



**Canada This Month**  
**MOU**

Public Opinion Research  
Release Date: May 29  
Field Dates: May 15<sup>th</sup> to May 20<sup>th</sup>, 2026.

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# Study Overview



Building on findings from previous waves, this report tracks May 2026 data about:

- **Tracking the pre-measure of approval change**
- **Awareness and reaction to the process review announcement**
- **Awareness and reaction to the MOU announcement**
- **Pre and post on approval change**
- **Reactions to carbon tax**

# Key Findings

The past few weeks have been a busy time for federal announcements on energy and natural resources. We tracked overall reaction to the government's changes and dived deeper on the MOU and process reform announcements.

- 1 Plurality supports the direction on project approvals.**  
Before responding to specific initiatives, 39% say the federal gov't is on the right track on project approvals (net +19).
- 2 Support for regulatory reform is broad and crosses party lines.**  
41% view the regulatory reform proposals as good (net +33) spanning all parties, Libs (+54), CPC (+34), and NDP (+22).
- 3 Low familiarity leaves room for movement.**  
Just 4% are familiar with the details of the regulatory reform announcement and 7% familiar with the details of the MOU. Limited awareness means new information can have a significant impact on existing attitudes.
- 4 The carbon price appears more controversial than the north coast pipeline or streamline approval.**  
32% say raising the carbon price is a good compromise. 27% say imposing a carbon tax hurts the economy while 18% say the carbon price plan is too little too late.
- 5 Learning more strengthens support.**  
After learning about federal efforts, the right direction rises to 47%, and net support jumps to +32, a 13-point information-driven gain.

# Segmentation Summary

# Federal Party ID: A plurality of Canadians identify as conservatives (31%)<sup>6</sup> or liberals (30%)



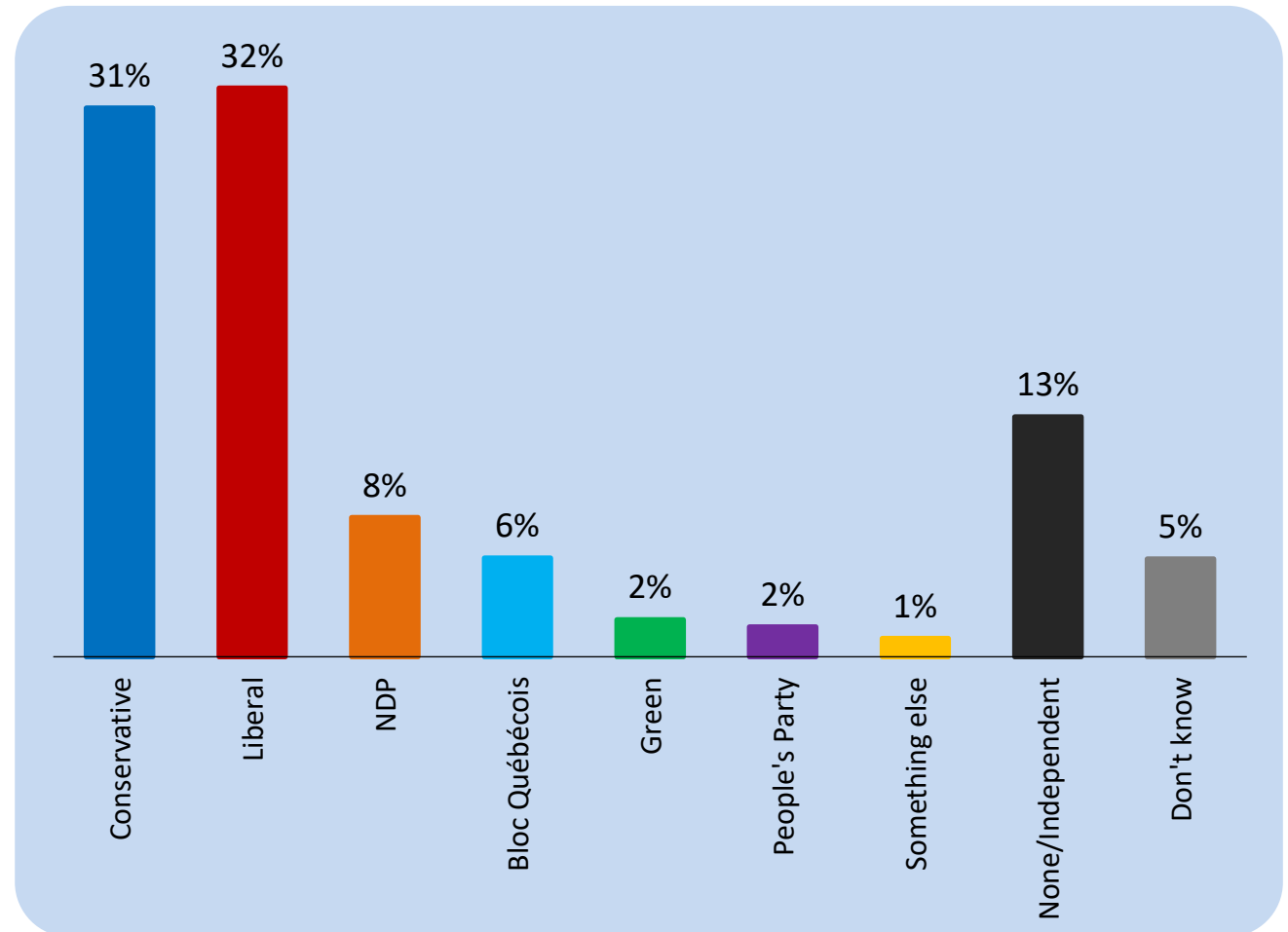
Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...

