



WHAT DO CANADIANS REALLY THINK ABOUT CLIMATE CHANGE?

A Summary of Public Opinion Research for Communicators
2025



Re.Climate™

COMMUNICATING FOR CHANGE

CONTENTS

PREAMBLE	3
Priority drops, concern remains	4
EXECUTIVE SUMMARY	4
Tailwinds	5
Headwinds	5
COMMENTARY: TALK, BABY, TALK	6
RECOMMENDATIONS FOR COMMUNICATORS	7
SHIFTING ATTITUDES	9
WHERE PUBLIC OPINION IS STRONG	12
General concern	12
Extreme weather and fire	12
Clean energy	13
CONCERNING TRENDS IN PUBLIC OPINION	14
Human-caused?	14
Are fossil fuels the cause?	15
THE CLIMATE DIVIDES	17
POLICY PERSPECTIVES	20
Who's in charge?	20
A focus on Ottawa	21
Emissions cap	22
Electric cars and buses	22
Clean electricity regulations	23
Industrial carbon pricing	24
ATTITUDES ABOUT ENERGY	25
Importance of oil & gas	26
Making the transition at home	28
REFERENCES	29



PREAMBLE

About Re.Climate

Re.Climate is Canada's go-to centre for training, research, and strategy on climate change communications and public engagement. Based at Carleton University, we provide strategic services to help practitioners reach new audiences, overcome polarization, communicate urgency, and motivate change.

To produce this report, Re.Climate reviewed the results of 73 publicly available surveys with the objective of digging beneath topline numbers to identify attitudes that advance or stall public support for climate action. We have presented survey results that represent multiple findings from different research groups or illustrate specific vulnerabilities and opportunities.

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Acknowledgements

We are grateful to several experts who reviewed the early drafts of this report: Amber Bennet, executive

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We would also like to acknowledge non-governmental organizations, including Equiterre, Clean Energy Canada, Climate Action Network Canada, David Suzuki Foundation, Greenpeace Canada, Environmental Defence Canada and Tree Canada for commissioning public surveys.

Cover image: Melted chairs are shown outside of the burned Maligne Lodge after wildfires encroached into Jasper, Alta., on Friday, July 26, 2024. Wildfires encroaching into the townsite of Jasper forced an evacuation of the national park. AMBER BRACKEN/THE CANADIAN PRESS VIA AP

Citation: Hatch, C., Alrasheed, G., Bider, E., Moorthy, N., Gubbay, A., & Jabin, B. (2025). *What Do Canadians Really Think About Climate Change?* Re.Climate.



EXECUTIVE SUMMARY

Priority drops, concern remains

Canadians' priority on climate action has dropped since Donald Trump became U.S. president and threatened the Canadian economy and sovereignty. But the decline in priority is a longer trend since the COVID pandemic and inflation.

Although the decline in priority is often described as a drop in concern, it is mostly a story of climate concern competing with more immediate fears.

While there are worrying trends in public opinion, over two-thirds of Canadians still report being concerned or very concerned, while seven-in-ten view climate change as a serious or very serious threat.

Current conditions



**DECLINE IN PUBLIC
PRIORITIZATION OF
CLIMATE PROGRAMS**



**INCREASE IN BELIEF THAT THE OIL AND GAS
INDUSTRY AND NEW INFRASTRUCTURE ARE
IMPORTANT TO CANADA'S ECONOMY**



**ONGOING, BROAD SUPPORT FOR
RENEWABLES AND CLEAN ENERGY**



**INCREASE IN PUBLIC ANXIETY ABOUT
EXTREME WEATHER, CLIMATE IMPACTS**



Tailwinds

Concern

Most Canadians are worried about climate change and want governments and industries to tackle the problem.

- 69 per cent are worried about the impact over the next five years (*Abacus Data, 2025e*).
- 76 per cent are concerned about its impact on future generations of Canadians (*Ipsos & Tree Canada 2024*).

Extreme weather, fires and climate impacts

Canadians understand that climate impacts (especially fires) are getting worse and will continue to accelerate.

- 72 per cent say wildfires are more frequent.
- 61 per cent expect wildfires to happen more often in the future (*Leger, 2024*).

Clean energy

Clean energy solutions have high support; most of the public wants renewable energy prioritized.

- 77 per cent want more solar power; 72 per cent want more wind (*Angus Reid Institute, 2025b*).
- 77 per cent want the government to prioritize the development of renewable energy (*Leger & Équiterre, 2024*).

Headwinds

Economic vulnerability

Creating economic growth has surged in priority, while reducing carbon emissions has declined in relative importance over the past two years.

- 44 per cent of Canadians said reducing carbon emissions was a priority for energy policy in 2023. In 2025 the figure dropped to 31 per cent (*Angus Reid Institute, 2025d*).

Literacy

Just under half of Canadians identify “burning fossil fuels” as the source of pollution most responsible for climate change, even when prompted with a list of options.

- 49 per cent picked burning fossil fuels from the list (*EnviroNics & Re.Climate, 2024*).
- 71 per cent said climate change is mostly caused by human activities in 2021. In 2025 the number had dropped to 63 per cent (*Angus Reid Institute, 2025d*).

Divides over effectiveness, fairness of solutions and climate action

Canadians are broadly supportive of a clean energy transition, but support breaks down over the effectiveness in reducing carbon emissions and the fairness of specific solutions or policies. There are also large political and regional divides in attitudes about climate change itself.

- Three-quarters of past Liberal and NDP voters say climate change is “a very serious threat”. Only 19 per cent of Conservative voters agree (*Angus Reid Institute, 2025d*).
- 78 per cent of women say there are now more forest fires compared to 67 per cent of men (*Leger, 2024b*).



TALK, BABY, TALK

COMMENTARY BY CHRIS RUSSILL

It is a confusing time for climate communicators. Shifts in polling and political priorities feel sudden and far-reaching. Do we even speak of “climate” anymore? In reading this report, however, I’m most struck by what hasn’t changed. The desire for climate protection is durable. Canadians still want our leaders to act decisively. The more things change, the more this stays the same. But what of uneven support for policies and regulations that enable climate action? Or a decline in climate concern as a public priority? Or even—gasp—calls for pipelines to crisscross our country?

It is commonly observed that support for climate protection is strongest in the abstract—but when people are asked to rank their priorities or consider costs, climate concern is far less definitive.

But what does this observation mean?

It does not mean polling is unreliable. It does not mean we disregard evidence of declining support for climate policies. It also does not mean we ignore general expressions of climate concern as naïve or insignificant. Personally, I find these repeated calls for climate protection more authentic than reactions to polls driven by news cycles in upheaval.

Why?

Public opinion can shift suddenly and surprise us. These opinions are the most newsworthy and fun to speculate about. And this can lead us to believe public opinion is shallow or temperamental when it comes to protecting

our climate. It isn’t. People want action, they want it faster, and they want to be part of a country that cares about this. This is a consistent finding, poll after poll, year over year. It is part of who we are as Canadians. But we don’t quite realize it yet.

This disconnect is called the perception gap and occurs when people don’t realize their pro-climate view is, in fact, the majority view. Bridging this gap is one good reason to keep speaking of climate. Another is the identification gap, where people feel policies are out of touch with their concerns or problems.

In reading this report, I realized how often this is the case. Much of our polling and news coverage is dedicated to contentious policies, not those with wide appeal. For example, people want clean public transit, not rebates on a posh Tesla. Yet, we hear far more frequently about the ups and downs of the EV industry.

So, by all means, let’s talk about what’s new, puzzling, and worrying in this important report. Let’s talk about all of it. But let’s not forget what Canadians have been telling us for the last decade. Climate matters here. Canadians want to be part of a country that cares about climate protection – a point underscored by polling, yes, but just as clearly by the anti-climate ideology of those preferring separatism and the U.S. to living with us. We should continue advancing climate protection for many reasons, but not least because it is who we are.

Let’s talk like it.



RECOMMENDATIONS FOR COMMUNICATORS

These are difficult times for climate communicators. In this period of economic anxiety and threats to sovereignty, climate change can feel like a problem for another day. Should we even be talking about climate change directly? Or should we pivot to related topics?

Our advice: focus on the ‘big why’

People need a big reason to accept change. And the ‘big why’ is to protect the people and places we love.

