived Importance, Benefits and Costs

9. Overall, how important do you believe it is for Canada to pursue becoming an energy superpower?

Select only one

- 01 – Extremely important
- 02 – Very important
- 03 – Somewhat important
- 04 – Not very important
- 05 – Not at all important

10. Why do you say it is [INSERT Q9 RESPONSE] for Canada to pursue becoming an energy superpower?

Please be as specific as possible.

OPEN-ENDED. INSERT 1 MEDIUM-SIZED TEXT BOX

99 - Not sure

11. What do you see as the main *benefit(s)* for Canada, if any, of becoming an energy superpower?

Select up to three

RANDOMIZE

- 01 – Create jobs/job opportunities for Canadians
- 02 – Economic growth/makes Canada more economically competitive
- 03 – a more abundant and reliable energy supply across the country, including in rural and remote areas
- 04 – Lower energy costs for homes/businesses
- 05 – Greater availability of clean technologies (e.g., heat pumps, electric vehicles, solar panels, battery storage)
- 06 – More funding for quality public services (health, education etc.)
- 07 – Reduces greenhouse gas emissions that cause climate change
- 08 – Greater national unity
- 09 – Greater national sovereignty (e.g., negotiating power in international relations)
- 10 – Protects our energy security (i.e., resilient to shocks or crises)
- 11 – Creates benefits for Indigenous communities/people
- 97 – Other (SPECIFY) **ANCHOR AT BOTTOM**
- 98 – None/no benefits **ANCHOR; SINGLE PUNCH**
- 99 – Not sure **ANCHOR**

12. What do you see as the main *cost(s)* for Canada, if any, of becoming an energy superpower?*Select up to three***RANDOMIZE 01-12, ANCHOR 98 and 99**

- 01 – Environmental damage from energy projects (e.g., impacts on land, water, wildlife)
- 02 – Increased greenhouse gas emissions that cause climate change
- 03 – Negative impacts on Indigenous rights or communities
- 04 – Higher energy costs for homes/businesses
- 05 – Greater regional tensions between provinces/territories
- 06 – Investing too heavily in fossil fuels while other countries move toward cleaner energy
- 07 – Local communities not having a say in decisions
- 08 – Trade disputes or tensions with other countries
- 97 – Other (SPECIFY) **ANCHOR AT BOTTOM**
- 98 – None/no challenges **ANCHOR; SINGLE PUNCH**
- 99 – Not sure **ANCHOR**

13. Which of the following views is closest to your own?**RANDOMIZE 01-02; ANCHOR 03-99 AT BOTTOM**

- 01 – The **benefits** of becoming an energy superpower will outweigh the **costs** for Canada
- 02 – The **costs** of becoming an energy superpower will outweigh the **benefits** for Canada
- 03 – The benefits and the costs are about equal
- 99 – Not sure

14. If Canada were to become an energy superpower, what impact, if any, do you think it would have on each of the following?*Select response for each***RANDOMIZE; KEEP A/B AND C/D TOGETHER**

- a) Your standard of living
 - b) Your future job prospects
 - c) The standard of living for the next generation
 - d) The job prospects for the next generation
- 01 – Improve
 - 02 – Make no real difference
 - 03 – Worsen
 - 99 – Not sure

15. If Canada were to become an energy superpower, what impact, if any, do you think it would have on each of the following?

