

**Energy Literacy in Canada -
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Ivey Business School and
University of Ottawa Positive
Energy Conference – March 4-5,
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ENERGY LITERACY IN CANADA (October 2012)

Energy and Energy Literacy in Canada: A Survey of Business and Policy Leadership (March 2013)

ABORIGINAL-CANADIANS AND ENERGY LITERACY: A SURVEY OF OPINIONS AND THOUGHTS ON ENERGY (February 2014)



Key Findings





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Energy Literacy in Canada Part 1: Canadians' Attitudes Toward Energy Issues (2012 – 1500 adult Canadians)

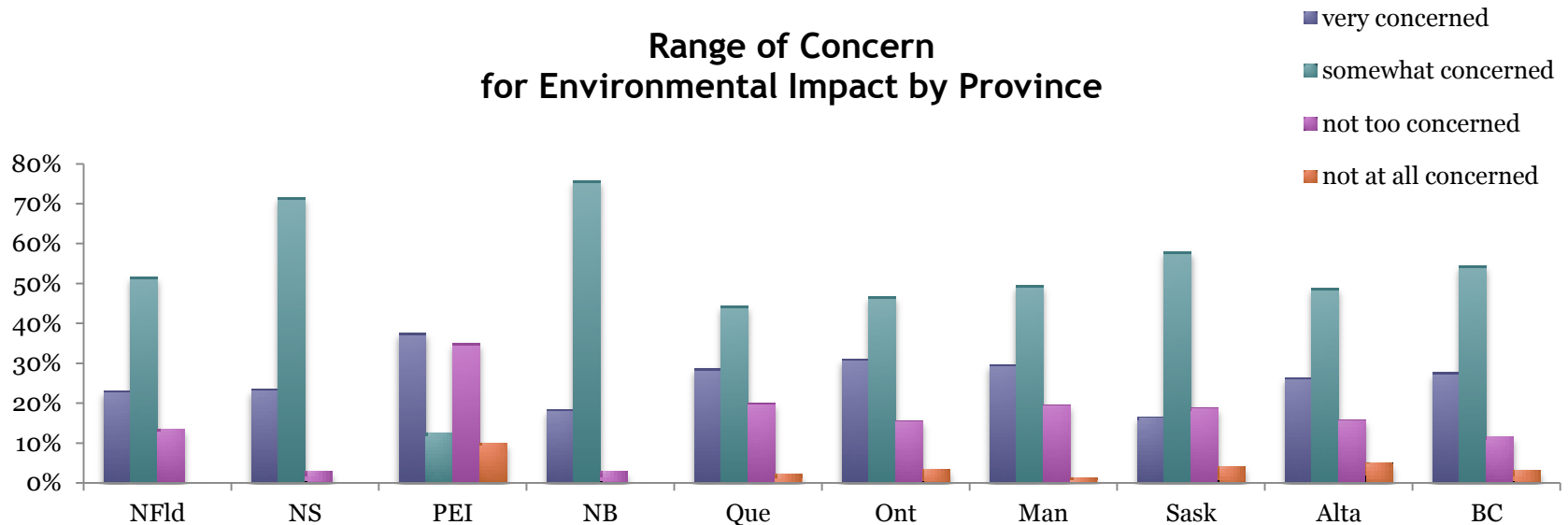
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Concern Toward the Impact of Energy Generation on the Environment

Level of Concern	(%)
Very concerned	28%
Somewhat concerned	49%
Not too concerned	16%
Not at all concerned	3%
Don't know	4%

Range of Concern for Environmental Impact by Province



Perceived Level of Knowledge

Level of agreement	Personal understanding of energy issues	Others understanding of energy issues
Strongly agree	8%	2%
Somewhat agree	52%	28%
Somewhat disagree	28%	45%
Strongly disagree	7%	20%
Don't know	5%	5%

8%	}	60%	←→	30%	{	2%
52%	}				{	28%
28%	}	35%	←→	65%	{	45%
7%	}				{	20%

Specific Level of Knowledge

Where Canadian Energy Comes From	(%)
Canada produces most of the energy it needs at home	53%
Canada produces all of the energy it needs at home	28%
Canada imports most of the energy it needs from other countries	8%
Canada imports all of the energy it needs from other countries	<1%
Don't know	11%

Canadian Energy Economy	(%)
Canada is a net exporter of energy – that is, it exports more	55%
Canada is a net importer of energy – that is, it imports more	9%
Canada's energy imports and exports are roughly the same	11%
Don't know	25%

