



Majority support or somewhat support subsidies to businesses that invest in green energy projects.

Key Findings



STRONG MAJORITY SUPPORT OR SOMEWHAT SUPPORT SUBSIDIES TO BUSINESSES THAT INVEST IN GREEN ENERGY PROJECTS IN CANADA

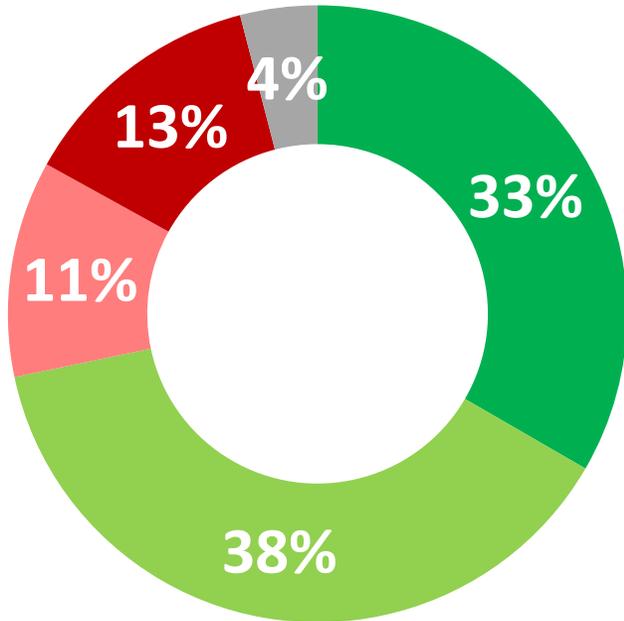
Over seven in ten Canadians ([33%](#)) support or somewhat support ([38%](#)) subsidies to businesses that invest in green energy projects in Canada, while just under one in four Canadians somewhat oppose ([11%](#)) or oppose ([13%](#)) such subsidies. Residents of the Prairies are less likely to support ([25%](#)) subsidies to businesses that invest in green energy than residents of other regions and provinces.



DECLINING INTENSITY OF SUPPORT FOR OFFERING INCENTIVES TO USE ALTERNATIVE ENERGY FROM 2016 WAVE

Although a strong majority still support ([43%](#)) or somewhat support ([31%](#)) offering Canadians incentives to use alternative energy sources for home and travel, the intensity support has fallen by 16 percentage points since 2016 ([59%](#) in 2016 compared to [43%](#) in 2023). Residents of Quebec are more likely to support ([45%](#)) using incentives for alternative energy use than residents of the Prairies ([35%](#) support).

Support for subsidies to businesses that invest in green energy projects in Canada



■ Support
■ Somewhat support
■ Somewhat oppose
■ Oppose
■ Unsure

	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
Support/Somewhat support	70.3%	78.9%	72.5%	61.9%	70.8%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	66.1%	77.2%	75.7%	67.8%	72.1%
Oppose/Somewhat oppose	25.4%	17.2%	22.6%	36.3%	25.0%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	30.5%	18.1%	19.7%	27.6%	24.6%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – The United States government recently approved large subsidy programs to encourage businesses to invest in clean energy projects and to support consumer purchases in areas like electric vehicles. Finance Minister Chrystia Freeland has said similar policies will be a priority in the upcoming federal budget. Do you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]
New spending in the form of subsidies to businesses that invest in green energy projects in Canada

