

Proportion of Canadians who believe now is the best time to be ambitious in addressing climate change hits lowest number since tracking began.

The research gauged the opinions among Canadians on climate ambition, views on interprovincial pipelines and the alignment of climate policies and current priorities. It also delved into views on energy affordability and Canadians' intentions to electrify more of their energy needs.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,055 Canadians, 18 years of age or older, between May 5th and 8th, 2025, as part of an omnibus survey.

The margin of error for a random survey of 1,055 Canadians is ± 3.0 percentage points, 19 times out of 20.

Full data tables with weighted and unweighted number of interviews is here:

[By region, age and gender](#)

[By vote and political spectrum](#)

The research was commissioned by the University of Ottawa's Positive Energy program and was conducted by Nanos Research.

KEY FINDINGS

1

VIEWS ON TIMING TO ADDRESS CLIMATE CHANGE

Over one in three Canadians (37%) believe it is the best time (score of 7-10 out of 10) for Canada to be ambitious in addressing climate change even if there are costs to the economy. This is the lowest score since tracking began in June 2020. One in five Canadians (20%) rate this as absolutely the worst time to be ambitious (score of 0 out of 10). When asked the reason for their views, those who think it is the best time (score 7-10 out of 10) most often said because we need to act now/climate change can't wait (67%, down from 82% in November 2024) and that diversifying into alternative energy sources could help the economy and provinces (14%, up from two per cent in November 2024); while those who believe it is the worst time (score 0-3 out of 10) most often said so because Canada's impact on climate change is minimal (26%). Right-leaning Canadians are less likely (mean score of 2.2) compared to left-leaning Canadians (mean score of 7.3) to think it's the best time for Canada to be ambitious in addressing climate change.

2

JOB DONE BY CANADA HAVING POLICIES ON CLIMATE CHANGE THAT ALIGN WITH CANADIAN VIEWS

More than three in ten Canadians think Canada currently does a very poor/poor job (32%) at having environmental policies on climate change that align with the views of Canadians, a decrease compared to the previous wave (42% in April 2024). When asked the reason for their views, those who believe Canada currently does a poor/very poor job most often said because the carbon tax is wrong/has no impact/only adds additional costs to the average Canadian (14%) and that we are not doing enough/all talk no action/targets are not being met (13%). Those who believe Canada does a good/very good job (16%) most often said because most Canadians agree with current policies/agree that something needs to be done to address climate change (17%).

3

LEVEL OF CONCERN FOR ENERGY PRICES OVER THE NEXT SIX MONTHS

Concern over energy prices in the next six months (45% score of 7-10 out of 10) has decreased since the most recent wave in November 2024 (53%). Of note, one in five Canadians (20%) rate their level of concern a 10 out of 10. When asked the reason for their views, those who say they are concerned most often said because of high cost/prices are increasing (18%); while those who say they are not concerned most often said I can afford it/not expensive/not concerned (45%). Right-leaning Canadians are more likely (mean score of 6.8) to say that they are concerned for energy prices in the next six months than left-leaning Canadians (mean score of 4.8).

4

IMPORTANCE OF ENERGY NEEDS OF CANADIANS IN THE NEXT FIVE YEARS

In terms of energy needs for the next five years, just over two in five Canadians (41%) rank affordability as the most important need in the next five years, which is consistent with the previous wave. This was followed by reliability of energy (25%, up from 20% in 2023) and lower greenhouse gas emissions of energy (25%) which has decreased since the last wave in 2023 (31% in 2023). Right-leaning Canadians are more likely to say that affordability of energy is most important (53%), while left-leaning Canadians are more likely to say that lower greenhouse gas emissions of energy are most important (47%).

KEY FINDINGS - CONTINUED

5

INTEREST AND ACTION TAKEN IN TRANSITIONING TO ELECTRICITY

When asked to think of their energy needs and the actions they are taking to transition more of the energy they use to electricity and away from things like gasoline, close to six in ten ([55%](#)) show “electrification potential” meaning they are either interested in transitioning and have taken steps to do so ([27%](#)) or are interested in transitioning but have not started yet ([28%](#)). These results are consistent with the previous wave ([58%](#)) but lower than in 2023 ([66%](#)). Thirteen per cent of Canadians say they are interested in transitioning and have done all that they plan to do ([10% in 2024](#)). Right-leaning Canadians are less likely to be interested in transitioning with a majority saying they are not interested in transitioning ([61%](#)) and less than one in five ([15%](#)) saying they are interested in transitioning and have taken steps to do so.

6

JOB DONE BY GOVERNMENTS IN CANADA ENSURING ENERGY IS AFFORDABLE WHILE WORKING TO MEET CLIMATE CHANGE TARGETS

Canadians are two times more likely to say governments in Canada do a very poor/poor job ([40%](#)) rather than a very good/good job ([16%](#)) of ensuring energy is affordable as Canada works to meet its climate change targets. This is a significant decrease in those who say very poor/poor job compared to the previous wave in April 2024 ([40%, down from 52%](#)). Of note, the percentage of Canadians who say governments in Canada do an average job at ensuring energy affordability has increased since the previous wave ([34%; compared to 29% in April 2024](#)) and is consistent with the 2023 wave. When asked the reason for their views, those who say Canada is currently doing a poor/very poor job most often said because energy/green alternatives/gas prices are high ([18%](#)); while those who believe the country is doing a good/very good job most often said because energy costs are reasonable/more affordable than other countries/should be higher to push people to green alternatives ([39%](#)).

7

PRIORITY FOR NEW PIPELINES AND CONFIDENCE THEY WILL BE BUILT

Canadians are most likely to want new pipeline projects to both strengthen domestic energy security and help diversify our energy exports to other countries ([55%](#)). Just under one in five prefer that new pipelines prioritize strengthening domestic energy security ([19%](#)) while one in ten prefer projects that help diversify our energy exports to other countries ([10%](#)). In terms of confidence that new interprovincial pipelines can be built in Canada, Canadians have mixed views with just over three in ten who are confident ([31%](#) score 7-10 out of 10) and under three in ten who have low confidence ([28%](#) score 0-3 out of 10). When asked the reason for their level of confidence, those who said they have a high level of confidence (score 7-10 out of 10) most often said because of economic necessity ([28%](#)); while those who had middle range scores (score of 4-6 out of 10) said there is a need for provincial cooperation ([21%](#)) and because of Quebec’s opposition to pipelines ([20%](#)). Those who have low confidence (score 0-3 out of 10) most often said because of Quebec’s opposition to pipelines ([20%](#)).

The background of the slide is a photograph of industrial smokestacks. Four prominent stacks are visible, each emitting a thick, dark plume of smoke that rises and spreads across the upper half of the frame. The sky is a dark, uniform grey. In the bottom right corner, there is a bright green geometric shape consisting of a triangle and a rectangle. The text "Climate ambition" is overlaid on the left side of the image.

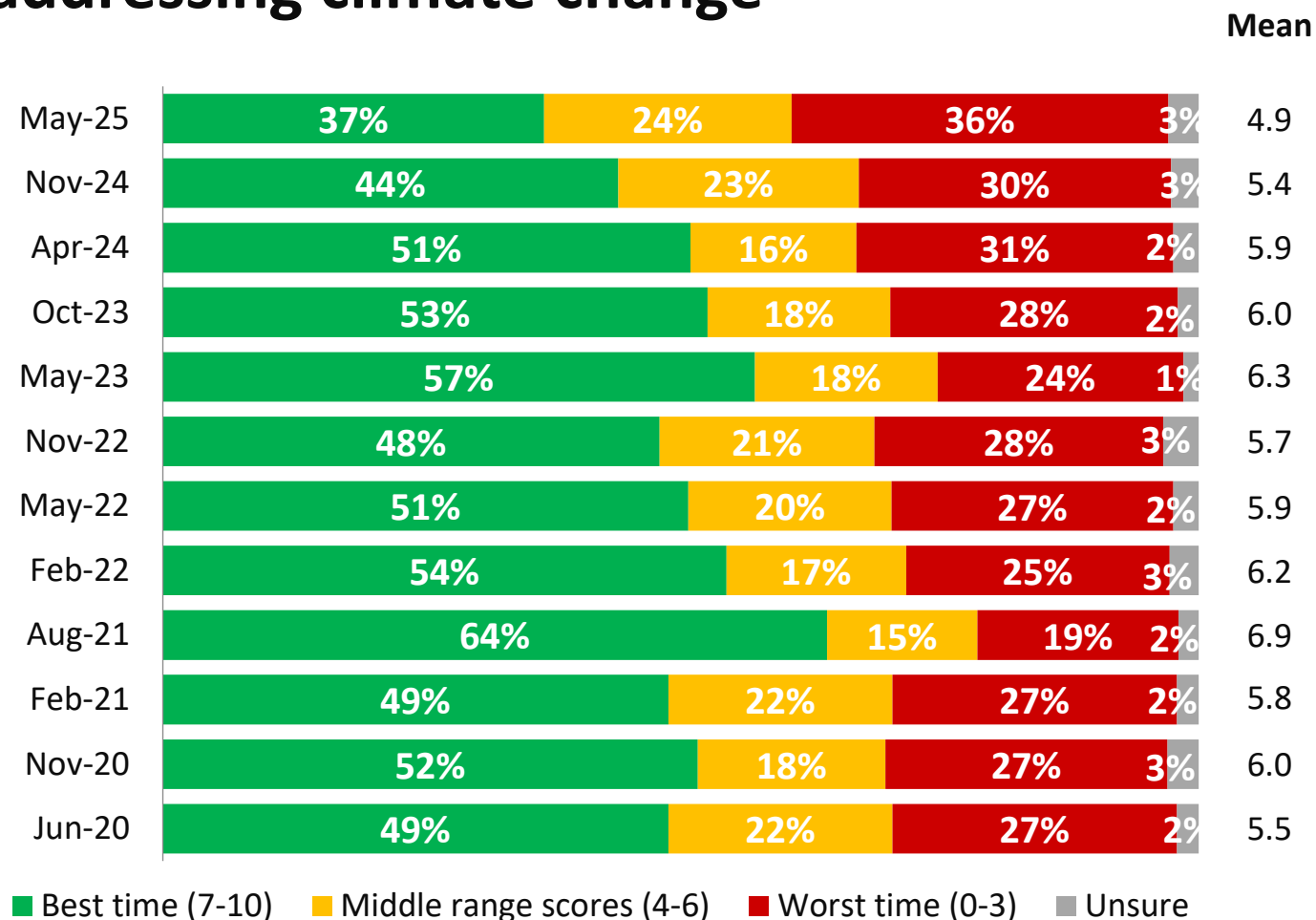
Climate ambition

More than one-third of Canadians (37%) believe it is the best time (score of 7-10 out of 10) for Canada to be ambitious in addressing climate change even if there are costs to the economy. This is the lowest score since tracking began in June 2020.

More than one-third of Canadians (36%) believe it is the worst time (score of 0-3 out of 10), which is the highest score since tracking began in June 2020. One in five Canadians (20%) rate this as absolutely the worst time to be ambitious (score of 0 out of 10).

Q – As you know many Canadians are concerned about both [ROTATE] climate change and the economy. On a scale of 0 to 10 where 0 means this is absolutely the worst time and 10 is absolutely the best time, how good a time is it for Canada to be ambitious in addressing climate change even if there are costs to the economy?

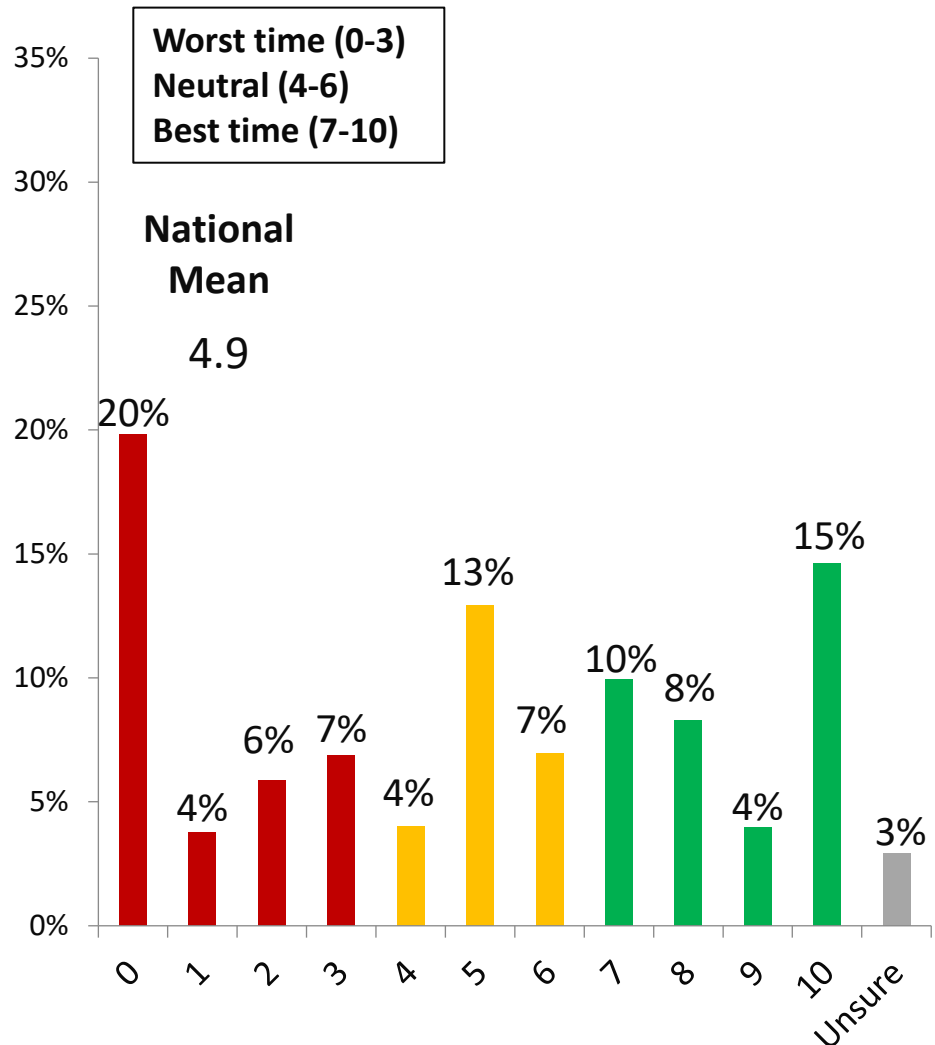
Timeliness for Canada to be ambitious in addressing climate change



*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, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.



