

ENERGY TRANSITION IN CANADA - HIGHLIGHTS

Pressure, paradox and trade-offs

September 2026

© Ipsos Energy Transition in Canada:
Pressure, Paradox, and Trade-offs |
Highlights

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What this highlights report covers

This highlights report contains selected Canadian findings from the **Ipsos Energy Transition Barometer** – a 31-country survey conducted by Ipsos on its Global Advisor online platform.

Energy transition is defined as the evolution of the global energy picture, including a focus on electrification, oil supply constraints and continued investment in clean energy, even as there is growing recognition that fossil fuels will continue to remain part of the mix in the foreseeable future.

The **Ipsos Energy Transition Barometer** is a new composite index that measures how strongly people feel pressure from the energy transition across four dimensions: Affordability, Security, Reliability, and Climate Impact. The barometer is intended to be repeatable in future waves to measure movement over time.

Data from the barometer provides policymakers with an objective measure that situates where Canadians' levels of concern sits alongside other nations and serve as an early warning signal for where tensions may arise on policies that advance Canada's overall energy strategy.

Read the full [Canadian report here](#).

Canada in Brief



Lower overall pressure, but meaningful household strain

Canada's overall Energy Transition Barometer score is 57 – below the 31-country average of 61 on Ipsos's 1-100 index of felt pressure from the energy transition – suggesting Canadians feel less overall pressure than many publics globally. But that relative advantage does not remove household strain.



Affordability is the dominant pressure point

In Canada, 78% are concerned about rising energy costs, 46% say household energy bills have become harder to pay, and 42% say they have reduced spending on other items to cover energy costs.



Canadians want affordability and security at the same time

Canadians express overlapping energy priorities: 62% are concerned about reliance on foreign energy sources, 54% say Canada should prioritise energy independence even at higher cost, and 52% say governments should prioritise low prices even if emissions rise.



The transition will be judged pragmatically

For many Canadians, the energy transition is likely to be judged less by long-term ambition than by whether it delivers affordability, reliability, and security in everyday life.

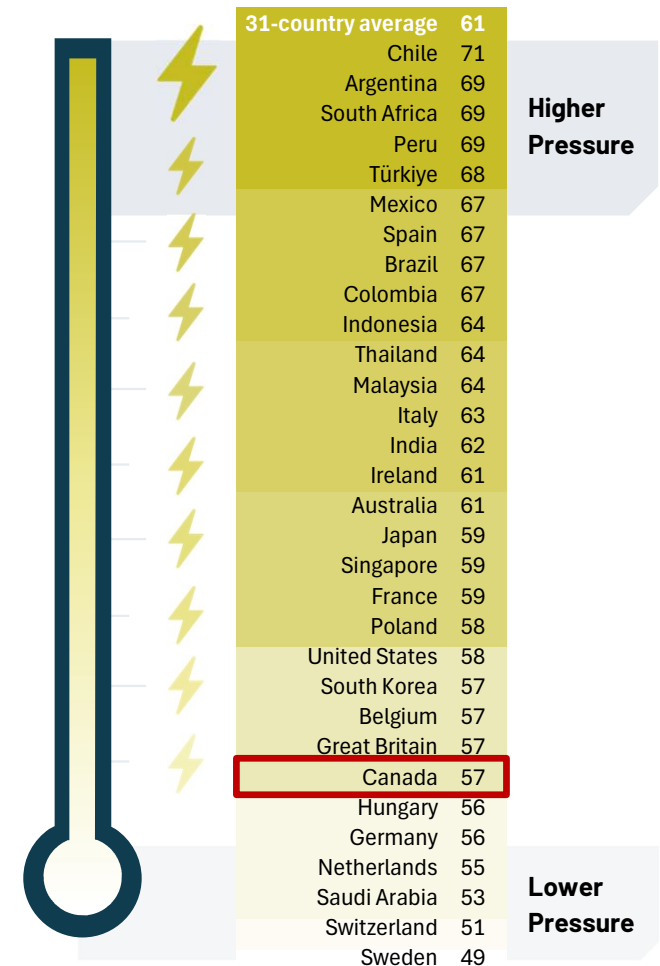
Energy Transition Barometer

The Ipsos Energy Transition Barometer is a **composite index** that measures how **strongly people feel pressure** from the energy transition across four dimensions: Affordability, Security, Reliability, and Climate Impact. Scores range from 1 to 100, with higher scores indicating greater felt pressure.

Canada's overall score is 57, below the 31-country average of 61. This suggests Canadians feel less overall pressure from the energy transition than many

citizens globally, although that does not mean Canadians are insulated from energy affordability or security concerns.

We define energy transition here as the evolution of the global energy picture, including a focus on electrification, oil supply constraints and continued investment in clean energy, even as there is growing recognition that fossil fuels will continue to remain part of the mix in the foreseeable future.



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Canadian report: <https://www.ipsos.com/en-ca/energy-transition-canada-pressure-paradox-and-trade-offs>

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