Main Source of Electricity Generation

Region	Actual Source	Residents' Literacy
Canada	59% Hydro	64% Hydro
Newfoundland	97% Hydro	93% Hydro
Nova Scotia	58% Coal	66% Coal
PEI	99% Renewables	27% Nuclear
New Brunswick	31% Hydro	56% Hydro
Quebec	96% Hydro	94% Hydro
Ontario	55% Nuclear	53% Hydro (29% Nuclear)
Manitoba	99% Hydro	94% Hydro
Saskatchewan	60% Coal	34% Coal/34% Hydro
Alberta	72% Coal	42% Natural Gas
British Columbia	87% Hydro	89% Hydro



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Energy Literacy in Canada: A Survey of Business and Policy Leadership (2013 – 589 elites)

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Perceived Level of Knowledge

Level of agreement	Good personal understanding of energy issues	Other leaders' understanding of energy issues is good
Strongly agree	18%	10%
Somewhat agree	58%	53%
Somewhat disagree	21%	31%
Strongly disagree	3%	6%
	76%	63%
	24%	37%

Elite Energy Source Literacy

% Who Correctly Identified Major Energy Source

66%	All Canada
90%	Newfoundland and Labrador
45%	Atlantic
100%	Quebec
38%	Ontario
70%	Manitoba
46%	Saskatchewan
38%	Alberta ←
94%	British Columbia
72%	The North



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Aboriginal-Canadians and Energy Literacy: A Survey of Opinions and Thoughts on Energy (2013 - 300 Aboriginals and First Nations' peoples)