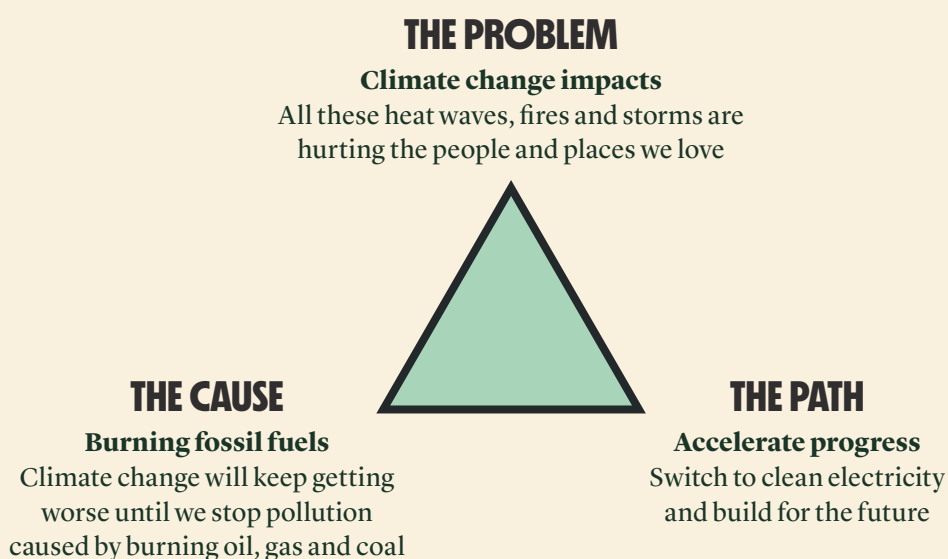
- Stay focused on climate change, communicate in plain language and tell a story centred on people, not just concepts.
- Connect the “big why” to the current moment: security and opportunity come from building generational careers and infrastructure in a world where decarbonization is unstoppable.

Tell a story

Highlight impacts and choice: between fossil fuels and a path that’s safer for people and our economy.

- Canada is making progress; it’s time to accelerate.
- Every tonne counts, so we must act now.
- Remember that there is no single “public,” and you can tailor your communication to the audience segments outlined in *The Five Canadas*.

Use a message triangle to remember the three points that complete a narrative.



Build momentum and social norms

People feel alone in their concern. And they don't feel the burden of action is spread fairly.

- Build engagement with the invitation: The vast majority—eight in ten Canadians—want the government to do more. Join the millions of Canadians who want more action on climate change (*Andre et al., 2024*).
- Build momentum by emphasizing that Canada is making progress; now it's time to accelerate.
- Reinforce fairness with the frame: Hold big polluters accountable with regulation.

Loss vs. gain

We're hardwired to care most about losing things we value.

- For most people, damaging what we love—our kids' future, nature—is the most compelling motivation. (But note that the most engaged audiences are receptive to gain framing as well as loss framing.)
- Climate change is a ticking clock. Later is too late.

The mental map

Only the most engaged audience segments clearly understand what causes climate change, so many Canadians are unclear about how to stop it from getting worse. Public conversation is usually abstract (“greenhouse gases”, “reducing emissions”).

- Focus on the main cause: burning fossil fuels like oil, gas and coal
- Amplify trusted messengers, especially scientists and doctors. Family and friends remain key sources of validation and information. Encourage a diversity of voices to speak up (*Frantz, 2022*).

Make your story visual

Climate change and clean energy visuals are becoming cliché. Try bringing the energy transition to life with images that spark imagination, urgency and hope.

1. Show images with real people, especially where clean energy technology feels part of everyday life.
2. Avoid clichés and overused images, e.g., empty landscapes with wind turbines or solar panels.
3. Show emotionally powerful impacts.

See Re.Climate's [*How to Bring the Energy Transition to Life*](#) for examples and more suggestions.



SHIFTING ATTITUDES



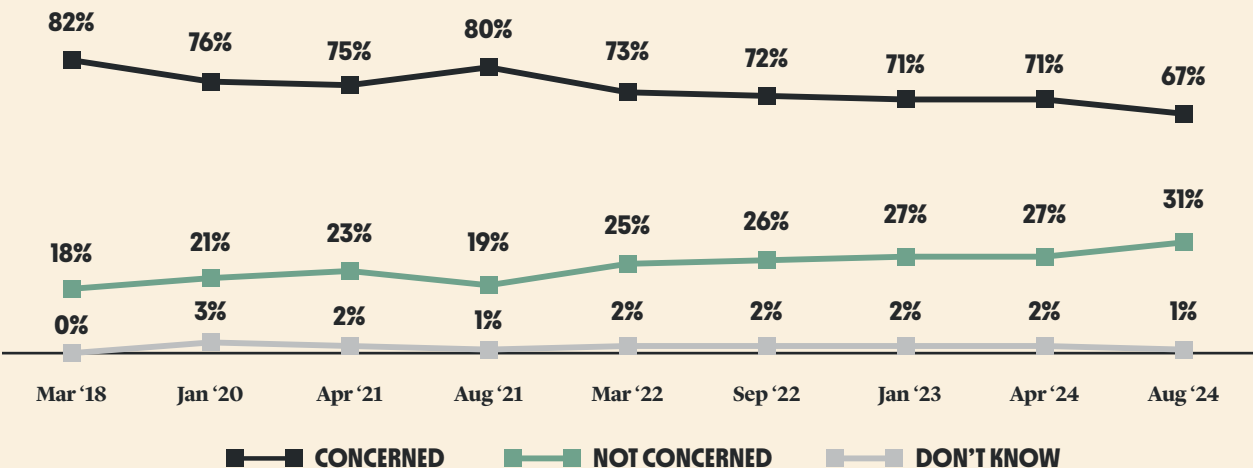
A man is pictured holding a picture of Canadian hockey player Gordie Howe delivering an elbow with the words Elbows Up Canada while taking part in a protest against recent American border issues, tariffs and U.S. President Donald Trump on the provincial legislature lawn in Victoria, British Columbia on April 5, 2025. DON DENTON/THE CANADIAN PRESS

Climate change has been dropping in public priority through the 2020s, particularly since inflation became a major concern in 2021.

Even before Donald Trump's threats to the economy and Canadian sovereignty, climate change was moving down the list of priorities (*Innovative Research Group*, 2024).

Concern over time

“How concerned are you about climate change?”

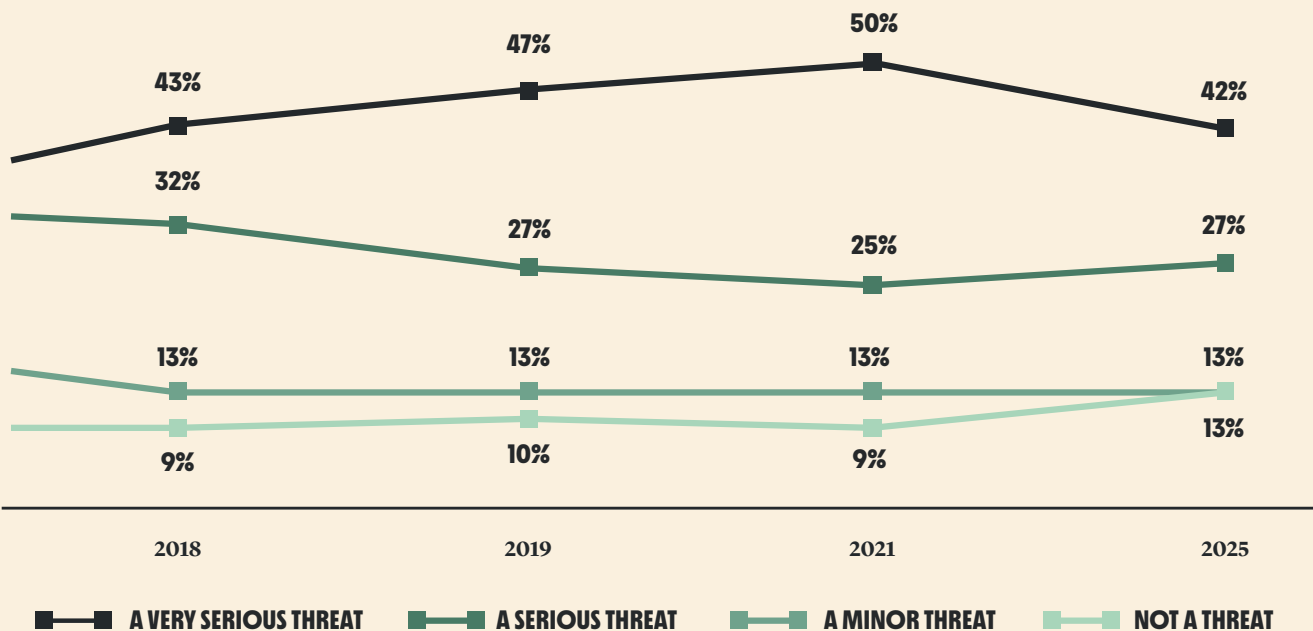


Source: Innovative Research Group, 2024

There has been a similar decline in the perception of how much of a threat climate change poses, as Canadians prioritize other issues. That decline has continued since the Trump threats (*Angus Reid Institute, 2025d*). This is likely a psychological process of motivated reasoning: when a topic drops in “top of mind,” we reduce our perception of the threat (*van der Linden & Weber, 2021*).