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

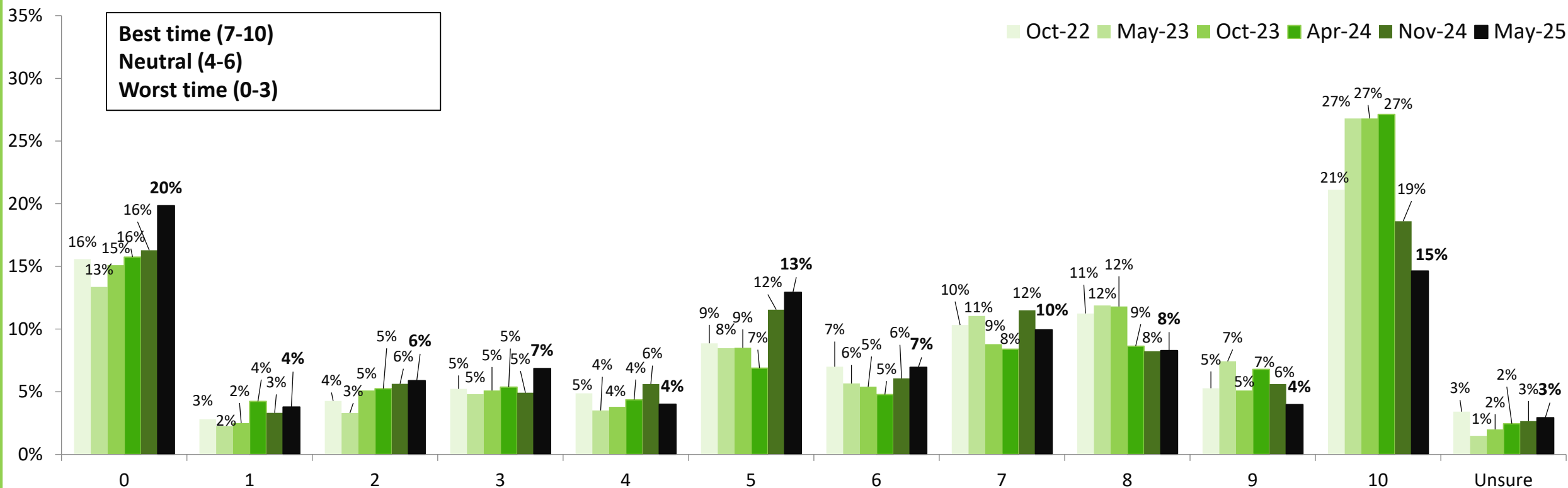
Q – As you know many Canadians are concerned about both [ROTATE] climate change and the economy. On a scale of 0 to 10 where 0 means this is absolutely the worst time and 10 is absolutely the best time, how good a time is it for Canada to be ambitious in addressing climate change even if there are costs to the economy?

Timeliness for Canada to be ambitious in addressing climate change

Mean	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
	5.0	5.9	4.7	3.8	5.2
	Men (n=551)	Women (n=504)	18 to 34 (n=176)	35 to 54 (n=460)	55 plus (n=419)
	4.3	5.5	4.9	4.6	5.2
	Usually votes LPC (n=335)	Usually votes CPC (n=310)	Usually votes NDP (n=128)	Left-leaning (n=243)	Right-leaning (n=218)
	6.3	2.1	6.9	7.3	2.2

Distribution of responses on timeliness for Canada to be ambitious addressing climate change

Q – As you know many Canadians are concerned about both [ROTATE] climate change and the economy. On a scale of 0 to 10 where 0 means this is absolutely the worst time and 10 is absolutely the best time, how good a time is it for Canada to be ambitious in addressing climate change even if there are costs to the economy?



*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, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Reason for considering timeliness of Canada to be ambitious in addressing climate change


9

Q – Why do you have that opinion? [OPEN]

		Total			Best Time (7-10)			Neutral (4-6)			Worst Time (0-3)		
TOP RESPONSES		2025-05 (n=818)	2024-11 (n=792)	2024-04 (n=876)	2025-05 (n=318)	2024-11 (n=361)	2024-04 (n=448)	2025-05 (n=179)	2024-11 (n=160)	2024-04 (n=123)	2025-05 (n=310)	2024-11 (n=257)	2024-04 (n=290)
	We need to act now, climate change can't wait	30.0%	41.9%	47.2%	66.5%	82.4%	85.6%	13.5%	13.7%	11.7%	0.7%	0.5%	2.5%
	There are other priorities/focus should be on health/basic needs (food, heat for winter, etc.)	12.3%	10.5%	9.1%	1.4%	1.5%	2.5%	22.8%	21.3%	14.8%	17.6%	17.3%	17.8%
	Canada's impact on climate change is minimal	10.5%	6.8%	6.0%	0.3%	-	0.9%	4.6%	5.3%	8.1%	26.0%	18.5%	12.9%
	Both the economy and the environment need to be taken into consideration	8.3%	5.6%	3.5%	8.9%	3.5%	3.8%	16.1%	16.7%	7.8%	2.7%	1.8%	1.3%
	I do not believe climate change is real or caused by humans/not a serious issue	7.5%	3.5%	5.7%	0.8%	0.2%	0.5%	2.9%	1.4%	3.3%	18.2%	10.1%	15.4%
	Diversifying into alternative energy sources and more environmentally friendly solutions could help the economy and provinces	7.0%	1.9%	1.1%	13.8%	2.0%	1.2%	4.4%	1.9%	1.0%	1.4%	1.9%	0.8%
	Current financial situation/inflation/upcoming recession	5.2%	3.4%	10.6%	-	0.6%	0.9%	7.7%	6.7%	23.5%	9.8%	5.7%	20.6%
	Addressing climate change would cost too much money/raise taxes	3.6%	3.0%	3.8%	0.7%	0.7%	0.5%	3.3%	4.4%	5.1%	6.8%	5.6%	8.7%
	Need to take action with caution/slowly/have a plan	2.9%	1.3%	1.3%	1.8%	1.3%	0.1%	8.0%	1.4%	4.9%	1.1%	1.4%	1.3%
	The government has not been effective in addressing climate changes/lack of trust and blame towards the government	2.6%	5.0%	3.9%	1.6%	1.9%	0.7%	2.8%	2.2%	4.7%	3.1%	11.5%	8.6%
	*US relations/Trump/tariffs	1.9%	N/A	N/A	1.3%	N/A	N/A	2.2%	N/A	N/A	2.5%	N/A	N/A

*new answer for the current wave

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=818, accurate 3.4 percentage points plus or minus, 19 times out of 20.

An aerial photograph of a forest fire. A bright orange and yellow fire line is visible, winding through a dense green forest. Thick white and grey smoke rises from the fire, filling the upper portion of the image. The overall scene is dark and dramatic, emphasizing the impact of the fire on the environment.

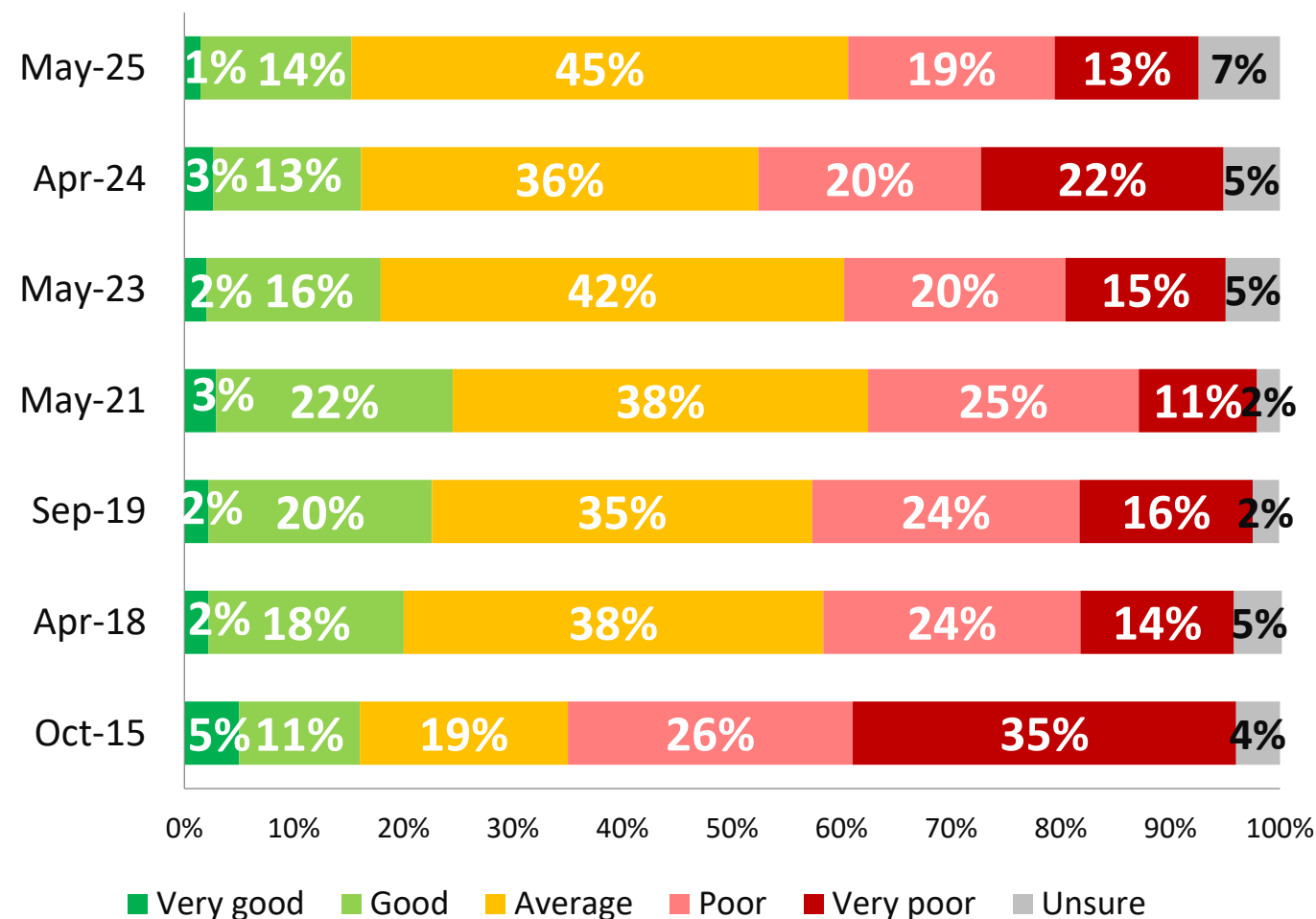
Climate policies aligned with views of Canadians

More than three in ten Canadians think Canada currently does a very poor/poor job (32%) at having environmental policies on climate change that align with the views of Canadians, a decrease compared to the previous wave (42% in April 2024).

Of note, there is an increase in the proportion of Canadians that think Canada does an average job (45%) at having environmental policies on climate change that are in alignment with the views of Canadians, compared to the previous wave (36% in April 2024).

Q – Do you think Canada currently does a very good, good, average, poor or very poor job at having environmental policies on climate change which align with the views of Canadians?