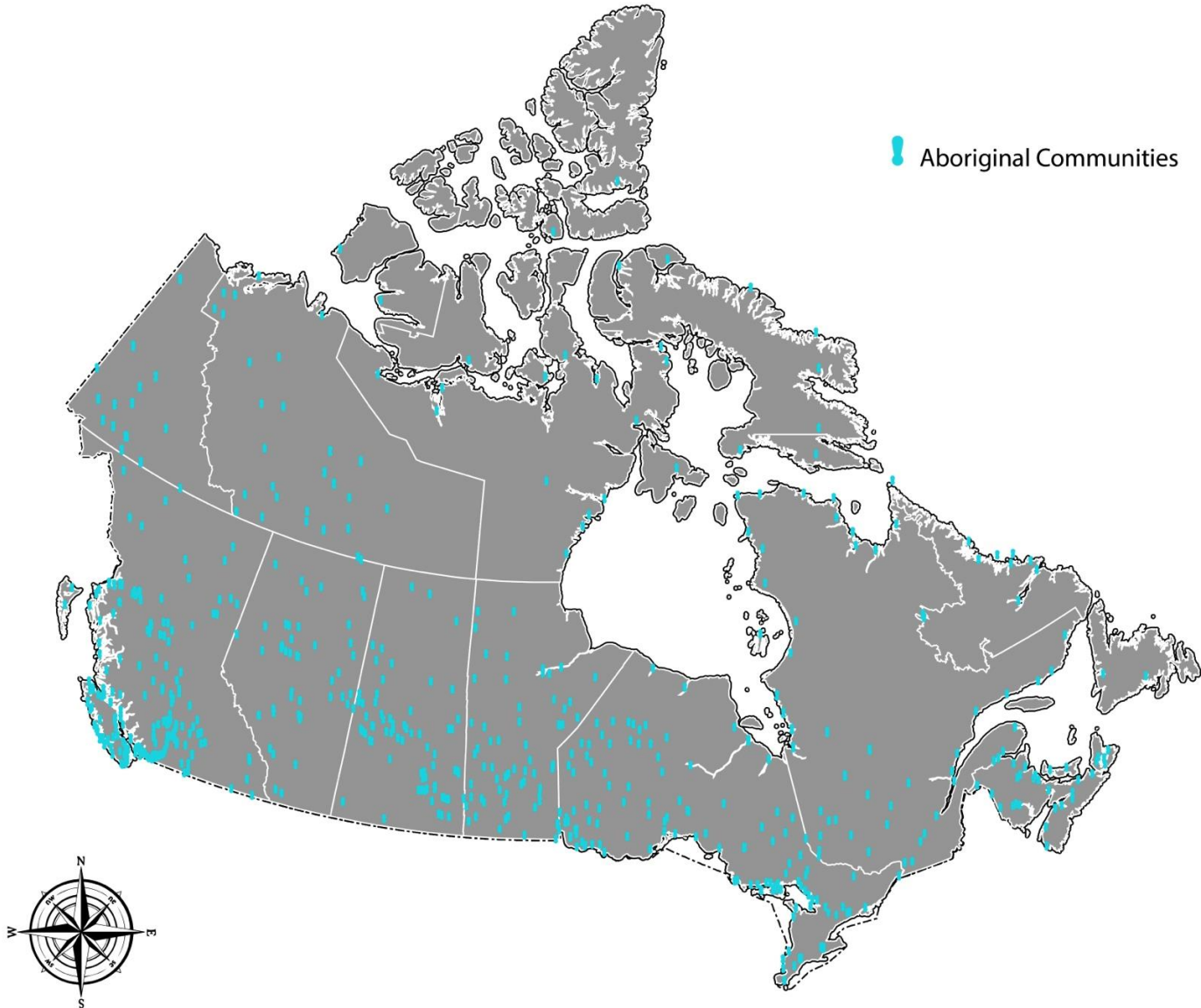
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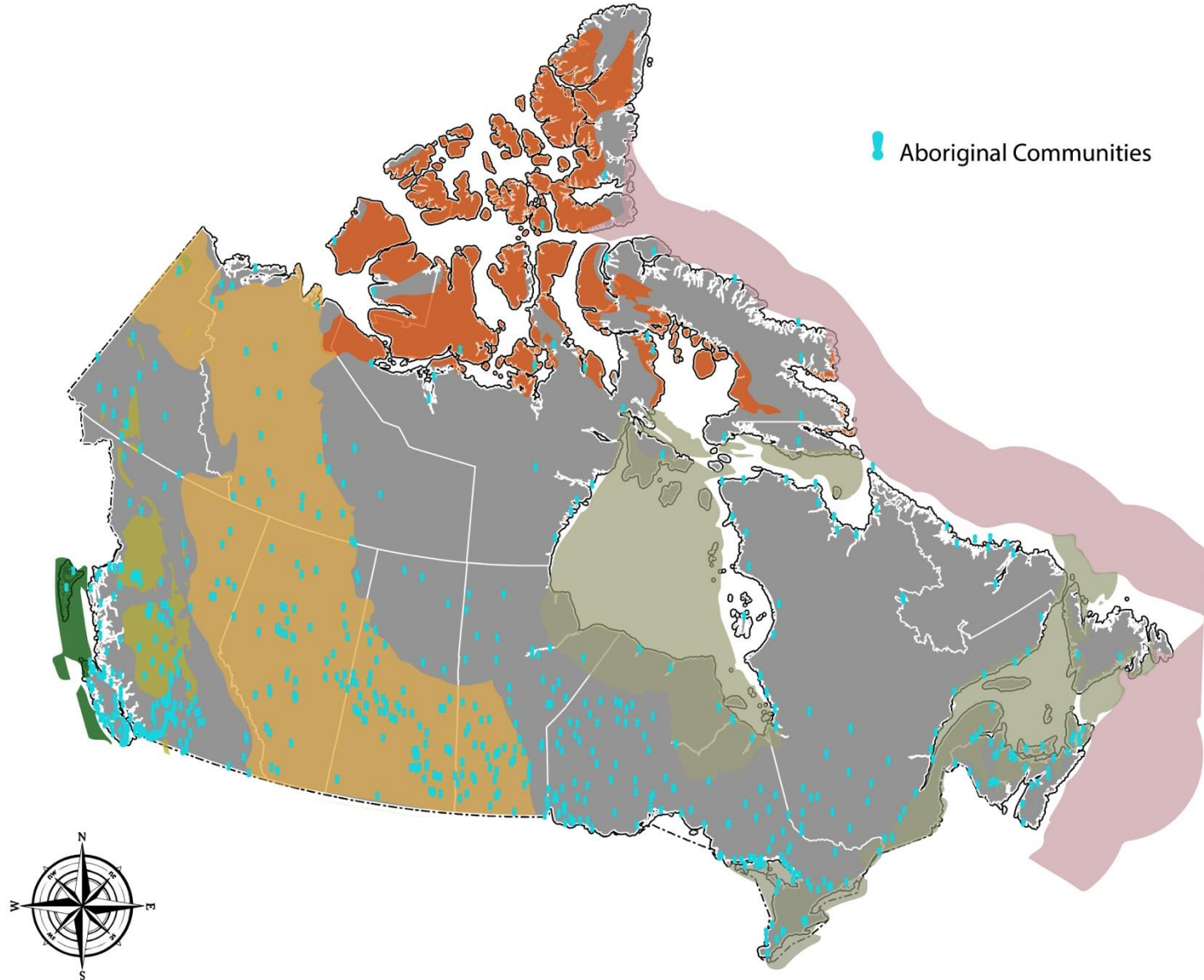
Aboriginal Communities in Canada