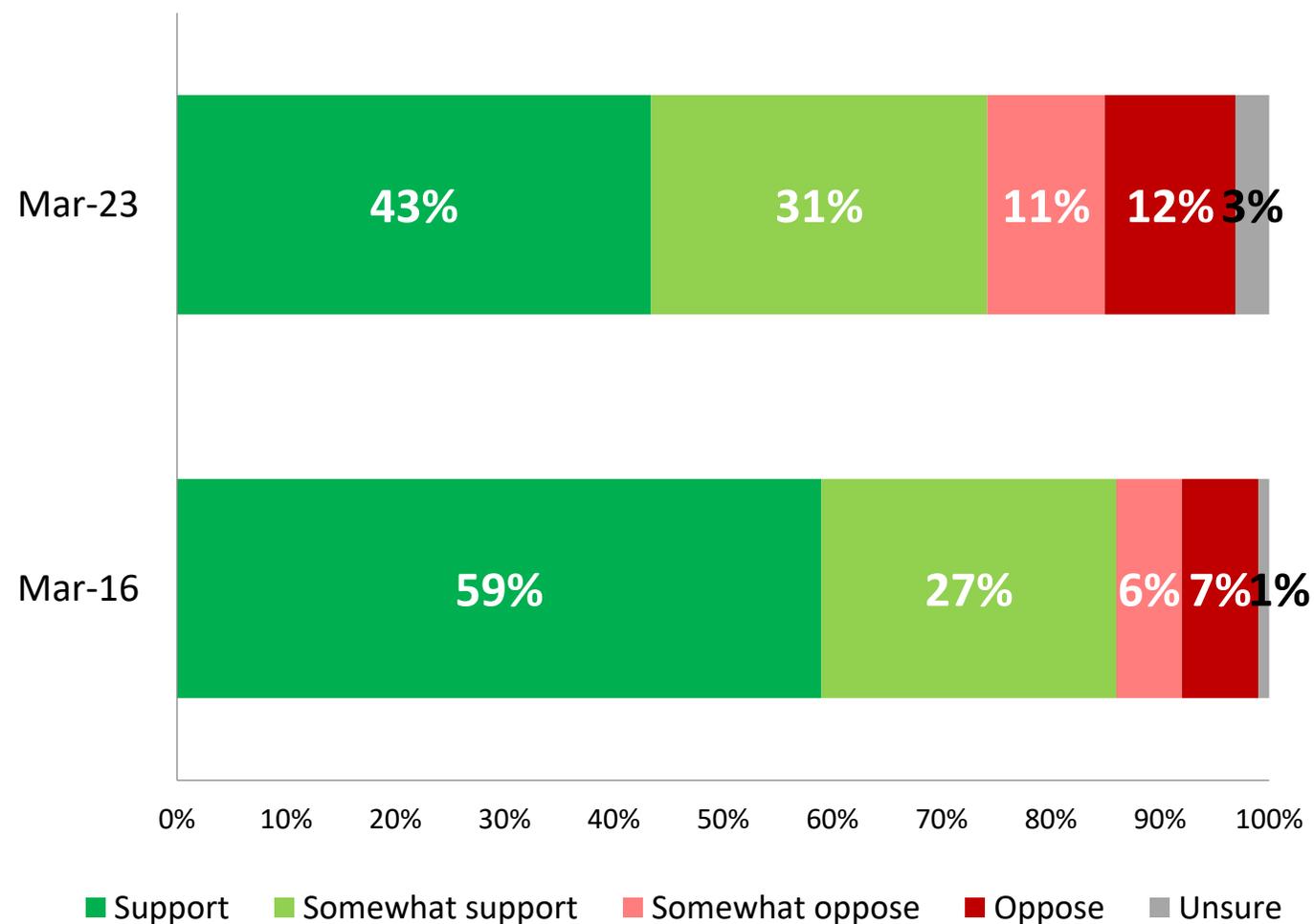
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Since March 2016, those that say they support offering Canadians incentives to use alternative energy sources for home and travel have declined by 16 percentage points (59% in March 2016, 43% in March 2023). Residents of Quebec are more likely to support (45%) incentives to use alternative energy than residents of the Prairies (35%).

Q – Do you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]

The federal government offering incentives to Canadians to use alternative energy sources for home and travel (ie electric cars, solar panels)?

Support on offering Canadians incentives to use alternative energy

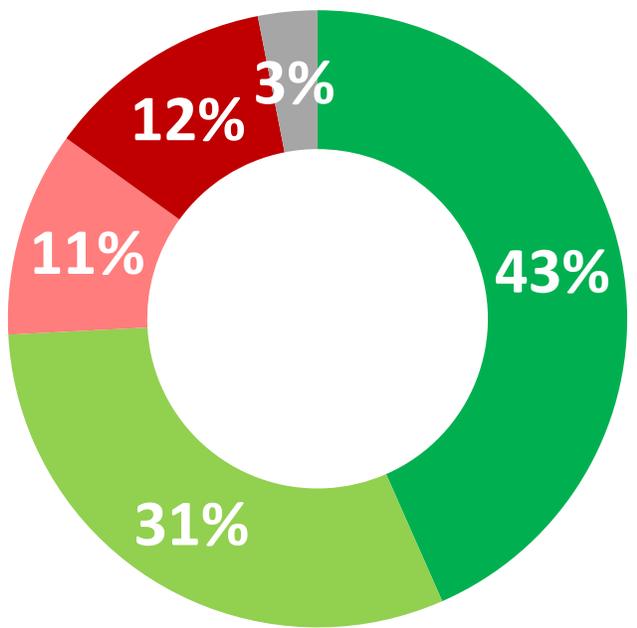


*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Support for subsidies to businesses that invest in green energy projects in Canada



