

# CONTEXT ENERGY

Measuring public opinion about the most important energy-related topics in Canada and over 30 countries around the world.

## WHAT IS THE STUDY ABOUT?

This study will provide essential insight for policy makers, corporations, industry associations, and energy experts to understand the attitudes, beliefs, and preferences of the general public regarding the most pressing energy issues today, including energy sources, the energy transition, the impact on climate change and sustainability, and more.

## CORE TOPICS INCLUDE:



**Important  
Energy Issues  
and Policy  
Questions**



**Perceptions  
of Oil & Gas**



**The Renewal  
of Nuclear**



**The Role for  
Renewables**



**Energy  
Transition &  
Race to Net  
Zero**



**Aligning ESG  
strategies and  
programs with  
public opinion**

## THESE FINDINGS CAN BE USED FOR:

- Shape policies and initiatives that align with public sentiment.
- Target public education and awareness initiatives to impact public opinion on energy issues.
- Provide insight into the factors that influence public opinion to enhance communications initiatives and target messaging strategies to promote positive change in the energy sector.
- Understand the willingness of the public to adopt different energy behaviours associated with the energy transition.

## HOW WILL THE STUDY BE CONDUCTED?

- The study can be conducted in over 30 countries among more than 30,000 respondents.
- Subscription options include Canada-only or Global data.
- Clients can choose to include their own custom questions or modules covering their specific areas of interest.
- Anticipated launch date for the study is late Q1, 2024

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## POTENTIAL TOPICS THAT THE STUDY WILL COVER:



### Current Energy Issues & Policies

- Most important energy issues.
- Energy literacy and perceptions of energy transition.
- Perceptions of public policy, including carbon pricing and green incentive programs.



### Oil and Gas

- Supplier of choice.
- Attitudes and opinions toward pipelines, oil sands, carbon capture, and more.



### Nuclear

- Perceptions of nuclear as safe, clean, reliable, cost effective, and more.
- Impact on climate change.
- Perceptions of refurbishment, new build, and small modular technology.



### Renewables

- Perceptions of meeting future demand, affordability, and more.
- Urgency of energy transition .



### Energy Transition and Generation

- Support and opposition to various forms of generation.
- Risk and trust associated with energy sources.
- Support and opposition to new generation infrastructure (ie. Nuclear, natural gas, wind).
- Likelihood to use/transition to heap pump technology.



### Communications and Consultation

- How to best communicate about these topics to various stakeholder groups, including the public, shareholders, and other stakeholders.

## HAVE A SAY IN WHAT THE STUDY COVERS

The list of topics associated with energy today are endless. We understand that many of our clients have different priorities and areas that they want public opinion data to cover. Currently the list of topics is being developed.

## POTENTIAL ADDITIONAL MODULES:

Additional modules can be included, which cover a range of topics, including:

- Indigenous Consultation and Partnerships
- Mining and Minerals
- Hydrogen
- EVs and Transportation
- Many topics will be tracked against the previous the previous Context Energy conducted in 2023.

## COUNTRIES INCLUDED:

You can choose to subscribe to individual countries only (for example, Canada only) or the global study.

The study can include over 40 countries across the world including Asia, Africa, North America, South America, and Australia. Reach out for more info about all the options available.

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