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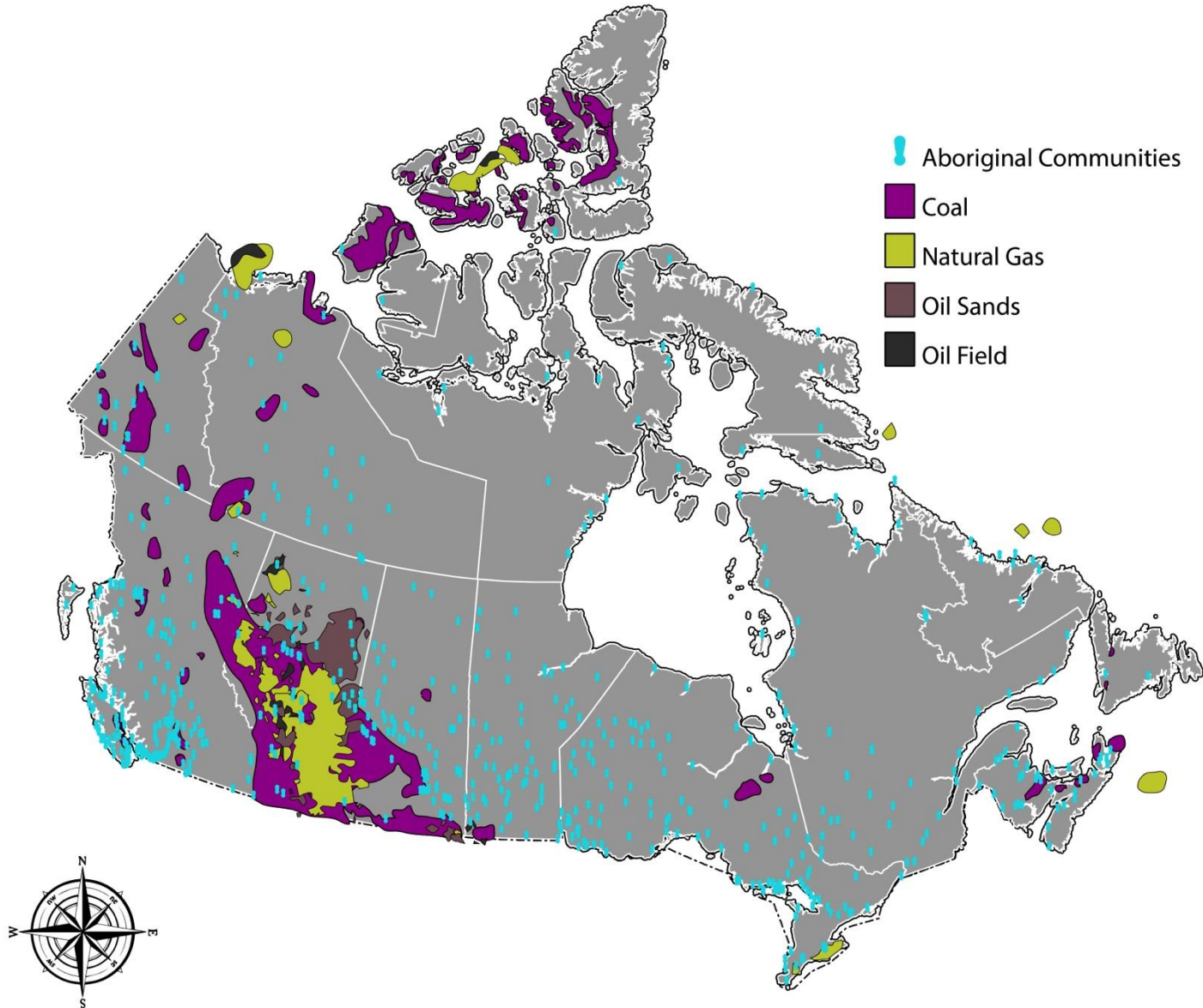


