



Over eight in ten Canadians support or somewhat support requiring manufacturing companies to disclose the carbon emissions of the products they sell to Canadian governments.

# Key Findings



## SUPPORT FOR LOW-CARBON REQUIREMENTS

Canadians have a very strong level of support for requiring manufacturing companies to disclose the carbon emissions of the products they sell to Canadian governments (59% support; 25% somewhat support). Support for requiring Canadian taxpayer funded infrastructure projects to buy construction materials only from low-carbon manufacturers (36% support; 37% somewhat support) is also strong.



## IMPACTS OF STANDARDS FOR LOW-CARBON CONSTRUCTION

Canadians are most likely to say that setting standards to buy construction materials only from low-carbon manufacturers would have a positive impact on protecting the environment (41%) and are less likely to say it will have a positive impact on making the economy stronger (21%).



## WORTHINESS OF REQUIRING CLEANER CONSTRUCTION MATERIALS

Over three in four Canadians say requiring cleaner, lower carbon construction materials for a bridge or a building if it increased the total cost of the project by 2% would be a worthwhile or somewhat worthwhile investment. British Columbia (57%), Quebec (56%) and Atlantic Canada (56%) residents are more likely to say this is a worthwhile investment than residents of the Prairies (36%).



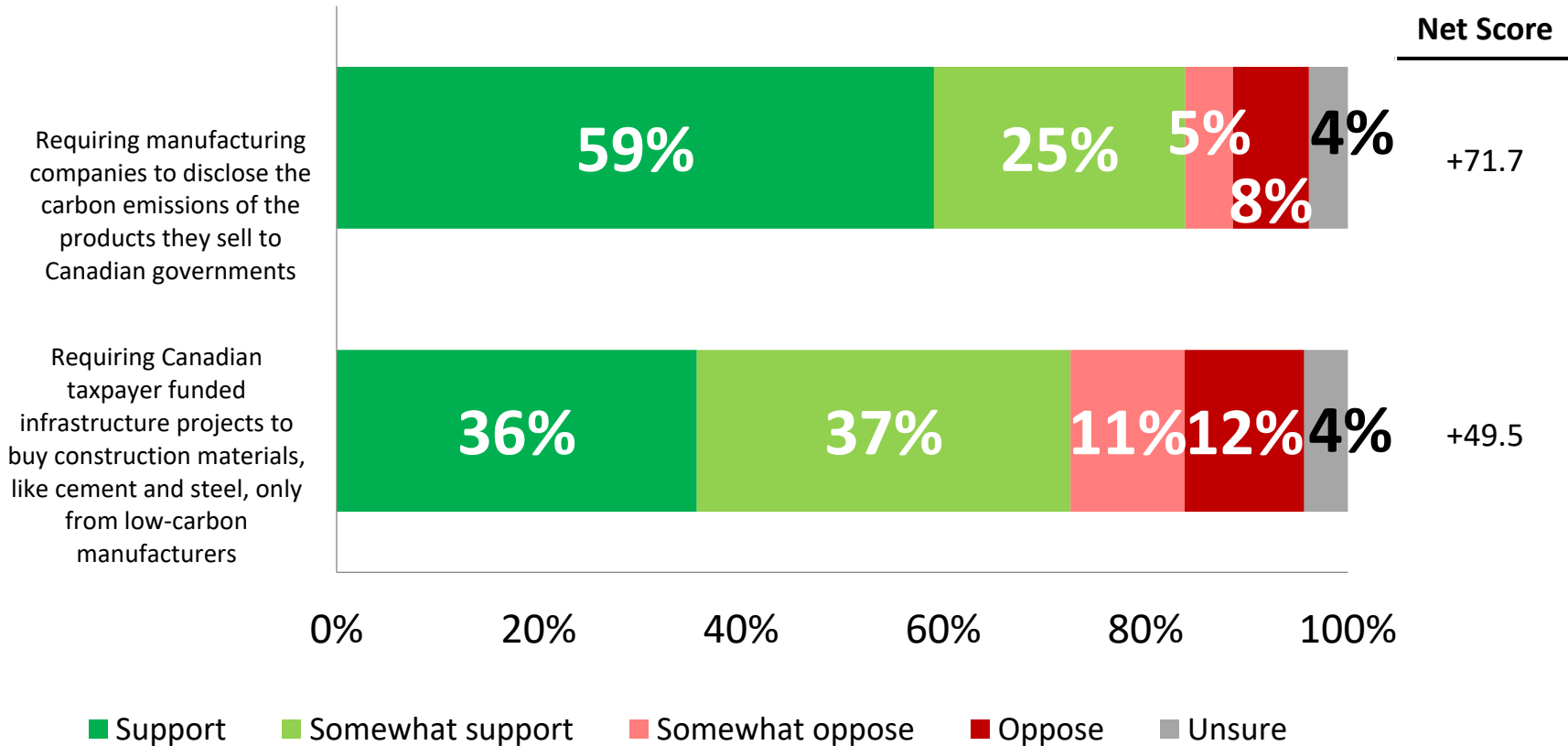
## REQUIRING LOW-CARBON MATERIALS FOR PUBLIC PROJECTS

Knowing the US has plans to implement requirements for public infrastructure projects to use low-carbon materials, Canadians more often said that their preferred approach for Canada is to adopt the same ambition as the US (40%) or a higher standard than the US for low carbon infrastructure construction (32%).

