

# Water Power Canada

## OMNI Questions

March 2025



# Methodology

The survey was conducted with 2,000 Canadians aged 18 and over from March 20 to 25, 2025. A random sample of panelists were invited to complete the survey from a set partner panel based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.19%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.



# Key Findings

- 1. For Canadians overall, price is the most important factor for choosing an energy source to invest in, but the decision is nuanced.** Economic benefits and reliability are tied for second, with environmental impact fourth overall.
  - For younger Canadians, environmental impact can be just as important as price.
- 2. Most Canadians feel they have a moderate knowledge of hydropower as an energy source, and tend to say they know more than less.** 28% say they have good knowledge, 20% poor. Those in the middle tend to rate their knowledge as moderately strong.
- 3. Canadians tend to believe Hydropower is better than nuclear on all metrics tested, including the one that matters most- price. But few are absolutely certain this is the case.**
  1. 53% say hydropower is better than nuclear on low environmental impact.
  2. 45% say hydropower is better on a reasonable price/cost for consumers- the most important metric.
  3. 47% say hydropower is more reliable than nuclear.
  4. 46% say economic benefits are stronger for hydropower than nuclear power.
- 4. Canadians overwhelmingly support the development of new and existing hydropower facilities in Canada.** Intensity of support is strongest among men, and those with a higher household income- and lower among 18-29 year-olds.
- 5. No messaging sways the majority, but learning more about the stability offered by hydro along with the economic benefits and environmental sustainability are all of interest to a third.**
  - Those 60+ are most keen to hear about domestic energy security (44%), while those in QC (35%), and those under 29 (38%) are more interested in hearing about environmental sustainability.
  - On vote, LPC voters are more interested in seeing more government incentives or support for hydropower 25%).

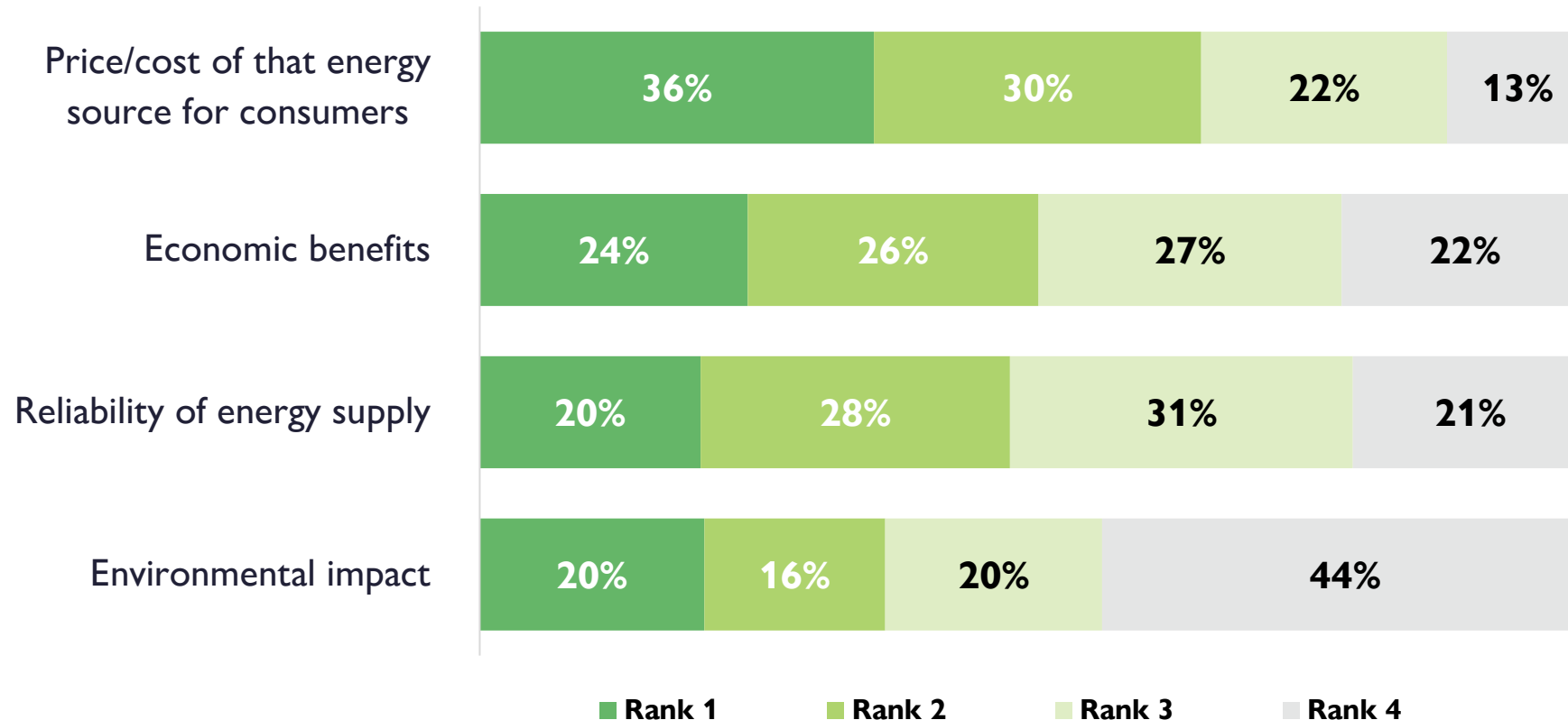
*Support for expanded hydropower capabilities are strong, and though soft, Canadians are more likely to agree hydropower is a better option than nuclear, including on what matters most- price. The challenge is this support is based in soft understanding of hydropower and there is not an overwhelming interest in learning more.*



What factors are most important to you when choosing which energy sources Canada should invest in? Please rank the following factors from most important to least important.

## Price is the most important factor for choosing an energy source to invest in.

Price is more important for older Canadians, those with lower levels of education, and those voting Conservative.



Economic benefits are less important for those 60+, Liberal voters, and those with a lower household income.

Reliability is less important for younger Canadians (under 29) and more important for older Canadians (60+),

Environmental impact are more important for younger Canadians, LPC and NDP voters. It is less important for those in Alberta.

