



THE NEW RESOURCE RACE

UNDERSTANDING PUBLIC SUPPORT FOR CRITICAL MINERALS

Public Perception, Opposition, and Trust

The race to secure critical minerals is reshaping the global economy, triggering a new era of resource competition as consequential as the oil booms of the twentieth century. From lithium and cobalt to rare earth elements, these materials underpin the clean energy transition, defence supply chains, and next-generation technology.

Critical minerals are in many of the things people and countries need, making access to them a matter of both economic prosperity and national security. Yet the same forces driving demand are also igniting opposition, from both a climate change and economic security perspective, creating significant public support risk for governments and corporations alike. For nations sitting atop these reserves, the opportunity and the pressure to get it right, are both immense. Understanding public understanding and support is paramount for governments and companies that want to win the new resource race.

Our Solution

Ipsos' **The New Resource Race** is the definitive guide to navigating this new reality. It provides extremely valuable, forward-looking intelligence on the attitudes, beliefs, and preferences of the public. These insights are essential for making informed strategic decisions, de-risking investments, strengthening your license to operate, and ultimately, gaining a competitive edge in a volatile world.

Unlock Your Competitive Edge

This study is ideal for leaders in the mining and extraction, processing/refining, advanced manufacturing, and recycling sectors to:

- **Uncover Public Sentiment:** Identify the true drivers of support and opposition to turn insight into foresight.
- **Shape the Narrative:** Proactively manage your reputation and secure your social license to operate.
- **Attract ESG Capital:** Craft a clear environmental narrative to draw focused investment.
- **Navigate Geopolitics:** Secure trusted supply chains amidst global tensions.
- **De-Risk Projects:** Forecast regulatory shifts and align strategy to minimize risk.
- **Strengthen Engagement:** Develop targeted communications for investors, policymakers, and the public.



How Will The Study Be Conducted?

- The study will be conducted online in **15 markets** that are key to the critical minerals sector across North America, South America, Europe, Asia, and Australia.
- Subscription options will include both country-specific and global datasets.
- Clients may add their own proprietary custom questions or modules.
- Option available for an “always-on” critical minerals [research community](#), allowing you to different questions to the same people over time, is available at an additional cost.
- The deadline for subscribing is September 2026, and we expect to conduct field work in October or November.
- Preliminary results will be available to subscribers in December, with full reports provided in Q1 2027.

Timing

- The deadline for subscribing is September 2026, and we expect to conduct field work in October or November.
- Preliminary results will be available to subscribers in December, with full reports provided in Q1 2027.



Have A Say In What The Study Covers

We understand that our clients face unique challenges and priorities. The final list of topics is currently in development, and we welcome your input to ensure that this study delivers insights that are valuable to your organization and enable you to move in step with the resource race.

To learn more, please contact:

Gregory Jack

Senior Vice President,
Public Affairs
Ipsos Canada

Gregory.Jack@ipsos.com

Jamie Letvinchuk

Senior Research Manager
Corporate Reputation
Ipsos Australia

Jamie.Letvinchuk@ipsos.com