How much of a threat?

“How much of a threat, if any, do you think climate change poses for planet Earth?”



Source: Angus Reid Institute, 2025

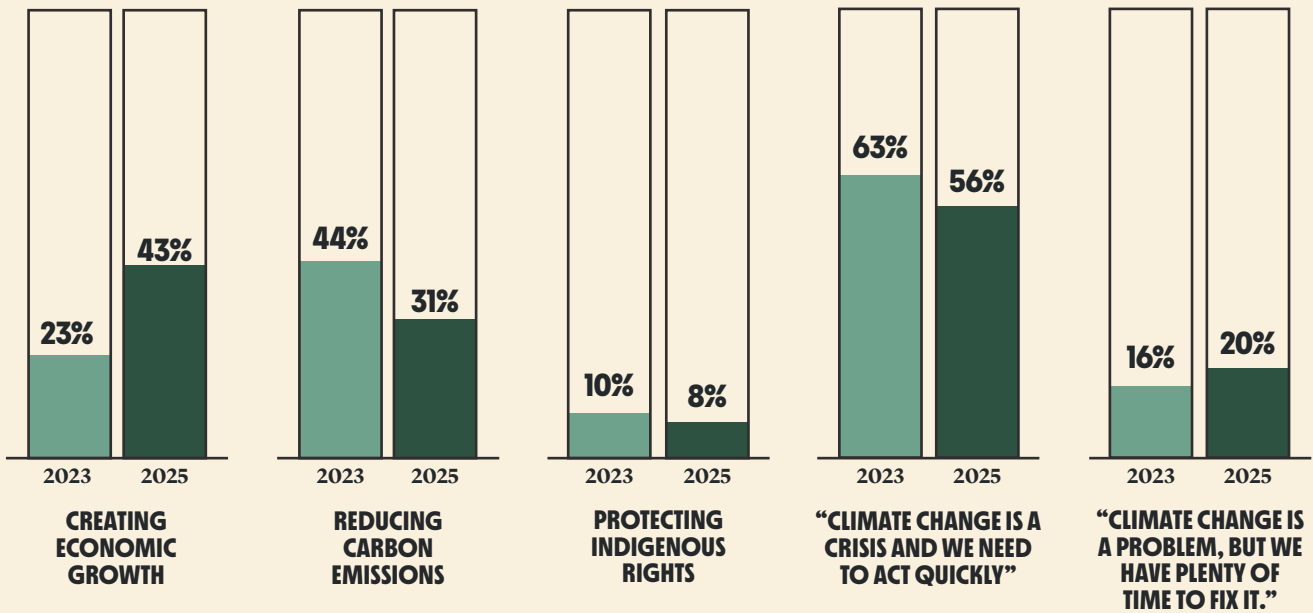
From the election of Donald Trump through to March 2025, the number of Canadians who rank climate change as a top issue declined six percentage points, from 21 per cent to 15 per cent (*Angus Reid Institute, 2025*).

The Trump impact is also evident in attitudes towards oil and gas. The industry’s perceived importance is at an all-time high in polling. Almost nine in ten Canadians (88 per cent) currently rate the industry as important. Seven in ten Canadians see the industry as important for our future economy—that’s an increase of 11 percentage points since 2024 and 29 points since 2020 (*Nanos & Positive Energy, 2025*).

Canadians have also warmed to the potential for new oil and gas pipelines. A hypothetical Energy East pipeline now has 65 per cent support, compared to 58 per cent five years ago. (*Angus Reid Institute, 2025c*). Only 19 per cent of Canadians declare themselves opposed. Most of the increase in support has come from Canadians who voted Liberal or NDP in past elections.

Shifting priorities

“When you think about energy policy in Canada, which of these is most important to you?”



Source: Angus Reid Institute, 2025d



WHERE PUBLIC OPINION IS STRONG



Drivers are stranded due to flood waters blocking the Don Valley Parkway following heavy rain in Toronto, on Tuesday, July 16 2024. ARLYN MCADOREY/ THE CANADIAN PRESS VIA AP

General concern

A large majority remains concerned about climate change. For example, 69 per cent of Canadians say they are worried about its impact over the next five years (*Abacus Data, 2025e*). And 76 per cent are concerned about its impact on future generations of Canadians (*Ipsos & Tree Canada 2024*). A drop in top of mind attention is not a reflection of a drop in underlying concern.

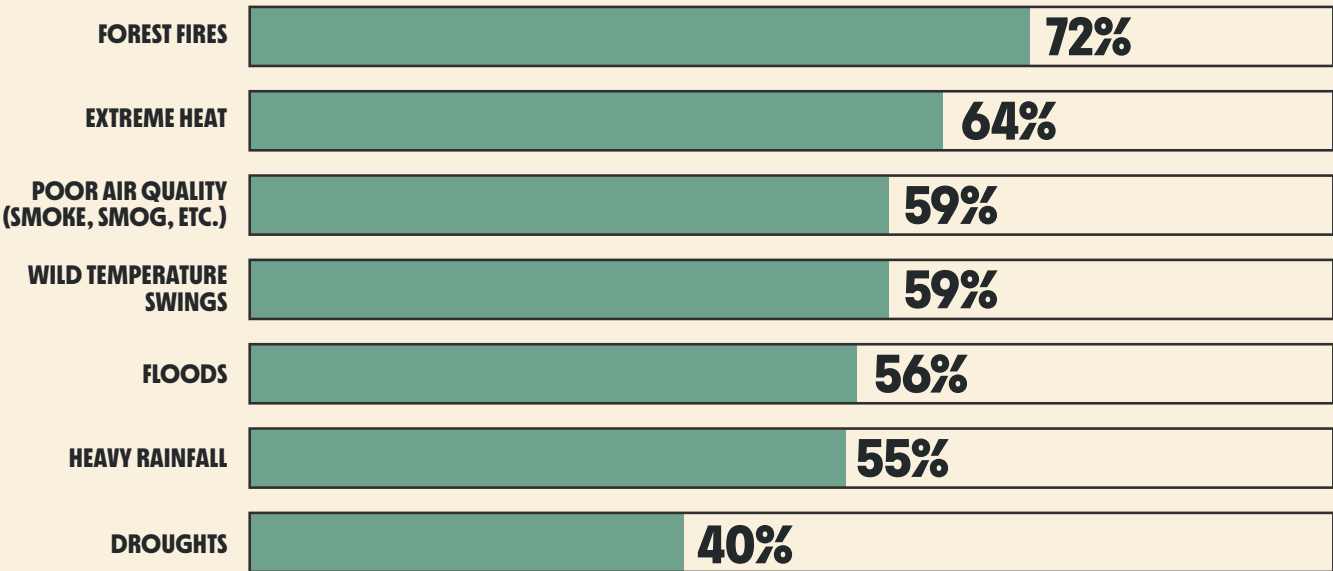
Extreme weather and fire

Canadians overwhelmingly understand that climate impacts are increasing, especially wildfires. A solid majority also understands that floods, droughts and wildfires will happen more and more often in the future. Sixty-two per cent agree they have experienced unusual weather that they believe was caused by climate change (*Innovative Research Group, 2024*).

The connection between climate change and its impacts is particularly strong for wildfires. Although Re.Climate's [annual media analysis](#) shows that fires are rarely linked to climate change in the media, 72 per cent of the public now understands they have been happening more frequently. And 61 per cent expect wildfires to happen more often in the future (*Leger, 2024*).

Perceived climate impacts

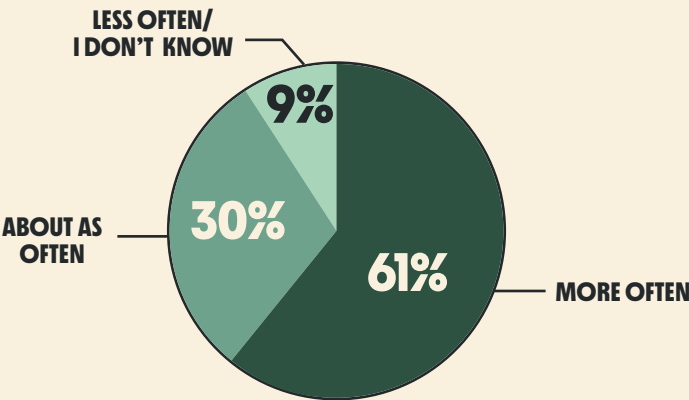
“Are there more of the following events in Canada compared to five years ago?”