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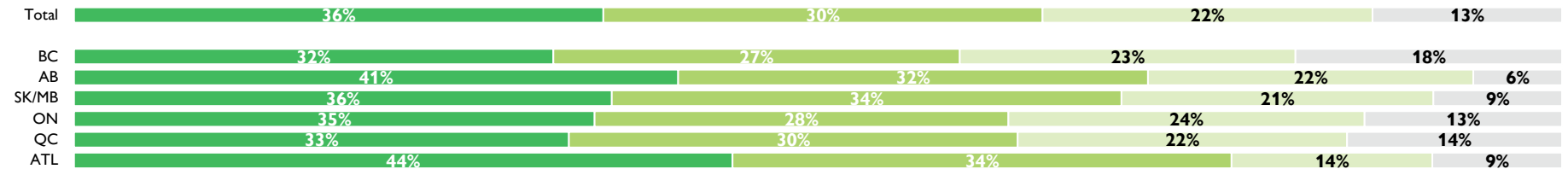




What factors are most important to you when choosing which energy sources Canada should invest in? Please rank the following factors from most important to least important.

## PRICE/COST OF THAT ENERGY SOURCE FOR CONSUMERS

### REGION



### GENDER



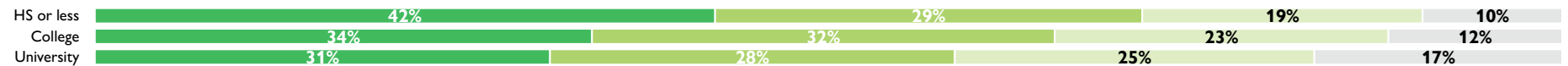
### AGE



### INCOME



### EDUCATION



### VOTE



Rank 1

Rank 2

Rank 3

Rank 4

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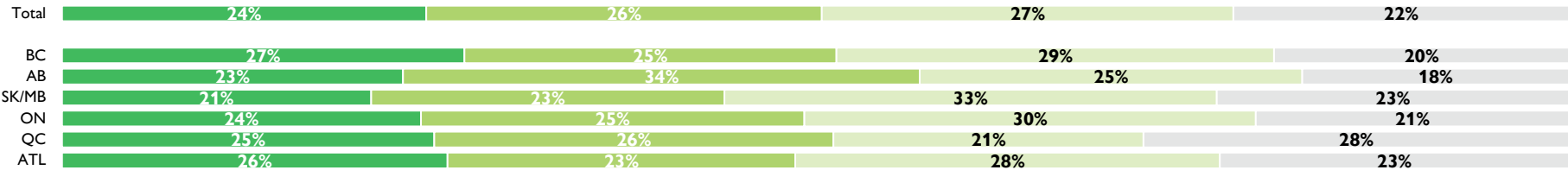




What factors are most important to you when choosing which energy sources Canada should invest in? Please rank the following factors from most important to least important.

# ECONOMIC BENEFITS

## REGION



## GENDER



## AGE



## INCOME



## EDUCATION



## VOTE



■ Rank 1      ■ Rank 2      ■ Rank 3      ■ Rank 4

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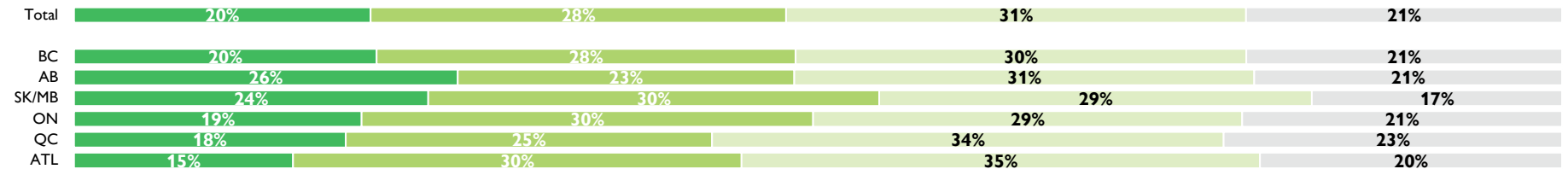




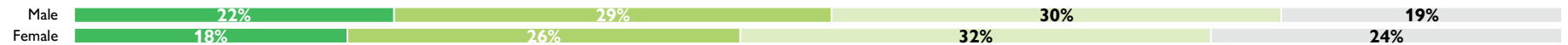
What factors are most important to you when choosing which energy sources Canada should invest in? Please rank the following factors from most important to least important.

## RELIABILITY OF ENERGY SUPPLY

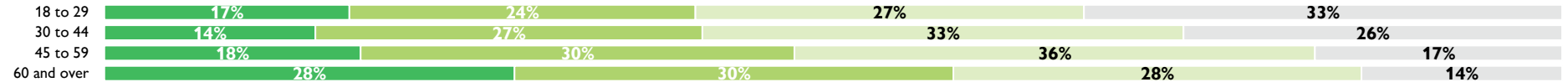
### REGION



### GENDER



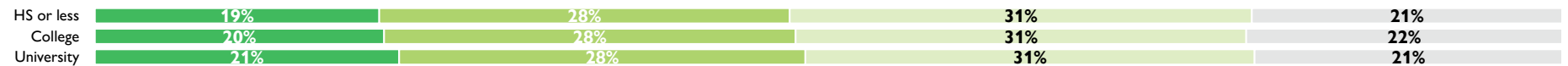
### AGE



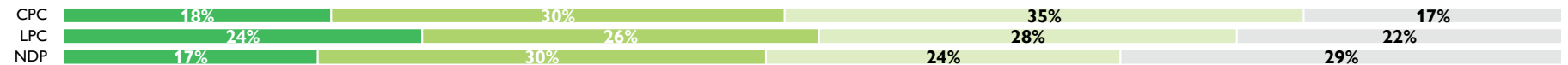
### INCOME



### EDUCATION



### VOTE



Rank 1

Rank 2

Rank 3

Rank 4

[BASE] n=2,000





What factors are most important to you when choosing which energy sources Canada should invest in? Please rank the following factors from most important to least important.