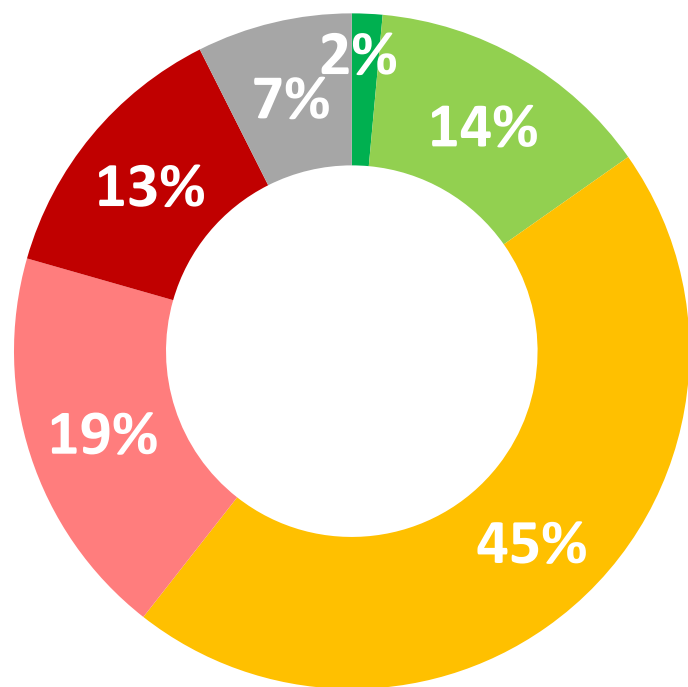
Job done by Canada to align climate change policy with views of Canadians—Tracking



*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, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.



■ Very good ■ Good ■ Average
■ Poor ■ Very Poor ■ Unsure

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

Job done by Canada to align climate change policy with views of Canadians

Average	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
	40.4%	52.5%	47.5%	35.6%	42.2%
	Men (n=551)	Women (n=504)	18-34 (n=176)	35-54 (n=460)	55 plus (n=419)
	44.5%	46.2%	43.1%	45.8%	46.4%
Very poor/Poor	Usually votes LPC (n=335)	Usually votes CPC (n=310)	Usually votes NDP (n=128)	Left-leaning (n=243)	Right-leaning (n=218)
	55.1%	32.0%	48.8%	49.1%	33.7%
	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
	27.0%	23.4%	31.0%	43.4%	37.2%
Very poor/Poor	Men (n=551)	Women (n=504)	18-34 (n=176)	35-54 (n=460)	55 plus (n=419)
	33.6%	30.4%	31.2%	31.5%	32.9%
	Usually votes LPC (n=335)	Usually votes CPC (n=310)	Usually votes NDP (n=128)	Left-leaning (n=243)	Right-leaning (n=218)
	17.8%	50.0%	30.6%	31.4%	47.8%

Q – Do you think Canada currently does a very good, good, average, poor or very poor job at having environmental policies on climate change which align with the views of Canadians?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Reasons for views on job done by Canada on having climate policies that align with the views of Canadians

Q – Why do you have that opinion [OPEN]

		Total		Very good / Good job		Average		Very poor / Poor job		Unsure	
		2025-05 (n=699)	2024-04 (n=820)	2025-05 (n=95)	2024-04 (n=121)	2025-05 (n=285)	2024-04 (n=279)	2025-05 (n=272)	2024-04 (n=383)	2025-05 (n=47)	2024-04 (n=37)
TOP RESPONSES	We are not doing enough/all talk no action/targets are not being met	9.7%	10.7%	2.3%	4.1%	10.2%	14.1%	13.2%	10.2%	2.0%	10.6%
	The carbon tax is wrong/has no impact/only adds additional costs to the average Canadian	7.6%	6.0%	7.3%	2.3%	1.9%	2.7%	14.4%	10.4%	5.8%	-
	There is a wide range of opinions/opinions are divided/views of Canadians are hard to define	6.8%	5.7%	2.8%	2.3%	11.8%	12.6%	1.8%	1.4%	11.7%	6.0%
	Canada has a very small impact on the world stage/has a lesser impact on global warming	6.2%	2.5%	9.5%	1.4%	3.8%	1.5%	8.5%	3.7%	2.0%	2.3%
	There is always more that can be done/there's always room for improvement	6.0%	5.1%	6.3%	1.6%	10.9%	12.4%	1.5%	1.0%	-	-
	Canadians need to be better informed/better communication of policy impact and intention to Canadians	5.0%	5.5%	3.9%	5.4%	5.3%	7.7%	4.6%	4.1%	8.3%	2.5%
	The government does not listen/is out of touch with the average Canadian	4.9%	5.2%	1.8%	0.7%	4.5%	1.2%	6.7%	10.0%	3.7%	2.3%
	The economy/high cost of living/inflation should take precedence	4.8%	3.9%	2.0%	1.0%	4.4%	2.6%	6.5%	6.0%	3.3%	2.7%
	Most Canadians agree with current policies/agree that something needs to be done to address climate change	3.5%	3.6%	16.5%	19.9%	1.7%	0.4%	1.5%	1.1%	-	-
	Climate change is not real/a waste of time/most people do not care about climate change	3.4%	3.3%	1.3%	1.1%	0.7%	1.3%	6.4%	4.7%	6.9%	12.5%
	We keep subsidizing fossil fuels/pipelines/mining	3.4%	2.9%	0.7%	-	3.5%	2.4%	4.8%	4.5%	-	-
	There is no consensus between the different parties, politicians and provinces	3.1%	2.0%	3.8%	4.0%	5.1%	2.6%	1.2%	0.9%	-	2.4%
	Canada is making progress/is ahead of other countries/policies are somewhat aligned with carbon reduction targets	2.8%	5.3%	16.0%	27.3%	1.1%	3.4%	0.4%	0.2%	-	-
	Other	5.6%	4.1%	13.2%	2.6%	5.7%	5.4%	3.7%	4.0%	-	-

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=699, accurate 3.7 percentage points plus or minus, 19 times out of 20.

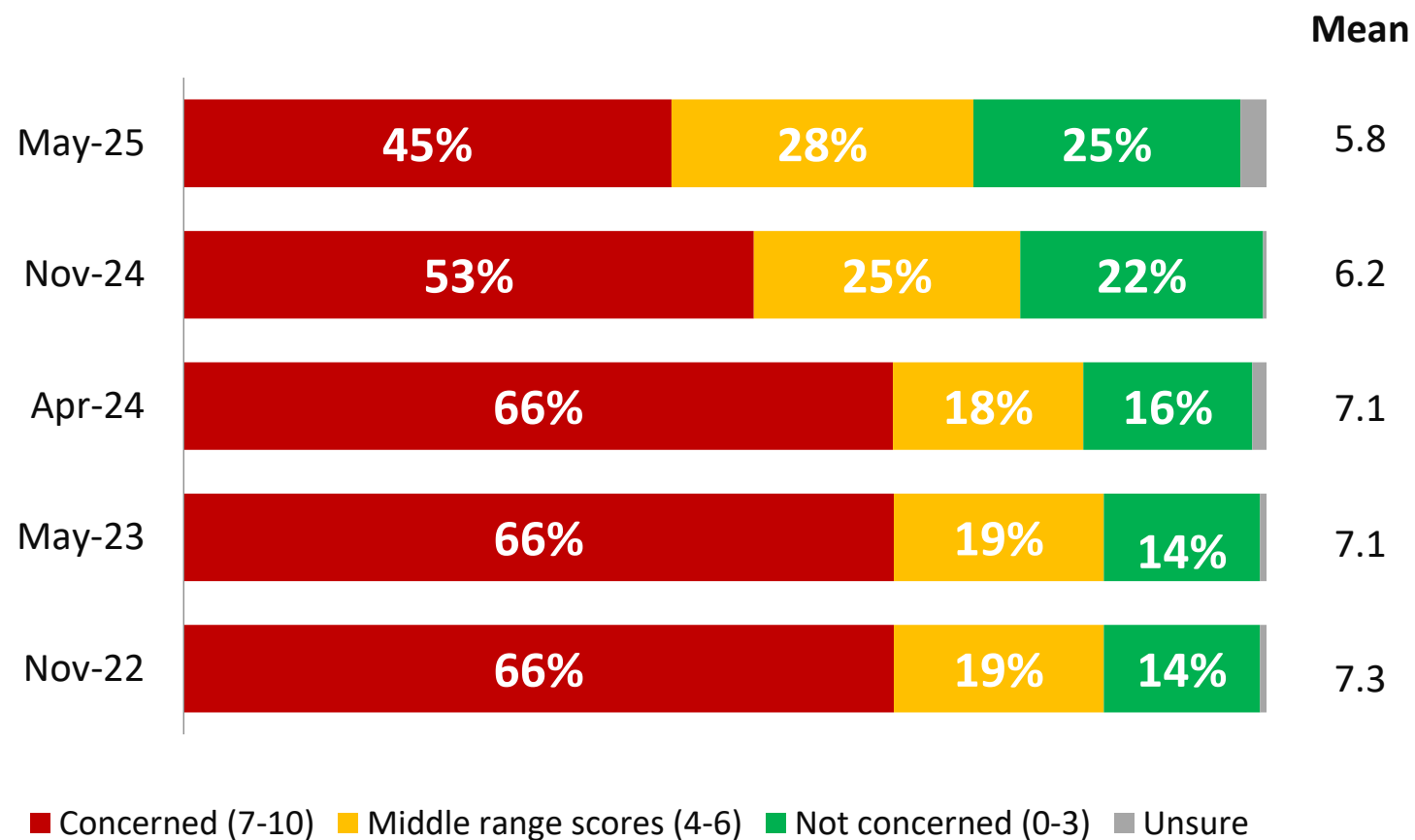
The background of the image is a collage of Canadian currency notes, including a prominent 100-dollar bill featuring the portrait of Sir Robert Borden. The notes are slightly blurred and layered, creating a sense of depth. A semi-transparent dark grey overlay covers the entire image, and a bright green triangle is visible in the top right corner.

Energy affordability

Concern over energy prices in the next six months (45%) has decreased since the most recent wave in Nov 2024 (53%).

Of note, one in five Canadians rate their level of concern a 10 out of 10 (20%, see next slide)

Level of concern for energy prices over next six months - Tracking

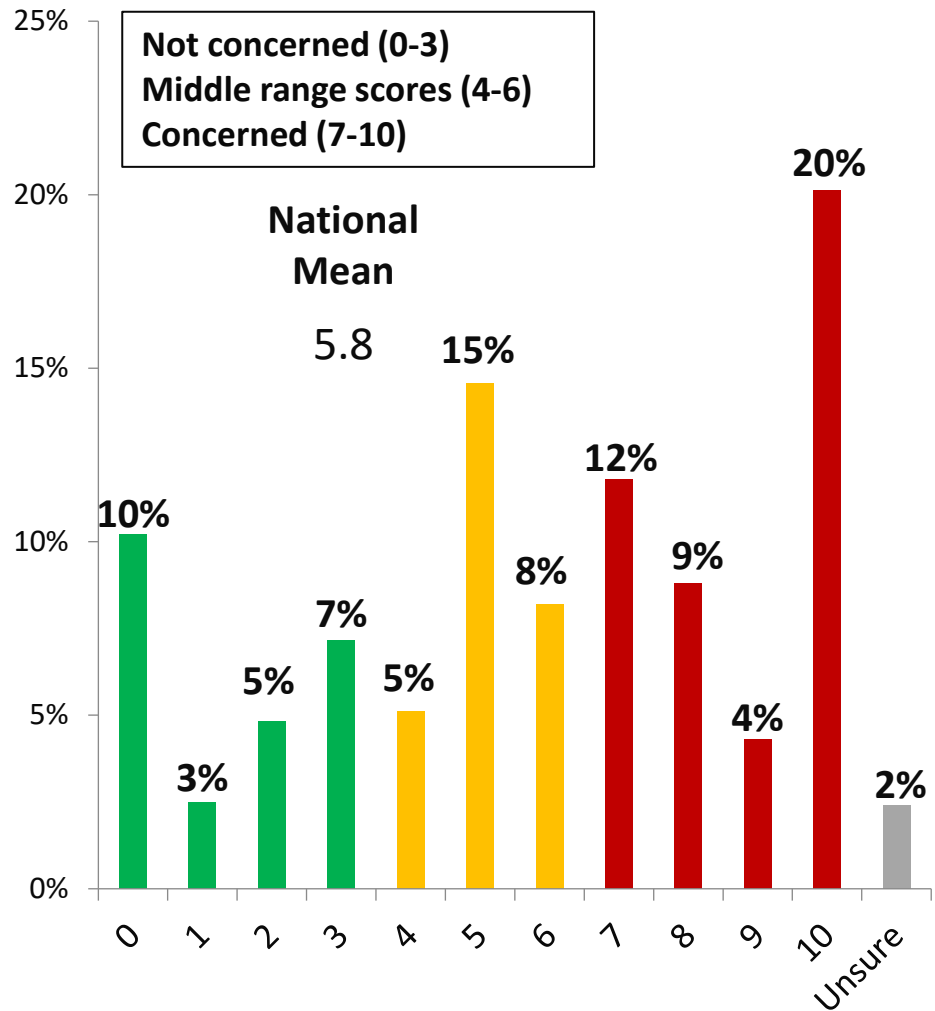


*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q – On a scale of 0 to 10 where 0 is not at all concerned and 10 is very concerned, how would you rate your concern for energy prices you will pay for things like heating and transportation over the next six months?