# Support for requirements related to carbon emissions and low-carbon manufacturers



Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]:

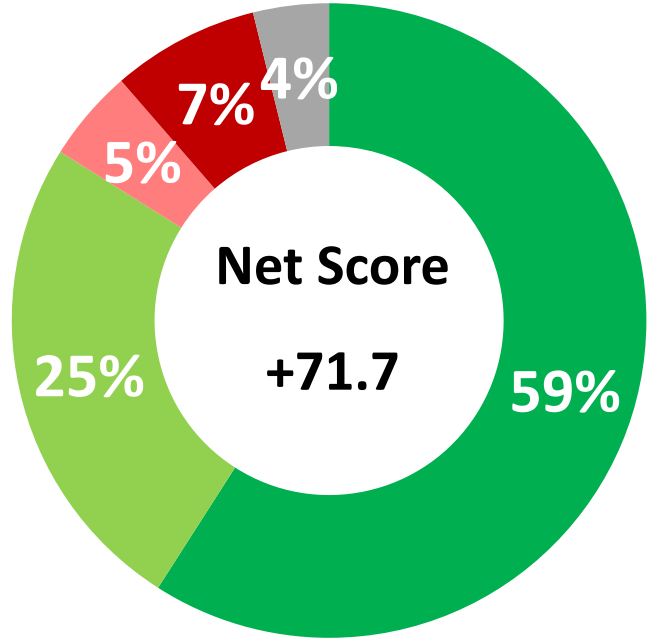


“ Canadians have a very strong level of support for requiring manufacturing companies to disclose the carbon emissions of the products they sell to Canadian governments. Support for requiring Canadian taxpayer funded infrastructure projects to buy construction materials only from low-carbon manufacturers) is also strong. ”

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Support for requiring disclosure of carbon emissions by manufacturers



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

Q

Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]:

Requiring manufacturing companies to disclose the carbon emissions of the products they sell to Canadian governments

“ A very strong majority of Canadians support (59%) or somewhat support (25%) requiring manufacturing companies to disclose the carbon emissions of the products they sell to Canadian governments. Residents of Ontario (63%), Atlantic, Quebec and British Columbia (62% each) are more likely to support this than residents of the Prairies (44%). ”

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Support for requiring disclosure of carbon emissions by manufacturers

**Q** Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]:  
**Requiring manufacturing companies to disclose the carbon emissions of the products they sell to Canadian governments**

### Support/ Somewhat support

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>90.8%</b>	<b>90.6%</b>	<b>84.5%</b>	<b>72.0%</b>	<b>83.5%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>80.7%</b>	<b>87.0%</b>	<b>84.0%</b>	<b>83.7%</b>	<b>84.0%</b>

### Oppose/ Somewhat oppose

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>6.7%</b>	<b>4.7%</b>	<b>11.9%</b>	<b>23.7%</b>	<b>13.2%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>15.7%</b>	<b>8.9%</b>	<b>12.4%</b>	<b>12.1%</b>	<b>12.2%</b>

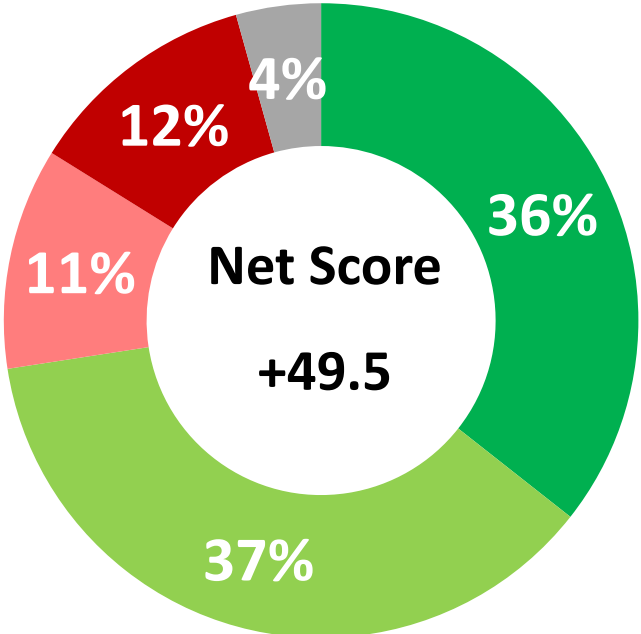
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

# Support for requiring taxpayer funded infrastructure projects to use materials from low-carbon manufacturers

Q

Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]:

Requiring Canadian taxpayer funded infrastructure projects to buy construction materials, like cement and steel, only from low-carbon manufacturers



- Support
- Somewhat support
- Somewhat oppose
- Oppose
- Unsure

“ Close to three in four Canadians support or somewhat support requiring Canadian taxpayer funded infrastructure projects to buy construction materials, like cement and steel, only from low-carbon manufacturers. Residents of Ontario are more likely to support this (47%) than residents of Atlantic Canada (27%) and the Prairies (22%). ”

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

# Support for requiring taxpayer funded infrastructure projects to use materials from low-carbon manufacturers

**Q** Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]:

Requiring Canadian taxpayer funded infrastructure projects to buy construction materials, like cement and steel, only from low-carbon manufacturers

## Support/ Somewhat support

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>77.2%</b>	<b>82.0%</b>	<b>73.4%</b>	<b>56.6%</b>	<b>73.4%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>68.0%</b>	<b>76.9%</b>	<b>72.6%</b>	<b>73.0%</b>	<b>72.2%</b>