# ENVIRONMENTAL IMPACT

## REGION

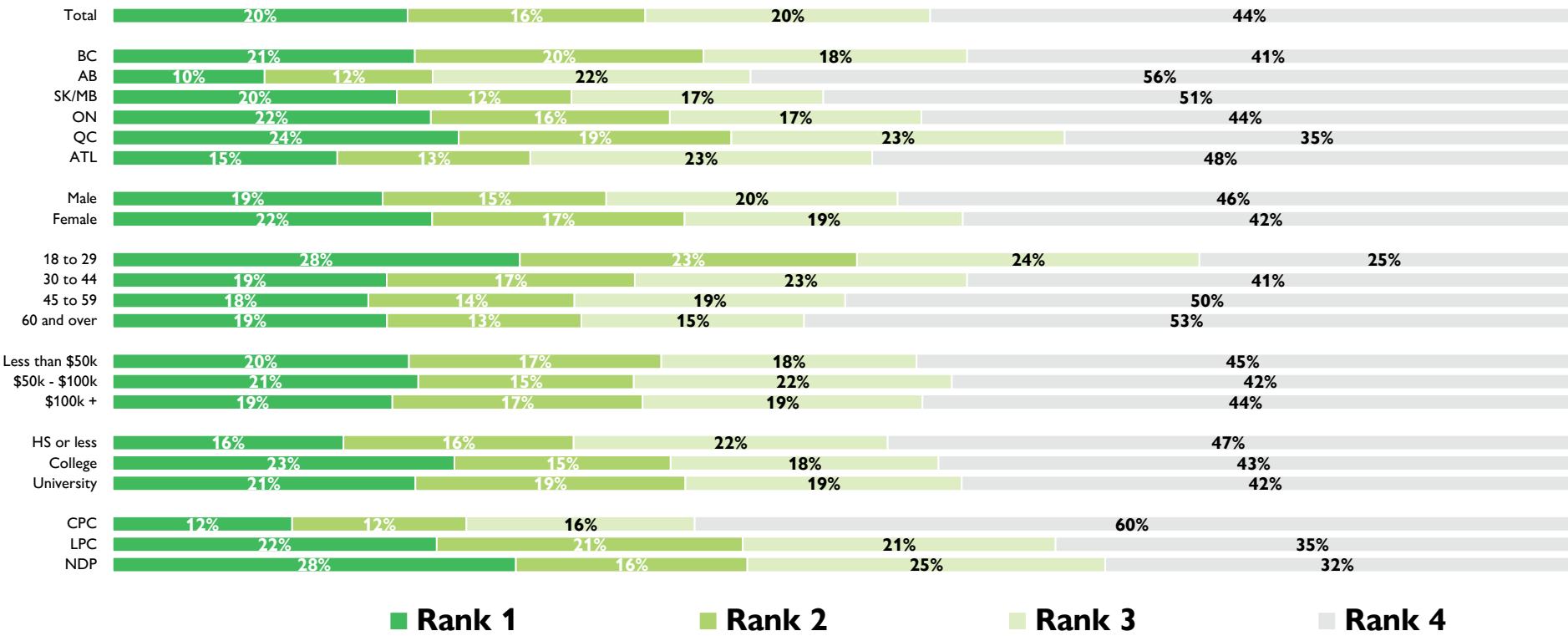
## GENDER

## AGE

## INCOME

## EDUCATION

## VOTE



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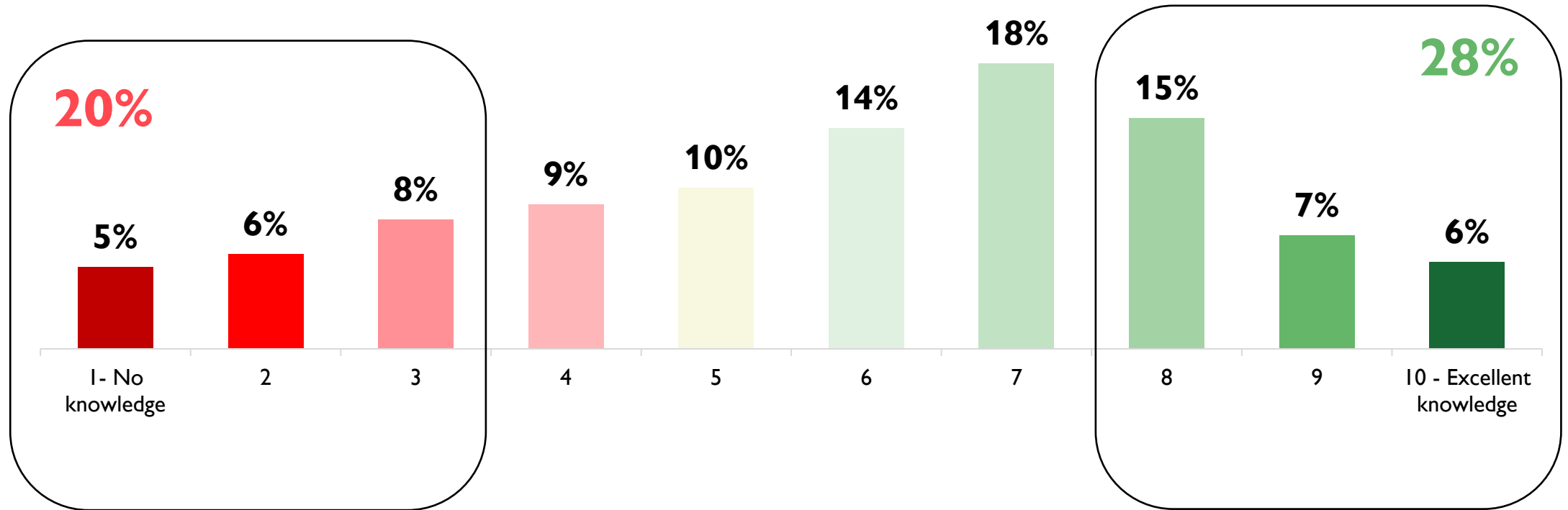




How would you rate your knowledge of hydropower as an energy source?

**Most Canadians feel they have a moderate knowledge of hydropower as an energy source, and tend to say they know more than less.**

Those who state they are less knowledgeable are more likely to be women and those with a HS education or less.



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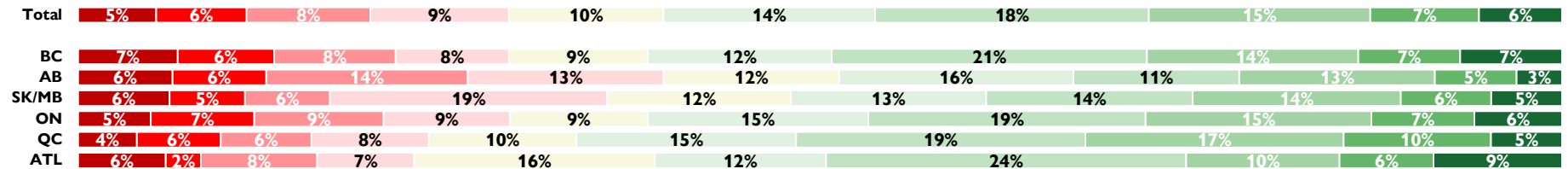




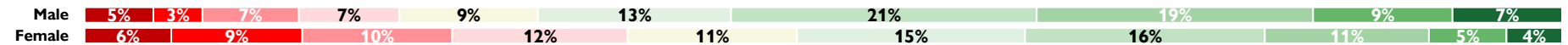
How would you rate your knowledge of hydropower as an energy source?

