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Regulator

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du Canada

Annual Public Opinion Research Measures 2021

Final Report

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Canada 

Canada Energy Regulator – Annual Public Opinion Research Measures 2021

Final report

Prepared for the Canada Energy Regulator by Environics Research

March 2021

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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 second annual tracking study in early 2021. The CER intends to use this study to track Canadians' views on whether it operates transparently, and if it shares information to create awareness of, and confidence in, its work and regulatory processes. The CER will use the feedback from this survey to inform improvements to its Communications Program, and to ensure the program is fully aligned with the Government of Canada's Communications Policy.

2. Methodology

Quantitative phase

EnviroNics Research surveyed 1,012 Canadian adults (aged 18 years and older) between February 4 and 19, 2021. The sample included 910 Canadians from the provinces who are members of an online panel. To reach Canadians in the northern territories, EnviroNics completed 102 telephone interviews using industry-standard random-digit-dialling techniques. Both surveys used the same questionnaire, with the telephone version adapted slightly for verbal delivery.

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

Target group	Proportion of population	Target (quota)	Actual Unweighted	Actual Weighted*
Total	100%	1,000	1,012	1,012
Atlantic	7%	100	104	67
Quebec	23%	200	201	235
Ontario	38%	200	201	388
MB/SK	7%	100	100	69
Alberta	11%	150	153	117
BC	14%	150	151	135
Territories	<1%	100	102	2

*Results are weighted by region, gender and age to 2016 Census data.

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

Qualitative phase

The qualitative phase consisted of a two-day online community. Participants were screened during the quantitative survey and a selection of respondents were invited to participate in the online bulletin board community. The bulletin boards required input from participants on two separate days and the process was over a three-day window, from February 17–19, 2021. A total of 132 Canadian adults from across the country

participated (109 in English and 23 in French), and each participant was given an honorarium of \$100. Since participants were screened, the qualitative community received a demographic mix of gender, age, education levels, income levels, and region. The detailed methodology and participant profiles are presented in Appendix B of this report.

3. Cost of research

The cost of this research was \$135,596.38 (including HST).

4. Key findings

Quantitative findings

Canadians continue to have a good level of confidence in CER, especially as it relates to ensuring companies comply with regulations, ensuring public safety, and making decisions based on scientific evidence. Belief that the CER acts in the public interest and increases global competitiveness is slightly down from 2020 levels, but most Canadians still view the CER as an expert in its field. Seven in ten continue to say the term “expert” at least somewhat describes the CER.

While unaided awareness slightly increased since 2020, the Canada Energy Regulator is still not a top-of-mind name among Canadians – but, as before, no one organization is top of mind. A strong majority of eight in ten cannot think of the name of the organization responsible for the CER’s mandate unprompted. When prompted, four in ten do recognize the name “Canada Energy Regulator.” Recognition of the National Energy Board (NEB), its previous incarnation, is generally similar to 2020; 23 percent who are not aware of the CER are aware of the NEB, vs. 27 percent in 2020.

Consistent with 2020, among the four in ten who have heard of the CER, a minority of just under three in ten (28%) indicate they are familiar with it (score 7 to 10 on a 10-point familiarity scale); similar proportions (25% to 27%) are familiar with each of its specific functions. Although those familiar are in the minority, the majority of Canadians continue to express interest in knowing more: seven in ten are at least moderately interested in learning more about the CER itself, and about six in ten have modest interest in learning about its functions.

Awareness of energy projects is on par with 2020 results as well. In 2021, six in ten report having heard or seen information recently about existing or planned pipeline or powerline projects. Television remains the most cited source for this information. Consistent with 2020 results, government is most often mentioned as the source of this information, followed by environmental groups; one in ten (down from two in ten) believe the Canada Energy Regulator was the source of this information.

Qualitative findings

The qualitative research touched on understanding of the CER mandate and responsibilities, confidence in the organization, and interest in learning more about it, among other topics.

The results suggest that the CER’s mandate is quite comprehensible to participants, who most commonly describe the CER as an important authority, responsible for setting standards, and ensuring compliance of energy companies in Canada. They also generally understand its role in ensuring the safe transport of energy. The importance of safety and environmental protection are also evident in these results as is the CER’s role in stakeholder relations – where it is seen as balancing interests from a range of perspectives.

The participants were also asked to interpret key aspects of the CER’s role, by describing them in their own words and to indicate how important they consider each of them. The areas include energy adjudication, safety

and environmental oversight, energy information, and engagement. Safety and environmental oversight was deemed the most important among the four areas discussed by participants, followed by energy adjudication, engagement and then energy information.

Participants understand the CER's role in safety and environmental oversight as setting standards to ensure the safety of local communities, workers, and the environment. They also believe the CER monitors and audits energy companies to ensure compliance.

In the area of energy adjudication, participants understand that the CER reviews and assesses proposed energy projects and provides advice or guidance related to safety and environmental considerations. Some participants also noted that the CER's role is advisory with the government making the decisions.

The CER's engagement function is understood to mean hearing concerns from those who might be impacted by energy decisions, consulting with and initiating communication with interested parties. Indigenous peoples and their lands were often mentioned in this regard.

The participant interpretations of the CER's role in energy information were more varied, suggesting a lack of awareness about the specifics of what the CER does in this regard.

When asked to describe their levels of confidence in the CER, the rationales vary somewhat depending on prior knowledge of the organization. Those who feel more confident in the CER provide positive reasons such as trust in the CER and regulatory bodies in general. These participants assume that the CER employs specialized experts to carry out its important mandate. They believe that the CER has a reputation of being strict and careful with project approvals.

Participants with neutral positions often said they were unaware of the CER before the study. They felt it was difficult to feel strong confidence in an organization they have not interacted with and do not know much about.

Those with lower confidence in the CER are often influenced by media coverage and/or negative views about ongoing pipeline projects. Others are critical of whether the CER operates at 'arm's length' from the government or if it is biased by political interests.

The participants were also asked about their interest in learning more about the CER and what specifically they wish to know more about. Those interested in energy adjudication want to learn how that process works and how long it takes, including the criteria considered, interest groups involved, and underlying issues that the CER considers.

Similarly, in relation to safety and environmental oversight, participants expressed an interest in knowing that safety and environmental standards are effective and being followed, as well as how standards are set and what compliance procedures are in place.

In terms of energy information, participants expressed interest in a range of areas, such as: how pipelines are used, the environmental effects of pipelines, data about the demand and supply of different energy sources, data about Canada's energy usage, the financial considerations of energy decisions, and how Canada's energy sector compares to other countries.

In relation to engagement, participants asked for details on what the engagement process looks like: which stakeholders the CER engages, what methods of consultation and engagement are used, and the results from these activities. Participants also expressed special interest in what this process looks like for Indigenous communities.

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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Introduction

1. Background

The Canada Energy Regulator is the country's federal energy regulator, overseeing oil and gas pipelines and electrical powerlines that cross a national, provincial or territorial border. The CER makes decisions in the public interest about energy projects impacting Canadians.

The CER's roles and responsibilities include:

- Reviewing applications for new energy projects and upgrades to current projects;
- Providing oversight of oil and gas exploration and activities on frontier lands and offshore not otherwise regulated under territorial law or joint federal/provincial accord;
- Deciding what can be transported in pipelines and how much companies can charge for their services;
- Approving the export and import of natural gas and the export of oil; and,
- Providing Canadians with a neutral source of energy statistics, analysis and information.

2. Research rationale and objectives

The Canada Energy Regulator commissioned its second annual public opinion tracking study in early 2021. This study serves as a follow-up to the benchmark study conducted by Environics in early 2020. This study will help the CER 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 continue to use feedback from this tracking study to inform improvements to its Communications Program, and to ensure the program is fully aligned with the Government of Canada's Communications Policy.

3. About this report

This report begins with an executive summary outlining key findings and conclusions, followed by a detailed analysis of the quantitative and qualitative results. A detailed description of the quantitative methodology is presented in Appendix A and the qualitative methodology is in Appendix C. The research instruments used to conduct this study are presented in Appendix B (quantitative) and D (qualitative).

Quantitative results were analysed by the total responding and by key subgroups of the population (that is, by region, age, gender, household income and education, and other factors such as previous awareness of and self-described familiarity with the CER). Noteworthy subgroup differences are highlighted where relevant.

Note: Throughout this report the columns and rows in the quantitative results tables may not add to 100% due to rounding or multiple mentions. Base size is the total sample of n=1,012 unless otherwise specified.

Detailed findings – Quantitative research

Awareness of and familiarity with the CER

1. Unaided awareness of the CER

As in 2020, eight in ten cannot name an organization responsible for the CER's mandate

Canadians were asked to name the Canadian organization responsible for the CER's mandate of overseeing oil and gas pipelines and electrical powerlines crossing a national, provincial, or territorial border. As in 2020, eight in ten are not able to name an organization with this mandate. Three percent named the CER, statistically similar to one percent in 2020. Unaided mentions of the NEB as the organization with this mandate have decreased four percentage points. Similar to 2020, there is a range of other mentions, each cited by only small proportions.

Organization responsible for the CER's mandate – by region

Named organization	2020 Total (n=1,002)	2021 Total (n=1012)	Region						
			BC (n=151)	AB (n=153)	MB/SK (n=100)	ON (n=201)	QC (n=201)	ATL (n=104)	TERR (n=102)
NET: Canada Energy Regulator	1%	3%	2%	6%	2%	4%	1%	3%	<1%
Canada Energy Regulator	1%	2%	1%	3%	1%	2%	1%	1%	-
CER	-	1%	1%	2%	1%	2%	-	1%	-
Canadian Energy Regulator	<1%	<1%	-	1%	-	-	-	1%	<1%
National Energy Board/NEB	6%	2%	3%	5%	2%	1%	2%	3%	5%
Pipeline (i.e. Keystone XL or Trans Mountain)	2%	2%	4%	3%	-	3%	3%	1%	<1%
Hydro (incl. provincial)	2%	2%	3%	-	-	2%	5%	1%	-
Private companies (other)	2%	2%	3%	4%	1%	2%	1%	3%	<1
Federal government department (various)	2%	2%	4%	3%	4%	3%	1%	4%	-
TransCanada/TCPL/TC Energy	1%	1%	-	1%	3%	<1%	<1%	-	-
Commission/board (various)	1%	1%	1%	2%	-	2%	-	-	-
Other mentions (<1% each)	3%	2%	4%	3%	1%	2%	3%	1%	<1%
Don't know	79%	81%	78%	73%	86%	83%	83%	85%	90%

Q1 Do you know the name of the Canadian organization responsible for overseeing oil and gas pipelines and electrical powerlines that cross a national, provincial, or territorial border?

As demonstrated in the table above, unaided awareness of the CER is generally similar across the country, although slightly higher in Alberta and Ontario than in Quebec. Mentions of the CER are highest among

Canadians aged 18-34 (6%) and decrease as age increases (down to 1% age 55+); unprompted mentions of the CER are highest (17%) among those indicating they are familiar with the CER, later in the survey.

2. Aided awareness of the CER

Total awareness of the CER remains consistent with 2020 levels. Roughly four in ten Canadians express awareness (aided or unaided) of the CER.

When Canadians who did not name the CER unprompted are told the organization responsible for overseeing cross-border pipelines and powerlines is the Canada Energy Regulator, four in ten report having heard of it prior to the survey; six in ten have not. Aided awareness ranges from a low of 29 percent in B.C. to a high of 57 percent of Albertans. Total unaided and aided awareness remains consistent with 2020, as shown in the following table.

Total awareness of CER – by region

Total awareness of the CER	2020 Total (n=1,002)	2021 Total (n=1,012)	Region						
			BC (n=150)	AB (n=151)	MB/SK (n=100)	ON (n=200)	QC (n=200)	ATL (n=100)	TERR (n=101)
Net: aware	41%	41%	29%	55%	36%	43%	43%	34%	50%
Unaided awareness	1%	3%	2%	6%	2%	4%	1%	3%	<1%
Aided awareness	40%	38%	27%	49%	35%	38%	43%	31%	50%
No awareness	59%	59%	71%	45%	64%	57%	57%	66%	50%

Q1 Do you know the name of the Canadian organization responsible for overseeing oil and gas pipelines and electrical powerlines that cross a national, provincial, or territorial border?

Q2 The organization responsible for overseeing oil and gas pipelines and electrical powerlines that cross national, provincial, or territorial border is the Canada Energy Regulator or CER. Have you heard of the CER before today? BASE: Those not naming CER (n=982)

Prompted awareness of the CER in this wave is similar across education levels, but is higher among men (45%, vs. 34% of women), Canadians aged 55+ (45%), and those who later in the survey indicate they have recent awareness about energy projects (50%, vs. 25% who do not).

3. Aided awareness of the National Energy Board

Among those not aware of the CER, four in ten recall the NEB, down slightly compared to 2020.