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

Level of concern for energy prices over next six months

	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
Mean	6.7	5.5	5.8	6.6	5.0
	Men (n=551)	Women (n=504)	18-34 (n=176)	35-54 (n=460)	55 plus (n=419)
	5.5	6.1	5.6	6.4	5.5
	Usually votes LPC (n=335)	Usually votes CPC (n=310)	Usually votes NDP (n=128)	Left-leaning (n=243)	Right-leaning (n=218)
	5.2	6.9	5.1	4.8	6.8

Q – On a scale of 0 to 10 where 0 is not at all concerned and 10 is very concerned, how would you rate your concern for energy prices you will pay for things like heating and transportation over the next six months?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Reason for level of concern for energy prices over next six months

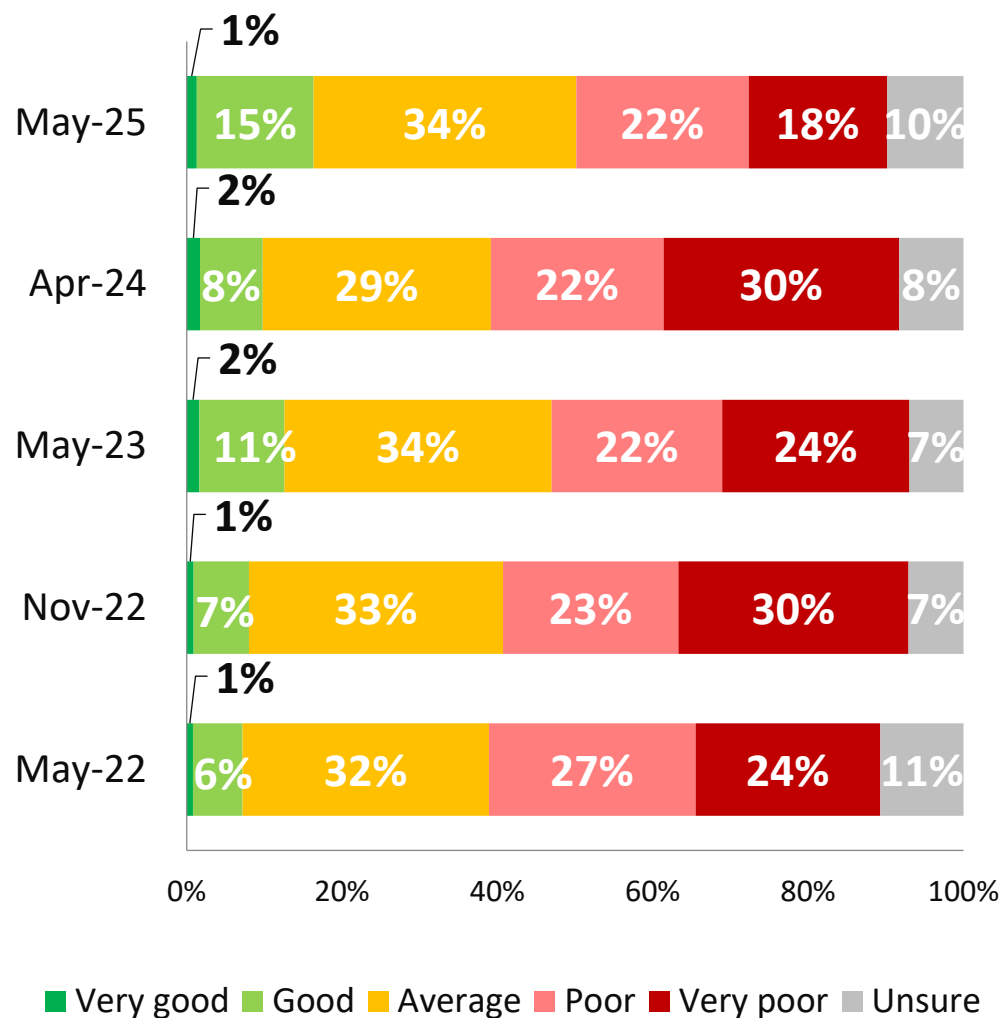
Q – Why do you have that opinion [OPEN]

		Total		Concerned (7-10)		Middle range score (4-6)		Not concerned (0-3)	
		2025 (n=697)	2024 (n=763)	2025 (n=327)	2024 (n=243)	2025 (n=179)	2024 (n=196)	2025 (n=181)	2024 (n=233)
TOP RESPONSES	I can afford it/not expensive/not concerned	21.1%	12.7%	0.9%	1.6%	33.0%	30.2%	44.5%	37.3%
	High cost/prices are increasing	10.7%	23.6%	18.4%	32.3%	7.1%	13.0%	1.2%	2.1%
	Carbon tax/high taxes	8.7%	8.6%	14.7%	12.8%	5.0%	-	2.4%	1.7%
	I cannot afford it/my pay does not increase	6.9%	5.4%	13.9%	8.3%	2.1%	0.3%	-	-
	Inflation/everything is expensive/cost of living	6.7%	7.5%	11.6%	10.8%	4.6%	2.0%	0.8%	0.9%
	I limit my use of energy/fossil fuels	6.6%	8.8%	2.4%	2.4%	7.4%	19.3%	13.3%	23.5%
	I am retired/I'm on a fixed income	4.9%	4.0%	6.5%	5.6%	2.7%	0.5%	4.4%	1.5%
	I depend on it/have to be paid for/energy prices affect our lives/living costs	4.8%	4.7%	7.3%	5.7%	1.7%	4.5%	3.7%	1.2%
	Prices should be high to discourage consumption/we must pay to save the environment	4.7%	8.5%	1.9%	6.2%	5.7%	10.4%	8.6%	15.8%
	We need to replace the prime minister/the government is responsible for these high prices	4.3%	4.0%	8.0%	5.9%	1.7%	0.7%	0.7%	-

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=697, accurate 3.7 percentage points plus or minus, 19 times out of 20.

An aerial photograph of a wind farm with several large white wind turbines standing in a vast, green agricultural field. The sky is filled with soft, white clouds. In the far distance, a city skyline is visible on the horizon. The image has a dark overlay, and there are bright green geometric shapes in the top right and bottom right corners.

Affordability and climate change targets



*Weighted to the true population proportion.

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

Job done by governments over time in Canada at ensuring energy is affordable

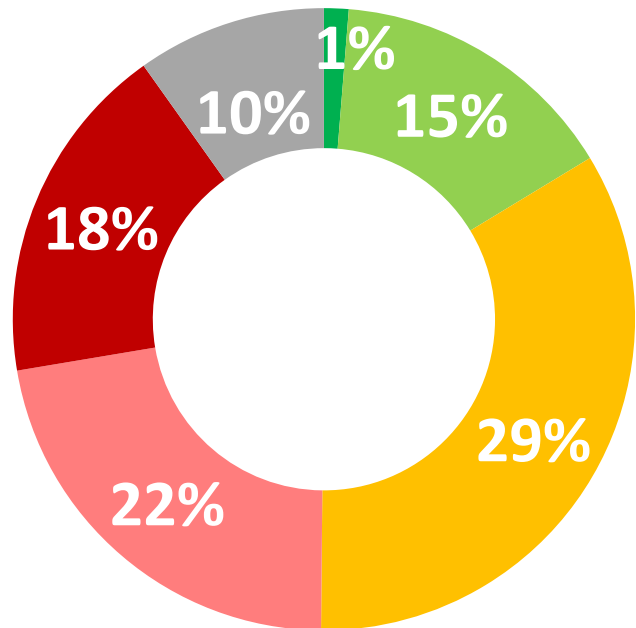
Canadians are over **2X** more likely

to say governments in Canada do a very poor/poor job (40%) rather than a very good/good job (16%) of ensuring energy is affordable as Canada works to meet its climate change targets. This is a significant decrease in negative views compared to the previous wave in April 2024 (52% said poor/very poor).

Of note, the percentage of Canadians who say governments in Canada do an average job at ensuring energy affordability has increased since the previous wave (34% compared to 29% in April 2024) and is consistent with the 2023 wave.

Q – Do governments in Canada do a very good, good, average, poor or very poor job of ensuring energy is affordable as Canada works to meet its climate change targets?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.



■ Very good ■ Good ■ Average
■ Poor ■ Very Poor ■ Unsure

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

Job done by governments in Canada at ensuring energy is affordable

Average	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
	29.8%	39.8%	34.2%	26.9%	33.5%
	Men (n=551)	Women (n=504)	18-34 (n=176)	35-54 (n=460)	55 plus (n=419)
Very poor/Poor	Usually votes LPC (n=335)	Usually votes CPC (n=310)	Usually votes NDP (n=128)	Left-leaning (n=243)	Right-leaning (n=218)
	40.8%	19.4%	40.8%	40.4%	19.6%
	43.8%	36.4%	44.8%	40.7%	36.4%
Very poor/Poor	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
	49.1%	24.7%	40.0%	57.9%	38.4%
	Men (n=551)	Women (n=504)	18-34 (n=176)	35-54 (n=460)	55 plus (n=419)
Very poor/Poor	Usually votes LPC (n=335)	Usually votes CPC (n=310)	Usually votes NDP (n=128)	Left-leaning (n=243)	Right-leaning (n=218)
	23.5%	69.1%	27.8%	25.1%	65.5%
	23.5%	69.1%	27.8%	25.1%	65.5%

Q – Do governments in Canada do a very good, good, average, poor or very poor job of ensuring energy is affordable as Canada works to meet its climate change targets?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Reasons for impression of job done by governments in Canada at ensuring energy is affordable as Canada works to meet its climate change targets

Q – Why do you have that opinion [OPEN]

		All			Very good/good			Average			Very poor/poor			Unsure		
		May 2025 (n=608)	April 2024 (n=749)	May 2023 (n=767)	May 2025 (n=107)	April 2024 (n=80)	May 2023 (n=93)	May 2025 (n=175)	April 2024 (n=209)	May 2023 (n=227)	May 2025 (n=270)	April 2024 (n=415)	May 2023 (n=403)	May 2025 (n=56)	April 2024 (n=45)	May 2023 (n=44)
TOP RESPONSES	Energy/green alternatives/gas prices are high	11.2%	21.7%	24.6%	4.0%	3.2%	3.1%	8.2%	15.5%	18.8%	18.2%	61.9%	35.7%	1.3%	8.5%	0.9%
	Energy costs are reasonable/more affordable than other countries/should be higher to push people to green alternatives	11.0%	5.6%	7.0%	38.6%	53.0%	34.9%	9.6%	7.5%	7.4%	2.3%	2.7%	0.8%	6.0%	4.3%	-
	Carbon tax is not effective/drives up all costs	7.7%	9.2%	10.4%	5.0%	4.9%	-	3.4%	2.7%	3.5%	12.7%	27.0%	18.0%	3.5%	1.0%	0.9%
	Varies by province/need standardized policies for all provinces/based on what is happening in my province	6.1%	6.1%	6.2%	4.2%	24.4%	6.9%	9.1%	7.7%	10.6%	5.2%	8.3%	3.4%	3.9%	8.4%	7.0%
	On the right path/more can be done	5.2%	2.2%	6.4%	16.6%	5.8%	24.4%	7.2%	5.5%	9.8%	0.3%	-	0.9%	1.0%	-	-
	Need to be energy independent/process here/stop importing/take advantage of position	4.6%	1.9%	1.7%	1.6%	-	1.5%	5.8%	-	0.6%	5.9%	3.0%	2.5%	-	-	-
	There has been no real action/ government has no say in it/external factors at play (i.e. world markets and events)	4.5%	3.6%	2.7%	2.3%	1.3%	4.4%	6.9%	6.3%	3.2%	3.5%	3.0%	0.9%	5.6%	3.6%	12.0%

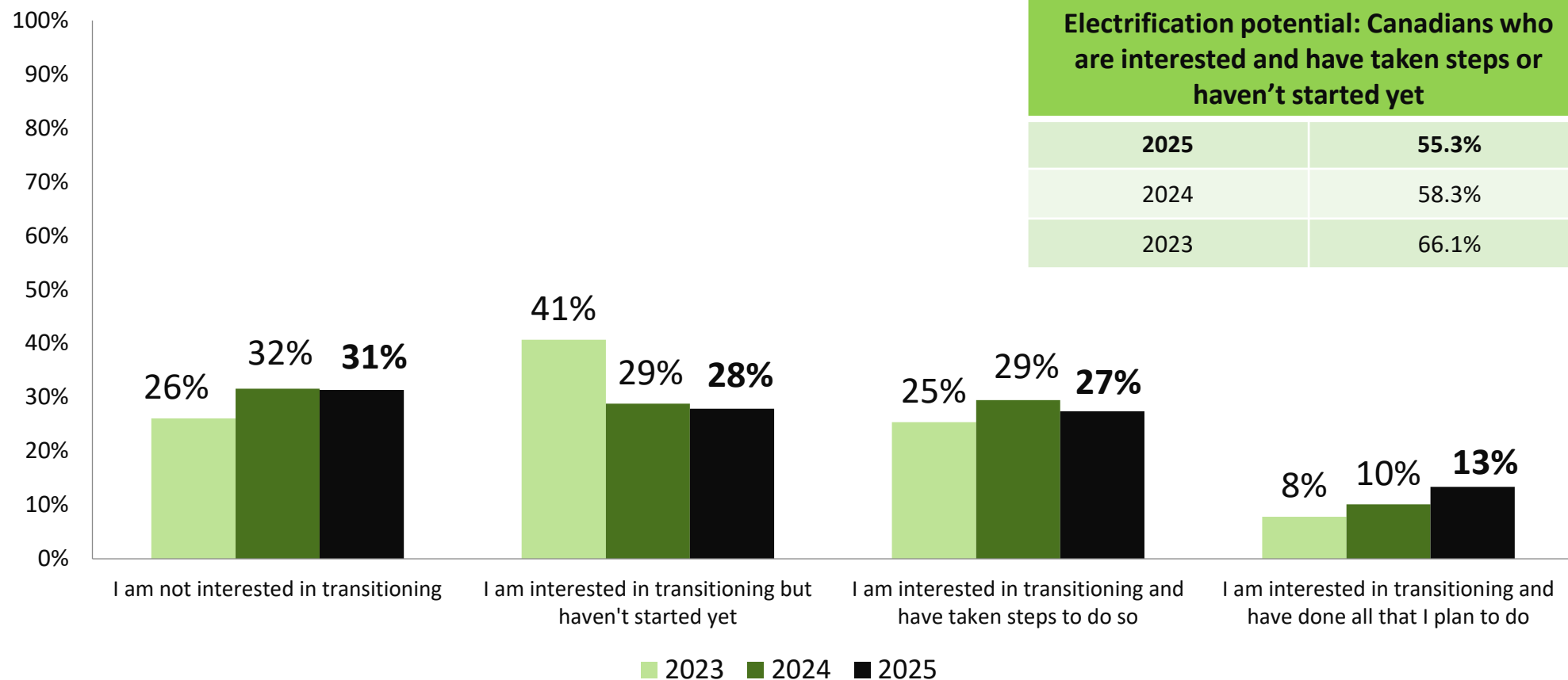
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th 2025, n=608, accurate 4.0 percentage points plus or minus, 19 times out of 20.