Source: Leger, 2024b

Expected climate impacts

“Do you think extreme weather events (such as wildfires, floods, hurricanes, tornadoes, droughts, etc.) will occur more often, about as often or less often than they do currently?”



Source: Leger, 2024b

Clean energy

Renewable energy remains very popular. In fact, a majority in every region of the country supports expanding solar, wind, and hydropower. Although some pollsters have recently found a slight dip in support, the popularity of solar is still at 77 per cent and wind at 72 per cent (Angus Reid Institute, 2025b).

And while there have been large shifts in attitudes around some climate and energy issues, the perceived importance of investing in fossil fuel alternatives has barely changed between 2023 and 2025 (Angus Reid Institute, 2025b).



CONCERNING TRENDS IN PUBLIC OPINION

The Suncor Energy Refinery is seen during extreme cold weather, with temperatures dropping below -32°C , as viewed from Edmonton's Anthony Henday Drive, in Edmonton, AB, Canada, on February 03, 2025. ARTUR WIDAK/NURPHOTO VIA AP



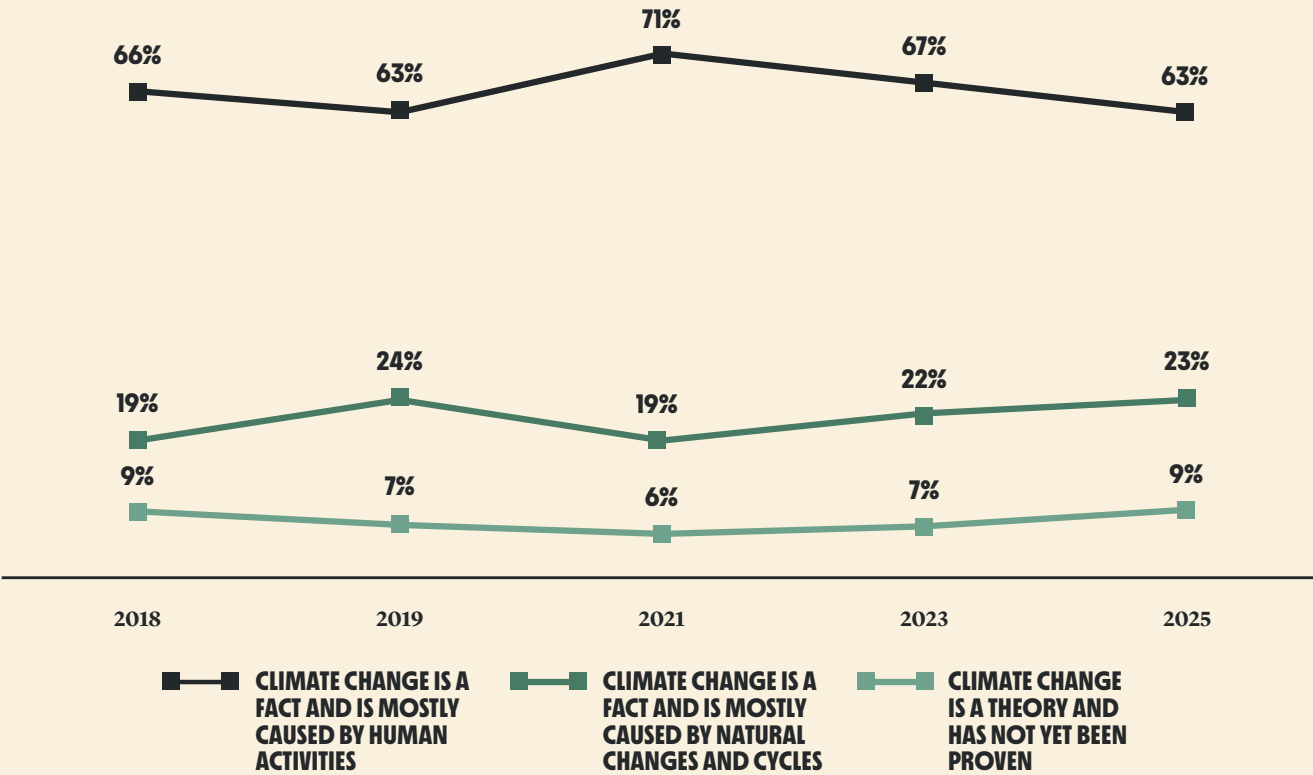
Human-caused?

Several surveys have found a decline in the understanding that human activities are causing climate change. This is particularly disturbing because public understanding already lags behind the scientific consensus, which holds that humans are clearly responsible for global heating (*Intergovernmental Panel on Climate Change, 2021*).

The decline in understanding that the problem is human-caused may be partly a result of cognitive rationalization (justifying our thinking or behaviour in order to make them feel reasonable) following the decrease in prioritization and increase in opposition to climate policies, like the carbon tax. It also comes amid significant online disinformation (*van der Linden & Weber, 2021*).

Decline in “caused by human activities”

“Which of the following statements comes closest to your view of climate change?”



Source: Angus Reid Institute, 2025d

The recognition of human-caused climate change is markedly lower (below 50 per cent) in Alberta and Saskatchewan. It is above 60 per cent in other provinces, rising to 70 per cent in Quebec. There is a large urban-rural difference (65 per cent compared to 52 per cent) and a gender divide (women at 67 per cent compared to 59 per cent for men).

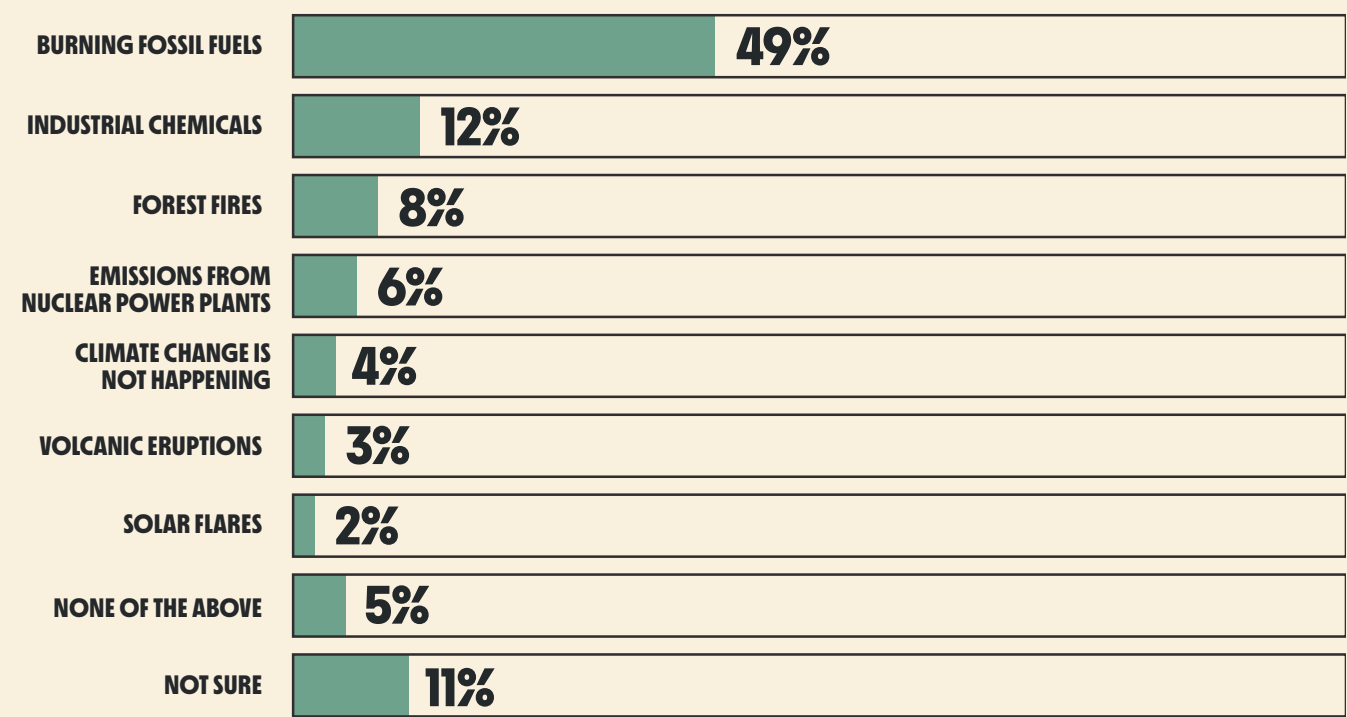
Are fossil fuels the cause?