Those who had not heard of the Canada Energy Regulator even after prompting (n=614) were asked if they had heard of it under its previous name, the National Energy Board or NEB. Four in recall the NEB, representing a modest (six percentage point) drop in awareness from 2020. Awareness of the NEB (presented in the French version as the *l'Office national de l'énergie*) remains notably lower in Quebec (21%) than other regions (43% to 5%).

Aided awareness of the NEB among those not aware of the CER (n=614) – by region

Heard of NEB before survey	2020 Total (n=599)	2021 Total (n=614)	Region						
			BC (n=108)	AB (n=71)	MB/SK (n=64)	ON (n=116)	QC (n=114)	ATL (n=68)	TERR (n=73)
Yes, have heard of NEB	45%	39%	44%	45%	53%	43%	21%	44%	55%
No, have not heard of NEB	55%	61%	56%	55%	47%	57%	79%	56%	43%

Q3 The Canada Energy Regulator was formerly known as the National Energy Board or NEB. Have you heard of the NEB before today?

BASE: Those not aware of CER after prompting (n=614)

Recall of the NEB increases as age increases (from 18% ages 18-34, up to 50% ages 55+) and is higher among men (47%, vs. 33% of women). As in 2020, awareness of the NEB increases as level of education increases.

4. Familiarity with the CER

Nearly three in ten who are aware of the CER say they are at least moderately familiar with it, similar to the 2020 results

Those who had heard of the CER prior to the survey (n=398) were asked to indicate, using a scale of 1 to 10, how familiar they are with the organization. Nearly three in ten are at least somewhat familiar (28% scoring from 7 to 10), while slightly more are unfamiliar (45% scoring 1 to 4). Canadians are about twice as likely to say they are not at all familiar (16% score 1-2) than very familiar (8% score 9-10). Roughly one-third give a neutral response.

Familiarity with the CER among those who have heard of it (n=398) – by region

Level of familiarity with CER	2020 Total (n=403)	2021 Total (n=398)	Region						
			BC (n=43)	AB (n=82)	MB/SK (n=36*)	ON (n=85)	QC (n=87)	ATL (n=36*)	TERR (n=29*)
Net: familiar (score 7-10)	31%	28%	18%	22%	10%	35%	29%	32%	7%
Very familiar (score 9-10)	8%	6%	2%	4%	-	7%	9%	6%	7%
Somewhat familiar (score 7-8)	23%	22%	16%	18%	10%	28%	20%	25%	1%
Neutral (score 5-6)	33%	27%	25%	29%	31%	24%	31%	19%	8%
Net: not familiar (score 1-4)	36%	45%	57%	50%	59%	41%	40%	50%	84%
Not very familiar (score 3-4)	20%	27%	40%	28%	42%	25%	24%	22%	57%
Not at all familiar (score 1-2)	16%	18%	16%	22%	17%	16%	16%	28%	27%
Mean	5.2	4.9	4.4	4.6	4.1	5.1	5.1	4.6	3.5

Q4 Using a scale from 1 to 10, where 1 means "not at all familiar" and 10 means "extremely familiar," how familiar are you with the Canada Energy Regulator?

*Note – small base size (n<50) – caution is advised in interpreting results

BASE: Those with unaided or aided awareness of CER (n=398)

Being familiar with the CER is a minority position across the country and across population subgroups. Familiarity is somewhat higher in Ontario and Quebec and among Canadians aged 18-34 (40%).

5. Familiarity with CER functions

Around one-quarter who have heard of the CER are at least moderately familiar with each of its main functions; fewer than one in ten are very familiar.

Those indicating they are aware of the CER, aided or unaided (41%), were given information about four key functions and asked how familiar they are with each, using a ten-point familiarity scale. Around one-quarter indicate they are at least somewhat familiar (score 7 to 10) with each, while fewer than one in ten are very familiar (score 9 or 10).

Familiarity with CER functions - those aware of the CER (n=398)

Function	Very familiar (9-10)	Somewhat familiar (7-8)	Neutral (5-6)	Not very familiar (3-4)	Not at all familiar (1-2)
Safety and Environmental Oversight	6%	22%	33%	21%	19%
Energy Information	6%	21%	32%	23%	19%
Energy Adjudication	5%	20%	31%	23%	21%
Engagement	4%	20%	32%	22%	22%

Q4 How familiar, if at all, are you with each of the following functions of the Canada Energy Regulator or CER? Please use a scale from 1 to 10, where 1 means "not at all familiar" and 10 means "extremely familiar."

BASE: Those with unaided or aided awareness of CER (n=398)

There are no specific regional findings in awareness of CER functions in this wave. Compared to 2020, fewer report familiarity with the engagement and energy adjudication functions.

Net familiar (very, somewhat) with CER functions - those aware of the CER – by region

Net familiar (score 7-10)	2020 Total (n=403)	2021 (n=398)	Region						
			BC (n=43)	AB (n=82)	MB/SK (n=36*)	ON (n=85)	QC (n=87)	ATL (n=36*)	TERR (n=29*)
Safety & Environmental Oversight	33%	27%	31%	18%	7%	30%	31%	36%	8%
Energy Information	29%	26%	19%	23%	7%	27%	35%	31%	8%
Energy Adjudication	33%	26%	25%	26%	10%	27%	27%	31%	14%
Engagement	31%	24%	14%	19%	16%	27%	28%	28%	7%

Q5-8 How familiar, if at all, are you with each of the following functions of the Canada Energy Regulator or CER? Please use a scale from 1 to 10, where 1 means "not at all familiar" and 10 means "extremely familiar".

*Note – small base size (n<50) – caution is advised in interpreting results

BASE: Those with unaided or aided awareness of the CER (n=398)

Net familiarity with most of these functions is somewhat higher among those who are aged 18-34, university educated, and those who indicate they are at least somewhat familiar with the CER in general.

Interest in learning about the CER

1. Overall interest in learning about the CER

Seven in ten are at least somewhat interested in learning more about the CER's work, although fewer than one in five are very interested.

Regardless of previous awareness or familiarity with the CER, Canadians were asked how interested they would be in learning more about the CER in general. Interest levels are similar to 2020, with roughly seven in ten saying they are at least somewhat interested in learning more. Overall interest ranges from a low of 51 percent in the North to a high of 73 percent in Quebec.

Interest in knowing more about the CER – by region

Interest in knowing more about the CER	2020 Total (n=1,002)	2021 Total (n=1,012)	Region						
			BC (n=151)	AB (n=153)	MB/SK (n=100)	ON (n=201)	QC (n=201)	ATL (n=104)	TERR (n=102)
NET: Interested	73%	69%	63%	70%	60%	70%	73%	66%	51%
Very interested	20%	16%	11%	16%	13%	19%	15%	18%	5%
Somewhat interested	53%	53%	52%	54%	46%	51%	58%	48%	46%
NET: Not interested	27%	31%	37%	30%	40%	30%	27%	34%	46%
Not very interested	20%	24%	30%	25%	33%	23%	20%	24%	28%
Not at all interested	7%	7%	7%	5%	7%	7%	7%	11%	18%
Don't know/Refused	<1%	<1%	-	-	-	-	-	-	2%

Q13 How interested are you in knowing more about the Canada Energy Regulator in general?

Overall interest in learning more about the CER is uniform across most population subgroups (gender, household income), although somewhat higher among younger Canadians aged 18-34 (74%). Interest in learning more is also higher among those who are already aware of the CER (82%), and those with recent awareness of energy projects (75%). Interest in learning more is highest among those familiar to some extent with the CER (97%) and decreases as familiarity decreases (to 72% not familiar).

2. Interest in learning about aspects of the CER's work

Six in ten or more are at least somewhat interested in each of the four aspects of the CER's work, with safety and environmental oversight garnering the most interest.

Canadians were asked how interested they would be in learning more about the CER's work. At least six in ten are somewhat or very interested in learning more about each of the four main aspects. Like 2020, about three-quarters indicate interest in knowing more about safety and environmental oversight; seven in ten would be interested in learning about energy information. As in 2020, Canadians express somewhat less interest in either energy adjudication or engagement activities. Strong interest follows the same pattern, with one-quarter being very interested (score 9 or 10) in hearing more about safety and environmental oversight. Net interest in most aspects is higher in Quebec compared to other provinces (except for interest in engagement activities, which is similar to elsewhere).

Interest in learning about aspects of the CER's work – by region

Interest in knowing more about aspects of CER's work	2020 Total (n=1,002)	2021 Total (n=1,012)	Region						
			BC (n=151)	AB (n=153)	MB/SK (n=100)	ON (n=201)	QC (n=201)	ATL (n=104)	TERR (n=102)
Safety and environmental oversight									
Net: Interested	74%	73%	67%	75%	68%	74%	79%	68%	65%
Very interested	28%	24%	20%	21%	17%	27%	25%	23%	18%
Energy information									
Net: Interested	69%	69%	65%	73%	62%	68%	75%	68%	73%
Very interested	22%	19%	14%	18%	16%	21%	19%	19%	23%
Energy adjudication or reviewing applications									
Net: Interested	66%	62%	61%	61%	56%	60%	69%	64%	49%
Very interested	18%	14%	15%	11%	10%	15%	14%	19%	12%
Engagement activities									
Net: Interested	62%	59%	54%	62%	54%	62%	58%	56%	49%
Very interested	16%	13%	12%	16%	13%	16%	10%	10%	8%

Q9-12 How interested are you in knowing more about the following aspects of the Canada Energy Regulator's work?

Interest in CER activities is consistent across population subgroups, with some exceptions. Canadians aged 18 to 34 are the most interested in hearing about engagement activities (65%, vs. 57% of others) and those with household incomes between \$80,000 and \$100,000 (82%) are more interested in safety and environmental oversight. In all cases, interest is higher among those aware of the CER prior to the survey, those who are more familiar with it, and those with recent awareness of pipeline or powerline projects.

Confidence in and perceptions of the CER

1. Confidence in the CER

Similar to 2020, Canadians are most likely to be confident that the CER ensures compliance, protects public safety, and makes data-driven decisions. Confidence that the CER enhances global competitiveness has decreased slightly.

Canadians were shown eight statements about the CER and asked to indicate their level of confidence regarding each, using a ten-point scale. Strong confidence (scoring 9 or 10) is on par with 2020 levels, at roughly one in ten for each statement. Four in ten or more are at least somewhat confident in three of the statements: that the CER ensures compliance, that it makes decisions that ensure public safety, and that its decisions are based on scientific evidence. Just under four in ten agree to some extent with three other statements; Canadians are least likely to agree that the CER's decisions advance Reconciliation with Indigenous peoples. Confidence that the CER makes decisions that enhance global competitiveness has slightly decreased since 2020.

Confidence in aspects of the CER's work

The CER ('s)...	2020 Net: confident (7-10)*	2021 Net: confident (7-10)	Very confident (9-10)	Somewhat confident (7-8)	Neutral (5-6)	Not very confident (3-4)	Not at all confident (1-2)
...ensures pipeline/powerline companies comply with relevant rules/regulations	45%	45%	14%	31%	35%	12%	8%
...makes decisions that effectively ensure public safety	43%	44%	11%	32%	35%	12%	10%
...decisions are based on the best available scientific information and data	43%	41%	12%	29%	37%	14%	8%
...decisions enhance Canada's global competitiveness	41%	36%	11%	25%	39%	13%	11%
...makes decisions that effectively protect the environment	38%	37%	10%	27%	35%	16%	12%
...makes decisions in the public interest, for energy projects like new pipelines and power lines	38%	35%	8%	26%	39%	14%	13%
...decisions contribute to an inclusive society	35%	31%	8%	23%	41%	18%	11%
...decisions advance Reconciliation with Indigenous peoples*	31%	29%	8%	21%	37%	18%	15%

Q14-21 Using a scale from 1 to 10, where 1 means "not at all confident" and 10 means "very confident," please indicate how confident are you for each

* Note: the 2020 survey field period occurred during the Wet'suwet'en First Nation pipeline demonstrations across the country.

Confidence is similar across subgroups, with no distinct patterns by gender, age, or education. Regionally, confidence in aspects of the CER's work is comparable across the country, as shown in the table below. While they are as likely as others to express net confidence, Albertans are the most likely to have little or no confidence that the CER enhances Canada's global competitiveness. Indigenous people hold similarly modest impressions to other Canadians that the CER's decisions advance Reconciliation.