## KNOWLEDGE OF HYDROPOWER AS AN ENERGY SOURCE

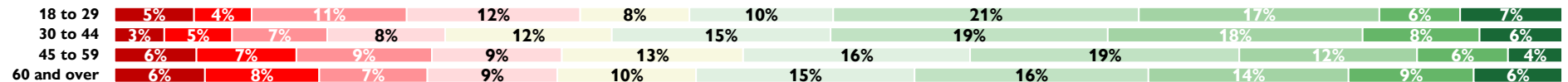
### REGION



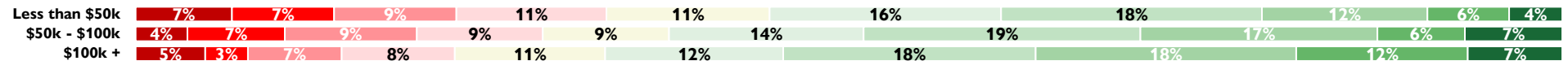
### GENDER



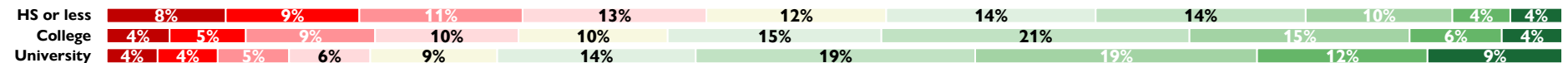
### AGE



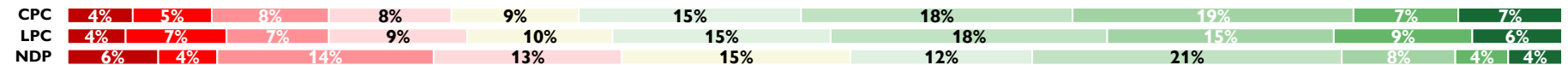
### INCOME



### EDUCATION



### VOTE



1 - No knowledge 2 3 4 5 6 7 8 9 10 - Excellent knowledge

[BASE] n=2,000





How would you rank hydropower against nuclear power on the following?

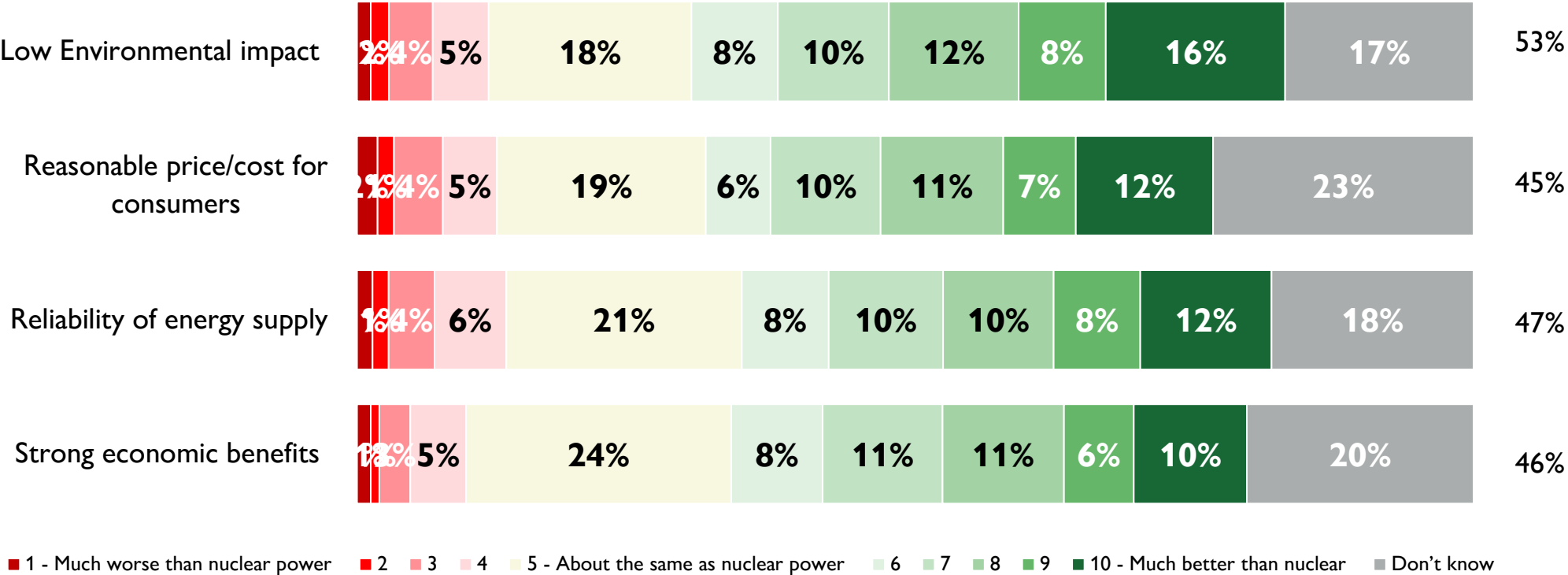
**Canadians tend to believe Hydropower is better than nuclear on all metrics tested, including the one that matters most- price. But few are absolutely certain this is the case.**

% 8 - 10

Those with a higher level of education and income are more inclined to say hydropower trumps nuclear on all but environmental impact.

Those in Quebec are much more likely than other regions to say hydro outperforms nuclear on all metrics.

Men and those 30-44 are also more likely to say hydro is better than nuclear.



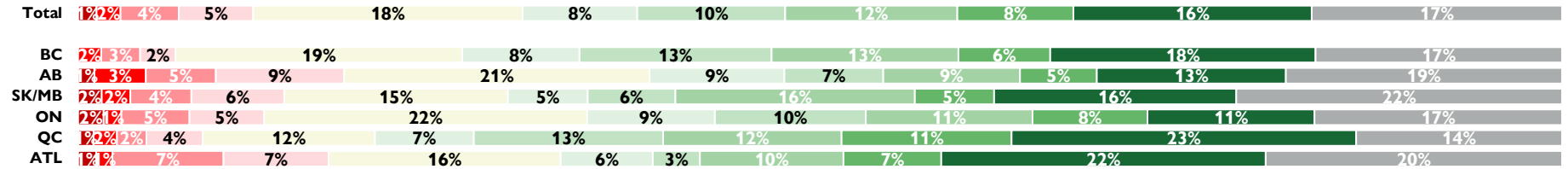
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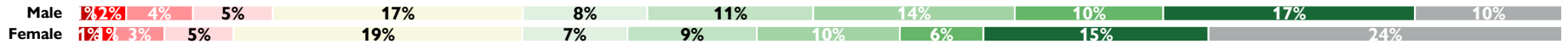
How would you rank hydropower against nuclear power on the following?