## Oppose/ Somewhat oppose

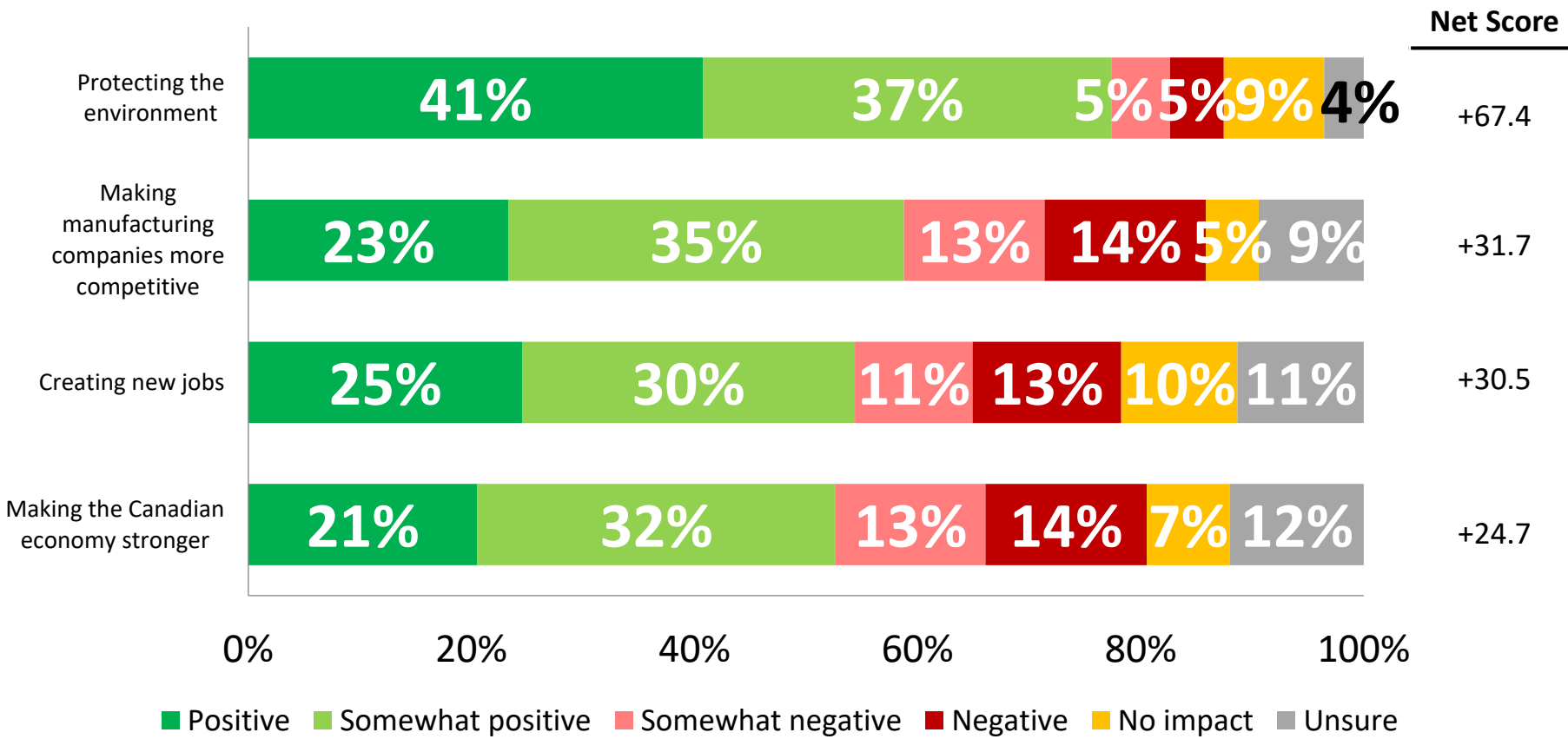
Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>19.6%</b>	<b>12.5%</b>	<b>21.8%</b>	<b>41.0%</b>	<b>22.7%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>28.6%</b>	<b>17.8%</b>	<b>21.6%</b>	<b>22.5%</b>	<b>24.7%</b>

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Impact of setting standards to buy construction materials only from low-carbon manufacturers

Q Do you think setting standards to buy construction materials, like cement and steel only from low-carbon manufacturers would have a positive impact, a somewhat positive impact, a somewhat negative impact, a negative impact or no impact on the following [RANDOMIZE]:



“ Canadians are most likely to say that setting standards to buy construction materials only from low-carbon manufacturers would have a positive impact on protecting the environment. ”

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

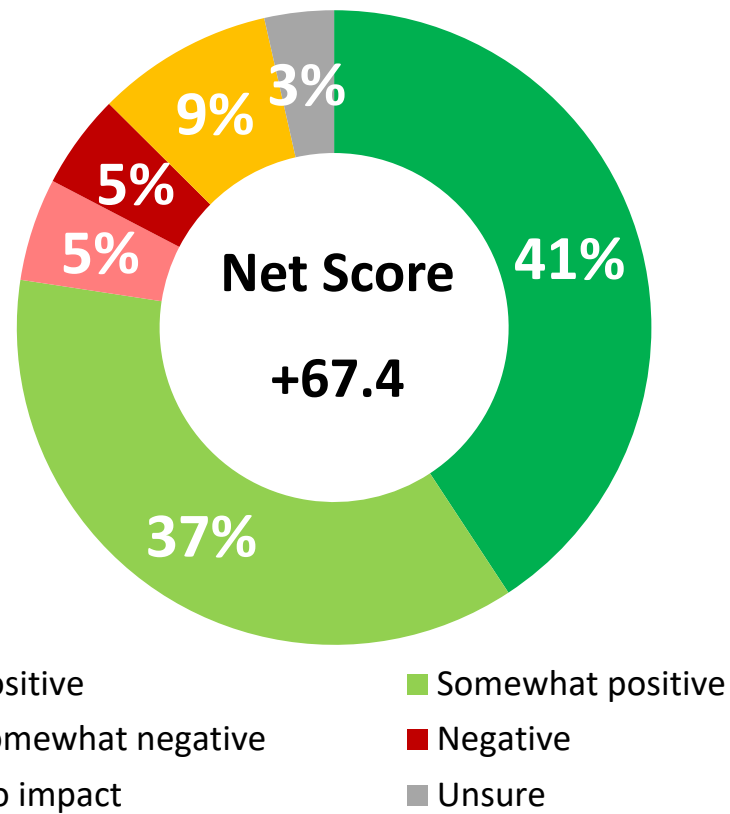
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Impact of materials from low-carbon manufacturers on protecting the environment

Q Do you think setting standards to buy construction materials, like cement and steel only from low-carbon manufacturers would have a positive impact, a somewhat positive impact, a somewhat negative impact, a negative impact or no impact on the following [RANDOMIZE]:

Protecting the environment



“ More than three in four Canadians say setting standards to buy construction materials, only from low-carbon manufacturers would have a positive or somewhat positive impact on protecting the environment. Residents of Quebec (49%) and Atlantic Canada (46%) are more likely to say this will have a positive impact than residents of the Prairies (25%). ”