Confidence in aspects of the CER's work – by region

Confidence	2020 Total (n=1,002)	2021 Total (n=1,012)	Region						
			BC (n=151)	AB (n=153)	MB/SK (n=100)	ON (n=201)	QC (n=201)	ATL (n=104)	TERR (n=102)
The CER ensures pipeline and powerline companies comply with the relevant rules and regulations									
Net: Confident (score 7-10)	45%	45%	42%	42%	35%	49%	43%	47%	37%
Very confident (score 9-10)	13%	14%	14%	10%	13%	16%	11%	15%	16%
The CER's decisions enhance Canada's global competitiveness									
Net: Confident (score 7-10)	41%	36%	38%	36%	25%	38%	35%	36%	31%
Very confident (score 9-10)	13%	11%	9%	11%	7%	13%	11%	9%	10%
The CER makes decisions that effectively ensure public safety									
Net: Confident (score 7-10)	43%	44%	40%	39%	36%	50%	40%	41%	38%
Very confident (score 9-10)	12%	11%	11%	7%	9%	14%	10%	8%	12%
The CER's decisions are based on the best available scientific information and data									
Net: Confident (score 7-10)	43%	41%	40%	40%	30%	43%	41%	43%	38%
Very confident (score 9-10)	12%	12%	9%	7%	6%	16%	9%	15%	6%
The CER makes decisions that effectively protect the environment									
Net: Confident (score 7-10)	38%	37%	31%	39%	38%	36%	41%	41%	35%
Very confident (score 9-10)	10%	10%	10%	9%	7%	12%	10%	7%	8%
The CER makes decisions in the public interest, for energy projects like new pipelines and power lines									
Net: Confident (score 7-10)	38%	35%	36%	31%	24%	35%	36%	40%	31%
Very confident (score 9-10)	9%	8%	8%	5%	5%	11%	7%	9%	7%
The CER's decisions contribute to an inclusive society									
Net: Confident (score 7-10)	35%	31%	29%	27%	26%	29%	36%	31%	15%
Very confident (score 9-10)	9%	8%	10%	5%	6%	9%	6%	6%	5%
The CER's decisions advance Reconciliation with Indigenous peoples									
Net: Confident (score 7-10)	31%	29%	27%	27%	31%	30%	31%	29%	22%
Very confident (score 9-10)	9%	8%	6%	6%	4%	10%	8%	9%	5%

Q14-21 Using a scale from 1 to 10, where 1 means "not at all confident" and 10 means "very confident," please indicate how confident are you for each of the following?

2. Overall confidence in the CER

Four in ten Canadians are at least somewhat confident in the CER; one in ten are very confident.

Canadians were asked to indicate their overall confidence in the CER, using a ten-point scale. Just over four in ten say they are at least somewhat confidence in the CER (7-10 rating), while one in ten are very confident (9-10 rating). Net confidence ranges from a low of 28 percent in the North to a high of 50 percent in Quebec. Albertans are most likely to say they are not at all confident (1-2 rating) in the CER.

Overall confidence in the CER

Level of confidence in the CER	2021 Total (n=1012)	BC (n=151)	AB (n=153)	MB/SK (n=100)	ON (n=201)	QC (n=201)	ATL (n=104)	TERR (n=102)
Net: Confident (7-10)	43%	38%	31%	33%	46%	50%	46%	28%
Very confident (9-10)	10%	10%	6%	7%	11%	11%	9%	5%
Somewhat confident (7-8)	33%	28%	25%	26%	35%	39%	38%	23%
Neutral (5-6)	39%	44%	43%	43%	39%	36%	34%	34%
Net: Not confident (1-4)	17%	19%	26%	24%	15%	14%	20%	21%
Not very confident (3-4)	10%	11%	13%	16%	9%	7%	9%	14%
Not at all confident (1-2)	8%	7%	13%	8%	6%	7%	11%	7%

Q21A Overall, how confident are you in the Canada Energy Regulator or CER?

* Note: this is a new question in the 2021 survey, hence no tracking data are available.

Overall confidence is comparable across gender, age, and there are no clear patterns by income or education level. Net confidence (rating 7 – 10) is higher among those who said they are familiar with the CER (81%).

When asked why they gave the confidence ratings they did, around one in six (16%) say it is because they have generally positive perceptions of the CER – that the CER is doing a good job and has a good reputation. Just over one in ten (12%) are confident in the CER due to its mandate covering important topics, like ensuring compliance, ensuring human safety, and making decisions in the public interest. A small proportion (3%) mention having trust in government/regulation in general.

One in ten Canadians (11%) indicate their rating is due to the CER having biases that decrease their confidence in the organization, for example, being biased towards industry, or lacking independence. As well, under one in ten mention negative issues around its mandate, including allowing environmental damage and not respecting Indigenous rights. Small proportions mention negative impressions in general, or a lack of transparency. Four in ten did not have a specific reason why they gave their confidence rating.

Details of reasons for overall confidence in the CER are shown in the table on the next page.

Reasons for overall confidence in the CER

Reason	2021 Total (n=1012)*	BC (n=151)	AB (n=153)	MB/SK (n=100)	ON (n=201)	QC (n=201)	ATL (n=104)	TERR (n=102)
Net: General positive	16%	16%	11%	6%	18%	17%	13%	6%
Good/good job/competent/trustworthy/professional/reliable	12%	10%	7%	5%	14%	16%	8%	4%
Positive news/word of mouth/reputation	3%	6%	3%	1%	4%	2%	5%	3%
Net: Mandate related positive	12%	14%	9%	17%	12%	14%	7%	14%
Decisions in the public interest	4%	6%	4%	9%	4%	4%	5%	3%
Protects the environment	3%	2%	3%	1%	3%	7%	1%	6%
Accountable/follows mandate	3%	5%	1%	2%	4%	2%	1%	4%
Enforces regulations/ensures compliance	1%	1%	1%	3%	1%	3%	-	3%
Ensures human safety	1%	1%	2%	1%	1%	1%	2%	<1%
Net: Trust/pride	3%	3%	1%	-	3%	3%	4%	3%
I trust govt/regulators	2%	3%	1%	-	3%	2%	3%	3%
Canadian, therefore good	1%	1%	1%	-	<1%	1%	1%	2%
Innovative	<1%	-	-	1%	<1%	-	-	-
Promotes industry interests	<1%	-	1%	-	-	<1%	-	1%
Net: Biases	11%	11%	11%	10%	9%	14%	6%	7%
Biased toward industry	5%	5%	2%	4%	5%	9%	1%	2%
Not independent/politicized	5%	5%	7%	5%	3%	6%	4%	5%
Not pro-business enough	1%	1%	3%	1%	1%	-	1%	-
Net: Mandate related negative	7%	6%	4%	2%	9%	8%	2%	3%
Allows environmental damage	4%	3%	3%	1%	4%	6%	-	-
Hard to balance interests	2%	1%	2%	-	3%	2%	2%	<1%
Not respecting Indigenous rights/land	2%	2%	-	1%	3%	2%	-	3%
Net: General negative	4%	1%	7%	6%	6%	2%	2%	<1%
Bad press/word of mouth/reputation	2%	1%	2%	2%	2%	1%	-	-
Always room to improve	<1%	-	1%	-	1%	-	1%	-
Other general mentions	2%	1%	5%	4%	4%	1%	1%	<1%
Net: Transparency/Inclusion	3%	1%	2%	4%	3%	3%	4%	2%
Lacks transparency	2%	1%	1%	3%	2%	1%	4%	2%
Decisions not good/inclusive	1%	1%	1%	1%	1%	2%	-	-
Distrust government/regulators	2%	5%	3%	1%	2%	1%	4%	5%
Too bureaucratic/ineffective/slow/"govt" organization	2%	3%	2%	4%	2%	2%	-	-
DK/NA/no specific reason	44%	44%	50%	52%	41%	40%	59%	65%

Q21B Why do you say that?

* Note: this is a new question in the 2021 survey, hence no tracking data are available.

3. Perceptions of the CER

Similar to 2020, six in ten or more say each of five attributes at least somewhat describes the CER; it is most fully described as being an “expert.”

Canadians were asked to indicate the extent to which five terms describe the CER. Consistent with the 2020 results, six in ten or more say the comparable attributes at least somewhat describes the organization, and they are most likely (77%) to think that “expert” at least somewhat describes the CER. Perceptions that the CER is fair, timely, and transparent are also consistent with the previous research. A new term, “inclusive,” was added this year; close to two-thirds say this describes the CER at least somewhat.

Opinions are generally similar across regions, but residents of Quebec are among the most likely to say each of the attributes fully describes the CER, while residents of Alberta and the North are least likely, although the latter is likely a mode difference, as telephone respondents could voice their uncertainty (37% to 53% per term did not know enough to say).

Extent to which terms describe the CER – by region

Term describes the CER	2020 Total (n=1,002)	2021 Total (n=1012)	Region						
			BC (n=151)	AB (n=153)	MB/SK (n=100)	ON (n=201)	QC (n=201)	ATL (n=104)	TERR (n=102)
Expert									
Net: Describes	78%	77%	75%	74%	69%	80%	80%	73%	49%
Fully describes	21%	20%	17%	10%	12%	23%	23%	23%	7%
Fair									
Net: Describes	69%	68%	67%	65%	69%	69%	70%	69%	39%
Fully describes	11%	12%	12%	9%	6%	11%	15%	12%	9%
Timely									
Net: Describes	64%	64%	62%	63%	55%	64%	70%	65%	38%
Fully describes	10%	9%	9%	5%	6%	8%	12%	10%	1%
Inclusive*									
Net: Describes	N/A	64%	65%	64%	59%	64%	66%	70%	33%
Fully describes	N/A	10%	10%	9%	5%	11%	12%	12%	3%
Open and transparent to the public									
Net: Describes	61%	60%	55%	59%	48%	61%	62%	63%	42%
Fully describes	11%	10%	7%	7%	5%	10%	15%	6%	3%

Q22-25 To what extent do each of the following describe the Canada Energy Regulator?

*NOTE: The attribute “Inclusive” is a new addition to the 2021 survey, hence no tracking data are available.

Similar to 2020, there are no clear patterns by income level and, in this wave, no notable pattern by age. The 2021 results indicate women are more likely to perceive the CER as being timely (69%) and transparent (64%), than are men. Saying each term fully describes the CER is highest among those who say they are familiar with the organization.

Pipeline/powerline information/awareness

1. Awareness of recent pipeline/powerline projects in Canada

Six in ten are aware of recent pipeline or powerline projects in Canada, on par with 2020.

Canadians were asked if they had seen, heard or read anything recently about proposed or existing pipelines or powerline projects in the country. Six in ten say they had.¹ While awareness levels in 2020 were similar across the country, the 2021 results show having heard something recently about recent energy projects is highest in Alberta (possibly due to recent news about the Biden administration cancelling the Keystone XL pipeline project) and lowest in Quebec.

Awareness of recent information on pipelines/powerline projects – by region

Have seen/heard/read anything recently	2020 Total (n=1,002)	2021 Total (n=1,012)	Region						
			BC (n=151)	AB (n=153)	MB/SK (n=100)	ON (n=201)	QC (n=201)	ATL (n=104)	TERR (n=102)
Yes (have recent awareness)	62%	58%	59%	70%	64%	57%	51%	62%	62%
No (no recent awareness)	38%	42%	41%	30%	36%	43%	49%	38%	37%

Q26 Have you seen, heard or read anything recently about proposed or existing pipelines or powerline projects in Canada?

Consistent with 2020, awareness of recent pipeline and powerline projects is higher among those age 55 and over (70%) and (related to age) retired people (71%). It is higher among men (67% vs, 50% of women), and those who had heard of the CER prior to the survey (73%) than those who had not (48%).

¹ Note the 2020 survey field period occurred during the Wet'suwet'en First Nation pipeline demonstrations in British Columbia and solidarity protests elsewhere, which received national media attention. In 2021, the fieldwork took place not long after the new Biden administration in the U.S. cancelled the Keystone XL project, which received international media attention.

2. Where heard/saw recent energy project information

Canadians are most likely to have seen or heard about pipeline/powerline projects on TV. Use of social media, radio, and word of mouth as a source of recent news have decreased compared to 2020.

Those who indicated they had recent awareness of pipeline or powerline projects (n=598) were asked where they had seen or heard this. In the online survey they were presented with a list of options and were given an option to provide additional sources. On the telephone, residents of the Territories were read a couple of examples. Multiple responses were permitted.

Consistent with 2020, television is by far the top response, chosen by seven in ten or more across all regions. One-quarter report seeing this information in a major newspaper. Mentions of all other sources of information have decreased somewhat, including use of social media, radio, word of mouth, and websites.

Where saw/heard recent information about energy projects – by region

Where saw/heard energy project information	2020 Total (n=635)	2021 Total (n=598)	Region						
			BC (n=89)	AB (n=107)	MB/SK (n=63)	ON (n=114)	QC (n=102)	ATL (n=64)	TERR (n=59)
On TV	70%	72%	69%	71%	71%	71%	76%	68%	75%
Social media (general)	31%	22%	15%	31%	31%	25%	10%	28%	26%
On radio	29%	21%	21%	33%	24%	14%	27%	21%	21%
On a website	28%	23%	25%	26%	30%	24%	15%	26%	22%
Major city or national (daily) newspaper	25%	25%	22%	29%	22%	30%	22%	13%	4%
Word of mouth	20%	14%	15%	23%	19%	15%	5%	16%	7%
Local community/weekly newspaper	17%	11%	12%	17%	8%	11%	6%	5%	9%
E-mail	<1%	<1%	-	-	2%	-	-	-	-
Other	<1%	1%	-	-	2%	2%	-	-	2%
I don't recall/DK/NA	<1%	<1%	-	-	-	1%	-	-	4%

Q27 Do you recall where you saw or heard this recent information about pipelines or powerline projects? (PHONE: was it on TV, in your local community newspaper, or somewhere else?)