## LOW ENVIRONMENTAL IMPACT

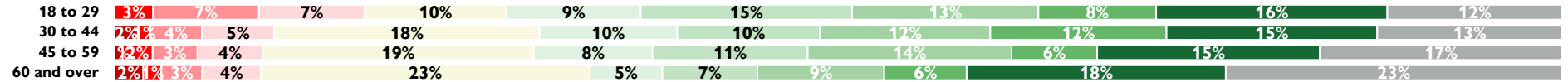
### REGION



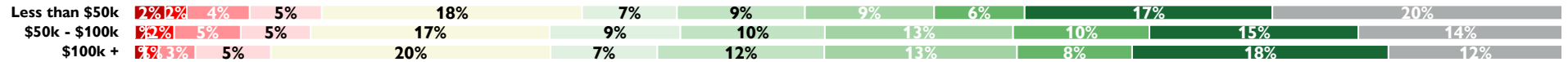
### GENDER



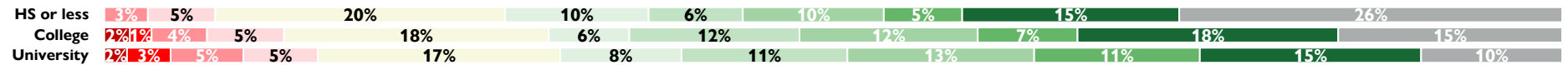
### AGE



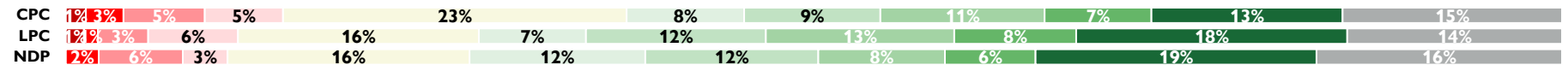
### INCOME



### EDUCATION



### VOTE



■ 1 - No knowledge ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10 - Excellent knowledge ■ Dont know

[BASE] n=2,000

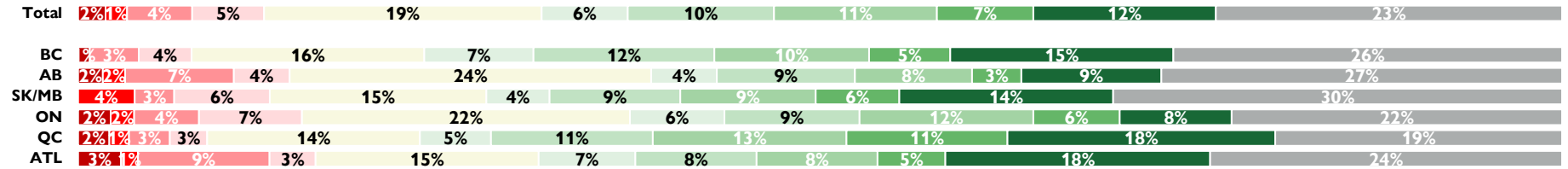




How would you rank hydropower against nuclear power on the following?

## REASONABLE PRICE/COST FOR CONSUMERS

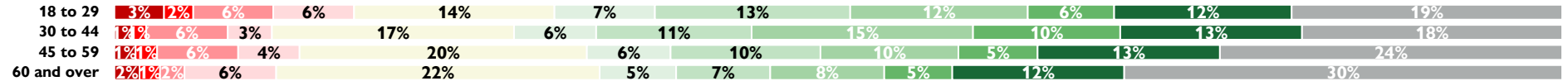
### REGION



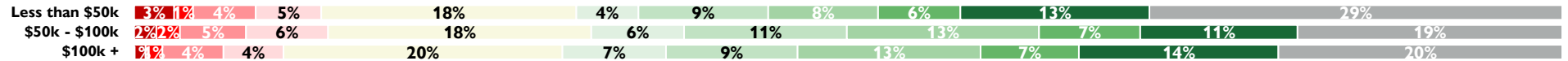
### GENDER



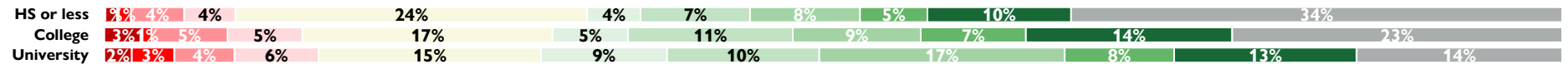
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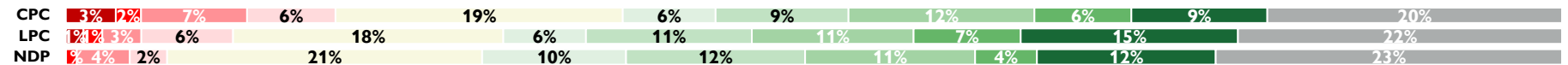
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### EDUCATION



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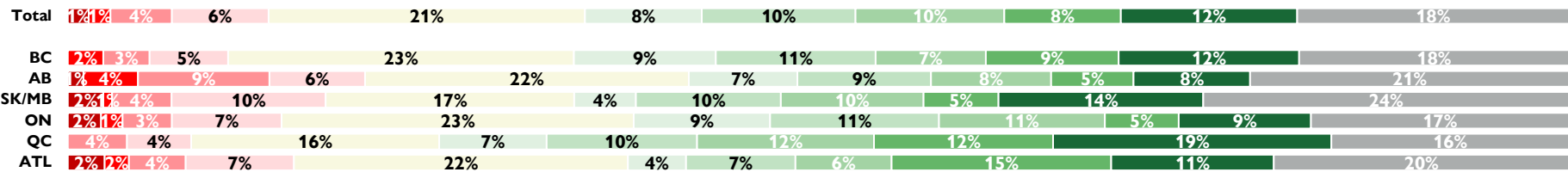




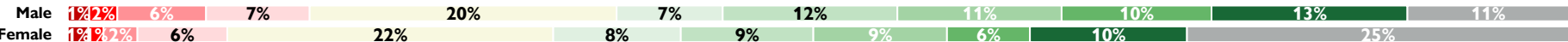
How would you rank hydropower against nuclear power on the following?

