



Canada Energy
Regulator

Régie de l'énergie
du Canada

Annual Public Opinion Research Measures 2024

Final Report

Prepared for Canada Energy Regulator

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Ce rapport est aussi disponible en Français

Canada Energy Regulator – Annual Public Opinion Research Measures 2024

Final report

Prepared for Canada Energy Regulator by Environics Research

March 2024

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This public opinion research report presents the results of quantitative and qualitative research conducted by Environics on behalf of the Canada Energy Regulator. The quantitative research was conducted online and by telephone with the general population, from January 18 to 29, 2024.

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Executive summary

1. Background and objectives

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

The CER commissioned its fifth annual tracking study in early 2024. The CER uses this study to track Canadians' views on whether it operates transparently, and if it shares information to create awareness of and confidence in, its work and regulatory processes. The CER will use the feedback from this survey to inform improvements to its Communications Program and to ensure the program is fully aligned with the Government of Canada's Communications Policy. As a tracking survey, the questionnaire remains largely unchanged year over year. However, this year the CER sought a deeper understanding of Canadians who are most engaged with the topic, resulting in the addition of some new questions in the 2024 questionnaire.

2. Methodology

EnviroNics Research surveyed 1,038 Canadian adults (aged 18 years and older) between January 18-29, 2024. The sample included 921 Canadians from the provinces who are members of an online panel. To reach Canadians in the northern territories, EnviroNics completed 107 telephone interviews using industry-standard random-digit-dialling techniques. Both surveys used the same questionnaire, with the telephone version adapted slightly for verbal delivery.

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

Target Group	Proportion of Population	Target (Quota)	Actual Unweighted	Actual Weighted*
Total	100%	1,000	1,038	1,038
Atlantic	6.5%	100	103	67
Quebec	23%	200	206	239
Ontario	38.5%	200	208	400
MB/SK	6.7%	100	104	69
Alberta	11.5%	150	155	119
BC	13.5%	150	155	140
Territories	<1%	100	107	3

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

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

3. Cost of research

The cost of this research was \$69,930 (excluding HST).

4. Key findings

Awareness of recent energy or pipeline projects is on a declining trend with just under three in ten saying they have recently heard about the topic. Consistent with previous results, the government is the most common source of information on recent energy projects.

When it comes to personal connections or experience, fewer than one in ten have had first-hand experience working in the Canadian oil and gas industry, larger portions are aware of local energy transmission infrastructure and very few are members of the affected public, meaning they report living near energy transmission infrastructure. Three quarters of Canadians think pipelines are at least somewhat safe; one quarter think they are unsafe. Positive opinions of pipeline safety are highest in Alberta and lowest in the Territories.

Similar to 2023 results, three in ten express awareness of the CER either prompted or unprompted. However, the CER is not a household name, and the majority cannot name an organization responsible for the CER's mandate. Among those who have heard of the CER, two in ten are at least moderately familiar with the organization overall; fewer than one in ten are very familiar. This is also lower than past results. Familiarity with the CER's work is also higher among those with industry experience, those aware of infrastructure, and those who live near infrastructure. Most Canadians cannot recall having any direct interaction with the CER in recent years. Thinking about specific functions the CER carries out, Canadians are most familiar with the Safety & Environment Oversight function, followed by Energy Adjudication. Canadians continue to perceive the CER as an expert in its field, with six in ten saying this term describes the organization.

Overall confidence in the CER remains at steady with 2023 results; about three in ten Canadians feel at least somewhat confident in the organization. About one third of Canadians are also confident the CER ensures compliance and protects public safety. These results are comparable to confidence levels in 2023, but lower than results from 2020-2022. Those who believe pipelines are very safe are more likely to also be very confident in the CER. Confidence in decision making aspects of the CER's work is also typically higher among those who have had recent interaction with the CER.

Key drivers of confidence in the CER are related to the public's belief about its decision making.

5. Political neutrality statement and contact information

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



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