Electrification intentions

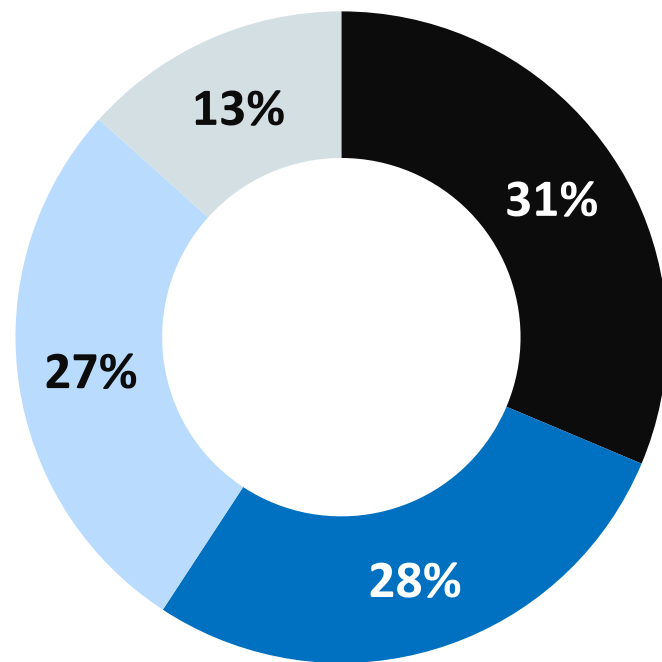


Interest in transitioning to electricity – Tracking

Q – Thinking of your energy needs for things like transportation or heating your home, which of the following best describes the actions you are taking to transition more of the energy you use to electricity and away from things like gasoline for your vehicle or natural gas for your furnace? [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.



■ I am not interested in transitioning

■ I am interested in transitioning but haven't started yet

■ I am interested in transitioning and have taken steps to do so

■ I am interested in transitioning and have done all that I plan to do

*Weighted to the true population proportion.

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

Interest in transitioning to electricity

I am not interested in transitioning

	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
	25.3%	19.4%	33.5%	45.9%	29.8%
Men (n=551)		Women (n=504)	18-34 (n=176)	35-54 (n=460)	55 plus (n=419)
	33.7%	29.1%	32.2%	31.8%	30.4%
Usually votes LPC (n=335)		Usually votes CPC (n=310)	Usually votes NDP (n=128)	Left-leaning (n=243)	Right-leaning (n=218)
	19.8%	58.1%	12.5%	13.0%	60.7%

I am interested in transitioning and have taken steps to do so


	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
	36.1%	32.4%	25.1%	18.5%	32.8%
Men (n=551)		Women (n=504)	18-34 (n=176)	35-54 (n=460)	55 plus (n=419)
	27.5%	27.3%	21.7%	27.4%	31.2%
Usually votes LPC (n=335)		Usually votes CPC (n=310)	Usually votes NDP (n=128)	Left-leaning (n=243)	Right-leaning (n=218)
	32.1%	13.7%	36.0%	33.0%	14.5%

Q – Thinking of your energy needs for things like transportation or heating your home, which of the following best describes the actions you are taking to transition more of the energy you use to electricity and away from things like gasoline for your vehicle or natural gas for your furnace?
[RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Reasons for actions you are taking to transition more of the energy you use to electricity

Q – Why do you say that? [OPEN]

		Total			Those who are not interested in transitioning			Those who are interested in transitioning but haven't started yet			Those who are interested in transitioning and have taken steps to do so			Those who are interested in transitioning and have done all they plan to do		
		2025 (n=663)	2024 (n=763)	2023 (n=792)	2025 (n=211)	2024 (n=243)	2023 (n=227)	2025 (n=152)	2024 (n=196)	2023 (n=285)	2025 (n=209)	2024 (n=233)	2023 (n=212)	2025 (n=91)	2024 (n=91)	2023 (n=68)
TOP RESPONSES	Affordability/cost of transition	21.3%	22.4%	35.9%	25.5%	32.4%	43.9%	39.3%	38.0%	52.2%	7.6%	4.9%	11.1%	10.6%	6.9%	17.7%
	My vehicle is electric/hybrid/used less often/don't own a car	10.2%	11.0%	16.3%	3.0%	2.5%	4.8%	1.5%	2.6%	2.7%	20.9%	24.2%	35.9%	18.1%	18.0%	49.0%
	Personal consumption changes (e.g., using less light, less AC, energy efficient appliances/windows/insulation, etc.)	8.4%	10.7%	9.8%	1.1%	2.5%	2.0%	0.4%	4.3%	1.5%	18.3%	24.4%	23.9%	17.2%	10.7%	26.3%
	Not enough confidence in new technologies/too many uncertainties/performance over long distances/winter	7.7%	6.0%	10.3%	15.0%	13.4%	17.3%	6.5%	4.9%	11.7%	2.3%	0.5%	3.8%	4.7%	2.9%	2.8%
	I am planning/considering making transitions in the future	7.5%	6.2%	9.2%	-	1.1%	0.2%	12.7%	10.1%	9.7%	13.8%	10.4%	20.2%	2.0%	-	2.2%
	It is out of my control because I live in an apartment/condo	6.5%	4.5%	4.2%	5.0%	4.6%	5.0%	11.5%	7.4%	4.7%	2.8%	3.0%	1.6%	9.7%	9.2%	7.1%
	My heating is electric/heat pump	5.5%	9.2%	15.4%	1.8%	3.1%	7.2%	-	0.5%	5.9%	12.7%	17.5%	32.1%	8.2%	22.9%	30.1%
	Not ready to change/don't need to replace current car or heating/not practical	5.1%	6.0%	11.9%	4.7%	13.4%	12.8%	11.6%	4.9%	17.5%	1.4%	0.5%	5.7%	3.1%	2.9%	4.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=663, accurate 3.8 percentage points plus or minus, 19 times out of 20.

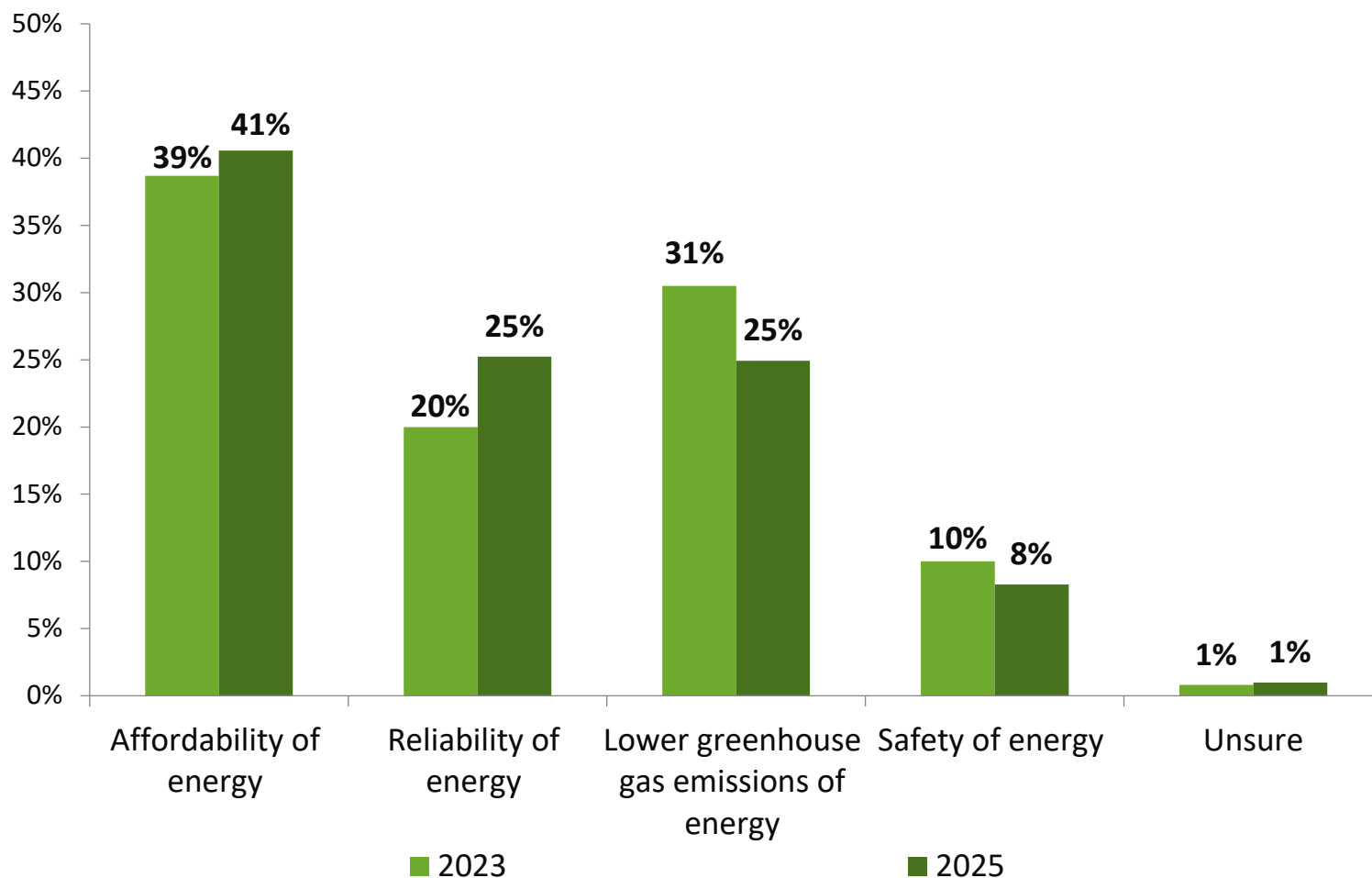
Energy needs



Just over two in five Canadians (41%) rank affordability as the most important need in the next five years, which is consistent with the previous wave. This is followed by reliability of energy (25%, slightly up from 20% in 2023) and lower greenhouse gas emissions of energy (25%) which has decreased since the last wave in 2023 (31% in 2023).