BASE: Those who saw/heard something recently about pipeline/powerline projects (n=598)

Responses are generally quite similar across the country and population subgroups. Saying television was the source is higher among men (78% vs. 63% of women), older Canadians aged 55+ (86%) and those who are retired (85%). Younger Canadians aged 18 to 34 are the most likely to mention social media (32% vs 14% those aged 55+) and word of mouth (22% vs 10% those aged 55+). Seeing related information in a major newspaper is highest among those with a university degree (31%) and those who say they were aware of the CER (32%) before the survey.

3. Source of recent energy project information

Canadians are most likely to say the government was the source of the recent information they heard about pipelines/powerlines; just over one in ten specifically name the Canada Energy Regulator

Those who had recent awareness of pipelines or powerlines information (n=598) were asked about the originator or source of the information. Again, answer categories were provided online, and suggestions read on the telephone. Multiple responses were permitted, and respondents could include answers not listed.

The most cited source is the government, now by nearly six in ten (58%). This year, environmental groups are equally likely as energy companies to be the source of information (21% each). The twenty-point decrease in environmental groups is likely because there were no major pipeline protests during the 2021 survey field dates. One in ten say the information came from the CER, a decrease from 2020. Fewer than one in ten indicate other sources of pipeline or powerline information.

Source of recent energy project information—by region

Information source	2020 Total (n=635)	2021 Total (n=598)	Region						
			BC (n=89)	AB (n=107)	MB/SK (n=63)	ON (n=114)	QC (n=102)	ATL (n=64)	TERR (n=59)
Government	52%	58%	57%	64%	56%	58%	56%	59%	12%
Environmental groups	41%	21%	33%	22%	21%	20%	15%	16%	9%
Energy companies	24%	21%	20%	32%	22%	19%	15%	25%	2%
Canada Energy Regulator/CER	19%	11%	3%	16%	7%	10%	14%	13%	4%
Industry groups	16%	13%	20%	20%	14%	9%	13%	13%	4%
News reports (various)	8%	9%	9%	5%	11%	13%	8%	3%	4%
Indigenous groups	2%	<1%	1%	-	-	-	-	-	-
Word of mouth	<1%	<1%	1%	1%	-	-	-	1%	-
Social media (general)	<1%	<1%	2%	1%	-	-	-	-	-
Other	<1%	1%	-	-	2%	1%	1%	-	5%
I don't recall / DK/NA	6%	5%	9%	5%	8%	3%	5%	6%	42%

Q28 Do you recall the source or originator of the information you recently saw or heard? (PHONE: Would it have been from the Canada Energy Regulator or other government agency, from an energy company or industry group, an environmental group, or something else?)

BASE: Those who saw/heard something recently about pipeline/powerline projects (n=598)

Responses are generally similar across Canada and most subgroups. Saying the source was the government is highest among those age 35 and over. Similar to 2020, BC residents are the most likely to indicate the source was environmental groups, while Albertans are the most likely to say it was from energy companies. Saying the information came from the CER is highest among those aged 18 to 34 (18%) and those who are familiar with the organization (35%). Those on the North are the most like to mention CBC News (16%) or to say they do not recall the source (42%).

Driver analysis: understanding overall confidence in the CER

This year Environics conducted a driver analysis to provide insight into which factors have the largest influence on overall confidence in the CER. The key driver analysis uses overall confidence in the CER (Q21A) as the dependent variable. This means the analysis determines the main drivers of confidence in the CER.

The analysis reveals that, from among the topics covered in the survey, beliefs about the CER's decisions and their impacts are the dominant driver; perceptions of the organization in terms of its attributes make up a second tier. Interest in learning more and familiarity with the CER also make a small contribution.

Key Driver Analysis		
Tier of Driver	Drivers	Impact on Overall Confidence in the CER (%)
1st Tier	Belief in CER's decision making	68%
Factors	The CER makes decisions in the public interest	9%
	The CER makes decisions that effectively protect the environment	9%
	The CER makes decisions that effectively ensure public safety	9%
	The CER ensures compliance with relevant rules and regulations	9%
	The CER's decisions advance Reconciliation with Indigenous peoples	9%
	The CER's decisions are based on the best available scientific information and data	9%
	The CER's decisions enhance Canada's global competitiveness	8%
2nd Tier	CER Attributes	28%
Factors	Open and transparent	8%
	Fair	7%
	Inclusive	6%
	Timely	4%
	Expert	4%
3 rd Tier	Interest in learning more	3%
	Familiarity/awareness	1%

Two-thirds of the variance in Canadian's overall level of confidence in the CER is impacted by their beliefs about its decision making, the first-tier driver. Views about the CER's attributes drive 28 percent of confidence, making it a second-tier driver. Interest in learning more, and familiarity with the CER, and awareness of recent energy projects together drive less than five percent of confidence in the CER, making them third-tier drivers.

Detailed findings – Qualitative research

I. Qualitative participant profile

The bulletin board community was active for two days and received a total of 132 participants, including 109 participants in the English community and 23 participants in the French community. The participants come from across the country and include a good mix by age, gender, education and employment status.

The qualitative participants were recruited from among the quantitative survey respondents. Only those who expressed at least some interest in learning more about the CER were invited for the qualitative research.

A detailed participant profile is presented in Appendix B of this report.

Energy in your life

On the first day of the online community, participants were asked about their connection to the CER and its mandate. Responses largely reflect low involvement in the energy sector, other than being a consumer. A couple mention past involvement in the sector, including regulatory activities.

Most cannot recall being affected by energy infrastructure other than a few mentions of power outages or power lines going down. Some participants express heightened awareness to the energy sector due to living in Alberta, living in close proximity to energy infrastructure, or knowing others who work in relevant industries.

“I work near a pipeline, so I drive by an area where a pipeline passes through. I have seen people protesting in this area but have not gotten involved. I have experienced downed powerlines that have cut power to my home.”

Participants also expressed conflicting views about the role of environmental considerations within the energy sector. Some described the need for more environmentally friendly energy options as well as their attempts to reduce their energy consumption, while others expressed that the environmental concerns distract from the fact that energy is a vital service which we cannot live without.

“I believe that this sector is very important. Sadly, many of us take this for granted because we have never been without it. We don’t realize how much we rely on it.”

Understanding of the CER

Participants were asked to interpret the CER’s mandate by describing the role of the CER in their own words. They most commonly describe the CER as an important authority, responsible for setting standards, and ensuring compliance of energy companies in Canada. These responses often mentioned laws and the approval of energy projects.

“To me this means the CER is an energy authority in Canada. I think this means they approve energy projects and make sure they comply with existing laws.”

Participants also view the CER as responsible for ensuring safe transport of energy. Mentions of safety often coincided with environmental protection, as demonstrated by the quotes below.

“They ensure that these different types of energies (oil pipelines, gas, electrical energy) can be used and transported safely and with as little detriment and impact as possible on the environment and the laws and standards that are laid out.”

“It sounds to me like the CER is responsible for setting rules for what it means to safely and legally build and operate a pipeline, powerline, etc and for then ensuring that proposed projects abide by those rules. They are supposed to make sure, as much as possible, that power projects don't destroy sensitive

habitats, put people in danger either directly in the building and operation of them, or indirectly by polluting the environment. I don't know if they are able to take punitive actions like issue fines, but I would imagine they are able to make project proponents change their plans or operations to comply with rules they might be breaking."

While authority and safety are the top mentions, there is also a theme of stakeholder relations. Some participants described the CER as performing a balancing act, managing the interests of the government, energy sector, and consumers.

"Ultimately, I see the Canada Energy Regulator as a mediator of sorts, tasked with balancing industry interests with the public good. In theory they are there to ensure the safety of Canadian citizens and the natural environment at large, but clearly, they also have to be mindful of economic interests and avoid unreasonable, overly burdensome regulation that would put Canada at a competitive disadvantage. It's a balancing act and a very important role, especially where this province is concerned."

CER responsibilities

Participants were asked to interpret the meaning of the CER's four main responsibilities by describing them in their own words, to rate the importance of each responsibility on a ten-point scale, and to provide the rationale for their ratings.

1. Energy adjudication

Participants interpreted energy adjudication as the process of reviewing and assessing proposals for energy projects to determine which projects can move forward. To them this means energy companies cannot start projects without approval from the CER. Participants also believe this process is where CER gives advice or provides recommendations to the companies to ensure the project follows safety protocols. They mentioned assessing project viability, energy needs, and environmental sustainability to make decisions that are in the best interests of various stakeholders. Some participants also noted that the CER's role is advisory and that the government makes the decisions. A few participants mentioned that they question whether the CER truly acts in the public interest or whether they are politicized or otherwise influenced.

"Adjudication means judging so that would mean that the CER 'judges' energy projects and makes sure that they comply with production standards set by the CER before they are given approval to move ahead."

"That means reading all of the available information to decide whether the project is viable and sustainable, and sending the conclusion to the appropriate government agencies."

"This means objectively reviewing proposals and considering all aspects and assessing how it affects the environment, economy and living conditions."

"They are the suggesters...they look at the options available and are the body that goes to the government and says this is our best bet, let's do this."

On average, participants rated the importance of energy adjudication as an 8.6 out of ten. Roughly eight in ten provided a rating between 8 and 10, with forty percent rating energy adjudication a ten indicating they believe it is a very important responsibility of the CER.

"Somebody needs to oversee what is going on. There are many various energy sources and they have to be working together for the good of the country not just profits for individual companies."

“As both energy and transportation of energy are both respectively such huge industries in Canada, the importance of energy adjudication is vast and affects the lives of many.”

As the quotes indicate, participants think energy adjudication is important because energy decisions have large-scale impact on Canada and its various stakeholders. Decisions regarding energy infrastructure, development, and transportation can have broad implications, so Canadians believe it is important to have a process that separates the “good” projects from ones that may be potentially harmful or controversial.

2. Safety and environmental oversight

There is a clear theme of accountability in the way participants describe safety and environmental oversight. Many responses interpret this function to mean that the CER sets standards or creates laws to ensure the safety of local communities, workers, and the environment. They also believe the CER monitors and audits energy companies to ensure compliance.

“To me, this means that the CER creates laws and makes sure that energy companies actually adhere to them.”

“To try and insure that people and workers are not injured or killed and the land, water and the natural wildlife are protected.”

On average, participants rated the importance of safety and environmental oversight as a 9.1 out of ten. Nearly six in ten rated it a ten, indicating they think safety and environmental oversight is extremely important, even more so than energy adjudication.

“We only get one planet and one shot at taking care of our environment... if we fail at this we end us”

“If there was no safety and environment in place then there could be much damage to the environment that may not be able to be undone.”

The rationale for these ratings focuses on the importance of preventing irreparable harm to people and the planet. Some participants also emphasize the importance of CER in keeping companies in check.

“This keeps companies from taking advantage.”

“... an independent voice with the authority to hold large corporations to account if necessary is an essential part of ensuring high corporate responsibility standards are maintained to reduce the chance of harm.”

3. Energy information

Participants provided a variety of interpretations as to what energy information means to them, indicating a lack of awareness about the specifics of what the CER does. Some participants interpreted energy information to mean the CER conducts its own research to analyse trends in the energy sector, as well as inform the creation of energy standards and regulations.

“Energy Information allows the government and industry to see what current needs are and what may be required in the future based on information from current data collected.”

“Research - gathering evidence that practices associated with energy production and transport follow laws.”

Others interpreted this function in conjunction with energy adjudication, mentioning cost-benefit analyses and that the information is used to decide where and how pipelines are built.

“They are gathering information in regards to different aspects to see if these projects are viable (safety, environmental and financially).”

Some participants also mentioned transparency and that they feel this type of information should be publicly available.

“Energy Information is needed to ensure complete transparency on all aspects.”

“It means being open and honest about the practices of the industry with the public.”

A database of information to let us know what energy projects and things are on the go

Roughly three in ten rate energy information as a ten. On average, participants rated the importance of energy information as an 8.3 out of ten, indicating they believe this function is important but to a slightly lesser degree than the other functions.

While consumers value transparency, the benefit of energy information is less direct or less clear to them.

“I can see why it might be valuable, but it seems more valuable for the industry than it does for the average person/ consumer.”

The lower perceived importance assigned to energy information might be linked to the lack of awareness or lack of interest consumers have about the more technical aspects of energy regulation.

“I don't think this is as an important role... for a Federal Energy Regulatory Authority. I think the business news and other private sector market watchers and analyst do it just as well or better.”

“I'm not directly involved in the industry and don't need to pay close attention. I don't concern myself with things that I have no control over or do not impact my everyday life.”

Conversely, some participants described the importance of using good and unbiased information to make data-driven decisions. They feel decisions based on scientific evidence are fair and trustworthy.

“Full transparency and access to accurate, credible information is essential pertaining to the energy industry especially, given all the political motivations at play and how emotionally-charged and polarizing environmental issues can be for many people.”

