



Canada Energy  
Regulator

Régie de l'énergie  
du Canada

# ***Annual Public Opinion Research Measures 2020***

## **Final Report**

### **Prepared for Canada Energy Regulator**

Supplier Name: Environics Research  
Contract Number: 84084-190180/001/CY  
Contract Value: \$59,931.81 (including HST)  
Award Date: 2020-01-07  
Delivery Date: 2020-02-28

Registration Number: POR 060-19

For more information on this report, please contact Canada Energy Regulator at: [Tom.Neufeld@cer-rec.gc.ca](mailto:Tom.Neufeld@cer-rec.gc.ca)

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## **Canada Energy Regulator – Annual Public Opinion Research Measures 2020**

### **Final report**

Prepared for Canada Energy Regulator by Environics Research

March 2020

### **Permission to reproduce**

This public opinion research report presents the results of quantitative research conducted by Environics on behalf of Canada Energy Regulator. The research was conducted online and by telephone with the general population, from February 4 to 18, 2020.

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Catalogue Number: NE23-208/2020E-PDF

International Standard Book Number (ISBN): 978-0-660-34441-6

Cette publication est aussi disponible en français sous le titre : ***Mesures de recherche annuelle sur l'opinion publique de 2020***

Catalogue Number: NE23-208/2020F-PDF (Final report, French)

International Standard Book Number (ISBN): 978-0-660-34443-0

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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 decided to conduct a survey of Canadians in early 2020 to serve as a baseline for future annual tracking of its performance against a standard set of indicators. The CER intends 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

Environics Research surveyed 1,002 Canadian adults (aged 18 years and older) between February 4 and 18, 2020. The sample included 901 Canadians from the provinces, who are members of an online panel. To reach Canadians in the northern territories, Environics completed 101 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	1,002	1,002
Atlantic	7%	100	100	66
Quebec	23%	200	200	232
Ontario	38%	200	200	384
MB/SK	7%	100	100	68
Alberta	11%	150	151	116
BC	14%	150	150	133
Territories	<1%	100	101	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.

### 3. Cost of research

The cost of this research was \$59,931.81 (HST included).

#### 4. Key findings

The main takeaway from the research is that Canadians have a good level of confidence that the CER is doing its job, especially in ensuring companies comply with regulations, enhancing global competitiveness, ensuring public safety, and making decisions based on scientific evidence. Three-quarters think the term “expert” at least somewhat describes the CER.

The results also indicate the Canada Energy Regulator (CER) is not a top-of-mind name among Canadians when thinking about the trans-border pipeline and powerline regulation landscape – and that no one organization is. A strong majority of eight in ten cannot think of the name of the organization responsible for the CER’s mandate. Four in ten do recognize the name, Canada Energy Regulator, when prompted. The National Energy Board (NEB), its previous incarnation, is recognized by about half who have not heard of the CER, and six percent name it unprompted as the organization with the CER’s mandate.

A minority of three in ten who have heard of the CER indicate they are familiar with it, and similar proportions are familiar with each of its specific functions. However, there is a reasonable amount of interest in knowing more: About three-quarters are at least moderately interested in learning more about the CER itself, and about six in ten would have modest interest in learning about its functions.

The survey took place during a time when energy projects were in the news as the survey field period occurred during the Wet’suwet’en First Nation pipeline demonstrations. Six in ten report having heard or seen information recently about existing or intended pipeline or powerline projects, which they mostly have seen on television. They are most likely to believe the government was the source of this information, followed by environmental groups; two in ten believe what they heard came from the Canada Energy Regulator.

#### 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.



Tony Coulson  
Group Vice President, Corporate & Public Affairs  
Environics Research Group  
[tony.coulson@environics.ca](mailto:tony.coulson@environics.ca)  
613-699-6882

**Supplier name:** Environics Research Group  
PWGSC contract number: 84084-190180/001/CY  
Original contract date: 2020-01-07  
For more information, contact: [Tom.Neufeld@cer-rec.gc.ca](mailto:Tom.Neufeld@cer-rec.gc.ca)