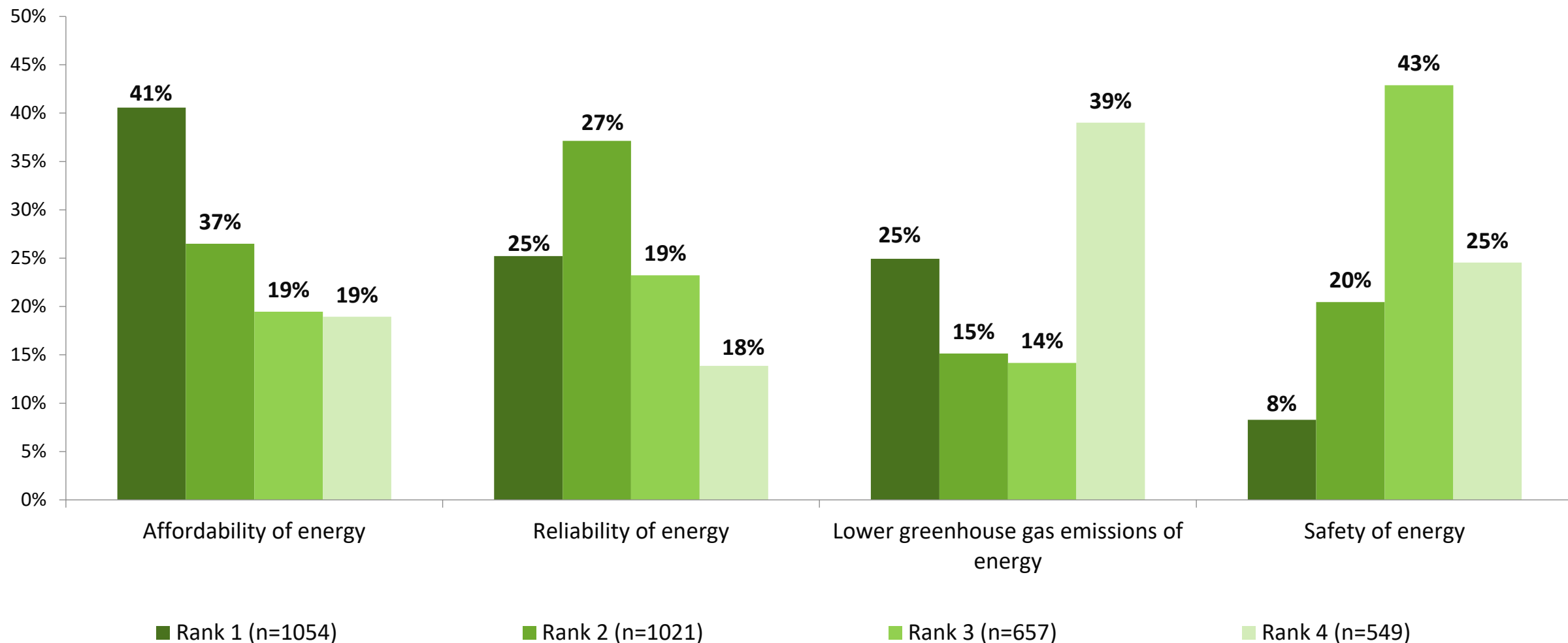
Q – Thinking about the energy needs of Canadians in the next five years, please rank the importance of the following where 1 is the most important, 2 the second most important and so on: [RANDOMIZE]

Importance of energy needs of Canadians in the next five years – first ranked



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,054, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Importance of energy needs of Canadians in the next five years



Q – Thinking about the energy needs of Canadians in the next five years, please rank the importance of the following where 1 is the most important, 2 the second most important and so on: [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,054, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Importance of energy needs of Canadians in the next five years – first ranked by region, gender and age

Q – Thinking about the energy needs of Canadians in the next five years, please rank the importance of the following where 1 is the most important, 2 the second most important and so on: [RANDOMIZE]

	Total – Rank 1 (n=1054)	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=218)	BC (n=150)	Men (n=550)	Women (n=504)	18-34 (n=176)	35-54 (n=459)	55 plus (n=419)
Affordability of energy	40.6%	52.6%	30.4%	43.8%	44.3%	37.9%	41.7%	39.5%	45.1%	45.4%	33.8%
Reliability of energy	25.2%	17.1%	16.1%	28.4%	30.9%	28.3%	28.2%	22.4%	22.3%	23.4%	28.6%
Lower greenhouse gas emissions of energy	24.9%	22.5%	37.6%	19.9%	18.8%	26.8%	20.8%	28.9%	22.3%	21.9%	29.0%
Safety of energy	8.3%	7.8%	14.8%	7.2%	4.9%	4.9%	8.2%	8.4%	9.3%	8.9%	7.2%

* One per cent of Canadians were unsure of which energy need is most important.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,054, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Importance of energy needs of Canadians in the next five years – first ranked by partisanship

Q – Thinking about the energy needs of Canadians in the next five years, please rank the importance of the following where 1 is the most important, 2 the second most important and so on: [RANDOMIZE]

	Total – Rank 1 (n=1054)	Usually votes LPC (n=335)	Usually votes CPC (n=309)	Usually votes NDP (n=128)	Left-leaning (n=243)	Right-leaning (n=218)
Affordability of energy	40.6%	35.6%	55.0%	26.9%	22.6%	53.1%
Reliability of energy	25.2%	21.9%	32.3%	18.3%	19.7%	31.0%
Lower greenhouse gas emissions of energy	24.9%	33.8%	5.0%	43.5%	47.2%	8.0%
Safety of energy	8.3%	8.4%	7.0%	8.6%	10.1%	7.6%

* One per cent of Canadians were unsure of which energy need is most important.

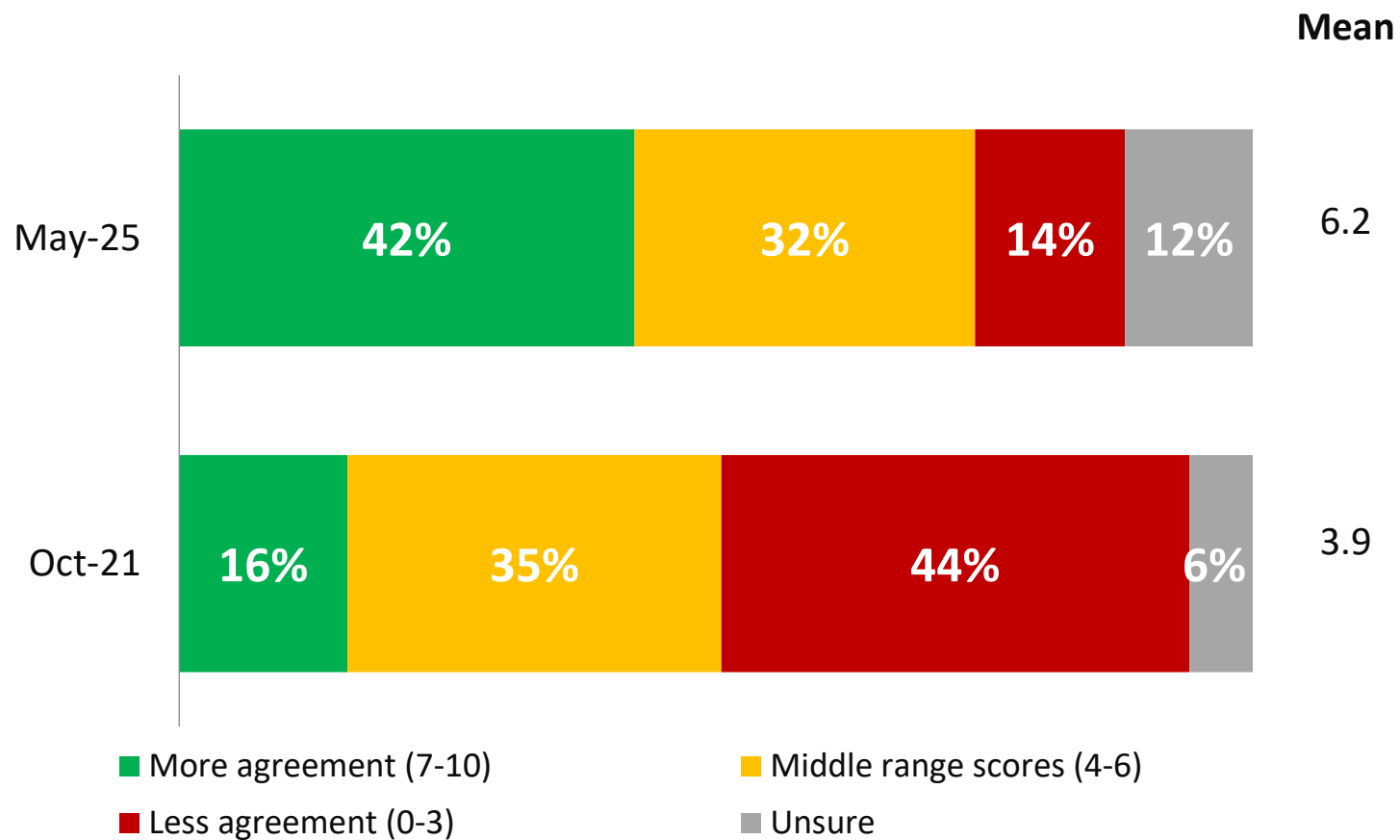
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,054, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Pipelines



There is a significant increase in the proportion of Canadians who believe there is currently more agreement among Canadians on building oil and gas pipeline compared to five years ago (42% this wave, up from 16% in 2021).

Agreement on building oil and gas pipelines over time

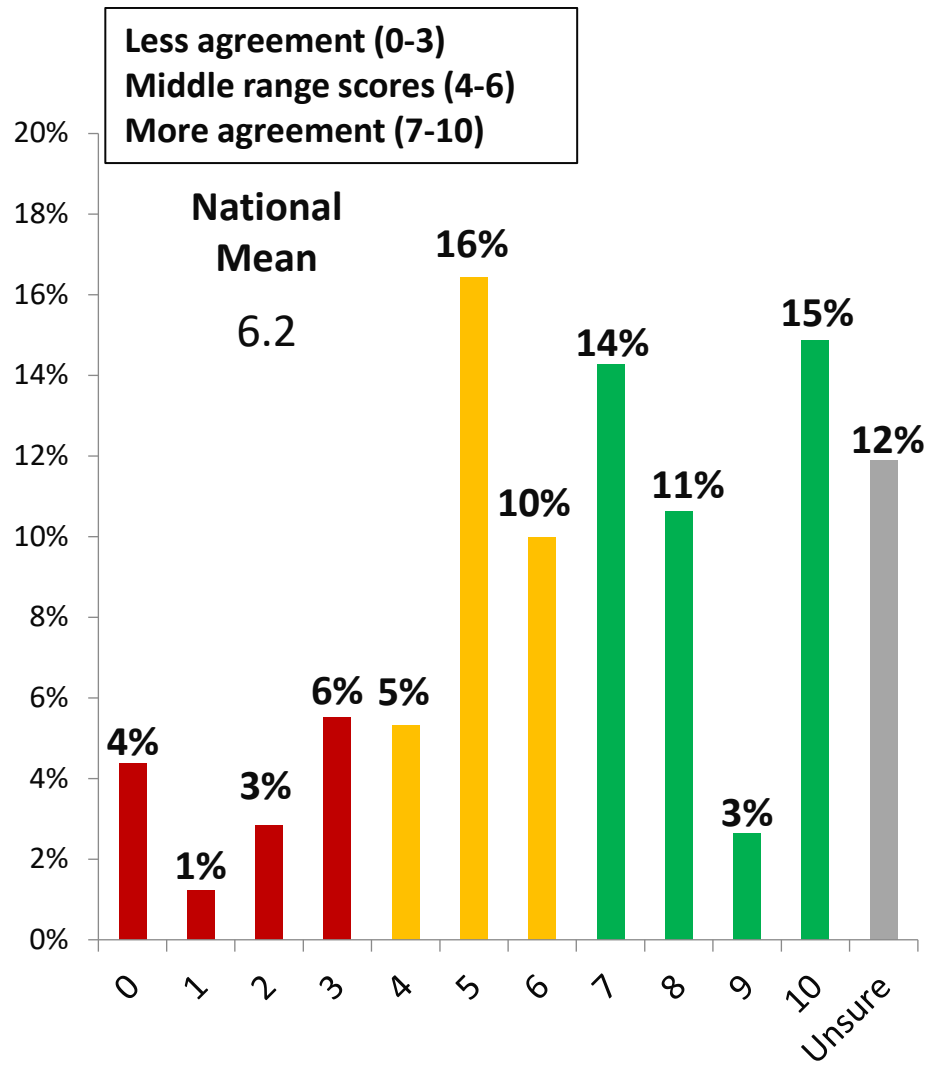


*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,053, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q – On a scale of 0 to 10, where 0 is much less agreement compared to five years ago and 10 is much more agreement compared to five years ago, do you think there is currently less or more agreement among Canadians on building oil and gas pipelines?



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

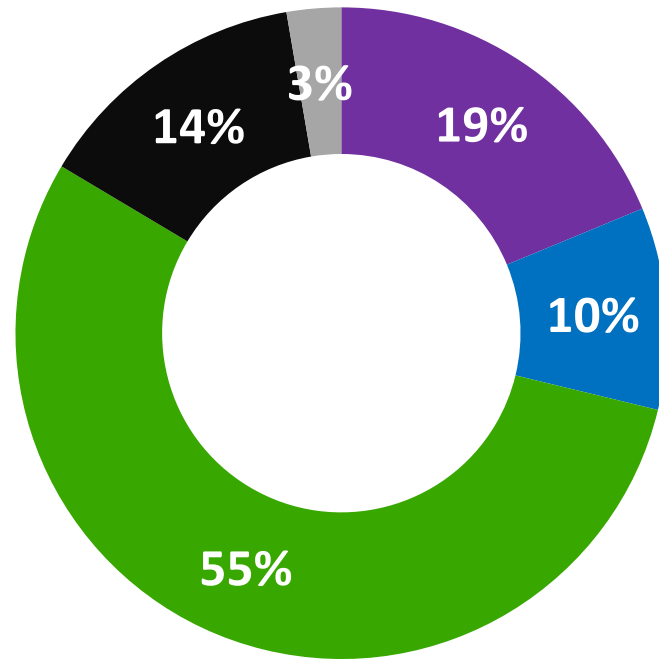
Agreement on building oil and gas pipelines

	Atlantic (n=104)	Quebec (n=222)	Ontario (n=359)	Prairies (n=218)	BC (n=150)
Mean	7.3	5.8	6.3	6.1	6.1
	Men (n=549)	Women (n=504)	18-34 (n=176)	35-54 (n=459)	55 plus (n=418)
	6.4	5.9	5.8	6.2	6.4
	Usually votes LPC (n=334)	Usually votes CPC (n=309)	Usually votes NDP (n=128)	Left-leaning (n=243)	Right-leaning (n=218)
	6.2	7.1	5.4	5.3	6.9

Q – On a scale of 0 to 10, where 0 is much less agreement compared to five years ago and 10 is much more agreement compared to five years ago, do you think there is currently less or more agreement among Canadians on building oil and gas pipelines?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,053, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Priority for new oil and gas pipelines – part one



- Projects that strengthen domestic energy security
- Projects that help diversify our energy exports to other countries
- Both equally
- I don't support new oil and gas pipelines
- Unsure

*Weighted to the true population proportion.