Select response for each

RANDOMIZE

- a) Job creation in energy and natural resource sectors
- b) Job creation in manufacturing and related industries
- c) How often Canadians experience power outages or energy disruptions
- d) Energy costs for homes and businesses
- e) Access to affordable clean energy technologies (e.g., heat pumps, electric vehicles, solar panels)
- f) Access to quality public services (e.g., health, education)
- g) Energy infrastructure (e.g., electric transmission and grid systems)
- h) Canada's vulnerability to global energy disruptions (e.g. geopolitical conflict, international shipping disruptions)
- i) The health of our environment/nature

01 – Very positive impact

02 – Somewhat positive impact

03 – No impact

04 – Somewhat negative impact

05 – Very negative impact

99 – Not sure

16. Based on your expectations, how *quickly* do you think Canada can become an energy superpower, if ever?

01 – Within the next 5 years

02 – Within the next 10 years

03 – Within the next 25 years

04 – More than 25 years from now

05 – Never/unlikely to ever happen

06 – Canada is already an energy superpower

99 – Not sure

17. How confident are you that the Government of Canada can successfully lead efforts to make Canada an energy superpower?

01 – Very confident

02 – Somewhat confident

03 – Not very confident

04 – Not at all confident

99 – Not sure

18. Compared to other major energy-producing countries like the US, China, Russia, and Norway, where do you think Canada currently ranks as an energy superpower? Is Canada...
- 01 – Among the leaders
 - 02 – Close behind the leaders
 - 03 – In the middle
 - 03 – Near the bottom
 - 99 – Not sure
19. Do you believe it IS possible, or is NOT really possible, for Canada to effectively protect the environment while developing its natural resources?
- 01 – Yes, possible
 - 02 – No, not possible
 - 99 – Not sure
20. To what extent do you agree or disagree with the following statements:
- Select response for each*
RANDOMIZE
- a) Canada should only develop energy resources that reduce greenhouse gas emissions
 - b) Canada should be a global leader in reducing pollution and growing the clean economy.
- 01 – Strongly agree
 - 02 – Somewhat agree
 - 03 – Somewhat disagree
 - 04 – Strongly disagree
 - 99 – Not sure

Section 4: Values and Priorities

21. Canada faces important choices about how to build its energy future. Different people have different views about what matters most. Please select what you think Canada's top priorities should be as it builds its energy future.

Select up to 3.

RANDOMIZE

- 01-Promoting economic growth and creating jobs
- 02-Protecting the environment when developing energy projects
- 03-Keeping energy affordable for households and businesses
- 04-Ensuring stable and reliable access to energy across the country
- 05-Reducing reliance on foreign countries for energy
- 06-Reducing greenhouse gas emissions with cleaner energy
- 07-Developing new energy technologies and innovations
- 08-Making clean energy technologies (like electric vehicles, heat pumps, and solar panels) more widely available at affordable prices
- 09-Increasing national unity and economic equality across regions
- 10-Ensuring energy projects financially benefit the communities where they are located.

Section 5: Messaging

22. How convincing do you think each of the following statements would be in getting *people you know* to support Canada becoming an energy superpower?

Select response for each

RANDOMIZE

Canada becoming an energy superpower means...

- a) Creating jobs and strengthening Canada's global economic competitiveness
- b) Becoming a global leader in clean energy, clean energy technology and decarbonization
- c) Ensuring affordable and reliable energy for Canadians
- d) Reducing reliance on foreign energy sources
- e) Ensuring the benefits of energy development are equally shared across all regions of Canada

- 01 – Very convincing
- 02 – Somewhat convincing
- 03 – Not very convincing
- 04 – Not at all convincing
- 99 – Not sure

23. Would each of the following make you more or less confident in Government of Canada energy initiatives, or would it make no difference?

Select response for each

RANDOMIZE

- a) Strong environmental protection and enforcement standards for energy projects
- b) Oversight by a non-partisan, independent organization that monitors federal energy projects
- c) Clear evidence of economic benefits, such as job creation or increased investment in Canada
- d) Consultation processes that actively seek and respond to input from local communities including Indigenous communities
- e) Public reporting on the greenhouse gas emissions of energy projects

01 – Much more confident

02 – Somewhat more confident

03 – No difference

04 – Somewhat less confident

05 – Much less confident

99 – Not sure

Section 6: Demographics

SHOW TO ALL: The following are a few questions about you and your household, for analysis purposes only. Please be assured all of your answers will remain completely confidential.