Others feel energy information facilitates innovation by helping us identify the best technology, and by allowing us to find ways to improve future usage. Some participants also think that this information helps with policy creation as it relates to the energy sector.

4. Engagement

Participants interpret engagement to mean hearing concerns from those who might be impacted by energy decisions. They believe engagement involves consulting with and initiating communication with interested parties, to ensure they are involved in the process and treated fairly. These responses often mention Indigenous peoples and land.

“It means meeting and consulting with Indigenous peoples to have their input, on their land. It is a liaison between companies and Indigenous people, who are essentially land-protectors.”

“Consulting with Indigenous peoples with regards to CER's mandate and role. Consulting is also a form of education, advisory, and conversation which helps in defining perspectives and providing information.”

“Working and communicating with people who are affected by energy development projects.”

“It means having consultation and discussion with these groups to find out their opinions, what impacts it has on their community etc.”

On average, participants rated the importance of engagement as an 8.5 out of ten. Nearly four in ten rated it a ten, indicating they perceive engagement to be just as important as energy adjudication.

Most participants feel engagement is the right thing to do, especially for public decisions. It is necessary for obtaining buy-in, cooperation, and advancing Reconciliation with Indigenous peoples.

“Engaging with Indigenous peoples is absolutely critical to the CER and I am glad to know this is a priority. Listening to First Nations people is fundamental to any development or lack of development.”

“Engaging appropriately with Indigenous peoples on energy projects is vital to Reconciliation and building the nation-to-nation relationship we are supposedly working toward in this country. It also ensures that projects that are approved from the regulatory side and paid for don't end up being stalled by human opposition that lands things in a deadlock where there can be no winner...”

Other participants feel decisions should be based on what is best for the majority. There are mentions of focusing engagement on those who are actually affected, to prevent projects from being held up.

“I respect the concept, but, in reality, it seems like projects get held up by small special interest groups. We sometimes need to act for the greater good of the whole country even if a small segment of the population is not happy.”

Confidence in the CER

Participants were asked to rate their confidence in the CER on a ten-point scale, explain their rationale, and discuss if they have had any past dealings with regulatory bodies such as the CER.

On average, most participants rated their confidence in the CER between seven and nine, similar to the results in the quantitative survey.

The themes in these responses mirror the themes identified in the quantitative research. Those who feel more confident in the CER provides positive reasons such as trust in the CER and regulatory bodies in general. These participants assume that the CER employs specialized experts to carry out its important mandate. They believe that the CER has a reputation of being strict and careful with project approvals, since they have not heard about major problems in Canada regarding pipelines or powerlines. Generally, they feel that the CER carries out challenging work balancing different stakeholder interests, but they trust that the CER does its job well.

“Though I'm not the most informed about the CER, I tend to trust regulatory organizations because I agree with the principle of regulating companies, especially when it comes to major sectors like energy.”

“Because the standards that are to be upheld are very important and I do believe the party that deals with that would be transparent and quite strict about ensuring that these standards are appropriate.”

“...I expect that this group has been put together with qualified knowledgeable people.”

Those with neutral positions often said they were unaware of the CER before the study. They felt it was difficult to feel strong confidence in an organization they have not interacted with and do not know much about. They have the general idea that even if the CER is doing a good job, there is likely room for improvement.

“I don't really have much reason to doubt that CER doesn't do their job, or doesn't do it well. At the same time, I can't say that it is perfect, especially when I haven't heard a whole lot about them before.”

Those with lower confidence in the CER are often swayed by media coverage and negative backlash from on-going pipeline projects. Others are critical of whether the CER operates at an ‘arm’s length’ from the government or if it is biased by political interests. These comments expressed concern over whether the CER is a neutral third-party when balancing stakeholder interests since it is a government-funded organization.

“Based on the situation in British Columbia, it seems like the CER does not always do a great job of covering the bases with regard to engagement...”

“I would like to believe that a governmental body like CER is doing the right things to protect health and safety of people and to protect environment. However, there can be a chance of corruption in any level of government, and people in the governments can make poor decisions. I am not certain that CER will always make decisions that will be for the best interests of ordinary people and the environment as opposed to for bigger companies and benefits of the government.”

Most participants say they have never had any past dealings with the CER or other regulatory bodies, further supporting the idea that their perceptions of the CER are influenced by media coverage, and their broader perceptions of government.

“I have not had personal experience or any past dealings with the CER; my opinions are based on what I see and hear about the CER, without direct involvement.”

Few participants could speak to first-hand experience with the CER or NEB. Those with a direct connection to the CER expressed varying sentiments. One described the CER to be a reliable and trustworthy regulatory body. Another speaks to the complex nature of the CER’s work but believes that the effectiveness of the CER has decreased over time.

“I have dealt modestly over time with CER in different capacities - have been affected by their decisions and lack thereof - have seen frustration of their people internally in trying to sort through decisions - have felt (the) organization has lost some of its effectiveness over time.”

Specific Interests

Participants were asked about their interest levels in each of the CER’s four main responsibilities. They provided insight into why they think each function is interesting (or not interesting), what information they’d like to learn more about, and the format of information they prefer.

Eight in ten are at least somewhat interested in each of the four functions, except engagement activities where seven in ten indicate at least some interest. However, strong interest is highest for safety and environmental oversight and engagement activities.

Energy adjudication: One in three participants find energy adjudication very interesting because they believe it is important. Many of these participants think the CER’s adjudication decisions affect all Canadians. Their responses often link transparency with greater confidence and trust in the CER’s decision-making.

“This is very interesting to me because the adjudication, reviewing and decisions of the CER affect all who live in Canada. It is important for the government, companies and citizens to know how we treat the environment in regard to energy usage, the building of pipelines, water, etc.”

“I am interested in what the CER actually reviews in the applications and what types of recommendations they make. This would be a good way to validate that decisions are actually being made in accordance with the standards set out and by looking at different applications, one would be able to have a level of confidence that the standards are being applied the same.”

As a result, those who are interested in energy adjudication want to learn how the energy adjudication process works and how long it takes. For example, some mentioned they would like insight into the different criteria, factors, interest groups, and underlying issues that the CER considers when vetting projects or making recommendations. Others expressed interest in getting alerts when energy issues or decisions relate to their community.

Safety and environmental oversight: Almost half find safety and environmental oversight very interesting. This is because safety and environmental sustainability are topics that people feel quite passionately about, in both their professional and personal lives. As a result, they want to know that safety and environmental standards are effective and being followed.

“I’ve always been passionate about protecting the environment and believe it’s more important than prioritizing profits for energy companies. Safety is also crucial, I don’t want to see anybody get hurt due to mismanaging projects”

“I think we need to know what companies that operate in our communities are doing. I think Canada can be proud of its environmental track record and I am interested in how we operate and what our environmental policies are.”

“I have an interest in this field, due to safety. It is always good to see who is following the rules and who is not.”

Some participants would like insight into the standards and processes involved in the CER’s safety and environmental oversight. They mentioned they want to know what standards are used, how the standards are set, and how often the CER audits or inspects energy companies to ensure compliance.

Other participants are interested in the effectiveness and impact of the CER’s oversight. They suggested the CER publish compliance rates, penalties, fines, and information about direct impacts on the environment.

A few participants were also curious to learn how the CER’s performance and standards compare to other countries or regulatory bodies.

Energy information: Three in ten find energy information very interesting. These participants find energy information interesting because they have various curiosities and are happy to have information publicly available. They trust the CER as an information source and think the CER’s info could be useful to satisfy their curiosities.

“The information that CER publishes is unbiased and fact based which is a great way to educate everyone. This is important to me because CER is the first resource that I look at to learn more about what is going on with the oil and gas industry.”

“the data could be useful for others outside of CER who study market trends or pipeline safety, etc. Data contains a lot of stories!”

“It’s interesting to me as an environmentalist and supporter of renewable energy. I’d like to read what the CER is publishing.”

“All the energy information from the CER is important to me because I would like to know if they are in favour or not proceed to recommend these projects to the federal government. It will determine if I should invest or not to invest in these companies.”

They are interested in different types of information such as: how pipelines are used, the environmental effects of pipelines, data about the demand and supply of different energy sources, data about Canada’s energy usage, the financial considerations of energy decisions, and how Canada’s energy sector compares to other countries.

Some participants think that energy information is useful for improvement and innovation. They would like information about innovation within the energy sector, and potential future sources of energy.

A few participants are also curious to know how the CER collects information (i.e., if the CER collects data itself or relies on third parties).

Engagement activities: Four in ten find engagement activities very interesting. Those who find engagement interesting, tend to believe it is important. They believe public engagement can help build trust and result in better policies and are curious to know how the process works.

“I think it is important that all stakeholders have an opportunity to provide real input. So I think it is important that we all have the ability to see that it is happening.”

“Knowledge is power in all things, and by creating a two way dialogue with all stakeholders and peoples CER can enact better policies...”

“This is very interesting to me because the issues of accounting for Indigenous views is very topical. I believe that Indigenous peoples should get a say in what happens to their land”

“It is important to be aware and informed of the current state of negotiations, engagement, litigation and any challenges affecting supply.”

“I am curious to know exactly how it works because it is something I have heard of before, but I know very little about how it actually works.”

Participants are curious for details on what the engagement process looks like. Participants mentioned they would like to know which stakeholders the CER engages, what methods of consultation and engagement are used, as well as the results from these activities. Participants also expressed special interest in what this process looks like for Indigenous communities.

Some participants suggested the CER provides only “good news” updates from their engagement activities. These participants also want reassurance that Indigenous perspectives are being considered.

Format of information: In terms of format for the types of information requested, participants suggested a range of options including, videos, articles, e-mail, infographics, online courses, and reports. Regardless of the format, however, participants want information that is easy to understand. They think the CER needs to use simple and accessible language as well as a mixture of short formats to effectively convey complex material.

Searching for information

Participants were asked to select one of the CER’s four core functions and describe how they would proceed if they needed to find additional information about it. The process did not vary greatly depending on which term participants had chosen to search for.

Most would start with a Google search using either relevant key terms, or the CER as the search term. Relevant key terms include words relating to the CER functions participants were asked about. Key terms ranged from general terms like “pipeline safety Canada” to CER-specific searches like “CER environmental guidelines.” Some people even mentioned they would search for specific projects.

Generally, participants said they would focus on sources that seem reputable or reliable. Described government bodies, big energy companies, and environmental organizations as examples of such sources.

Instead of starting with key terms, some participants mentioned they would go straight to the websites of sources they think would be useful or reputable. Many participants mentioned they would use the CER website as a starting point. A few mentioned they would check the websites of different energy suppliers.

Awareness of the CER social content

Participants were asked about their awareness of the CER prior to participating in the study and about half report prior awareness. Most of them first learned about the CER through media and the news, often when there is a controversial project. In terms of specific news outlets, there were a few mentions of the Calgary Herald, CBC News, and the Financial Post.

“I had a general awareness that the Canadian energy industry had its own regulating body, but I believe I first became aware of the actual CER name through media reports, mostly in the Calgary Herald newspaper.”

Others with previous awareness of the CER said they learned about the organization through word of mouth, from friends or family who worked in the energy sector or energy adjacent fields. Few participants have come across the CER in their own line of work, but most who did had positive perceptions of the CER/NEB.

CER content on social media: The participants with prior awareness of the CER are fairly active across various social media platforms. However, only one in five had seen any CER content on Twitter, Facebook, or LinkedIn. The breakdown of the minority who have seen CER content on social media are as follows:

- Almost two in ten said they had seen CER content on Facebook. Nine in ten check Facebook daily; one in ten check weekly.

- Around one in seven said they had seen CER content on Twitter. Three-quarters of these participants check Twitter daily.
- About one in twenty report having seen CER content on LinkedIn. Two-thirds of these participants check LinkedIn weekly; one-third check daily.

Overall, these results further support that the average Canadian is most likely to learn about the CER and its activities in the news, rather than from the CER itself.

Appendix A: Quantitative Methodology

This research consisted of a mixed-mode survey of adult Canadians based on the following design:

- 1) An online survey of 900 Canadians. Survey respondents were selected from registered members of an online panel. Since the samples used in online panel surveys are based on self-selection and are not a random probability sample, no formal estimates of sampling error can be calculated. Although opt-in panels are not random probability samples, online surveys can be used for general population surveys provided they are well designed and employ a large, well-maintained panel.
- 2) A telephone survey of 100 residents of the three northern territories, as an online sample there would have been insufficient. This survey was conducted using industry-standard random-digit-dialling techniques. The margin of sampling error on a sample of this size is ± 9.7 percentage points, 19 times out of 20.

Sample design and weighting

Environics Research conducted an online survey of 901 Canadians who are members of an online panel. The sampling method was designed to complete interviews with at least 900 Canadians ages 18 and over. Quotas were set by age, gender, and region to balance the sample. Environics simultaneously conducted a telephone survey of 101 adult Canadians living in the northern territories, using the same questionnaire and industry-standard random-digit-dialling techniques.