# RELIABILITY OF ENERGY SUPPLY

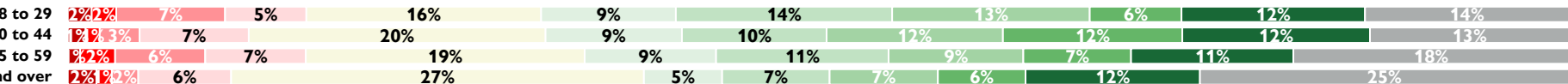
## REGION



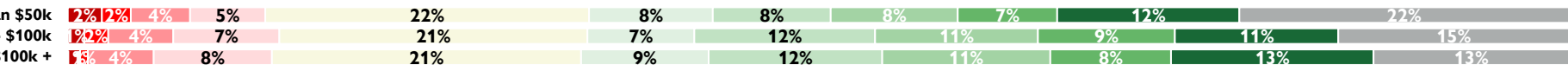
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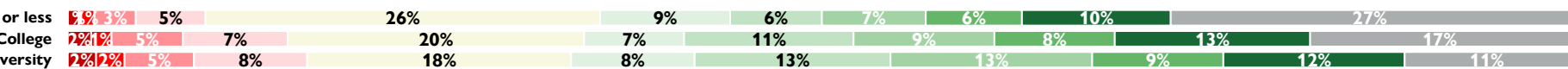
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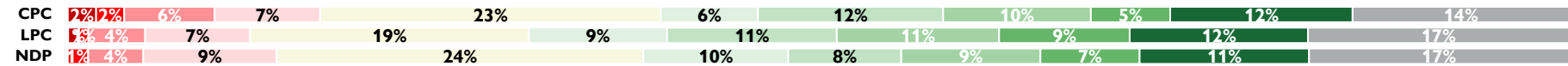
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## EDUCATION



## VOTE



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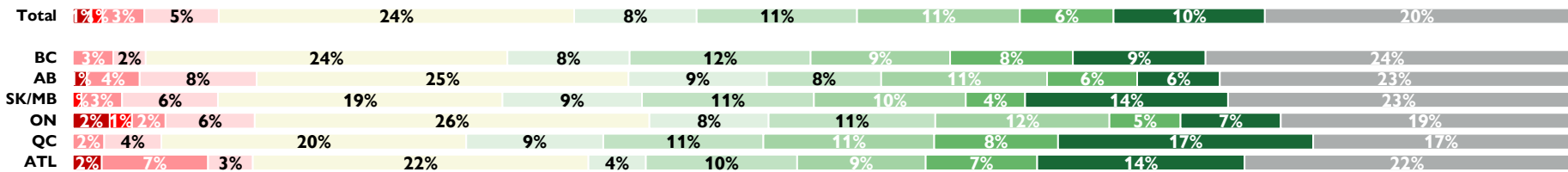




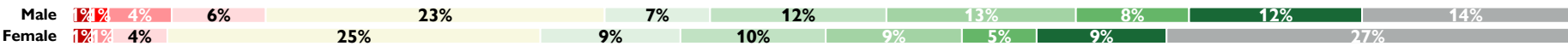
How would you rank hydropower against nuclear power on the following?

# STRONG ECONOMIC BENEFITS

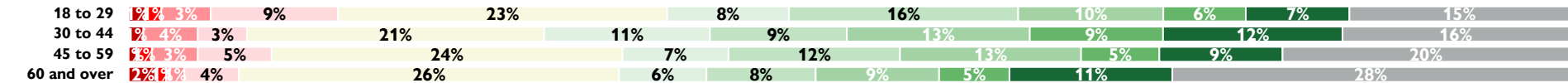
## REGION



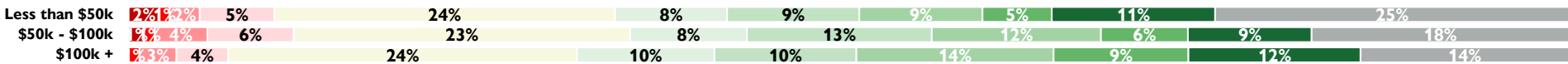
## GENDER



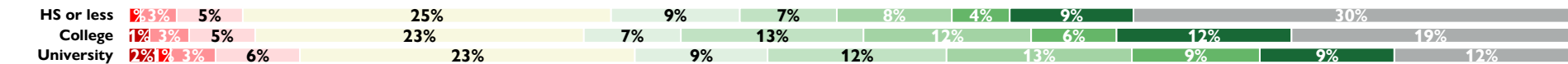
## AGE



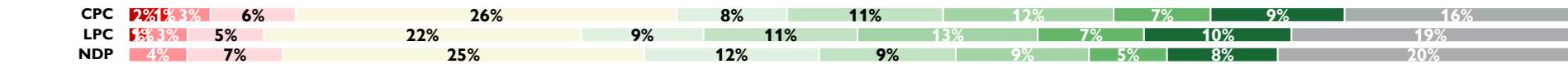
## INCOME



## EDUCATION



## VOTE



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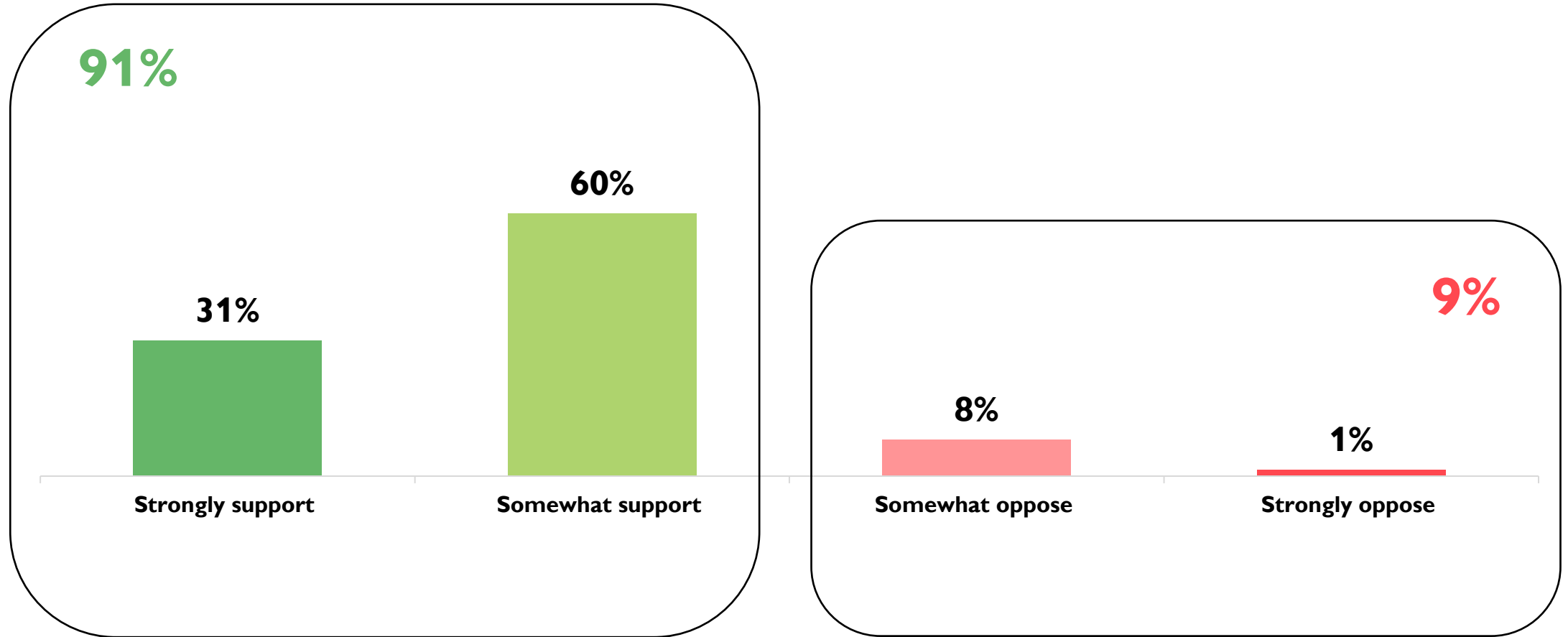
[BASE] n=2,000