24. What is the highest level of formal education you have completed?

Select one only

01 – Less than a High School diploma or equivalent

02 – High school diploma or equivalent

03 – Registered Apprenticeship or other trades certificate or diploma

04 – College, CEGEP or other non-university certificate or diploma

05 – University certificate or diploma below bachelor's level

06 – Bachelor's degree

07 – Post graduate degree above bachelor's level

99 – Prefer not to answer

25. Which of the following best describes your own present employment status?*Select one only*

- 01 – Working full-time (i.e., 30 or more hours per week)
- 02 – Working part-time (i.e., less than 30 hours per week)
- 03 – Self-employed or doing unpaid work for a family member's business or farm
- 04 – Unemployed (i.e., looking for a job, temporarily laid off, or starting a new job within a month)
- 05 – Not in the workforce (not available or not able to do paid work due to school, family responsibilities, disability or retirement, for example)
- 99 – Prefer not to answer

26. [IF Q25=01,02,04] Do you work in any of the following industries?*Select any that apply*

- 01 – Energy sector
- 02 – Mining or natural resources sector
- 03 – Manufacturing sector
- 04 – None of the above [SINGLE PUNCH]

27. Which of the following best describes the community where you live (based on total population)?*Select one only*

- 01 – A rural or small community (with a population below 30,000)
- 02 – A medium-sized community or city (with a population over 30,000 but under 500,000)
- 03 – A large urban centre (with a population over 500,000)
- 99 – Not sure

28. What language do you speak *most often* at home?**SELECT ALL THAT APPLY**

- 01 – English
- 02 – French
- 03 – Another language (SPECIFY _____) (DO NOT CODE)
- 99 – Prefer not to answer [SINGLE MENTION]

29. Are you First Nations, Métis or Inuk (Inuit)?**SHOW: First Nations includes Status and Non-Status Indians**01 – No, not First Nations, Métis or Inuk (Inuit) **[SINGLE MENTION]**

02 – Yes, First Nations

03 – Yes, Métis

04 – Yes, Inuk (Inuit)

99 – Prefer not to answer **[SINGLE MENTION]****30. [ASK IF Q29=01,99] Canadians have a variety of ethnic backgrounds and identities. Which of the following best describes your ethnic identity?****Select any that apply**

01 - East Asian (e.g., Chinese, Korean, Japanese, etc.)

02 – South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)

03 – Southeast Asian (e.g., Filipino, Vietnamese, Cambodian, etc.)

04 - Black African (e.g., Nigerian, Ethiopian, Congolese, etc.)

05 – Black Caribbean (e.g., Jamaican, Haitian, Trinidadian/Tobagonian, etc.)

06 – Black, not listed above

07 – Latin American (e.g., Colombian, Salvadoran, Peruvian, Mexican, Chilean etc.)

08 – Middle Eastern, West and Central Asian (e.g., Iranian, Lebanese, Afghan, etc.)

10 – North African (e.g. Egyptian, Moroccan, Algerian, etc.)

11 – White (e.g. English, French, Italian, Russian, Swedish, etc.)

98 – Other not listed above (Please specify _____) **[DO NOT CODE]**99 – Prefer not to say **[SINGLE MENTION]**

- 31. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes?**

Select one only

- 01 – Under \$20,000
- 02 – \$20,000 to just under \$40,000
- 03 – \$40,000 to just under \$60,000
- 04 – \$60,000 to just under \$80,000
- 05 – \$80,000 to just under \$100,000
- 06 – \$100,000 to just under \$150,000
- 07 – \$150,000 and above
- 99 – Prefer not to answer

- 32. And finally, to better understand how results vary by region, what are the first three digits of your postal code?**

— — —

- 99 – Prefer not to answer

SHOW TO ALL: This completes the survey. On behalf of Natural Resources Canada, thank you for your valuable input. In the coming months, the results of this survey will be available on the Library and Archives Canada website