The survey obtained the following regional distribution:

Target group	Proportion of population	Target (quota)	Actual Unweighted	Actual Weighted*
Total	100%	1,000	1,012	1,012
Atlantic	7%	100	104	67
Quebec	23%	200	201	235
Ontario	38%	200	201	388
MB/SK	7%	100	100	69
Alberta	11%	150	153	117
BC	14%	150	151	135
Territories	<1%	100	102	2

*Results are weighted by region, gender and age to 2016 Census data.

Questionnaire design

In 2020, Environics worked with the Canada Energy Regulator to create questionnaire that would serve as a baseline for future tracking studies. To ensure comparability of results, approximately 90% of the questions in the 2021 quantitative survey were retained from the questions in the 2020 survey. Upon approval of the English questionnaire, the CER translated the questionnaire into French.

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 surveys' 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 the 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=80 responses (including English and French) have been included in the final data set.

The final survey questionnaire is included in Appendix B.

Fieldwork

The main survey was conducted by Environics using a secure, fully featured web-based survey environment. The interviews took place from February 1 (soft launch pre-test) to February 19, 2021. The telephone survey used a computerized automated interviewing system (CATI) version of the online questionnaire and responses were entered by an interviewer. The telephone survey took place from February 6 to 11, 2021.

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). The study was registered with the Canadian Research Insights Council's Research Verification Service so respondents could validate its authenticity.

The data from this survey are statistically weighted to ensure the sample is as representative of this population as possible according to the most recently available Census information.

Completion results

The completion results are presented in the following table.

Contact disposition – online survey

Disposition	N
Total number of sample units invited to participate (automated)	93,579
Invalid (undelivered)	-
Broadcasts delivered	93,579
Unresolved (U)	90,396
Did not respond	90,396
In-scope non-responding (IS)	1,633
Qualified respondent break-off (drop out)	1,633
In-scope – responding (R)	1,550
Disqualified	168
Quota filled	472
Completed	910
Contact rate $[(R+IS) / (U + IS + R)]$	3%
Participation rate $[R / (U + IS + R)]$	2%

Contact disposition – telephone survey

Disposition of calls	TOTAL
Total sample dialled	3,331
Unresolved numbers (U)	1,788
Busy	156
No answer	690
Voicemail	942
Resolved numbers (<i>Total minus Unresolved</i>)	1,543
Out of scope (<i>Invalid/non-eligible</i>)	202
Non-household	8
Not-in-service	178
Fax/modem	16
In-scope non-responding (IS)	1,094
Refusals – household	241
Refusals – respondent	412
Language barrier	27
Callback missed/respondent not available/ill	402
Break-offs (interview not completed)	12
In-scope - responding (R)	247
Disqualified	123
Quota filled	22
Completed	102
Response rate [R / (U + IS + R)]	8%

Respondent profile

The following table presents the weighted distribution of survey participants by key demographic and other variables.

Variable	Total sample %
Age	
18-34	27
35-54	34
55+	39
Gender	
Male	49
Female	51
Education	
High school or less	23
Trades/some post sec	14
College	23
University graduate/post-graduate	39
Employment status	
Full time/self employed	51
Part time	8
Not employed (student, unemployed, homemaker etc.)	16
Retired	24
Total annual household income	
Under \$40,000	24
\$40,000-<\$60,000	17
\$60,000-<\$80,000	17
\$80,000-<\$100,000	15
\$100,000+	27
Language spoke most at home	
English	78
French	22
Other	4

Non-response bias analysis

The table below presents a profile of the final sample, compared to the actual population of Canada (2016 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 public opinion surveys).

Sample profile

Sample type	Sample*	Canada (2016 Census)
Gender (18+)		
Male	49%	49%
Female	51%	51%
Age		
18-34	27%	29%
35-49	27%	24%
50-64	27%	26%
65+	19%	21%
Education level^α		
High school diploma or less	23%	35%
Trades/college/post sec no degree	37%	36%
University degree	39%	29%

* 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: Quantitative research instrument

Environics Research Group
January 14-2021

Canada Energy Regulator Annual Public Opinion Research Measures Questionnaire

TELEPHONE INTRODUCTION

Hello/Bonjour, my name is _____ and I am calling from Environics Research, a public opinion research company, on behalf of the Government of Canada. Today we are conducting a survey of people in Canada ages 18 years and over on important and current topics.

Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais? (**IF NEEDED:** Je vous remercie. Quelqu'un vous rappellera bientôt pour mener le sondage en français.)

RECORD Language of interview

- 01 Anglais
- 02 Français

Please be assured that we are not selling or soliciting anything. The survey is voluntary. It takes about 15 minutes to complete and your responses will be kept entirely confidential and anonymous and will be administered in accordance with the Privacy Act. This call may be monitored or recorded for quality control purposes.

TELEPHONE: IF ASKED: This study has been registered with the Canadian Research Insights Council's Research Verification Service so that you may validate its authenticity. If you would like to enquire about the details of this research, you can visit CRIC's website www.canadianresearchinsightscouncil.ca. If you choose to verify the authenticity of this research, you can reference project code **20210127-EN772**.

IF LANDLINE SAMPLE: May I please speak with the person in your household who is 18 years of age or older and who has had the most recent birthday? Would that be you? [IF THAT PERSON IS NOT AVAILABLE ARRANGE CALLBACK]"

IF CELLPHONE SAMPLE: Are you at least 18 years old?

IF CELL PHONE SAMPLE ASK A AND B

- A Are you in a safe place to talk – for example not operating a motor vehicle?
- Yes [RE-INTRODUCE YOURSELF, IF NECESSARY]
 - No [ARRANGE CALLBACK DATE/TIME]
- B At home, do you have a traditional telephone line other than a cell phone?
- Yes CHECK AGAINST QUOTA
 - No CHECK AGAINST QUOTA

WEB INTRODUCTION

Please select your preferred language for completing the survey /
SVP choisissez votre langue préférée pour remplir le sondage

01- English / Anglais

02- Français / French

Welcome to this survey being conducted by Environics Research, an independent research company, on behalf of the Government of Canada. The survey will take about 10 minutes of your time.

Note: If you genuinely have no opinion about a question or cannot answer it, please click through to the next question. There are only a few key questions where your answer will be required in order to move forward.

Please be assured that we are not selling or soliciting anything. The survey is voluntary and your responses will be kept entirely confidential and anonymous and will be administered in accordance with the Privacy Act.

This study has been registered with the Canadian Research Insights Council's Research Verification Service so that you may validate its authenticity. If you would like to enquire about the details of this research, you can visit CRIC's website www.canadianresearchinsightscouncil.ca. If you choose to verify the authenticity of this research, you can reference project code **20210127-EN772**.

Thank you in advance for your participation.

[IF LANDLINE RECORD REGION FROM SAMPLE]**[IF CELL PHONE SAMPLE OR ONLINE ASK C]**

C In which province or territory do you live?

PHONE: DO NOT READ LIST - ACCEPT ONLY 11, 12, 13 – OTHER THANK AND TERMINATE

ONLINE – DROP DOWN LIST: *Select one only.*

Newfoundland and Labrador	1
Prince Edward Island	2
Nova Scotia	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Northwest Territories	12
Nunavut	13

D. In what year were you born?

RECORD YEAR – TERMINATE IF UNDER 18 (MIN VALUE 1900, MAX VALUE 2002]

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

PHONE: READ UNTIL CATEGORY REACHED

ONLINE – DROP DOWN LIST: Select one only.

- 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

VOLUNTEERED

99 - REFUSED

E. What is your gender?

PHONE IF NECESSARY/SHOW ONLINE: Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.

PHONE: DO NOT READ LIST EXCEPT TO CLARIFY

01 – Man

02 – Woman

97 – Or please specify (**RECORD SPECIFIC RESPONSE IF PROVIDED; DO NOT PROBE**)

VOLUNTEERED – DO NOT SHOW ONLINE

99 – Prefer not to say

F. **[TO BE ASKED ON CATI ONLY – DO NOT SHOW ONLINE]**

Which of the following best describes you? Are you...?

PHONE: READ UNTIL CATEGORY REACHED

01 - First Nations

02 - Inuk

03 - Métis

04 - or, a non-Indigenous person

VOLUNTEERED

05 - Inuit

06 - Inuvialuit

98 - Other (SPECIFY _____)

99 - REFUSE

Awareness And Familiarity

1. Do you know the name of the Canadian organization responsible for overseeing oil and gas pipelines and electrical powerlines that cross a national, provincial, or territorial border?

ONLINE: Please type in your response

Or – Not sure (99)

SKIP TO Q3 IF ANY OF THE FOLLOWING ENTERED – PLEASE MATCH FOR ALL CASES IN BACKEND:

Canada Energy Regulator

Canada's Energy Regulator

Canadian Energy Regulator

CER

C.E.R.

TELEPHONE: DO NOT READ

01 – Canada Energy Regulator

02 – Canada's Energy Regulator

03 – Canadian Energy Regulator

04 – CER

97– OTHER – SPECIFY _____

99 – DK/NA (SINGLE PUNCH)

2. **IF NOT 01-04 AT Q1 ASK:** The organization responsible for overseeing oil and gas pipelines and electrical powerlines that cross national, provincial, or territorial border is the Canada Energy Regulator or CER. Have you heard of the CER before today?

01 - Yes

02 - No

VOLUNTEERED – DO NOT SHOW ONLINE

99 – DK/NA

3. **IF NO OR DK AT Q2 ASK:** The Canada Energy Regulator was formerly known as the National Energy Board or NEB. Have you heard of the NEB before today?

01 - Yes

02 - No

VOLUNTEERED – DO NOT SHOW ONLINE

99 – DK/NA

IF NO OR DK AT Q2 SKIP TO Q9

4. **IF 01-04 AT Q1 OR YES AT Q2 ASK:** Using a scale from 1 to 10, where 1 means "not at all familiar" and 10 means "extremely familiar," how familiar are you with the Canada Energy Regulator?

Not at all familiar	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely familiar	10

VOLUNTEERED– DO NOT SHOW ONLINE

Not sure 99

IF 01-04 AT Q1 OR YES AT Q2 ASK How familiar, if at all, are you with each of the following functions of the Canada Energy Regulator or CER? Please use a scale from 1 to 10, where 1 means "not at all familiar" and 10 means "extremely familiar."

RANDOMIZE. ONLINE: CAROUSEL

5. Energy Adjudication (**NOTE TO INTERVIEWERS: PRONOUNCED** Add-joo-dee-CAY-shun) or reviewing applications: Making decisions or recommendations to the federal government in relation to proposed pipelines, international power lines, and other matters.
6. Safety and Environmental Oversight: Setting and enforcing regulatory expectations for companies regulated by CER.
7. Energy Information: Collecting, analyzing and publishing information on energy markets and supply, sources of energy, and the safety and security of pipelines and international power lines.
8. Engagement: Engaging with stakeholders and Indigenous peoples on topics within the CER's mandate and role.

Not at all familiar	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely familiar	10

VOLUNTEERED– DO NOT SHOW ONLINE

Not sure 99

Interest In Learning About CER

ASK ALL

How interested are you in knowing more about the following aspects of the Canada Energy Regulator's work?

Q9-12: RANDOMIZE. ONLINE: CAROUSEL.

9. Energy adjudication or reviewing applications (**NOTE TO INTERVIEWERS: PRONOUNCED** Add-joo-dee-CAY-shun) (**IF Q5 NOT ASKED SHOW/READ:** Making decisions or recommendations to the federal government in relation to proposed pipelines, international power lines, and other matters)
10. Safety and environmental oversight (**IF Q6 NOT ASKED SHOW/READ:** Setting and enforcing regulatory expectations for companies regulated by CER)
11. Energy information (**IF Q7 NOT ASKED SHOW/READ:** Collecting, analyzing and publishing information on energy markets and supply, sources of energy, and the safety and security of pipelines and international power lines)
12. Engagement activities (**IF Q8 NOT ASKED SHOW/READ:** Engaging with stakeholders and Indigenous peoples on topics within the CER's mandate and role.)

01 – Very interested

02 – Somewhat interested

03 – Not very interested

04 – Not at all interested

VOLUNTEERED – DO NOT SHOW ONLINE

99 - Don't know/Refused

13. How interested are you in knowing more about the Canada Energy Regulator *in general*?

01 – Very interested

02 – Somewhat interested

03 – Not very interested

04 – Not at all interested

VOLUNTEERED – DO NOT SHOW ONLINE

99 - Don't know/Refused

Confidence in the CER

Using a scale from 1 to 10, where 1 means "not at all confident" and 10 means "very confident," please indicate how confident are you for each of the following?

RANDOMIZE 14-21. ONLINE: CAROUSEL

14. The CER makes decisions in the public interest, for energy projects like new pipelines and power lines
15. The CER makes decisions that effectively protect the environment
16. The CER makes decisions that effectively ensure public safety
17. The CER ensures pipeline and powerline companies comply with the relevant rules and regulations
18. The CER's decisions enhance Canada's global competitiveness
19. The CER's decisions advance Reconciliation with Indigenous peoples
20. The CER's decisions are based on the best available scientific information and data
21. The CER's decisions contribute to an inclusive society

Not at all confident	1
	2
	3
	4
	5
	6
	7
	8
	9
Very confident	10
VOLUNTEERED— DO NOT SHOW ONLINE	
Not sure	99

21a. Overall, how confident are you in the Canada Energy Regulator or CER?