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Impact of materials from low-carbon manufacturers on protecting the environment

Q

Do you think setting standards to buy construction materials, like cement and steel only from low-carbon manufacturers would have a positive impact, a somewhat positive impact, a somewhat negative impact, a negative impact or no impact on the following [RANDOMIZE]:

## Protecting the environment

### Positive/ Somewhat positive impact

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>85.6%</b>	<b>86.1%</b>	<b>77.7%</b>	<b>62.6%</b>	<b>77.4%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>74.4%</b>	<b>80.3%</b>	<b>81.6%</b>	<b>78.1%</b>	<b>73.9%</b>

### Negative/ Somewhat negative impact

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>7.2%</b>	<b>5.5%</b>	<b>8.1%</b>	<b>21.1%</b>	<b>10.0%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>9.8%</b>	<b>10.3%</b>	<b>7.1%</b>	<b>9.5%</b>	<b>12.6%</b>

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

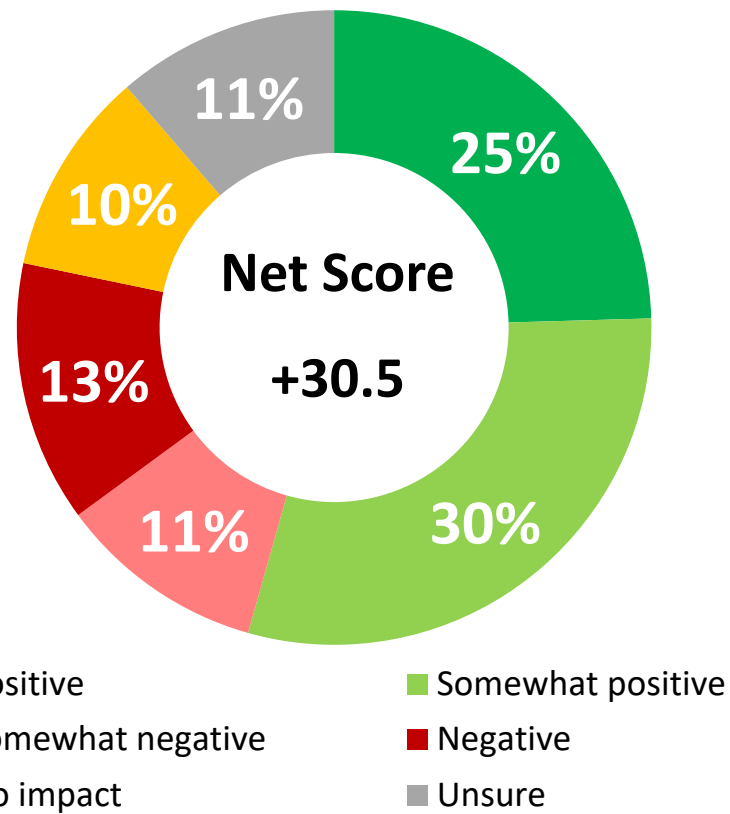
**BLUEGREEN**  
CANADA

**NANOS**

# Impact of materials from low-carbon manufacturers on creating new jobs

Q Do you think setting standards to buy construction materials, like cement and steel only from low-carbon manufacturers would have a positive impact, a somewhat positive impact, a somewhat negative impact, a negative impact or no impact on the following [RANDOMIZE]:

Creating new jobs



“ Canadians are more than twice as likely to say setting standards to buy construction materials only from low-carbon manufacturers would have a positive or somewhat impact on creating new jobs, rather than a negative or somewhat negative impact. Quebec residents are more likely to say this will have a positive impact (28%) than residents of the Prairies (17%). ”

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Impact of materials from low-carbon manufacturers on creating new jobs

Q

Do you think setting standards to buy construction materials, like cement and steel only from low-carbon manufacturers would have a positive impact, a somewhat positive impact, a somewhat negative impact, a negative impact or no impact on the following [RANDOMIZE]:

## Creating new jobs

### Positive/ Somewhat positive impact

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>57.5%</b>	<b>64.8%</b>	<b>53.2%</b>	<b>39.2%</b>	<b>58.8%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>48.8%</b>	<b>59.7%</b>	<b>57.1%</b>	<b>50.2%</b>	<b>56.2%</b>

### Negative/ Somewhat negative impact

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>22.2%</b>	<b>16.8%</b>	<b>22.5%</b>	<b>37.1%</b>	<b>22.8%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>30.2%</b>	<b>17.8%</b>	<b>21.3%</b>	<b>23.9%</b>	<b>25.7%</b>

\*Weighted to the true population proportion.

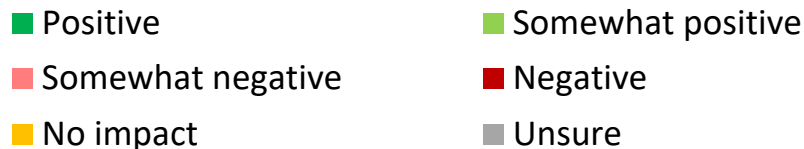
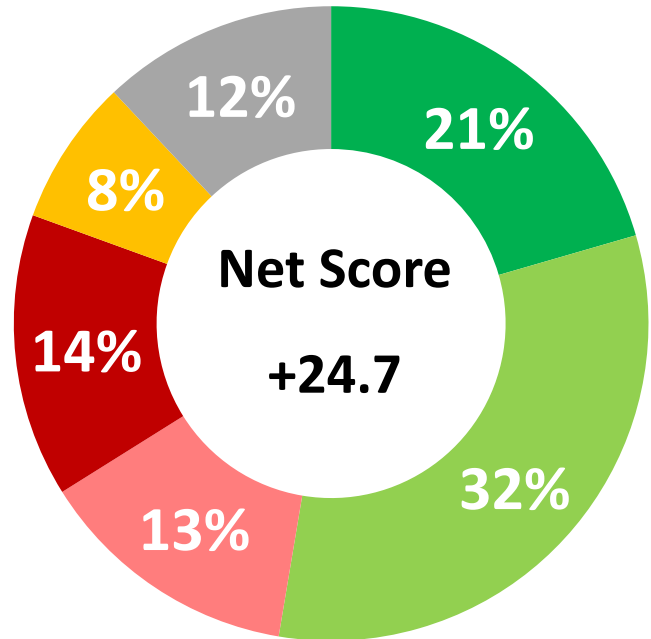
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**BLUEGREEN**  
CANADA