Aboriginal Communities and Sedimentary Basins

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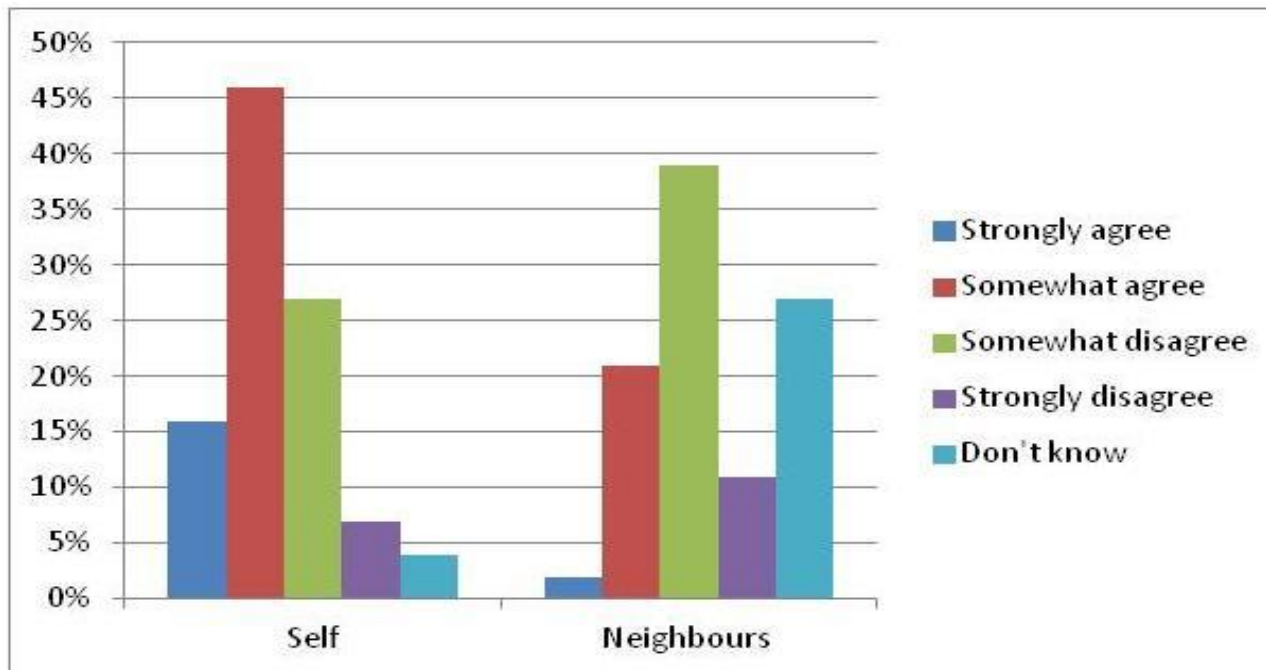


Aboriginal Communities and Hydrocarbon reserves



Perceived Understanding of Energy

Agreement with “Good Understanding of Energy Issues”
Aboriginal Survey (N = 300)



Understanding of Energy Generation

Energy Generation by Province or Region

	Dominant Fuel	Percentage Correct		
		Aboriginal Survey (N = 300)	General Population Survey** (N = 1508)	Business & Policy Leaders Survey*** (N = 589)
BC	Hydro	91%	94%	94%
Alberta	Coal	26%	35%	38%
Saskatchewan	Coal	38%	34%	46%
Manitoba	Hydro	92%	94%	70%
Ontario	Nuclear	27%	29%	38%
Quebec	Hydro	100%	94%	100%
Atlantic	Coal	24%	51%	63%
The North	Hydro	53%	N/A	72%

Key Findings

- 1. Aboriginal-Canadians are more concerned about the environment than other Canadians.**
- 2. Aboriginal-Canadians are more concerned than other Canadians about the impact of energy generation on the environment.**
- 3. Support for oil and gas pipelines is tied to the financial benefit to the community**
- 4. Aboriginals are concerned about the “economics” of our energy future – reducing cost of energy and providing jobs in their communities**

WHY?

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Key Messages

- **A literate public is capable of getting involved in policy-response**
- **Canadian energy resources are critical for our economic future**
- **Energy well-being is part of our economic and cultural heritage**
- **Improving energy “literacy” will be successful only if we understand the gaps, and then work to fill them**

Key Requirements Moving Forward

- **A relevant demonstration (firmly positioned in people's daily life) of what energy means, comes from and of the paths to alternatives.**
- **A trusted source of information.**