Slightly less than half of Canadians can identify “burning fossil fuels” as the main source of climate pollution, even when prompted with a list of options. The fact is that fossil fuel combustion is the “dominant cause” of global warming, and the burning of oil, gas and coal accounts for over 75 per cent of global carbon dioxide emissions (IPCC, 2021).

Nevertheless, when Environics surveyed Canadians on behalf of Re.Climate, the pollsters deliberately put a list of possible sources in front of participants, and although “burning fossil fuels” was the most common choice, only 49 per cent of respondents picked it.

Where does climate change come from?

“To the best of your knowledge, which source of pollution is most responsible for climate change?”



Source: Environics & Re.Climate, 2024



THE CLIMATE DIVIDES



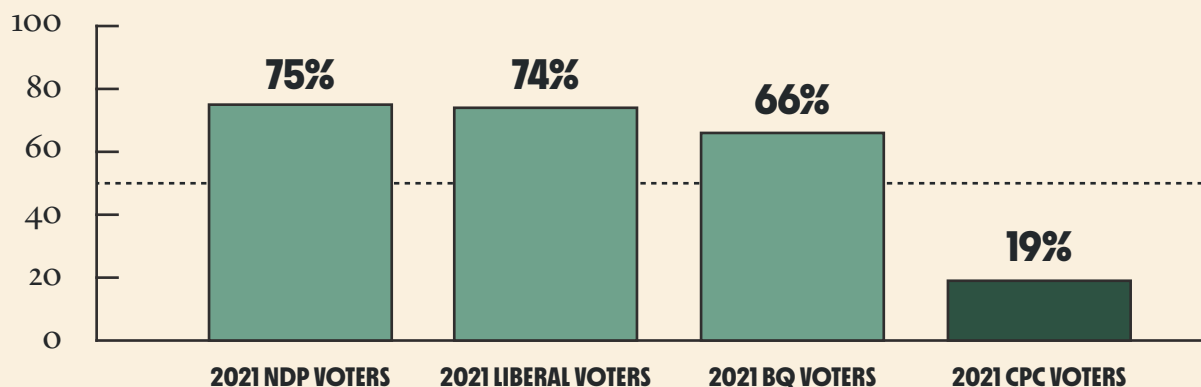
Fire crews work to put out hotspots in the Maligne Lodge in Jasper, Alta., on Friday July 26, 2024. Wildfires encroaching into the townsite of Jasper forced an evacuation of the national park. AMBER BRACKEN/THE CANADIAN PRESS VIA AP

There are significant differences between audiences across Canada. There is a massive divide between people who have voted Conservative in the past and voters for other parties.

The regional differences are less stark but still very significant, even when it comes to the weather. For example, less than half of Canadians in Alberta and Saskatchewan expect extreme weather to occur more frequently but the proportion in Quebec is over 70 per cent.

Political divide

Climate change is “a very serious threat.”

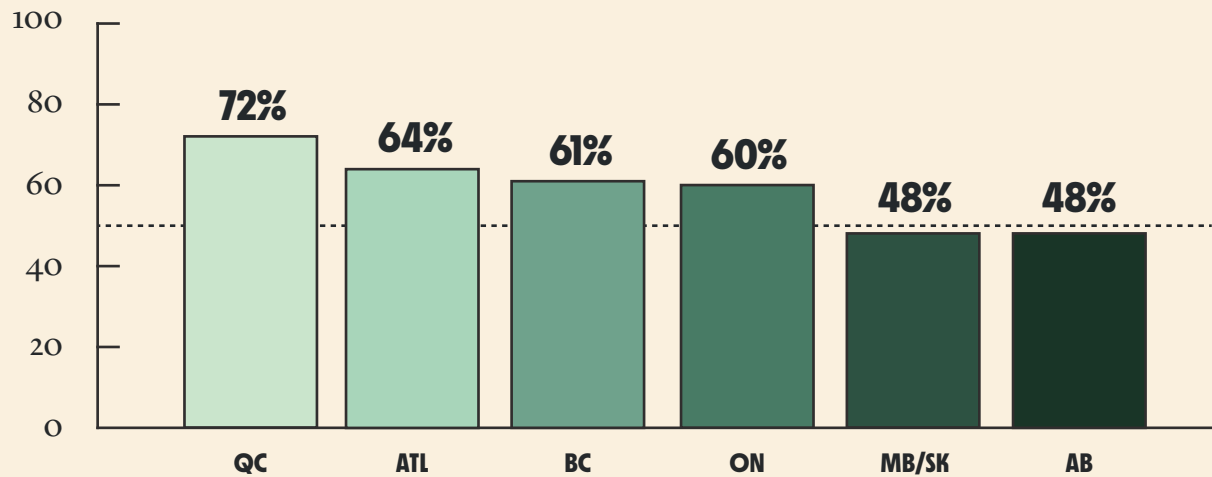


This chart shows 2025 data on how Canadians perceive climate change as “a very serious threat,” broken down by who they voted for in the 2021 federal election.

Source: Angus Reid Institute, 2025d

Regional differences

“Extreme weather events (wildfires, floods, hurricanes, droughts, etc.) will occur more often than they do currently.”



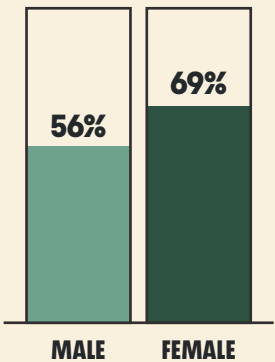
Source: Leger, 2024b

Demographic differences are not as deep as the divisions along ideology and region. However, there are notable differences between age groups and gender. Women are generally more concerned than men by at least 10 percentage points.

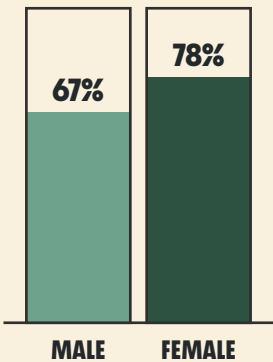
Younger Canadians are more concerned than other age groups, while middle-aged (45-59 years) express the least concern. But concern rises again among Canadians over 60, suggesting that stages in life influence priorities.

Gender gap

“The changes in the climate in Canada worry me.”

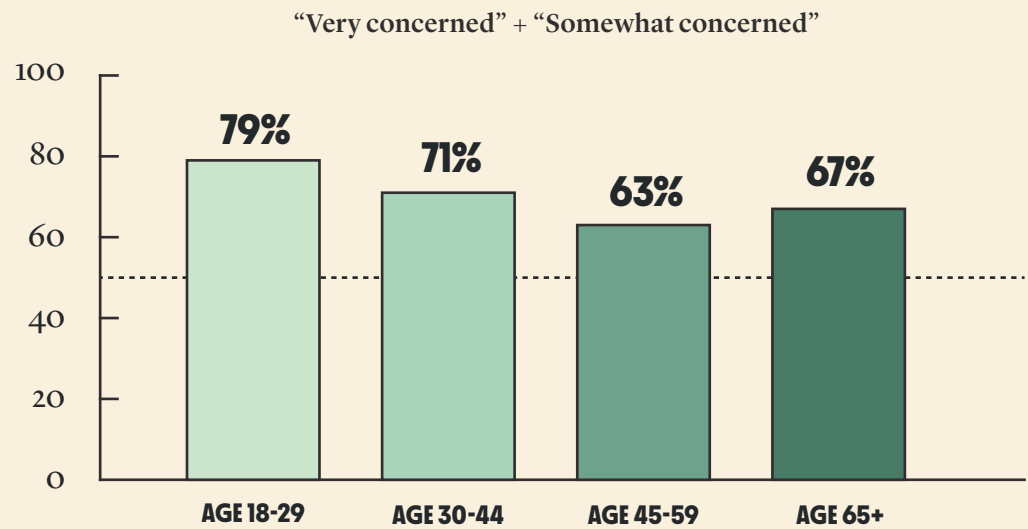


“There are more forest fires in Canada compared to five years ago.”



Source: Leger, 2024b

Concern by age group



Respondents were asked “How concerned are you about the impact of climate change in the next five years?”