**NANOS**

# Impact of materials from low-carbon manufacturers on strengthening the economy



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

\*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**Q** Do you think setting standards to buy construction materials, like cement and steel only from low-carbon manufacturers would have a positive impact, a somewhat positive impact, a somewhat negative impact, a negative impact or no impact on the following [RANDOMIZE]:

**Making the Canadian economy stronger**

“

More than half of Canadians say setting standards to buy construction materials only from low-carbon manufacturers would have a positive or somewhat positive impact in terms of making the Canadian economy stronger. Residents of Quebec (24%) and British Columbia (23%) are more likely to say this will have a positive impact than residents of the Prairies (12%).

”

# Impact of materials from low-carbon manufacturers on strengthening the economy

**Q** Do you think setting standards to buy construction materials, like cement and steel only from low-carbon manufacturers would have a positive impact, a somewhat positive impact, a somewhat negative impact, a negative impact or no impact on the following [RANDOMIZE]:

## Making the Canadian economy stronger

### Positive/ Somewhat positive impact

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>55.0%</b>	<b>62.7%</b>	<b>52.9%</b>	<b>39.0%</b>	<b>51.9%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>48.8%</b>	<b>56.3%</b>	<b>50.7%</b>	<b>51.4%</b>	<b>55.1%</b>

### Negative/ Somewhat negative impact

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>28.0%</b>	<b>19.4%</b>	<b>25.0%</b>	<b>45.6%</b>	<b>26.6%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>32.4%</b>	<b>23.6%</b>	<b>26.6%</b>	<b>28.1%</b>	<b>28.6%</b>

\*Weighted to the true population proportion.

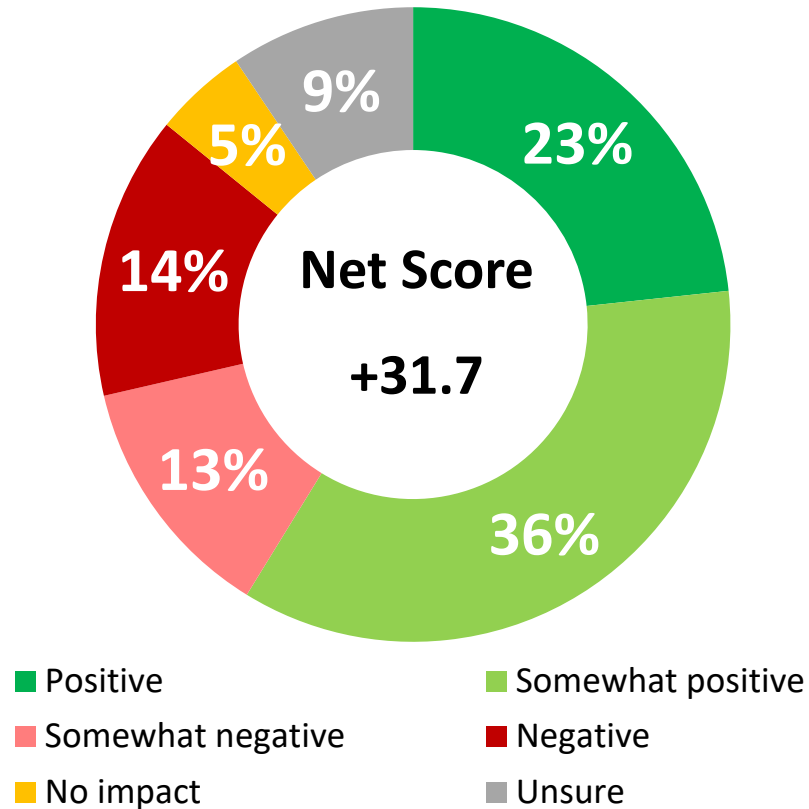
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**BLUEGREEN**  
CANADA

**NANOS**

# Impact of materials from low-carbon manufacturers on competition among manufacturers



\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

\*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Q Do you think setting standards to buy construction materials, like cement and steel only from low-carbon manufacturers would have a positive impact, a somewhat positive impact, a somewhat negative impact, a negative impact or no impact on the following [RANDOMIZE]:

**Making manufacturing companies more competitive**

“

Close to six in ten Canadians say setting standards to buy construction materials only from low-carbon manufacturers would have a positive or somewhat positive impact in terms of making manufacturing companies more competitive. Residents of Atlantic Canada (27%), Quebec (26%) and British Columbia (26%) are more likely to say this will have a positive impact than residents of the Prairies (16%).

”

# Impact of materials from low-carbon manufacturers on competition among manufacturers

**Q** Do you think setting standards to buy construction materials, like cement and steel only from low-carbon manufacturers would have a positive impact, a somewhat positive impact, a somewhat negative impact, a negative impact or no impact on the following [RANDOMIZE]:

## Making manufacturing companies more competitive

### Positive/ Somewhat positive impact

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>69.1%</b>	<b>63.9%</b>	<b>60.6%</b>	<b>45.0%</b>	<b>58.3%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>54.3%</b>	<b>63.1%</b>	<b>63.4%</b>	<b>57.5%</b>	<b>56.6%</b>

### Negative/ Somewhat negative impact

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>20.9%</b>	<b>23.1%</b>	<b>24.6%</b>	<b>36.7%</b>	<b>30.9%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>34.1%</b>	<b>20.3%</b>	<b>24.1%</b>	<b>27.8%</b>	<b>28.5%</b>