Not at all confident	1
	2
	3
	4
	5
	6
	7
	8
	9
Very confident	10
VOLUNTEERED – DO NOT SHOW ONLINE	
Not sure	99

21b. Why do you say that?

OPEN-END

Perceptions

To what extent do each of the following describe the Canada Energy Regulator?

RANDOMIZE. ONLINE: CAROUSEL

- 22. Timely
- 23. Expert
- 24. Fair
- 25. Open and transparent to the public
- 26. Inclusive

01 – Fully describes CER

02 – Somewhat describes CER

03 – Does not really describe CER

04 – Does not at all describe CER

VOLUNTEERED – DO NOT SHOW ONLINE

99 - Don't know/Refused

Information/awareness

27. Have you seen, heard or read anything recently about proposed or existing pipelines or powerline projects in Canada?

01 – Yes

02 – No **SKIP TO DEMOGRAPHICS**

VOLUNTEERED – DO NOT SHOW ONLINE

99 – Not sure **SKIP TO DEMOGRAPHICS**

28. Do you recall where you saw or heard this recent information about pipelines or powerline projects? (PHONE: was it on tv, in your local community newspaper, or somewhere else?)

PHONE: DO NOT READ LIST UNLESS NECESSARY - IF "NEWSPAPER" PROBE FOR TYPE OF NEWSPAPER

ONLINE: SHOW 1-97

01 – On TV

02 – On radio

03 – Local community or weekly newspaper

04 – Major city or national (daily) newspaper

05 – On a website

06 – Social media (general)

07 – Word of mouth (friends, family etc.)

SHOW ONLINE/ VOLUNTEERED PHONE

97 – Other – Please specify _____

VOLUNTEERED – DO NOT SHOW ONLINE

99 – I don't recall / DK/NA **(SINGLE PUNCH)**

29. Do you recall the source or originator of the information you recently saw or heard? (PHONE: Would it have been from the Canada Energy Regulator or other government agency, from an energy company or industry group, an environmental group, or something else?)

PHONE: DO NOT READ LIST UNLESS NECESSARY

ONLINE: SHOW 1-97

01 – Canada Energy Regulator/CER

02 – Government

03 – Energy companies

04 – Industry groups

05 – Environmental groups

SHOW ONLINE/ VOLUNTEERED PHONE

97 – Other – Please specify _____

VOLUNTEERED – DO NOT SHOW ONLINE

99 – I don't recall / DK/NA **(SINGLE PUNCH)**

Respondent Demographics

Finally, here are some questions that will help us analyze the results of this survey. . .

30. What is the highest certificate, diploma or degree that you have completed?

PHONE: DO NOT READ LIST EXCEPT TO CLARIFY

ONLINE: SHOW 1-7

- 01 – Less than a high school diploma or its equivalent
- 02 – High school diploma or a high school equivalency certificate
- 03 – Trades certificate or diploma
- 04 – College, CEGEP or other non-university certificate or diploma (other than trades certificates or diplomas)
- 05 – University certificate, diploma or degree below the bachelor’s level
- 06 – Bachelor’s Degree (e.g., B.A., B.A. (Hons), B.Sc., B.Ed., LL.B.)
- 07 – University certificate, diploma or degree above the bachelor’s level

VOLUNTEERED – DO NOT SHOW ONLINE

99 - Don’t know/Refused

31. What language do you speak most often at home?

PHONE: DO NOT READ LIST – ACCEPT ALL THAT APPLY

SHOW 1-3 ONLINE: *Select all that apply*

- 01 - English
- 02 - French
- 03 - Other

VOLUNTEERED – DO NOT SHOW ONLINE

99 - Don’t know/Refused

F1. **[TO BE ASKED ONLINE ONLY – PROGRAMMING NOTE: THIS QUESTION NON-MANDATORY]**

Which of the following best describes you? Are you...?

- 01 - First Nations
- 02 – Inuk/Inuit
- 03 – Métis
- 04 - A non-Indigenous person

32. Which of the following categories best describes your current employment status? Are you...

**PHONE: READ LIST – ACCEPT ONE ANSWER ONLY 0 STOP READING WHEN REACHING RESPONDENT CATEGORY
ONLINE: SHOW 01-07**

- 01 - Working full-time, that is, 35 or more hours per week
- 02 - Working part-time, that is, less than 35 hours per week
- 03 - Self-employed
- 04 - Unemployed, but looking for work
- 05 - A student attending school full-time
- 06 - Retired
- 07 - Not in the workforce [**INTERVIEWER ONLY: FULL-TIME HOME MAKER, UNEMPLOYED, NOT LOOKING FOR WORK**]
- VOLUNTEERED – DO NOT SHOW ONLINE**
- 97 – Other [DO NOT SPECIFY]
- 99 – Refused

33. 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.

**PHONE: READ LIST – STOP WHEN REACH RESPONDENT’S CATEGORY
ONLINE: SHOW 1-7**

- 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
- VOLUNTEERED – DO NOT SHOW ONLINE**
- 99 – Refuse/NA

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

**SHOW ONLINE: 999 – Prefer not to answer
PHONE VOLUNTEERED ONLY: 999 – Prefer not to say**

QUALITATIVE ASSESSMENT & INVITATION – ELIGIBLE FOR QUAL IF V/SW ON AT LEAST ONE OF Q 9-13.

QUAL_GROUP. THERE ARE TWO BOARDS – ENGLISH & FRENCH. ASSIGN RESPONDENTS TO A BOARD BASED ON LANGUAGE.

QUAL PARTICIPTION SCREENING QUESTIONS

1. In the text box below, please describe what you consider to be the luckiest thing that ever happened to you. Please be as specific and detailed as possible, and explain not just what happened, but how you felt.

77 – Text box: [SET MIN 50 CHARS]

2. On a scale of 1 to 10, how well do the following statements express your feelings. A score of 10 means the statement describes your feelings extremely well, a score of 1 means that the statement does not describe your feelings at all, or you can use any number in between.

1 < DOESN'T DESCRIBE ----- DESCRIBES WELL > 10

- a. If asked to describe something, I can usually do so in detail:
- b. I'm comfortable expressing my feelings online:
- c. My friends often ask my opinions of things:
- d. I generally have an opinion or point-of-view on topics or issues:
- e. I enjoy exchanging ideas with people on a wide variety of things:
- f. People tell me I'm creative:
- g. I will share my ideas, even if other people have different points of view:

1 2 3 4 5 6 7 8 9 10

QUAL B: ELIGIBE FOR QUAL IF 4 OR MORE STATEMENTS WITH A RATING OF "7", "8", "9", OR "10". IF NOT AND QUALIFY ON ALL OTHER CRITERIA, HOLD RESPONDENT.

QUAL1. [IF ELIGIBLE AT QUALA AND QUAL B] We may conduct follow-up qualitative research to better understand your information preferences and perspectives on the Canada Energy Regulator/CER. This would take the form of a moderated online community of Canadians like yourself. Participants would receive an honorarium of \$100 as a thank you for their time.

Participating in the next phase of research is completely voluntary. If you are interested, you will be required to provide your first name, last name and email address to be screened for the online community. Please note that this information will not be used for any analysis of your responses and will only be used if you are selected to be among those invited to participate in a subsequent qualitative phase of research.

Would you be interested in participating?

- Yes
- No

QUAL2: Please provide us with the following contact information so we can send you details about the online community if you are selected to participate:

First name	
Last name	
Email address	

I am not willing to provide my contact information (you will not be invited to participate).

Thank you. We will let you know as soon as possible if you qualify for the study. Have a great day!

ENG/FRE END PAGE MESSAGES SHOWN TO RESPONDENTS

[SHOW ALL RESPONDENTS WHO COMPLETE] This survey was conducted on behalf of the Canada Energy Regulator and is registered under the Federal Access to Information Act. Thank you very much for your participation.

[SHOW TO ALL RESPONDENTS WHO DO NOT QUALIFY] We're sorry. You do not meet the qualifications for this survey. We sincerely thank you and appreciate your time, dedication, and continued participation in our online surveys.

[SHOW TO ALL RESPONDENTS WHO RECEIVE QUOTA FULL] Unfortunately the quota has been reached for your demographic and/or region. We sincerely thank you and appreciate your time, dedication, and continued participation in our online surveys.

Appendix C: Qualitative Methodology

The qualitative research used an online community format called bulletin boards. The bulletin boards were conducted using the Recollective platform that is programmed and hosted in Canada. This online community was conducted over a period of three days, following the completion of the quantitative survey.

The qualitative research was conducted with 132 participants in English (n=109) and in French (n=23). Participants were selected from those who indicated they are very or somewhat interested in learning more about the CER. Environics achieved a mix of region, age, gender, education and income. The sample composition is as follows:

Employment Status	Count	Percentage
Employed full-time for pay (30+ hours per week)	66	55%
Employed part-time for pay	8	7%
Self-employed	8	7%
Unemployed and looking for work	6	5%
Homemaker	6	5%
Student	5	4%
Retired	16	13%
Other	4	3%
Prefer not to say	1	1%

Industry	Count	Percentage
Retail/Food or beverage	11	13%
Factory/manufacturing	3	4%
Oil and gas – in the field	0	0%
Oil and gas – office/HQ	1	1%
Utility	1	1%
Banking or finance	0	0%
A regulatory organization	1	1%
Accounting, Law or other	5	6%
Environmental	0	0%
NGO	1	1%
Farmer/Rancher	1	1%
Local/municipal Government	1	1%
Provincial Government	2	2%
Federal Government	4	5%
Health care	12	15%
Education	7	9%
Market Research or Market	0	0%
Public Relations or Media	0	0%
Advertising and communications	0	0%
An employee of a political	0	0%
Other	32	39%

Demographics	Frequency in English Community (n=109)	Frequency in French Community (n=23)
Region		
Alberta	27	-
British Columbia	26	-
Manitoba	9	-
New Brunswick	2	-
Newfoundland and Labrador	1	-
Northwest Territories	1	-
Nova Scotia	9	-
Nunavut	1	-
Ontario	28	-
Quebec	2	23
Saskatchewan	3	-
Age		
18-29	20	5
30-44	38	7
45-54	22	3
55+	29	8
Gender		
Man	52	12
Woman	57	11
Education		
Bachelor's Degree	39	7
College, CEGEP or other non-university certificate or diploma (other than trades certificates or diplomas)	25	6
High school diploma or a high school equivalency certificate	13	4
Less than a high school diploma or its equivalent	1	1
Trades certificate or diploma	6	2
University certificate, diploma or degree above the bachelor's level	17	3
University certificate, diploma or degree below the bachelor's level	8	0
Indigenous Status		
Indigenous Person	5	1
Non-Indigenous person	102	21
Income Level		
\$100,000 to just under \$150,000	22	4
\$150,000 and above	18	2
\$20,000 to just under \$40,000	19	0
\$40,000 to just under \$60,000	10	5
\$60,000 to just under \$80,000	21	4
\$80,000 to just under \$100,000	14	4
Under \$20,000	5	4

Appendix D: Qualitative Research Instruments

Environics Research Group
January 14-2021

Canada Energy Regulator Annual Public Opinion Research Measures Draft Recruitment Screener

INTRODUCTION

Please select your preferred language for completing the survey /
SVP choisissez votre langue préférée pour remplir le sondage

- 01- English / Anglais
- 02- Français / French

Welcome to this study being conducted by Environics Research, an independent research company, on behalf of the Government of Canada. This short survey will take about 3 minutes of your time.

Note: If you genuinely have no opinion about a question or cannot answer it, please click through to the next question. There are only a few key questions where your answer will be required in order to move forward.

Please be assured that we are not selling or soliciting anything. The survey is voluntary and your responses will be kept entirely confidential and anonymous and will be administered in accordance with the Privacy Act.

This study has been registered with the Canadian Research Insights Council's Research Verification Service so that you may validate its authenticity. If you would like to enquire about the details of this research, you can visit CRIC's website www.canadianresearchinsightscouncil.ca. If you choose to verify the authenticity of this research, you can reference project code **20210127-EN772**.

Thank you in advance for your participation.

C In which province or territory do you live?
ONLINE – DROP DOWN LIST: *Select one only.*

Newfoundland and Labrador	1
Prince Edward Island	2
Nova Scotia	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Northwest Territories	12
Nunavut	13

D. In what year were you born?

RECORD YEAR – TERMINATE IF UNDER 18 (MIN VALUE 1900, MAX VALUE 2002)

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

PHONE: READ UNTIL CATEGORY REACHED

ONLINE – DROP DOWN LIST: Select one only.

