

IPSOS CONTEXT ENERGY

A new subscription-based global study about energy security, climate change and the transition to “net zero,” surveying over **24,000 people in 28 countries**, including Canada.

Context in a time of uncertainty

Energy is one of the most important and contentious public policy issues of our time. As the world diversifies its energy mix to combat climate change, while responding to immediate threats to energy security and rising costs, decision-makers need to know what the public expects on the future of energy in Canada and around the world.

The events of the first half of 2022, including the war in Ukraine, a slow recovery from COVID-19 and inflationary pressures and rising costs worldwide, have put energy demand and energy security back in the spotlight. More than any time in recent memory, citizens are demanding more and different forms of energy while also asking where their energy is coming from and who is supplying it.

This is all occurring as global energy diversification continues in response to the threat of climate change and a focus by investors and corporations on ESG (environmental, social and governance) principles. Energy producing countries such as Canada stand to benefit from the push to toward “net zero” greenhouse gas emissions, while still acting as safe, reliable and ethical suppliers of the world’s energy needs. The question has shifted from whether energy diversification will occur to when it will occur, and how it will be achieved and paid for.

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Context drives good decisions

Context Energy will answer questions about energy diversification, the preferred energy mix, climate change and commitments to reach “net zero” by 2050, citizen expectations on ESG, the need to engage Indigenous communities, and which countries are preferred global suppliers of safe and secure energy, including oil and natural gas.

Ipsos will survey over 24,000 people total in 28 countries – including Canada - about energy issues. Data will be collected late 2022, with results available in early 2023.

As one of the few truly global market research firms in the world, Ipsos is uniquely positioned to conduct this timely research.

There are three subscription tiers: basic, premium and partner. Ipsos also offers a discounted bulk subscription option for associations or multiple government departments that subscribe together.

Part of the Ipsos Context offer

Context Energy is part of the growing Ipsos Context offer, providing clients unique insights on the world in a time of global uncertainty that only Ipsos can deliver.

Context Now: Societal stability is a leading indicator of consumer behavior – monthly and quarterly tracking trend line and insights, and Ipsos Disruption Barometer.

Context Reputation: Global trends and country specific tracking of the reputation of hundreds of companies with insights on your reputation levels and how to take action that aligns with current and future societal changes.

Context Next: Annual future-cast with 10-year projections on technology change and impact, society and social cohesion.

Contact us today to learn more.



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Countries covered



Country of Survey	Language of Survey	Sample size	Market Representation	Credibility Interval
Argentina	Spanish	500	online population	+/- 5%
Australia	English	1,000	national population	+/- 3.5%
Belgium	French/Flemish	500	national population	+/- 5%
Brazil	Portuguese	1,000	online population	+/- 3.5%
Canada	English/French	2,000	national population	+/- 2.5%
Chile	Spanish	500	online population	+/- 5%
China	Simplified Chinese	1,000	online population	+/- 3.5%
Colombia	Spanish	500	online population	+/- 5%
France	French	1,000	national population	+/- 3.5%
Germany	German	1,000	national population	+/- 3.5%
Great Britain	English	2,000	national population	+/- 2.5%
Hungary	Hungarian	500	national population	+/- 5%
Italy	Italian	1,000	national population	+/- 3.5%
Japan	Japanese	1,000	national population	+/- 3.5%
Malaysia	Malay	500	online population	+/- 5%
Mexico	Spanish	2,000	online population	+/- 2.5%
Netherlands	Dutch	500	national population	+/- 5%
New Zealand	English	500	national population	+/- 5%
Norway	Norwegian	500	national population	+/- 5%
Peru	Spanish	500	online population	+/- 5%
Poland	Polish	500	national population	+/- 5%
Saudi Arabia	Arabic	500	online population	+/- 5%
South Africa	English	500	online population	+/- 5%
South Korea	Korean	500	national population	+/- 5%
Spain	Spanish	1,000	national population	+/- 3.5%
Sweden	Swedish	500	national population	+/- 5%
Turkey	Turkish	500	online population	+/- 5%
United States	English	2,000	national population	+/- 2.5%

Additional countries or oversamples may be added at an additional cost. Please ask us about pricing and possibilities.

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