Source: Abacus, 2025e

POLICY PERSPECTIVES



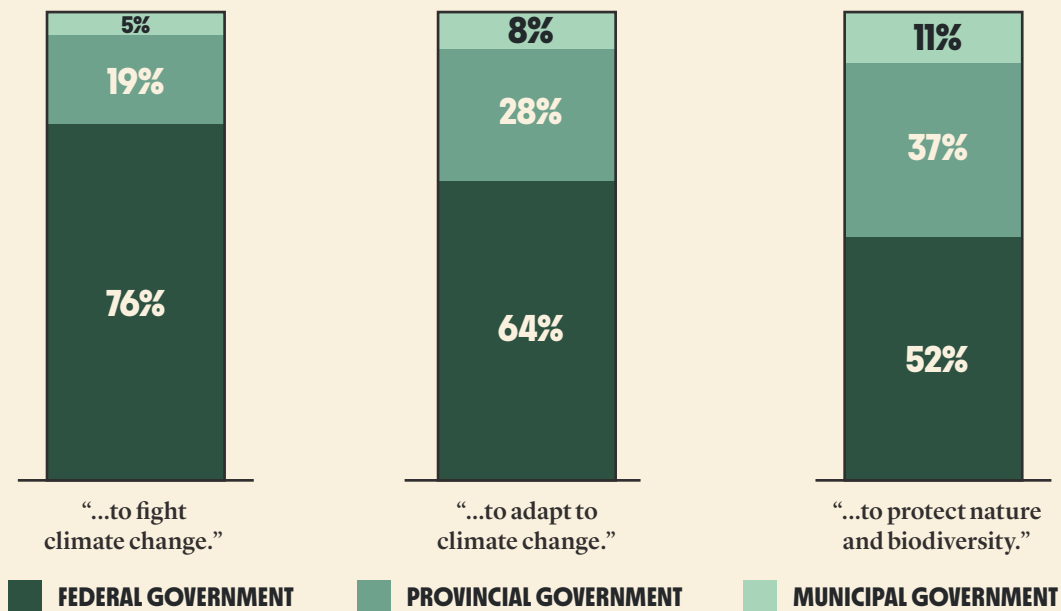
Canadian Prime Minister designate Mark Carney tours the ArcelorMittal Dofasco steel plant in Hamilton, Ontario, on Wednesday, March 12, 2025.
NATHAN DENETTE/THE CANADIAN PRESS VIA AP

Who's in charge?

Canadians overwhelmingly look to the federal government to make decisions about climate policy and protecting nature. This suggests a communications challenge for people working on municipal action. Communicators focused on provincial policy also face a challenge for public engagement since many critical files fall under provincial jurisdiction (e.g., energy, building codes) and provinces control more land than the federal government.

Level of government

“Which level of government (federal, provincial or municipal) is best placed to make decisions...”

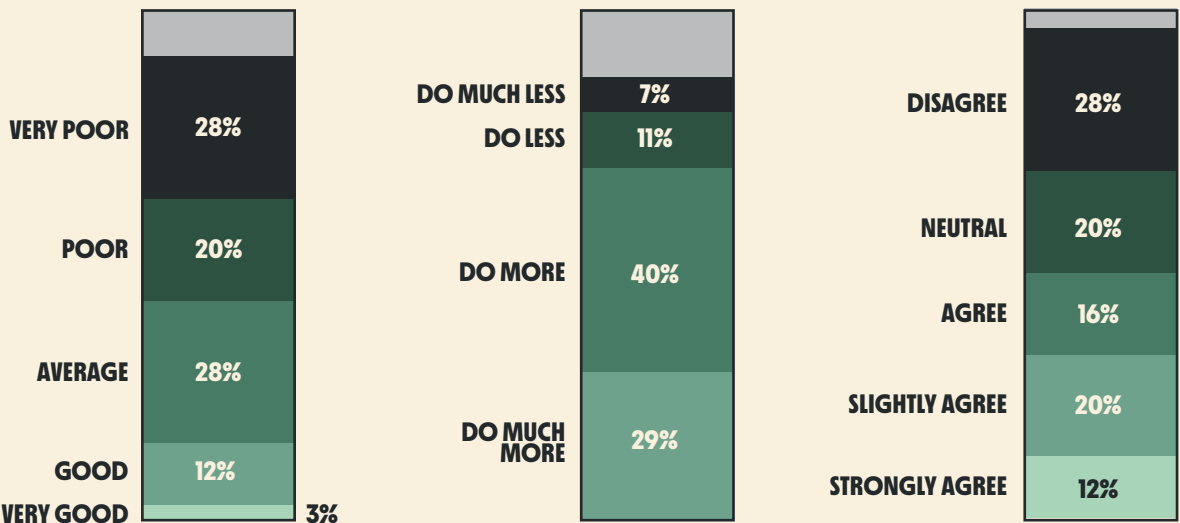


Source: Leger & Équiterre, 2025

A focus on Ottawa

Despite turning the curve on national emissions, Canadians do not think the federal government is doing a great job of cutting carbon. At the low end of polling results, in one 2024 poll, just three per cent gave the feds a “very good” rating (the combined total from “very good” to “average” was 43 per cent).

Federal expectations



“Do you think the federal government is doing a very good, good, average, poor or very poor job at trying to reach its carbon reduction goals by 2050?”

“Federal elections are expected to take place soon in Canada. In your opinion, with respect to fighting climate change, adaptation, and protecting nature, should the next government of Canada.”

“Do you agree or disagree with the following statement: The federal government should speed up implementation of policies (e.g., carbon pricing, and clean fuel, clean electricity, oil and gas emissions cap, and zero emitting vehicles regulations) to control the pollution causing climate change.”

The public wants the federal government to do more to fight climate change, adapt to impacts, and protect nature, in the abstract. However, support shrinks when the question focuses on specific policies.

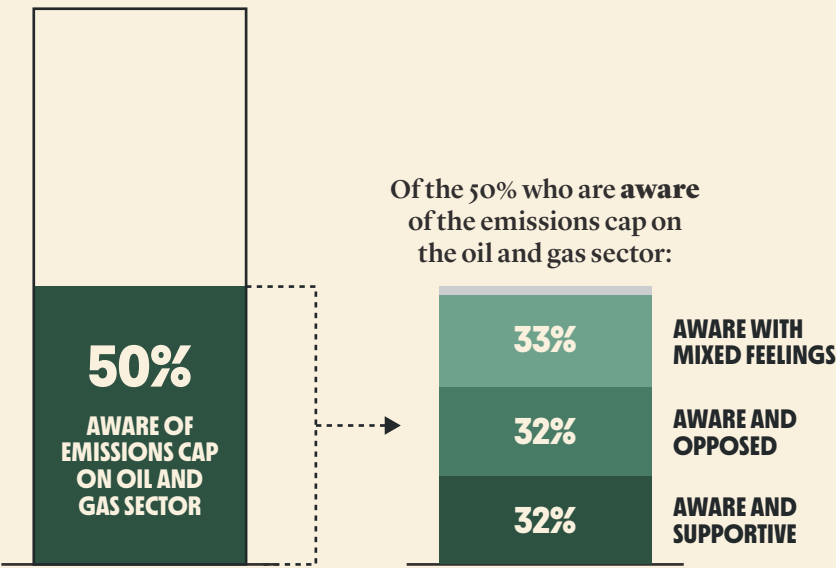
Emissions cap

According to a November 2024 survey, only half the public was aware of the proposed emissions cap on the oil and gas sector. Awareness of the federal policy is highest in Alberta (59 per cent). Fifty-eight per cent of past Conservative voters say they have heard about it (*Abacus Data, 2024a*).

Half of those who know about the emissions cap say it risks dividing Canadians and undermining unity. One-quarter believe it would significantly impact climate goals even if it faces strong provincial opposition, while 41 per cent think opposition will limit its effectiveness.

Opinions are evenly split among those who have heard about the emissions cap. One-third support the policy as necessary for climate action. The same proportion opposes it because it harms economic interests, while another third have mixed feelings. Outright support for an emissions cap was highest in Quebec (44 per cent) and lowest in Alberta (21 per cent). Opinion in other provinces hovers between 30 and 35 per cent.

Support for emissions cap



Source: Source: Abacus, 2024a

Electric cars and buses

A large majority of Canadians (83 per cent) believe that moving to electric buses will positively impact the environment. And 81 per cent think a new federal government should be funding public transit (*Leger & Schneider Electric, 2024*).

There have been fewer surveys concerning private electric vehicles than in past years. In a Leger survey commissioned by Équiterre, a bare majority (51 per cent) wanted the new federal government to “maintain financial incentives for the purchase of electric vehicles” (*Leger & Équiterre, 2024*).

