

FACTUM

As Japan asks Canada to help with its supply of natural gas, Ipsos' global data finds the Japanese people prefer Canadian natural gas over many other countries

Globally, Canada also ranks highly as a desirable supplier in many of the other countries Ipsos surveyed.

Ottawa, ON, January 13, 2022 – Japanese Prime Minister Fumio Kishida visited Canada on January 12th, with media reports suggesting that Japan is looking to Canada to help solve the energy crisis, and that it wants a closer relationship with Canada on energy.

Ipsos data from [Context Energy](#), a global study on the future of energy, shows Prime Minister Kishida is reflecting the views of the Japanese people. As many countries seek alternative sources of natural gas, Ipsos asked respondents in 28 countries – including Japan - to rank eight of the largest global producers of natural gas, from most desirable to least desirable. While the United States was the most desirable supplier of natural gas for Japanese respondents, Canada ranked fourth overall. Canada was also the likeliest to be the second and third choice for Japanese respondents, ahead of countries such as Australia and Norway.

	Rank out of 8	Country
	1	U.S.
	2	Middle East
	3	Australia
	4	Canada
	5	Norway
	6	Russia
	7	China
	8	Algeria



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Question: Many countries import oil and natural gas. Please rank the following countries in terms of where you'd prefer Japan to import its natural gas from, from most desirable to least desirable, with "one" being the most desirable. Rank is based on % selecting the country "first" and by average ranking. Source: Ipsos Context Energy, Japanese Respondents (n=1,000)

About the Study

These are some of the findings of an Ipsos poll conducted for a 28-country study of 24,014 respondents between November 18 and December 6th 2022 using Ipsos' online *Global Advisor* panel. The data is weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the most recent census data. The precision of Ipsos online polls is measured using a credibility interval. The Japanese sample of 1,000 respondents is accurate to within ± 3.5 percentage points, 19 times out of 20. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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