To what extent do you support or oppose the development of new and existing hydropower facilities in Canada?

## Canadians overwhelmingly support the development of new and existing hydropower facilities in Canada.

Intensity of support is strongest among men, and those with a higher household income- and lower among 18-29 year-olds.



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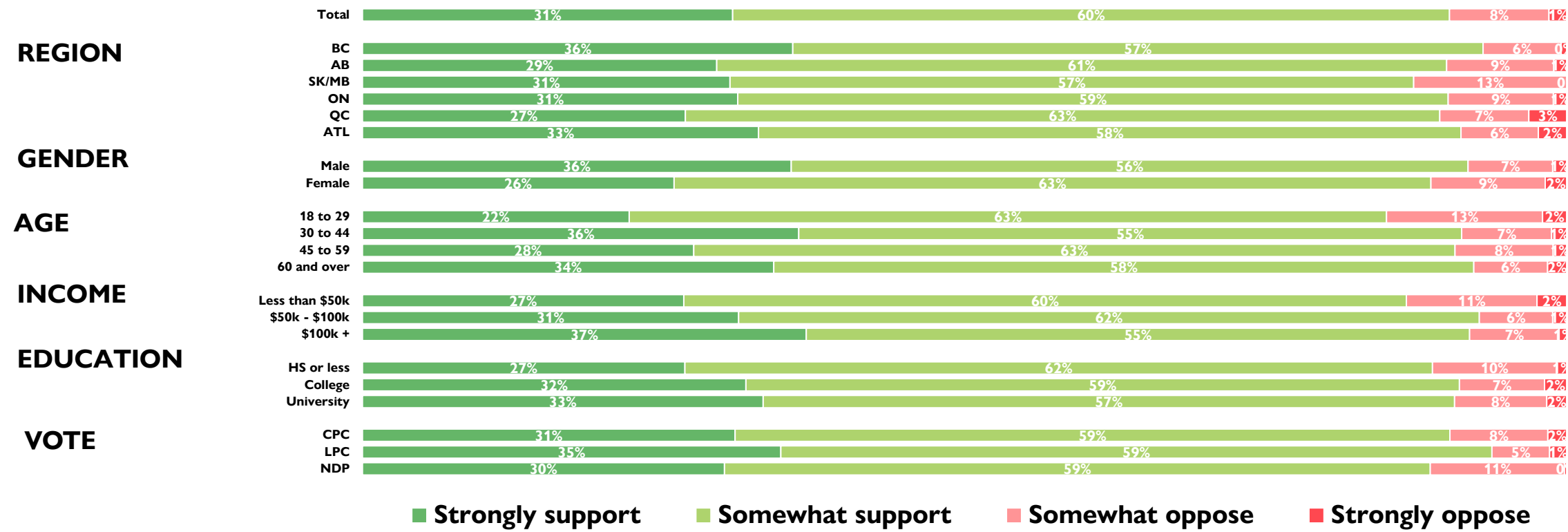






To what extent do you support or oppose the development of new and existing hydropower facilities in Canada?

# DEVELOPING NEW AND EXISTING HYDROPOWER FACILITIES IN CANADA



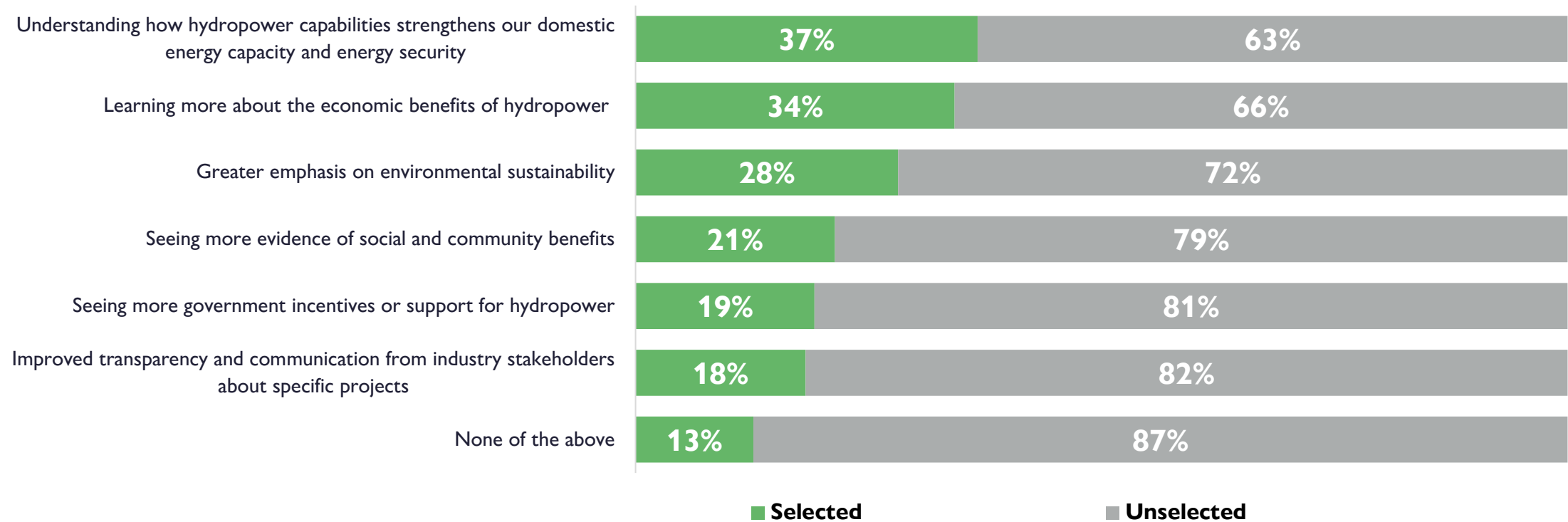
[BASE] n=2,000



Would any of the following increase your support for more hydropower development in Canada? Please select up to two.