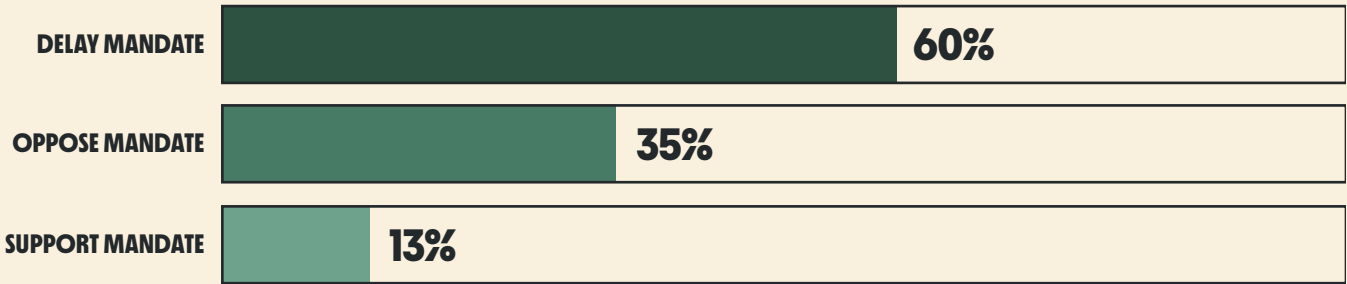
Half of Canadians in the same survey (51 per cent) also wanted the federal government to “maintain current regulations to encourage the availability of electric vehicles”. But surveys that are framed negatively show lower support. One survey conducted by Ipsos for the Montreal Economic Institute found over half (55 per cent) of Canadians disagreed with the EV mandate, and only 40 per cent agreed, when the question described the policy as: “ban the sale of conventional vehicles by 2035” (*Ipsos & MEI Energy, 2024 p. 27*).

Two-thirds (66 per cent) of respondents to the negative framing say that the timeline is unrealistic, while 26 per cent believe it is (*Ipsos & MEI Energy, 2024*).

British Columbia and Quebec are the two provinces leading the country in EV adoption. An Ipsos survey in B.C. for Energy Futures Initiative (a project of Resource Works) found that 60 per cent of British Columbians wanted the provincial EV mandate delayed when the question primed respondents about cost to consumers. Specifically, the survey described “a \$20,000 penalty applied to each non-EV sold that exceeds the allowed percentage, which is expected to be passed along to new car buyers” (*Ipsos & Energy Futures Initiative, 2024*).

Zero-emission vehicle mandate

EV mandate of 90% sales by 2030



(Data for British Columbia—BC and QC are top adopters of EVs in Canada.)

Source: Ipsos & Energy Futures Initiative, 2024

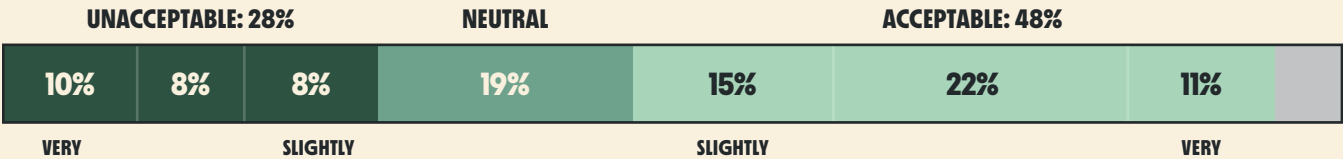
Clean electricity regulations

The federal clean electricity regulations have generated significant opposition from some provincial premiers. A survey conducted by Environics for Re.Climate found that 48 per cent of Canadians believe the policy is acceptable, compared to 28 per cent who say it is unacceptable (*Environics & Re.Climate, 2024*).

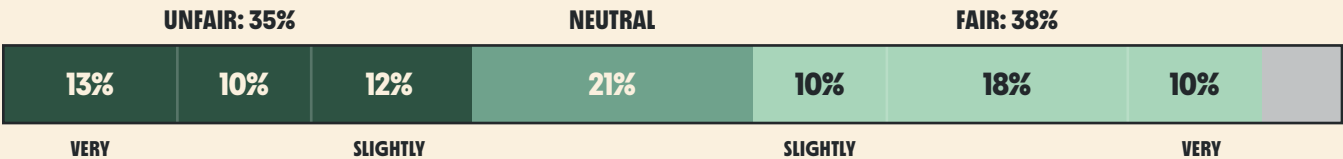
The survey uncovered significant concerns about the perceived fairness of the clean electricity regulations. Roughly equal percentages believe the policy is fair (38 per cent) versus unfair (35 per cent).

Clean electricity: acceptability and fairness

“Thinking about the federal government’s plan to regulate electricity suppliers so that by 2035 they produce little to no greenhouse gas emissions, how **acceptable** is this policy measure to you?”



“Thinking about the federal government’s plan to regulate electricity suppliers so that by 2035 they produce little to no greenhouse gas emissions, how **fair** is this policy measure to you?”



Source: Environics & Re.Climate, 2024

Industrial carbon pricing

Although comprehensive polling on the industrial carbon pricing system is lacking, it’s clear that concerns about affordability present a significant vulnerability in the public narrative.

The public was broadly convinced the consumer carbon tax was making their life more expensive. Two-thirds of Canadians said it made life “a lot” (40 per cent) or “a little” (26 per cent) more costly. And a similar percentage felt the consumer carbon tax was either “not very” or “not at all effective” (*Angus Reid Institute, 2024a*).

Although the public is broadly supportive of making big polluters pay, organizations like the Canadian Taxpayers Federation (CTF) and the Conservative Party of Canada have been claiming that businesses pass the cost of industrial pricing onto consumers. A 2025 Leger poll, commissioned and publicized by CTF, introduced the policy stating: “The federal government still requires provinces to impose an industrial carbon tax on businesses”. The survey then asked respondents who they think “ultimately” pays the cost. In response, 44 per cent of respondents said business pays little of the cost, and “most of the industrial tax” is passed along. Another 26 per cent said businesses pass on “some” of the cost (*Leger & Canadian Taxpayers Association, 2025*).



ATTITUDES ABOUT ENERGY



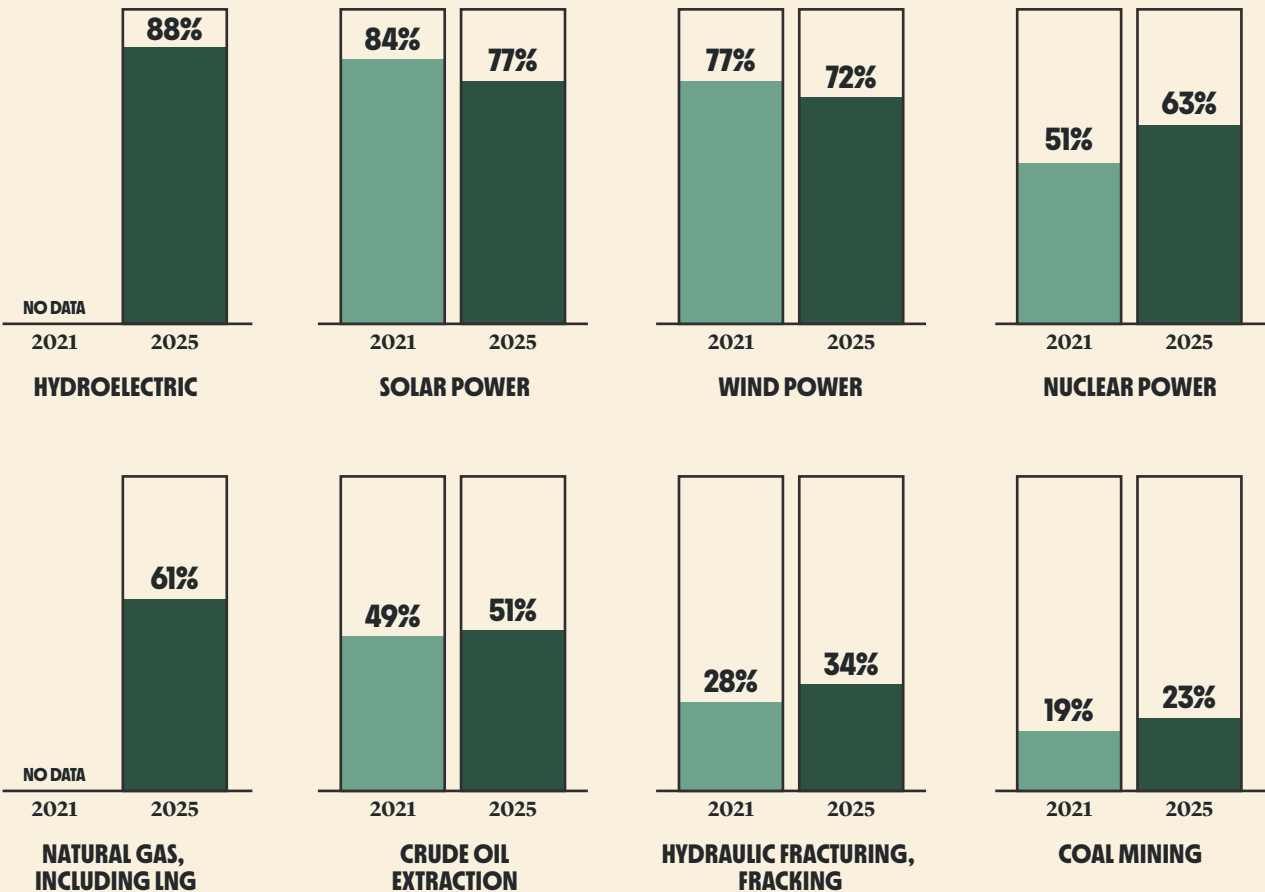
152 kilowatts of solar on LEED Gold Candidate
The Eastgate Environment Canada building has
153 kW of solar and is a LEED Gold Candidate.
DAVID DODGE, GREEN ENERGY FUTURES