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**BLUEGREEN**  
CANADA

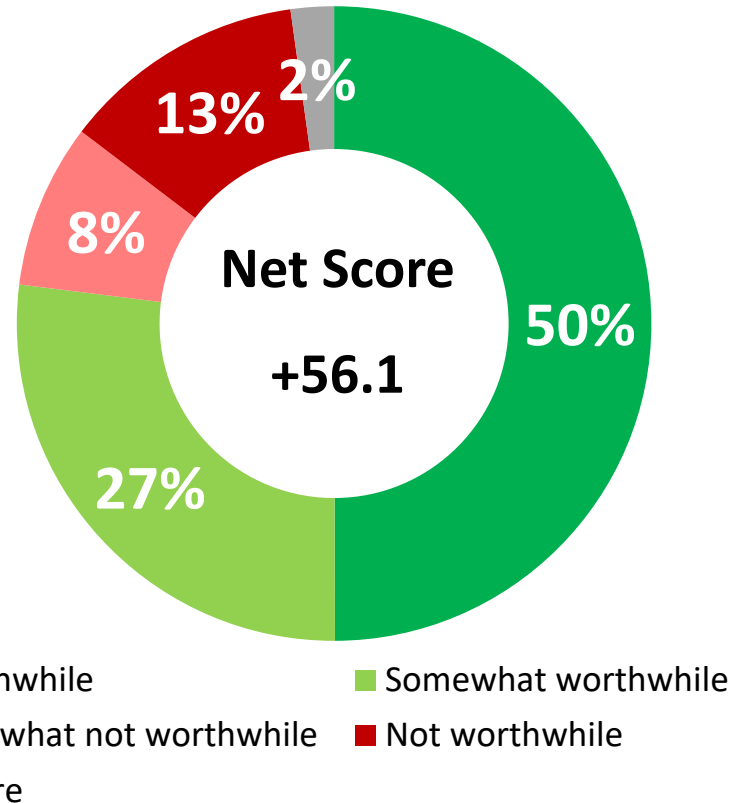
**NANOS**



# How worthwhile extra cost from cleaner construction materials is

Q

If requiring cleaner, lower carbon construction materials for a bridge or a building increased the total cost of the project by 2%, would you say that is a worthwhile, a somewhat worthwhile, a somewhat not worthwhile or not a worthwhile investment of taxpayer dollars?



“

Over three in four Canadians say requiring cleaner, lower carbon construction materials for a bridge or a building if it increased the total cost of the project by 2% would be a worthwhile or somewhat worthwhile investment. British Columbia (57%), Quebec (56%) and Atlantic Canada (56%) residents are more likely to say this is a worthwhile investment than residents of the Prairies (36%).

”

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

\*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**BLUEGREEN**  
CANADA

**NANOS**

# How worthwhile extra cost from cleaner construction materials is

Q

If requiring cleaner, lower carbon construction materials for a bridge or a building increased the total cost of the project by 2%, would you say that is a worthwhile, a somewhat worthwhile, a somewhat not worthwhile or not a worthwhile investment of taxpayer dollars?

## Worthwhile/ Somewhat worthwhile

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>87.0%</b>	<b>82.3%</b>	<b>78.3%</b>	<b>60.8%</b>	<b>81.0%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>73.2%</b>	<b>80.6%</b>	<b>76.2%</b>	<b>77.5%</b>	<b>77.0%</b>

## Not worthwhile/ Somewhat not worthwhile

Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
<b>9.3%</b>	<b>15.3%</b>	<b>19.4%</b>	<b>37.4%</b>	<b>17.7%</b>
Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
<b>25.4%</b>	<b>16.5%</b>	<b>21.1%</b>	<b>20.5%</b>	<b>21.0%</b>

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

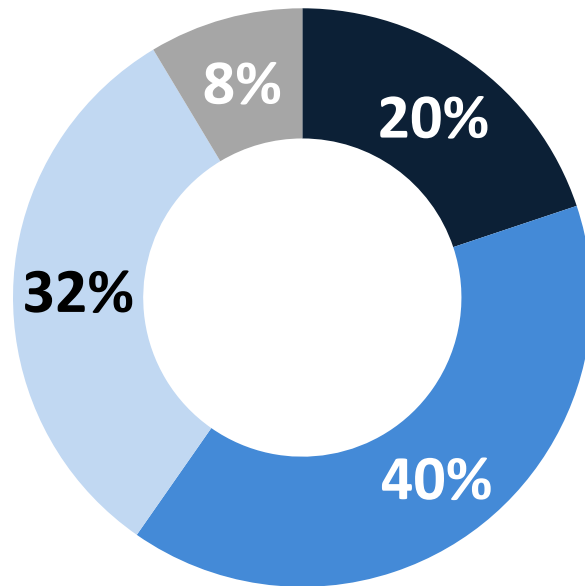
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**BLUEGREEN**  
CANADA

**NANOS**

# Preferred approach to requirements for low-carbon materials in Canada

Q As you may know, the United States has plans to implement requirements for public infrastructure projects to use low-carbon materials. Knowing this, should Canada: [RANDOMIZE]



- Continue with infrastructure construction as usual
- Adopt America's level of ambition for low carbon infrastructure construction
- Adopt a higher standard than the U.S. for low carbon infrastructure construction
- Unsure

“ Canadians more often said that knowing the US has plans to implement requirements for public infrastructure projects to use low-carbon materials their preferred approach for Canada is to adopt the same ambition as the US or a higher standard than the US for low carbon infrastructure construction. ”

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**BLUEGREEN**  
CANADA

**NANOS**

# Preferred approach to requirements for low-carbon materials in Canada – by region

As you may know, the United States has plans to implement requirements for public infrastructure projects to use low-carbon materials. Knowing this, should Canada: [RANDOMIZE]