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

Q – Thinking about new oil and gas pipelines in Canada, what should be the priority, [ROTATE] projects that strengthen domestic energy security OR projects that help diversify our energy exports to other countries?

Projects that strengthen domestic energy security

	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
	26.4%	12.3%	20.1%	19.6%	21.0%
Men (n=551)		Women (n=504)	18-34 (n=176)	35-54 (n=460)	55 plus (n=419)
	16.8%	20.7%	21.8%	20.5%	15.4%
Usually votes LPC (n=335)		Usually votes CPC (n=310)	Usually votes NDP (n=128)	Left-leaning (n=243)	Right-leaning (n=218)
	19.4%	19.8%	24.1%	19.6%	20.4%

Projects that help diversify our energy exports to other countries

	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
	3.3%	10.0%	11.9%	8.5%	10.1%
Men (n=551)		Women (n=504)	18-34 (n=176)	35-54 (n=460)	55 plus (n=419)
	12.3%	7.8%	10.0%	10.5%	9.7%
Usually votes LPC (n=335)		Usually votes CPC (n=310)	Usually votes NDP (n=128)	Left-leaning (n=243)	Right-leaning (n=218)
	11.1%	10.2%	8.6%	9.8%	9.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Priority for new oil and gas pipelines – part two

Canadians are six times more likely

to say that the priority should be projects that strengthen domestic energy security (19%), projects that help diversify our energy exports to other countries (10%) and both equally (55%), than say they don't support new oil and gas pipelines (14%). Three percent say they are unsure.

Both equally

Atlantic
(n=104)

56.5%

Men
(n=551)

60.3%

Usually votes LPC
(n=335)

56.5%

Quebec
(n=222)

48.0%

Women
(n=504)

49.5%

Usually votes CPC
(n=310)

68.5%

Ontario
(n=360)

55.7%

18-34
(n=176)

45.0%

Usually votes NDP
(n=128)

34.5%

Prairies
(n=219)

63.4%

35-54
(n=460)

57.5%

Left-leaning
(n=243)

39.0%

BC
(n=150)

51.8%

55 plus
(n=419)

58.9%

Right-leaning
(n=218)

66.9%

I don't support new oil and gas pipelines

Atlantic
(n=104)

9.6%

Men
(n=551)

9.5%

Usually votes LPC
(n=335)

9.5%

Quebec
(n=222)

26.9%

Women
(n=504)

17.8%

Usually votes CPC
(n=310)

1.0%

Ontario
(n=360)

9.5%

18-34
(n=176)

18.9%

Usually votes NDP
(n=128)

28.5%

Prairies
(n=219)

6.9%

35-54
(n=460)

8.9%

Left-leaning
(n=243)

28.5%

BC
(n=150)

14.5%

55 plus
(n=419)

14.2%

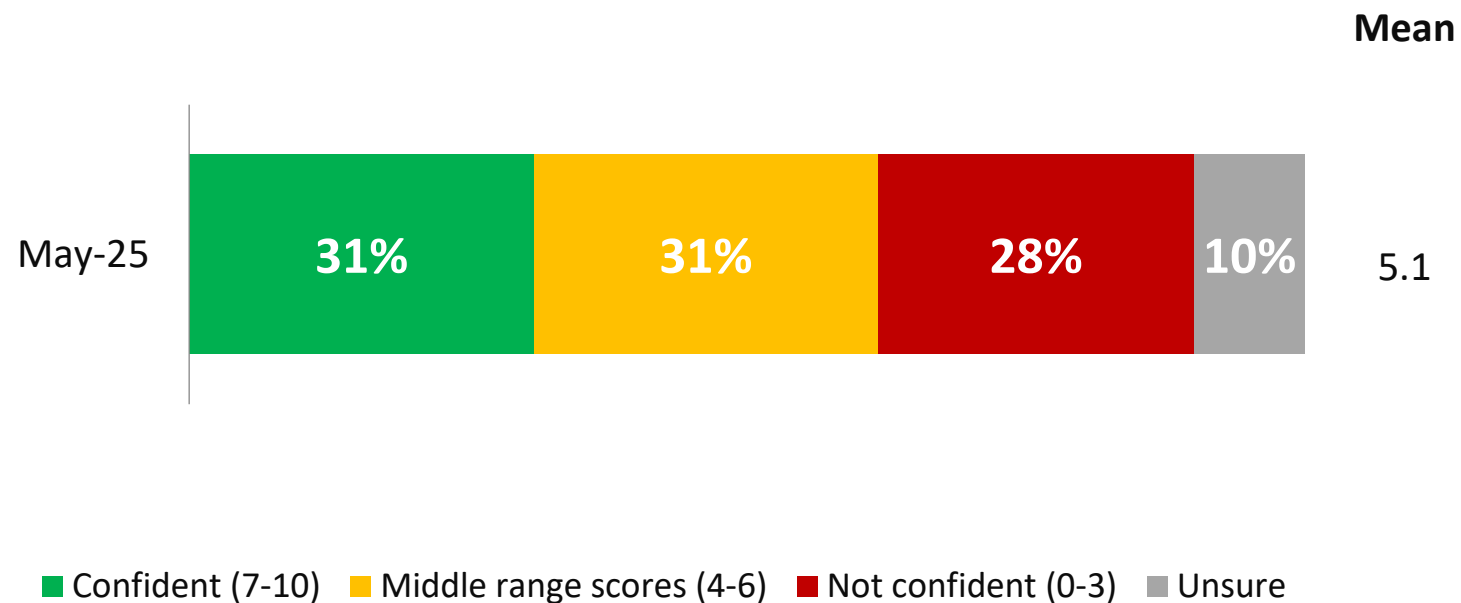
Right-leaning
(n=218)

3.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Canadians are split when it comes to their level of confidence in building new interprovincial pipelines in Canada with about three in ten who are confident (31%) and just under three in ten who aren't confident (28%).

Confidence in building new interprovincial pipelines in Canada

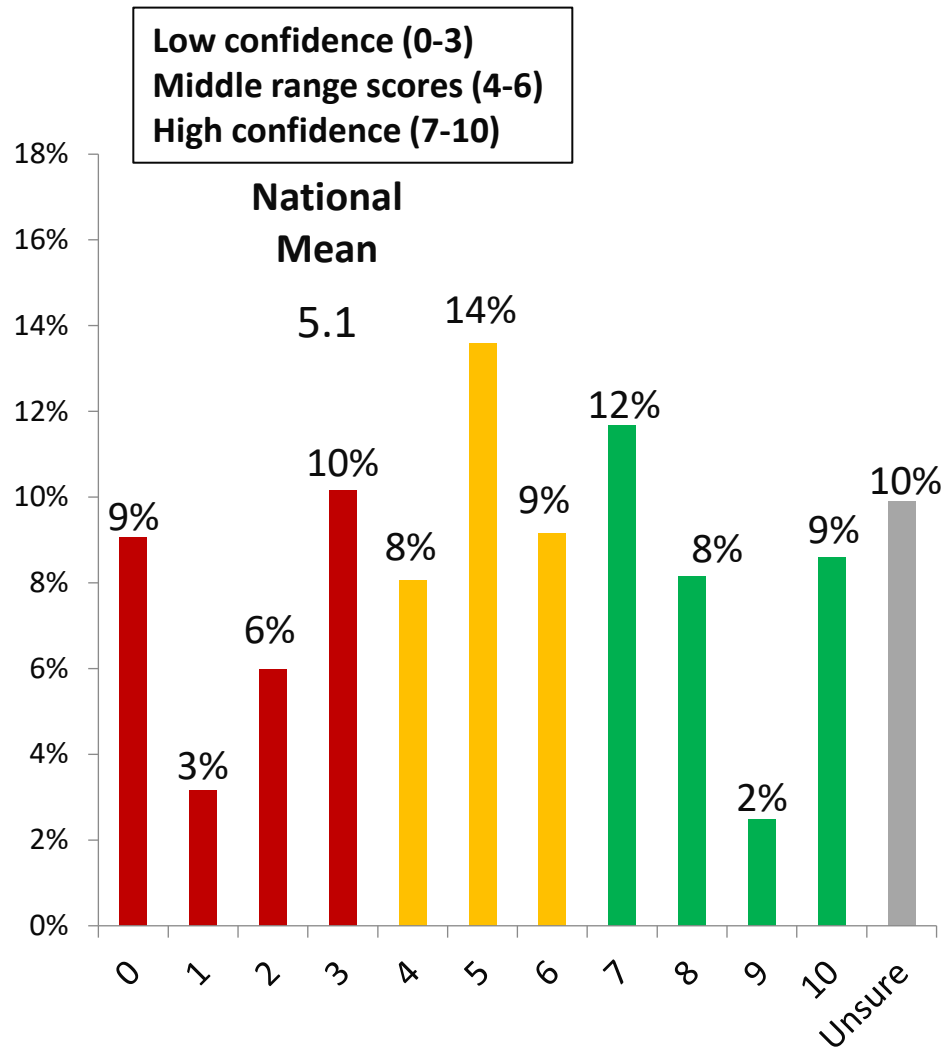


*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q – On a scale of 0 to 10, where 0 means absolutely no confidence and 10 is absolute confidence, how confident are you that new interprovincial pipelines can be built in Canada?



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

Confidence in building new interprovincial pipelines in Canada – By demographics

	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
Mean	5.5	4.8	5.2	4.9	5.3
Men (n=551)	5.1	5.0	5.0	5.1	5.1
Women (n=504)	5.1	5.0	5.0	5.1	5.1
18 to 34 (n=176)	5.1	5.0	5.0	5.1	5.1
35 to 54 (n=460)	5.1	5.0	5.0	5.1	5.1
55 plus (n=419)	5.1	5.0	5.0	5.1	5.1
Usually votes LPC (n=335)	5.5	5.0	4.5	4.7	4.9
Usually votes CPC (n=310)	5.5	5.0	4.5	4.7	4.9
Usually votes NDP (n=128)	5.5	5.0	4.5	4.7	4.9
Left-leaning (n=243)	5.5	5.0	4.5	4.7	4.9
Right-leaning (n=218)	5.5	5.0	4.5	4.7	4.9

Q – On a scale of 0 to 10, where 0 means absolutely no confidence and 10 is absolute confidence, how confident are you that new interprovincial pipelines can be built in Canada?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Reasons for confidence in building new interprovincial pipelines in Canada – Top responses

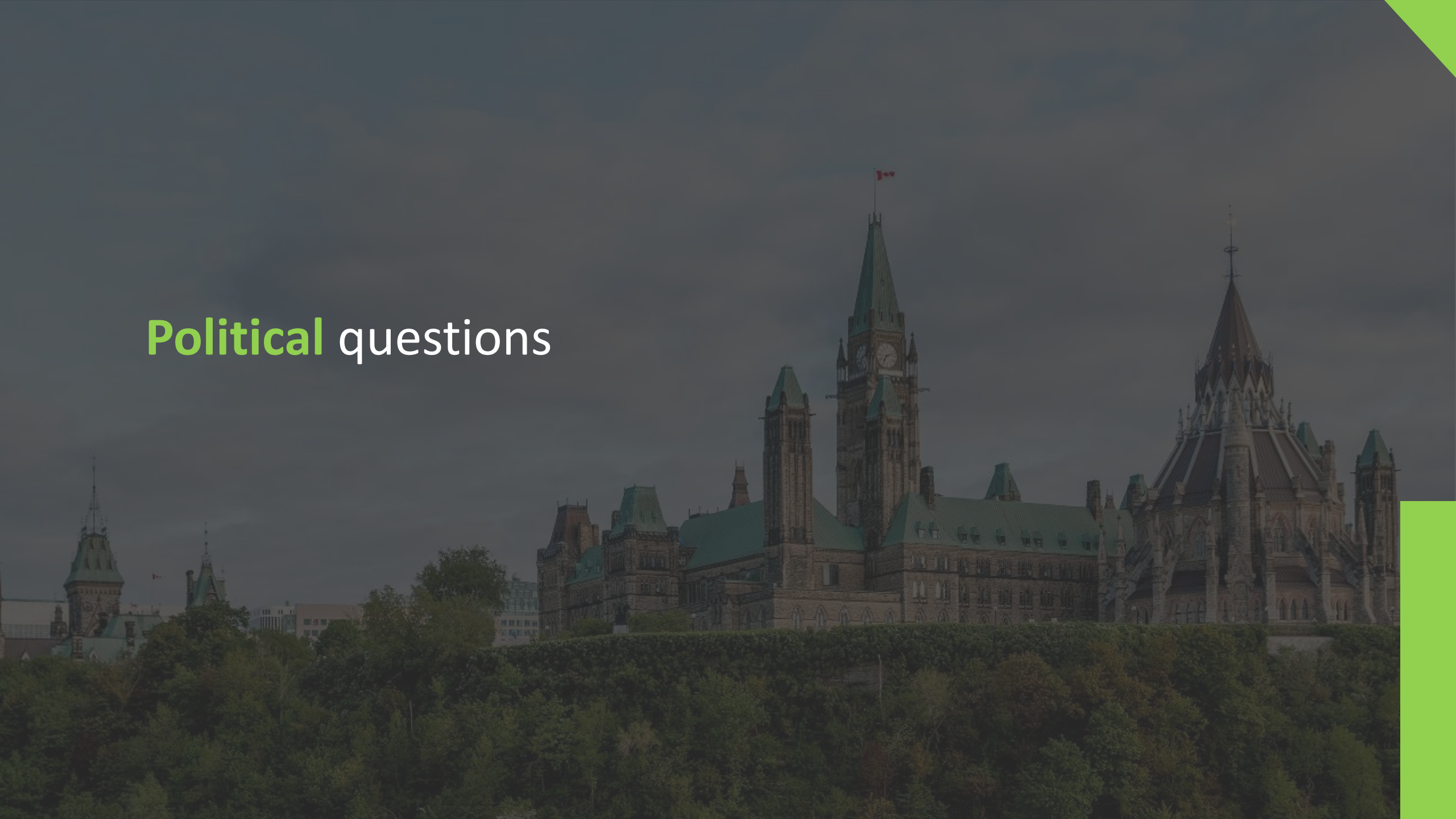
Q – Why do you say that? [OPEN]