- 12 – 18 to 19
- 13 – 20 to 24
- 14 – 25 to 29
- 15 – 30 to 34
- 16 – 35 to 39
- 17 – 40 to 44
- 18 – 45 to 49
- 19 – 50 to 54
- 20 – 55 to 59
- 21 – 60 to 64
- 22 – 65 and over

VOLUNTEERED

99 - REFUSED

E. What is your gender?

SHOW: Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.

01 – Man

02 – Woman

97 – Or please specify

F. What is the highest certificate, diploma or degree that you have completed?

PHONE: DO NOT READ LIST EXCEPT TO CLARIFY

ONLINE: SHOW 1-7

01 – Less than a high school diploma or its equivalent

02 – High school diploma or a high school equivalency certificate

03 – Trades certificate or diploma

04 – College, CEGEP or other non-university certificate or diploma (other than trades certificates or diplomas)

05 – University certificate, diploma or degree below the bachelor's level

06 – Bachelor's Degree (e.g., B.A., B.A. (Hons), B.Sc., B.Ed., LL.B.)

07 – University certificate, diploma or degree above the bachelor's level

VOLUNTEERED – DO NOT SHOW ONLINE

98 - Don't know/Refused

G. 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.

PHONE: READ LIST – STOP WHEN REACH RESPONDENT'S CATEGORY

ONLINE: SHOW 1-7

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

VOLUNTEERED – DO NOT SHOW ONLINE

99 – Refuse/NA

Awareness And Familiarity

35. Do you know the name of the Canadian organization responsible for overseeing oil and gas pipelines and electrical powerlines that cross a national, provincial, or territorial border?

ONLINE: Please type in your response

Or – Not sure (99)

SKIP TO Q3 IF ANY OF THE FOLLOWING ENTERED – PLEASE MATCH FOR ALL CASES IN BACKEND:

Canada Energy Regulator

Canada's Energy Regulator

Canadian Energy Regulator

CER

C.E.R.

36. **IF NOT CER AT Q1 ASK:** The organization responsible for overseeing oil and gas pipelines and electrical powerlines that cross national, provincial, or territorial border is the Canada Energy Regulator or CER. Have you heard of the CER before today?

01 - Yes

02 - No

VOLUNTEERED – DO NOT SHOW ONLINE

99 – DK/NA

37. **IF NO OR DK AT Q2 ASK:** The Canada Energy Regulator was formerly known as the National Energy Board or NEB. Have you heard of the NEB before today?

01 - Yes

02 - No

VOLUNTEERED – DO NOT SHOW ONLINE

99 – DK/NA

IF NO OR DK AT Q2 SKIP TO Q9

Interest In Learning About CER**ASK ALL**

How interested are you in knowing more about the following aspects of the Canada Energy Regulator's work?

Q9-12: RANDOMIZE. ONLINE: CAROUSEL.

9. Energy adjudication or reviewing applications: Making decisions or recommendations to the federal government in relation to proposed pipelines, international power lines, and other matters)
10. Safety and environmental oversight: Setting and enforcing regulatory expectations for companies regulated by CER)
11. Energy information: Collecting, analyzing and publishing information on energy markets and supply, sources of energy, and the safety and security of pipelines and international power lines)
12. Engagement activities: Engaging with stakeholders and Indigenous peoples on topics within the CER's mandate and role.)

01 – Very interested

02 – Somewhat interested

03 – Not very interested

04 – Not at all interested

13. How interested are you in knowing more about the Canada Energy Regulator *in general*?

01 – Very interested

02 – Somewhat interested

03 – Not very interested

04 – Not at all interested

14. [TO BE ASKED ONLINE ONLY – PROGRAMMING NOTE: THIS QUESTION NON-MANDATORY]

Which of the following best describes you? Are you...?

01 - First Nations

02 – Inuk/Inuit

03 – Métis

04 - A non-Indigenous person

QUALA: ELIGIBLE FOR QUAL IFV/SW ON AT LEAST ONE OF Q 9-13.**QUALITATIVE ASSESSMENT & INVITATION**

QUAL_GROUP. THERE ARE TWO BOARDS – ENGLISH & FRENCH. ASSIGN RESPONDENTS TO A BOARD BASED ON LANGUAGE.

QUAL PARTICIPTION SCREENING QUESTIONS

1. In the text box below, please describe what you consider to be the luckiest thing that ever happened to you. Please be as specific and detailed as possible, and explain not just what happened, but how you felt.

77 – Text box: [SET MIN 50 CHARS]

2. On a scale of 1 to 10, how well do the following statements express your feelings. A score of 10 means the statement describes your feelings extremely well, a score of 1 means that the statement does not describe your feelings at all, or you can use any number in between.

1 < DOESN'T DESCRIBE ----- DESCRIBES WELL > 10

- a. If asked to describe something, I can usually do so in detail:
- b. I'm comfortable expressing my feelings online:
- c. My friends often ask my opinions of things:
- d. I generally have an opinion or point-of-view on topics or issues:
- e. I enjoy exchanging ideas with people on a wide variety of things:
- f. People tell me I'm creative:
- g. I will share my ideas, even if other people have different points of view:

1 2 3 4 5 6 7 8 9 10

**QUAL B: ELIGIBE FOR QUAL IF 4 OR MORE STATEMENTS WITH A RATING OF "7", "8", "9", OR "10".
IF NOT AND QUALIFY ON ALL OTHER CRITERIA, HOLD RESPONDENT.**

QUAL1. [IF ELIGIBLE AT QUAL A AND QUAL B] We may conduct follow-up qualitative research to better understand your information preferences and perspectives on the Canada Energy Regulator/CER. This would take the form of a moderated online community of Canadians like yourself. Participants would receive an honorarium of \$100 as a thank you for their time.

Participating in the next phase of research is completely voluntary. If you are interested, you will be required to provide your first name, last name and email address to be screened for the online community. Please note that this information will not be used for any analysis of your responses and will only be used if you are selected to be among those invited to participate in a subsequent qualitative phase of research.

Would you be interested in participating?

- Yes
- No

Canada Energy Regulator

Annual Public Opinion Research Measures

Qualitative Discussion Guide

Day 1: About you, and understanding the CER

HELLO and WELCOME!

Thanks for joining me today! My name is _____ and I will be your moderator for this discussion.

I would like to ask you to share with me your thoughts, experiences and perceptions about the Canada Energy Regulator. For each key question posted, there will be sub-questions. Please try to be as clear and as detailed as you can when you respond to each question and sub-question, because your answers are really important to me and will help me understand **how you think** and **what is important to you**.

Sometimes I will ask some follow up questions to make sure I really understand your answers – please make sure you come back and check on this board to see if there are any follow up questions for you.

Today we are going to be talking about the roles and responsibilities of the CER and your views about them. Tomorrow, we will dive into more details about your specific interests and information preferences.

I. Getting to know you

- A. To get us started, briefly introduce yourself, and share something about yourself that is interesting or unique (i.e., your interests, hobbies, etc.).

II. Energy in your life

We want to know about your connections to the CER and its mandate.

- A. Do you have any involvement in the oil and gas, pipeline or power / powerline industry? Please describe?
- B. Have you ever been affected by energy infrastructure such as a pipeline or powerline – perhaps by living near one or in some other way? Please describe that experience: when, what, how were you affected, did you get involved?
- C. Is there anything else you wish to tell us about yourself and the energy sector?

III. What The Canada Energy Regulator Does

The Canada Energy Regulator (CER) works to keep energy moving safely across the country. It reviews energy development projects and shares energy information, all while enforcing some of the strictest safety and environmental standards in the world.

- A. What does this mean to you? Please describe what you think the CER does in your own words.

IV. CER Responsibilities

The Canada Energy Regulator has the following responsibilities. For each please indicate: (a) what it means in your own words; (b) how important you think it is – using a scale from 1, not at all important, to 10, extremely important (you can answer number from 1-10); and (c) why you feel that way.

1. Energy Adjudication or reviewing applications: Making decisions or recommendations to the federal government in relation to proposed pipelines, international power lines, and other matters.
 - A. Energy Adjudication: What does this mean to you?
 - B. Importance of Energy Adjudication to you – please enter a number from 1-10: _____
 - C. Please tell us why.
2. Safety and Environmental Oversight: Setting and enforcing regulatory expectations for companies regulated by CER.
 - A. Safety and Environmental Oversight: What does this mean to you?

B. Importance of Safety and Environmental Oversight to you – please enter a number from 1-10: _____

C. Please tell us why.

IV. CER Responsibilities Continued

The Canada Energy Regulator has the following responsibilities. For each please indicate: (a) what it means in your own words; (b) how important you think it is – using a scale from 1, not at all important, to 10, extremely important (you can use any number from 1-10); and (c) why you feel that way.

3. Energy Information: Collecting, analyzing and publishing information on energy markets and supply, sources of energy, and the safety and security of pipelines and international power lines.

A. Energy Information: What does this mean to you?

B. Importance of Energy Information to you – please enter a number from 1-10: _____

C. Please tell us why.

4. Engagement: Engaging with stakeholders and Indigenous peoples on topics within the CER's mandate and role.

A. Engagement: What does this mean to you?

B. Importance of Engagement to you – please enter a number from 1-10: _____

C. Please tell us why.

V. Confidence in the CER

A. Using a scale from 1 to 10, where 1 means "not at all confident" and 10 means "very confident," how confident are you in the Canada Energy Regulator or CER?

Please enter a number from 1-10: _____

Please elaborate – why do you feel that way about the CER?

Have you had any past dealings with the CER or other regulatory bodies? What was that like? Does it impact your confidence in the CER?

VI. Demographics – keep private

To end today's discussion, we just have a few questions that will help us understand your background a bit more. Your responses to these questions will not be shared with other members of this discussion group.

1. What is your current employment status? [Employed full-time for pay (30+ hours per week)/Employed part-time for pay/Self-employed/Unemployed and looking for work/Homemaker/Student/Retired/Other/Prefer not to say]

2. IF EMPLOYED: Which of the following most closely describes your employment:

- Retail/Food or beverage
- Factory/manufacturing
- Oil and gas – in the field
- Oil and gas – office/HQ
- Utility
- Banking or finance
- A regulatory organization

- Accounting, Law or other professional service/consulting
- Environmental
- NGO
- Farmer/Rancher
- Local/municipal Government
- Provincial Government
- Federal Government
- Health care
- Education
- Market Research or Marketing
- Public Relations or Media (TV, Print)
- Advertising and communications
- An employee of a political party
- Other, please specify

That's all for today – thank you so much for this discussion today! We look forward to hearing from you again tomorrow!

Day 2: Specific Interests and information searching / tools

VII. Specific Interests

The following are important aspects of the Canada Energy Regulator's work. For each one, please tell us: (a) How interested you are in knowing more about it; (b) why it is interesting to you; (c) what additional information you would like to have; and (d) what format(s) you would like that information to be made available in (text, video, audio, something else – tell us what you would use)?

1. Energy adjudication or reviewing applications: Making decisions or recommendations to the federal government in relation to proposed pipelines, international power lines, and other matters)

- A. Is this ___ very, ___ somewhat, ___ not very or ___ not at all interesting to you?
- B. Why is that?
- C. What, if anything, more would you like to know?
- D. What format(s)?

2. Safety and environmental oversight: Setting and enforcing regulatory expectations for companies regulated by CER)

- A. Is this ___ very, ___ somewhat, ___ not very or ___ not at all interesting to you?
- B. Why is that?
- C. What, if anything, more would you like to know?
- D. What format(s)?

Page Break

VIII. Specific Interests Continued

3. Energy information: Collecting, analyzing and publishing information on energy markets and supply, sources of energy, and the safety and security of pipelines and international power lines)

- A. Is this ___ very, ___ somewhat, ___ not very or ___ not at all interesting to you?
- B. Why is that?
- C. What, if anything, more would you like to know?
- D. What format(s)?

4. Engagement activities: Engaging with stakeholders and Indigenous peoples on topics within the CER's mandate and role.)

- A. Is this ___ very, ___ somewhat, ___ not very or ___ not at all interesting to you?
- B. Why is that?
- C. What, if anything, more would you like to know?

D. What format(s)?

IX. Searching for Information

Please choose one of area of CER activity – Energy adjudication, Safety and environmental oversight, Energy information, or Engagement activities – and describe how you would proceed if you needed to find additional information about it. Where would you look? How would you organize your search? What website, search engine, app and/or other tools would you use? Please elaborate in detail.

X. Awareness of CER

Prior to participating in this study, were you aware of the Canada Energy Regulator?

IF YES – Continue, other skip to VIII

1. Please describe how you first became aware of the CER?

How did it happen? What was the situation? What do you recall about it? What were your impressions?

2. Have you seen any CER content on: Twitter _____ LinkedIn _____ and/or Facebook _____

3. IF YES: How regularly do you check these? Daily _____ Weekly _____ Monthly _____ Less often _____

4. Have you visited the CER website before?

5. IF YES: Do you remember what you were looking for when you visited?

Follow up.... End and thank.

Thank you very much for your time! Is there anything else you want to add based on what we've discussed over the past 2 days? Thanks again everyone! We hope you have a great day.