■ Support
■ Somewhat support
■ Somewhat oppose
■ Oppose
■ Unsure

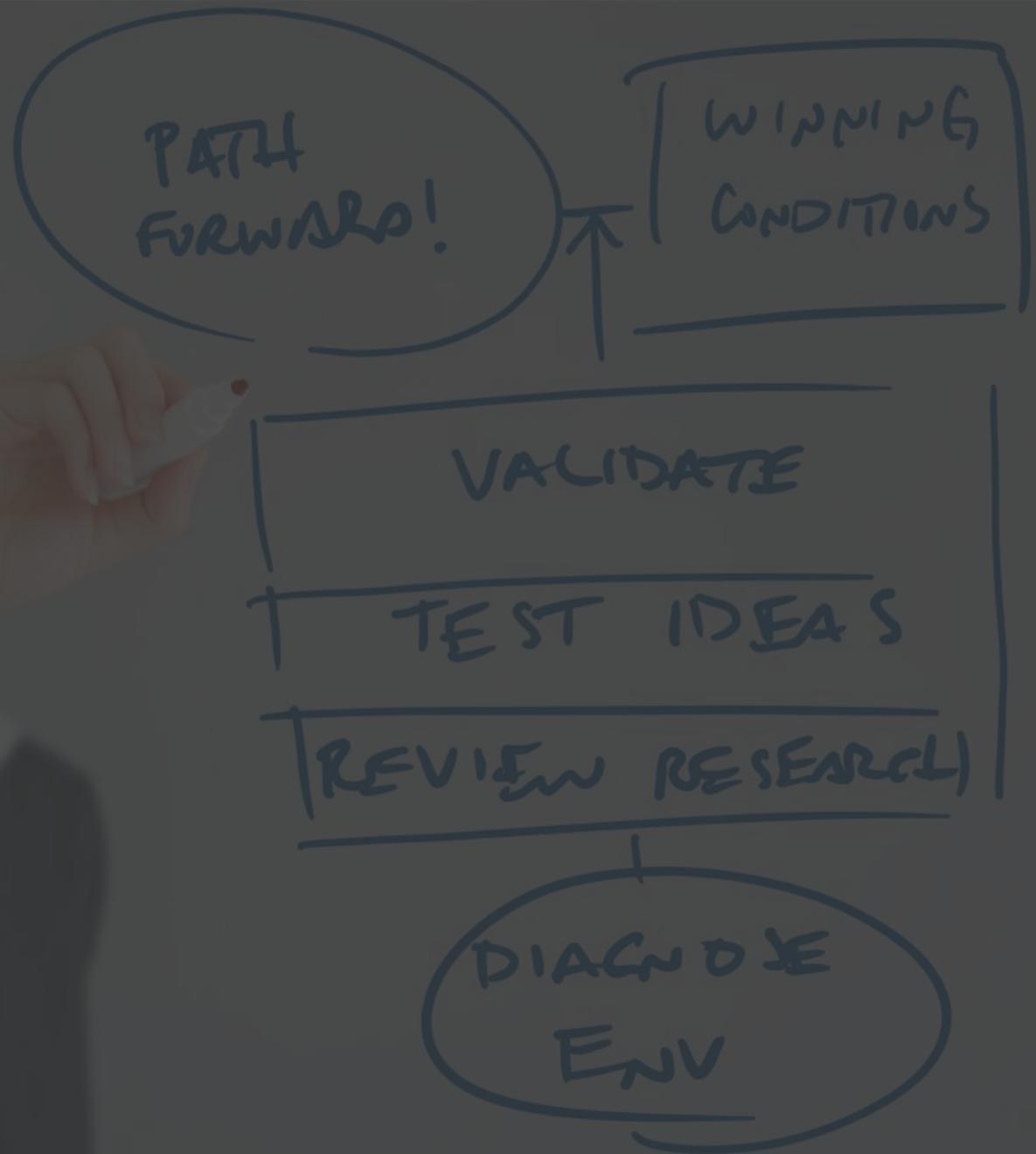
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