No messaging sways the majority, but learning more about the stability offered by hydro along with the economic benefits and environmental sustainability are all of interest to a third.

- Those 60+ are most keen to hear about domestic energy security (44%), while those in QC (35%), and those under 29 (38%) are more interested in hearing about environmental sustainability.
- On vote, LPC voters are more interested in seeing more government incentives or support for hydropower (25%).

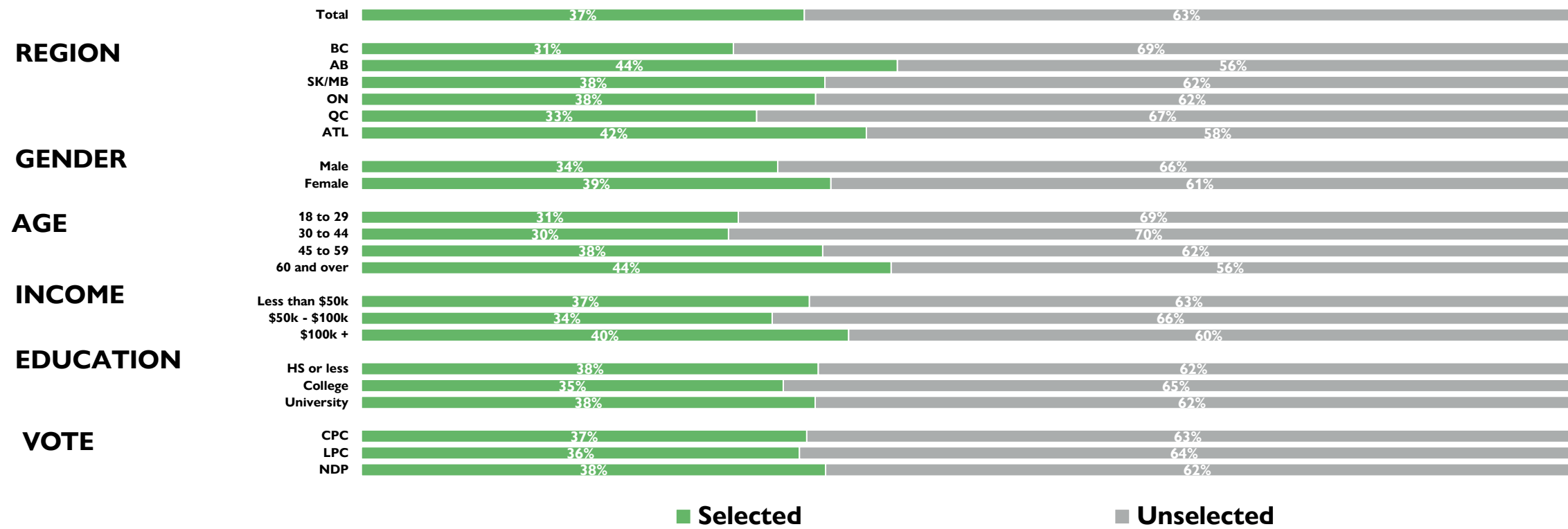


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Would any of the following increase your support for more hydropower development in Canada? Please select up to two.

# UNDERSTANDING HOW HYDROPOWER CAPABILITIES STRENGTHENS OUR DOMESTIC ENERGY CAPACITY AND ENERGY SECURITY



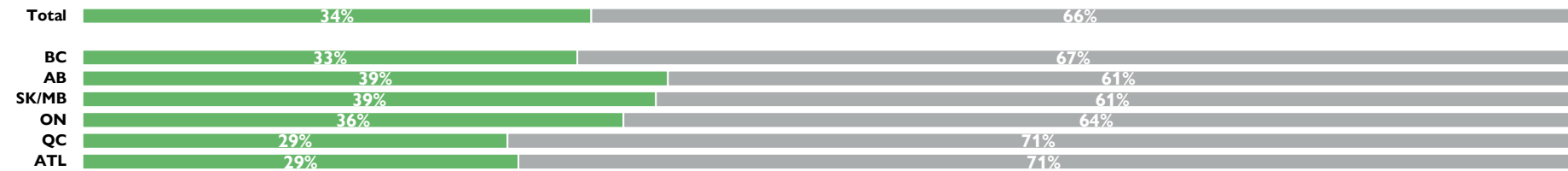
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Would any of the following increase your support for more hydropower development in Canada? Please select up to two.

# LEARNING MORE ABOUT THE ECONOMIC BENEFITS OF HYDROPOWER

## REGION



## GENDER



## AGE



## INCOME



## EDUCATION



## VOTE



Selected

Unselected

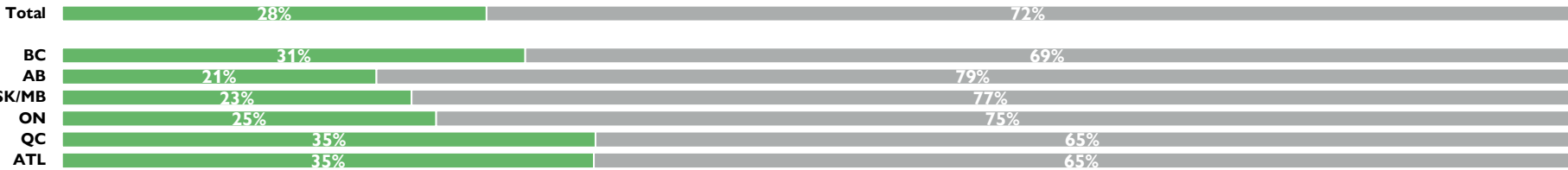
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Would any of the following increase your support for more hydropower development in Canada? Please select up to two.

# GREATER EMPHASIS ON ENVIRONMENTAL SUSTAINABILITY

## REGION



## GENDER



## AGE



## INCOME



## EDUCATION



## VOTE



Selected

Unselected

[BASE] n=2,000



**Good decisions  
require good data.**

**Good data drives success.**

CONTACT:

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