Top responses

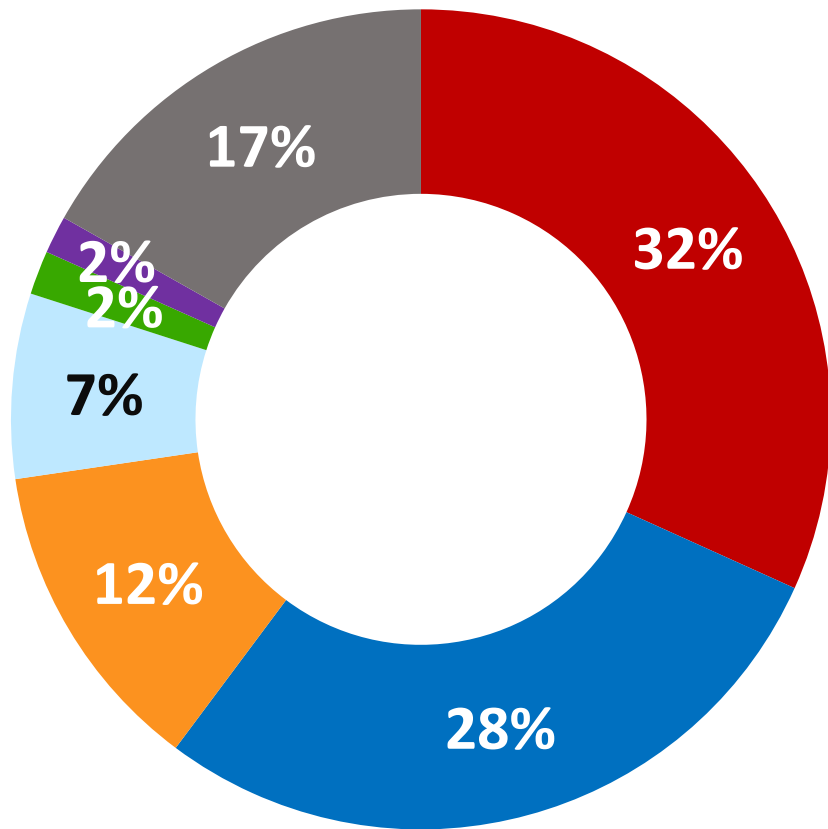
	Total (n=634)	High confidence (7-10) (n=197)	Middle range scores (4-6) (n=188)	Low confidence (0-3) (n=209)
Quebec's opposition to pipelines	16.0%	10.6%	20.1%	19.5%
Need for provincial cooperation	13.3%	15.3%	20.5%	7.0%
Environmental and Indigenous concerns	10.6%	7.9%	9.8%	13.4%
Economic necessity	9.5%	28.8%	2.1%	0.7%
Federal government's anti-pipeline stance	9.1%	2.7%	7.6%	17.4%
Political and bureaucratic barriers	8.7%	4.8%	10.4%	11.3%
Public sentiment and NIMBYism (not in my back yard)	5.9%	3.0%	7.3%	7.4%
Shift towards renewable energy	3.7%	-	2.8%	8.2%
High costs and long timelines	3.5%	1.1%	3.4%	6.5%
Canada US relations/to protect Canada	1.8%	6.0%	-	-
Investment and industry hesitation	1.4%	-	2.0%	2.1%
Government trust/new mandate/strategies	1.4%	4.5%	-	-
Other	6.6%	3.7%	10.3%	6.6%
Not sure	5.8%	2.5%	3.7%	-

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=634, accurate 3.9 percentage points plus or minus, 19 times out of 20.

Political questions



Federal party usually supported



*Weighted to the true population proportion.

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

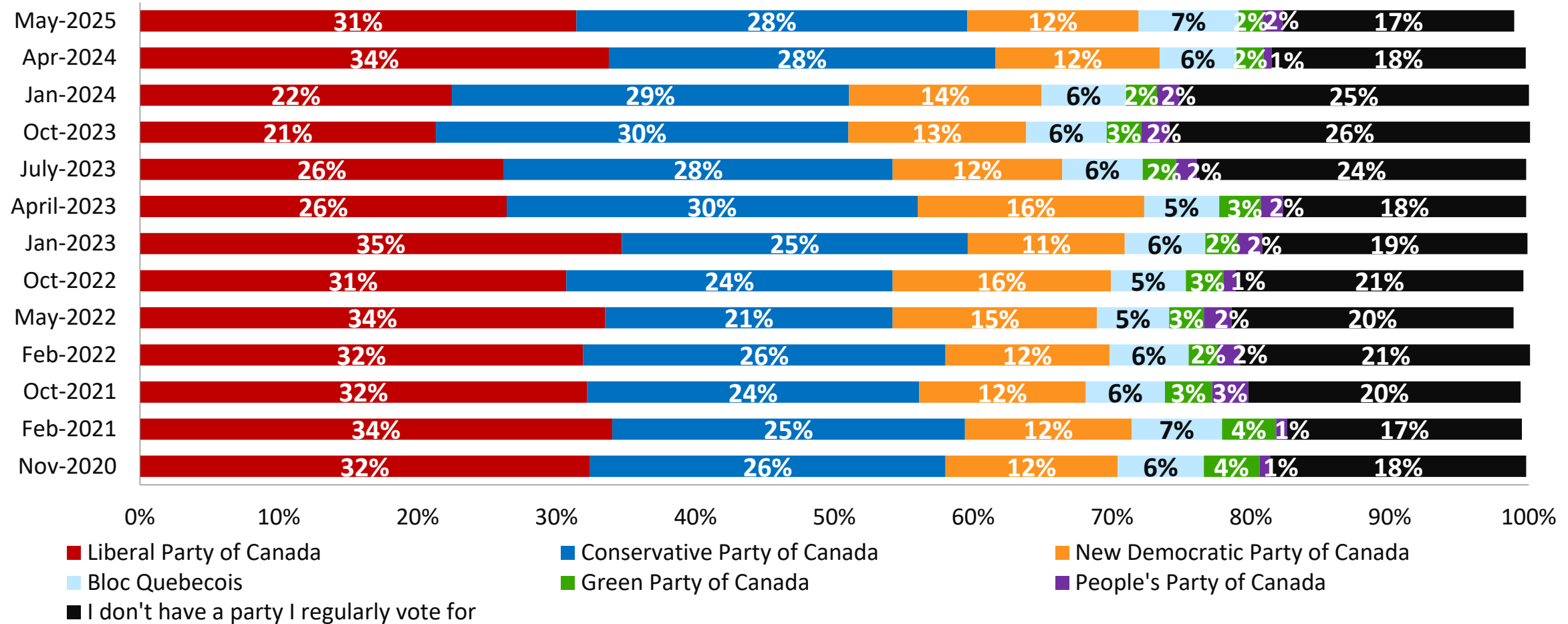
- Liberal Party of Canada
- Conservative Party of Canada
- New Democratic Party of Canada
- Bloc Quebecois
- Green Party of Canada
- People's Party of Canada
- I don't have a party I regularly vote for

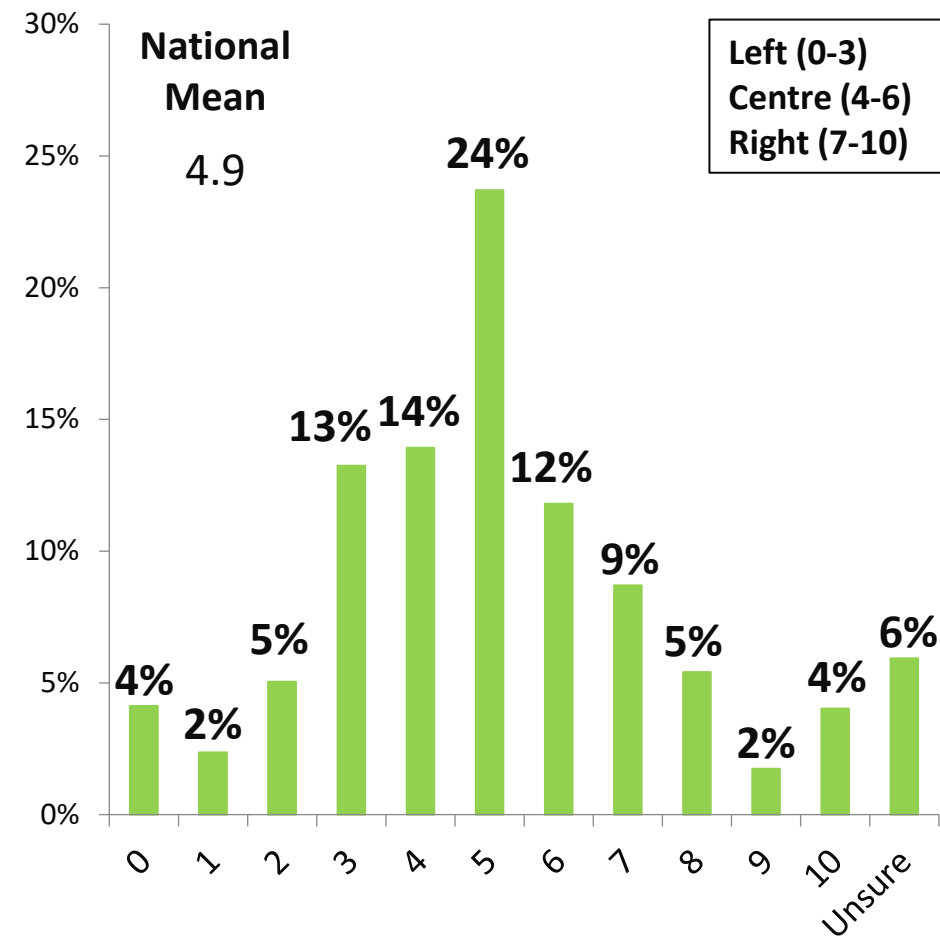
Q - Thinking of federal elections, which federal party do you usually vote for [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Federal party usually supported - Tracking

Q - Thinking of federal elections, which federal party do you usually vote for [RANDOMIZE]





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

Political views scale

	Atlantic (n=104)	Quebec (n=222)	Ontario (n=359)	Prairies (n=218)	BC (n=150)
Mean	4.5	4.9	4.8	5.3	4.5
	Men (n=550)	Women (n=503)	18 to 34 (n=176)	35 to 54 (n=460)	55 plus (n=417)
	5.2	4.5	4.5	5.2	4.8

Q –In politics people sometimes talk of left and right. In terms of your political views, where would you place yourself on a scale where 0 means left and 10 means right?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, between May 5th and 8th, 2025, n=1,053, accurate 3.0 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,055 Canadians, 18 years of age or older, between May 5th and 8th, 2025, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 1,055 Canadians is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by Positive Energy at the University of Ottawa and was conducted by Nanos Research.

Full data tables with weighted and unweighted number of interviews is here:

[By region, age and gender](#)

[By vote and political spectrum](#)

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



Element	Description
Research sponsor	Positive Energy at the University of Ottawa
Population and Final Sample Size	1,055 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
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.
Fieldwork/Validation	Live CATI interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 6:30-9:30pm local time for the respondent.
Field Dates	May 5 th to May 8 th , 2025.
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/

Element	Description
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.
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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.
Estimated Response Rate	12 percent, consistent with industry norms.
Question Order	Question order in the tabulations appended to this report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, mental health, international relations, defence funding and health care.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
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.
Data Tables	By region, age and gender By vote and political spectrum



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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

Any questions?



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