	Atlantic (n=93)	Quebec (n=236)	Ontario (n=300)	Prairies (n=217)	BC (n=166)
Support/Somewhat support	78.3%	83.5%	76.4%	58.2%	70.5%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	70.3%	77.6%	76.5%	69.0%	76.8%
Oppose/Somewhat oppose	20.6%	12.3%	19.9%	39.9%	27.4%
	Men (n=542)	Women (n=465)	18 to 34 (n=157)	35 to 54 (n=374)	55 plus (n=481)
	27.1%	18.8%	18.9%	27.6%	21.4%

Q – Do you support, somewhat support, somewhat oppose or oppose the following:[ROTATE]

The federal government offering incentives to Canadians to use alternative energy sources for home and travel (ie electric cars, solar panels)

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 26th to March 1st, 2023, n=1012, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,012 Canadians, 18 years of age or older, between February 26th and March 1st, 2023 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding

METHODOLOGY

Element	Description	Element	Description
Research sponsor	The Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1012 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Hybrid Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	14 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on Canada-US relations and the federal budget.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	February 26 th to March 1 st , 2023.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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TABULATIONS

2019-2329 – Globe and Mail/Nanos Survey – February omni – Green Energy – STAT SHEET

The United States government recently approved large subsidy programs to encourage businesses to invest in clean energy projects and to support consumer purchases in areas like electric vehicles. Finance Minister Chrystia Freeland has said similar policies will be a priority in the upcoming federal budget. Do you support, somewhat support, somewhat oppose or oppose the following:

			Region						Gender			Age		
			Canada 2023-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - New spending in the form of subsidies to businesses that invest in green energy projects in Canada	Total	Unwgt N	1012	93	236	300	217	166	542	465	5	157	374	481
		Wgt N	1005	69	233	388	176	139	490	510	5	270	324	411
	Support	%	33.4	24.1	31.4	38.1	24.8	39.0	33.5	33.2	40.0	36.4	33.8	31.1
	Somewhat support	%	38.4	46.2	47.5	34.4	37.1	31.8	32.6	44.0	20.0	39.3	34.1	41.1
	Somewhat oppose	%	11.3	7.8	12.6	12.2	10.4	9.8	13.8	8.9	20.0	9.4	12.6	11.6
	Oppose	%	12.9	17.7	4.6	10.4	25.9	15.2	16.8	9.2	20.0	10.3	15.0	13.0
	Unsure	%	4.0	4.3	3.9	5.0	1.8	4.2	3.4	4.7	0.0	4.6	4.6	3.2

The United States government recently approved large subsidy programs to encourage businesses to invest in clean energy projects and to support consumer purchases in areas like electric vehicles. Finance Minister Chrystia Freeland has said similar policies will be a priority in the upcoming federal budget. Do you support, somewhat support, somewhat oppose or oppose the following:

			Region						Gender			Age		
			Canada 2023-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - The federal government offering incentives to Canadians to use alternative energy sources for home and travel (ie electric cars, solar panels)	Total	Unwgt N	1012	93	236	300	217	166	542	465	5	157	374	481
		Wgt N	1005	69	233	388	176	139	490	510	5	270	324	411
	Support	%	43.4	45.6	45.0	47.0	35.3	39.9	41.8	44.8	60.0	48.5	40.6	42.3
	Somewhat support	%	30.8	32.7	38.5	29.5	22.9	30.6	28.6	32.8	40.0	27.9	28.4	34.5
	Somewhat oppose	%	10.8	11.8	8.1	10.9	13.1	11.5	11.9	9.8	0.0	11.1	12.4	9.3
	Oppose	%	12.0	8.8	4.2	9.0	26.8	15.9	15.2	9.0	0.0	7.8	15.2	12.1
	Unsure	%	3.1	1.1	4.3	3.7	1.9	2.1	2.6	3.6	0.0	4.6	3.5	1.8