	Canada (n=1029)	Atlantic (n=100)	Quebec (n=202)	Ontario (n=344)	Prairies (n=212)	BC (n=171)
Adopt America's level of ambition for low carbon infrastructure construction	<b>39.8%</b>	<b>32.8%</b>	<b>56.1%</b>	<b>35.0%</b>	<b>37.4%</b>	<b>32.1%</b>
Adopt a higher standard than the U.S. for low carbon infrastructure construction	<b>31.7%</b>	<b>34.0%</b>	<b>31.5%</b>	<b>35.7%</b>	<b>19.5%</b>	<b>35.8%</b>
Continue with infrastructure construction as usual	<b>19.9%</b>	<b>17.6%</b>	<b>7.8%</b>	<b>19.8%</b>	<b>34.0%</b>	<b>22.9%</b>
Unsure	<b>8.6%</b>	<b>15.6%</b>	<b>4.6%</b>	<b>9.4%</b>	<b>9.1%</b>	<b>9.2%</b>

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**BLUEGREEN**  
CANADA

**NANOS**

# Preferred approach to requirements for low-carbon materials in Canada – by age and gender

Q As you may know, the United States has plans to implement requirements for public infrastructure projects to use low-carbon materials. Knowing this, should Canada: [RANDOMIZE]

	Canada (n=1029)	Men (n=532)	Women (n=497)	18 to 34 (n=302)	35 to 54 (n=315)	55 plus (n=412)
Adopt America's level of ambition for low carbon infrastructure construction	<b>39.8%</b>	<b>41.1%</b>	<b>38.6%</b>	<b>35.5%</b>	<b>40.5%</b>	<b>42.2%</b>
Adopt a higher standard than the U.S. for low carbon infrastructure construction	<b>31.7%</b>	<b>27.8%</b>	<b>35.4%</b>	<b>37.3%</b>	<b>32.6%</b>	<b>26.9%</b>
Continue with infrastructure construction as usual	<b>19.9%</b>	<b>25.3%</b>	<b>14.7%</b>	<b>21.5%</b>	<b>18.2%</b>	<b>20.2%</b>
Unsure	<b>8.6%</b>	<b>5.8%</b>	<b>11.3%</b>	<b>5.6%</b>	<b>8.7%</b>	<b>10.6%</b>

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28<sup>th</sup> to 30<sup>th</sup>, 2021, n=1029, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,029 Canadians, 18 years of age or older, between August 28<sup>th</sup> to 30<sup>th</sup>, 2021 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 1,029 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by Blue Green Canada and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	Blue Green Canada	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1029 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	Sixteen percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, the federal election, Afghanistan, healthcare, childcare policies, climate change, and standard of living.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	August 28 <sup>th</sup> to 30 <sup>th</sup> , 2021.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



nanos dimap analytika



NANOS RUTHERFORD MCKAY & Co.

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. [www.nanos.co](http://www.nanos.co)

This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. [www.nanosdimap.com](http://www.nanosdimap.com)

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. [www.nrmpublicaffairs.com](http://www.nrmpublicaffairs.com)

ABOUT NANOS





# TABULATIONS



**2021-1941 – Blue Green Energy – August– STAT SHEET**

Our next few questions are about the economy and the environment. Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

			Region					Please select your gender		Age			
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Requiring manufacturing companies to disclose the carbon emissions of the products they sell to Canadian governments	Total	Unwgt N	1029	100	202	344	212	171	532	497	302	315	412
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Support	%	59.1	62.1	62.1	62.9	44.2	61.6	54.5	63.4	64.6	54.5	59.2
	Somewhat support	%	24.9	28.7	28.5	21.6	27.9	21.9	26.2	23.6	19.5	29.2	24.8
	Somewhat oppose	%	4.7	5.1	2.9	3.6	7.7	7.0	5.8	3.6	3.2	4.1	6.4
	Oppose	%	7.5	1.5	1.9	8.3	16.1	6.3	9.8	5.3	9.2	8.0	5.8
	Unsure	%	3.9	2.6	4.7	3.6	4.2	3.3	3.6	4.1	3.6	4.2	3.8

Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

			Region					Please select your gender		Age			
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Requiring Canadian taxpayer funded infrastructure projects to buy construction materials, like cement and steel, only from low- carbon manufacturers	Total	Unwgt N	1029	100	202	344	212	171	532	497	302	315	412
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Support	%	35.6	27.0	46.5	36.0	22.2	38.2	33.0	38.2	43.0	31.1	34.4
	Somewhat support	%	36.9	50.1	35.5	37.4	34.4	35.2	35.0	38.8	29.6	41.9	37.8
	Somewhat oppose	%	11.3	9.3	9.1	9.4	19.8	9.8	14.0	8.7	9.4	10.5	13.4
	Oppose	%	11.8	10.2	3.3	12.4	21.2	13.0	14.6	9.1	12.2	12.1	11.3
	Unsure	%	4.3	3.3	5.5	4.8	2.4	3.9	3.4	5.2	5.8	4.5	3.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,029 Canadians, 18 years of age or older, between August 28<sup>th</sup> and 30<sup>th</sup>, 2021. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



**2021-1941 – Blue Green Energy – August– STAT SHEET**

**Do you think setting standards to buy construction materials, like cement and steel only from low-carbon manufacturers would have a positive impact, a somewhat positive impact, a somewhat negative impact, a negative impact or no impact on the following [RANDOMIZE]**

			Region					Please select your gender		Age			
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Protecting the environment	Total	Unwgt N	1029	100	202	344	212	171	532	497	302	315	412
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Positive	%	40.7	45.5	48.5	41.7	24.6	44.2	37.6	43.8	49.1	38.4	36.9
	Somewhat positive	%	36.7	40.1	37.7	36.0	38.0	33.3	36.8	36.5	32.4	39.7	37.0
	Somewhat negative	%	5.2	4.6	4.1	4.4	8.5	5.5	5.3	5.1	2.6	5.1	7.2
	Negative	%	4.8	2.6	1.4	3.6	12.6	4.6	4.4	5.2	4.5	4.4	5.4
	No impact	%	9.0	7.2	4.2	10.6	12.5	9.2	11.7	6.5	7.7	8.9	10.0
	Unsure	%	3.5	0.0	4.2	3.7	3.8	3.3	4.2	2.9	3.7	3.5	3.5