Canadians overwhelmingly say they want the government to prioritize the development of renewable energy. However, support for oil and gas extraction and expanding exports has increased recently.

Hydropower is extremely popular across Canada. Renewables like solar and wind have shown a slight dip in popularity but retain very high levels of support. A solid majority of supporters of all political parties, including over 90 per cent of Liberal and NDP voters, want hydro and solar expanded. Wind power is less popular, especially among Conservative voters, where it has 49 per cent support (*Angus Reid Institute, 2025b*).

What kind of energy?

Support expanding efforts to draw energy from the following sources:



Source: Angus Reid Institute, 2025b

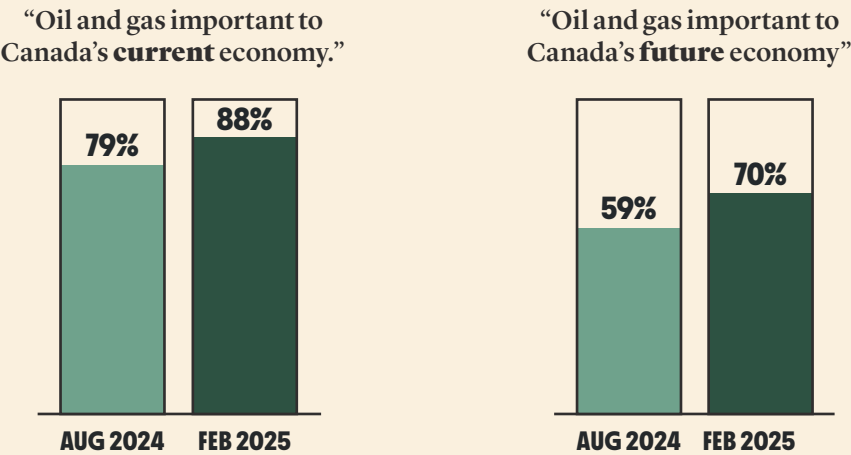
There is a gender gap for several types of energy. Women are slightly more supportive of renewables like solar and wind power. Men are far more likely to support expanding nuclear power (79 per cent), compared to women (47 per cent).

Compared to men, women are less supportive of expanding crude oil (41 per cent compared to 62 per cent of men), less supportive of natural gas extraction, including LNG (49 per cent compared to 74 per cent), and less supportive of expanding hydroelectricity (82 per cent compared to 93 per cent of men).

Importance of oil & gas

The oil and gas industry is seen as significantly more important to Canada’s economy than it was one year ago. In 2024, 59 per cent of Canadians perceived the industry as important to Canada’s future economy. By February 2025, that number had risen to 70 per cent.

How important is oil and gas for the economy?

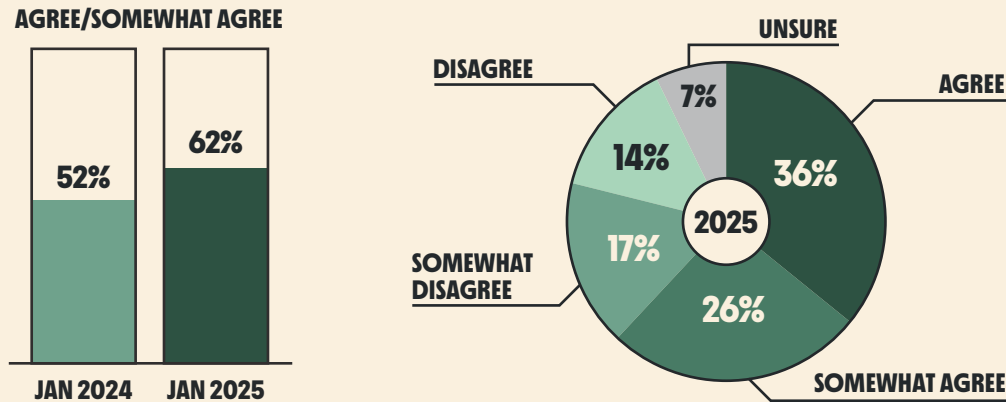


Source: Nanos & Positive Energy, 2025

Attitudes towards oil and gas exports have also shifted in the past year. Canadians are ten percentage points more supportive of expanding exports for reasons of global energy security and reliability (Nanos & Positive Energy, 2025).

Exporting oil and gas: security

"Canada should expand oil and gas exports to help the world have more secure and reliable energy supplies."

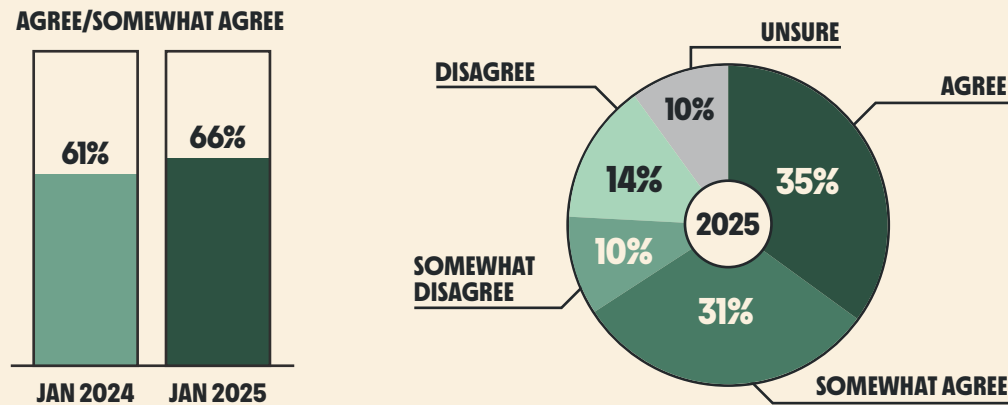


Source: Nanos & Positive Energy, 2025

Oil and gas exports are sometimes promoted as contributing to climate progress if they can displace coal power. Although such claims are highly contested and frequently misrepresent international agreements, Canadians appear more open to the assertion than they were one year ago.

Exporting oil and gas: climate

“Exports from Canada’s oil and gas sector can contribute to combatting global climate change if our exports displace energy sources in other countries that are more damaging to the climate.”



Source: Nanos & Positive Energy, 2025

Making the transition at home

Most Canadians are interested in making the switch to clean energy and half say they haven’t started the transition yet in their own homes. This represents a major opportunity for communicators to address issues of fairness and advance policies addressing affordability.

Personal energy transition

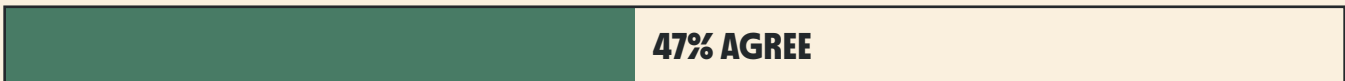
Interest in transitioning to solar, heat pumps and away from things like natural gas.



Support federal government offering incentives for homes and transportation (support + somewhat support).



Have no choice but to use current furnace/vehicle even if not environmentally friendly (agree + somewhat agree).



Would invest in a heat pump or EV if they had financial help (strongly agree + agree).



Only the wealthy can afford heat pumps and EVs (strongly agree + agree).



Source: Environics & Re.Climate, 2024; Nanos, 2024



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