**Do you think setting standards to buy construction materials, like cement and steel only from low-carbon manufacturers would have a positive impact, a somewhat positive impact, a somewhat negative impact, a negative impact or no impact on the following [RANDOMIZE]**

			Region					Please select your gender		Age			
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Creating new jobs	Total	Unwgt N	1029	100	202	344	212	171	532	497	302	315	412
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Positive	%	24.5	20.2	27.9	26.4	16.9	26.1	23.4	25.6	29.1	22.9	22.7
	Somewhat positive	%	29.8	37.3	36.9	26.8	22.3	32.7	25.4	34.1	27.9	27.3	33.5
	Somewhat negative	%	10.6	11.4	8.2	9.6	15.4	10.3	14.0	7.2	7.5	11.3	12.1
	Negative	%	13.3	10.9	8.6	12.9	21.7	12.4	16.2	10.6	13.8	12.7	13.6
	No impact	%	10.4	9.3	6.5	12.1	13.8	8.5	11.6	9.2	10.6	11.9	9.0
	Unsure	%	11.3	11.0	11.8	12.2	10.0	9.9	9.3	13.3	11.1	14.0	9.2



**2021-1941 – Blue Green Energy – August– STAT SHEET**

**Do you think setting standards to buy construction materials, like cement and steel only from low-carbon manufacturers would have a positive impact, a somewhat positive impact, a somewhat negative impact, a negative impact or no impact on the following [RANDOMIZE]**

			Region					Please select your gender		Age			
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Making the Canadian economy stronger	Total	Unwgt N	1029	100	202	344	212	171	532	497	302	315	412
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Positive	%	20.5	19.7	23.7	21.8	12.0	23.3	21.4	19.7	22.6	20.4	19.1
	Somewhat positive	%	32.1	35.3	39.0	31.1	27.0	28.6	27.4	36.6	28.1	31.0	36.0
	Somewhat negative	%	13.5	19.1	11.0	12.9	17.3	11.0	14.4	12.5	11.1	14.8	13.9
	Negative	%	14.4	8.9	8.4	12.1	28.3	15.6	18.0	11.0	15.5	13.3	14.7
	No impact	%	7.5	9.7	5.8	8.6	7.4	5.8	9.3	5.7	7.5	7.6	7.3
	Unsure	%	12.0	7.3	12.1	13.5	8.0	15.6	9.5	14.5	15.2	12.8	9.0

**Do you think setting standards to buy construction materials, like cement and steel only from low-carbon manufacturers would have a positive impact, a somewhat positive impact, a somewhat negative impact, a negative impact or no impact on the following [RANDOMIZE]**

			Region					Please select your gender		Age			
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Making manufacturing companies more competitive	Total	Unwgt N	1029	100	202	344	212	171	532	497	302	315	412
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Positive	%	23.3	26.6	25.9	23.7	16.3	25.7	20.5	26.0	27.1	21.5	22.3
	Somewhat positive	%	35.5	42.5	38.0	36.9	28.7	32.6	33.8	37.1	36.3	36.1	34.4
	Somewhat negative	%	12.6	13.5	11.8	12.3	12.8	14.3	14.5	10.8	8.4	14.4	14.0
	Negative	%	14.5	7.4	11.3	12.3	23.9	16.6	19.6	9.5	15.6	13.4	14.5
	No impact	%	4.7	3.1	2.2	4.9	10.1	2.2	5.2	4.3	2.7	5.8	5.2
	Unsure	%	9.4	6.9	10.8	9.8	8.3	8.6	6.4	12.3	9.9	8.8	9.7

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,029 Canadians, 18 years of age or older, between August 28<sup>th</sup> and 30<sup>th</sup>, 2021. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.



**2021-1941 – Blue Green Energy – August– STAT SHEET**

			Region						Please select your gender		Age		
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – If requiring cleaner, lower carbon construction materials for a bridge or a building increased the total cost of the project by 2%, would you say that is a worthwhile, a somewhat worthwhile, a somewhat not worthwhile, a somewhat not worthwhile or not a worthwhile investment of taxpayer dollars?	Total	Unwgt N	1029	100	202	344	212	171	532	497	302	315	412
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Worthwhile	%	50.0	55.9	56.1	49.5	35.7	57.1	50.9	49.1	48.6	47.4	53.2
	Somewhat worthwhile	%	27.0	31.1	26.2	28.8	25.1	23.9	22.3	31.5	27.6	30.1	23.8
	Somewhat not worthwhile	%	8.4	3.1	8.6	6.9	15.7	4.9	8.9	7.9	7.4	8.6	8.9
	Not worthwhile	%	12.5	6.3	6.7	12.5	21.7	12.7	16.5	8.6	13.7	11.9	12.1
Unsure	%	2.2	3.7	2.4	2.3	1.8	1.4	1.4	3.0	2.7	2.0	2.0	

			Region						Please select your gender		Age		
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – As you may know, the United States has plans to implement requirements for public infrastructure projects to use low-carbon materials. Knowing this, should Canada: [RANDOMIZE]	Total	Unwgt N	1029	100	202	344	212	171	532	497	302	315	412
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Continue with infrastructure construction as usual	%	19.9	17.6	7.8	19.8	34.0	22.9	25.3	14.7	21.5	18.2	20.2
	Adopt America’s level of ambition for low carbon infrastructure construction	%	39.8	32.8	56.1	35.0	37.4	32.1	41.1	38.6	35.5	40.5	42.2
	Adopt a higher standard than the U.S. for low carbon infrastructure construction	%	31.7	34.0	31.5	35.7	19.5	35.8	27.8	35.4	37.3	32.6	26.9
	Unsure	%	8.6	15.6	4.6	9.4	9.1	9.2	5.8	11.3	5.6	8.7	10.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,029 Canadians, 18 years of age or older, between August 28<sup>th</sup> and 30<sup>th</sup>, 2021. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.