[asked of all respondents nationally; n=2000]

## Federal Party ID

We group Canadians into six groups based on their self-identifying with one of the following:

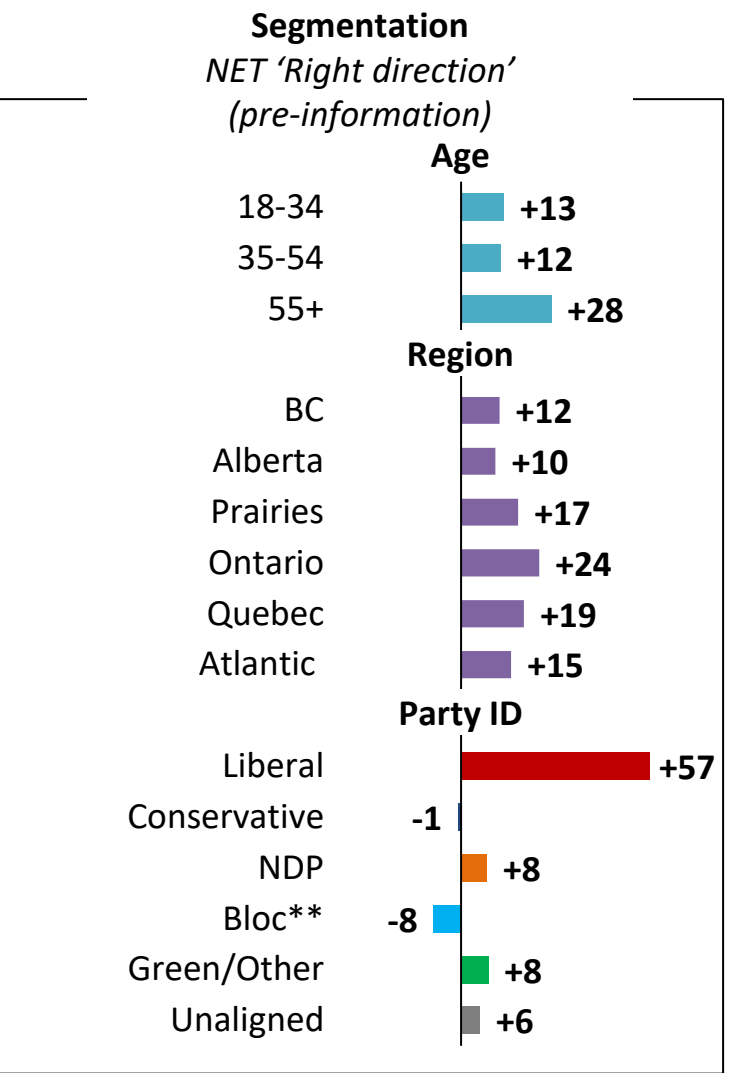
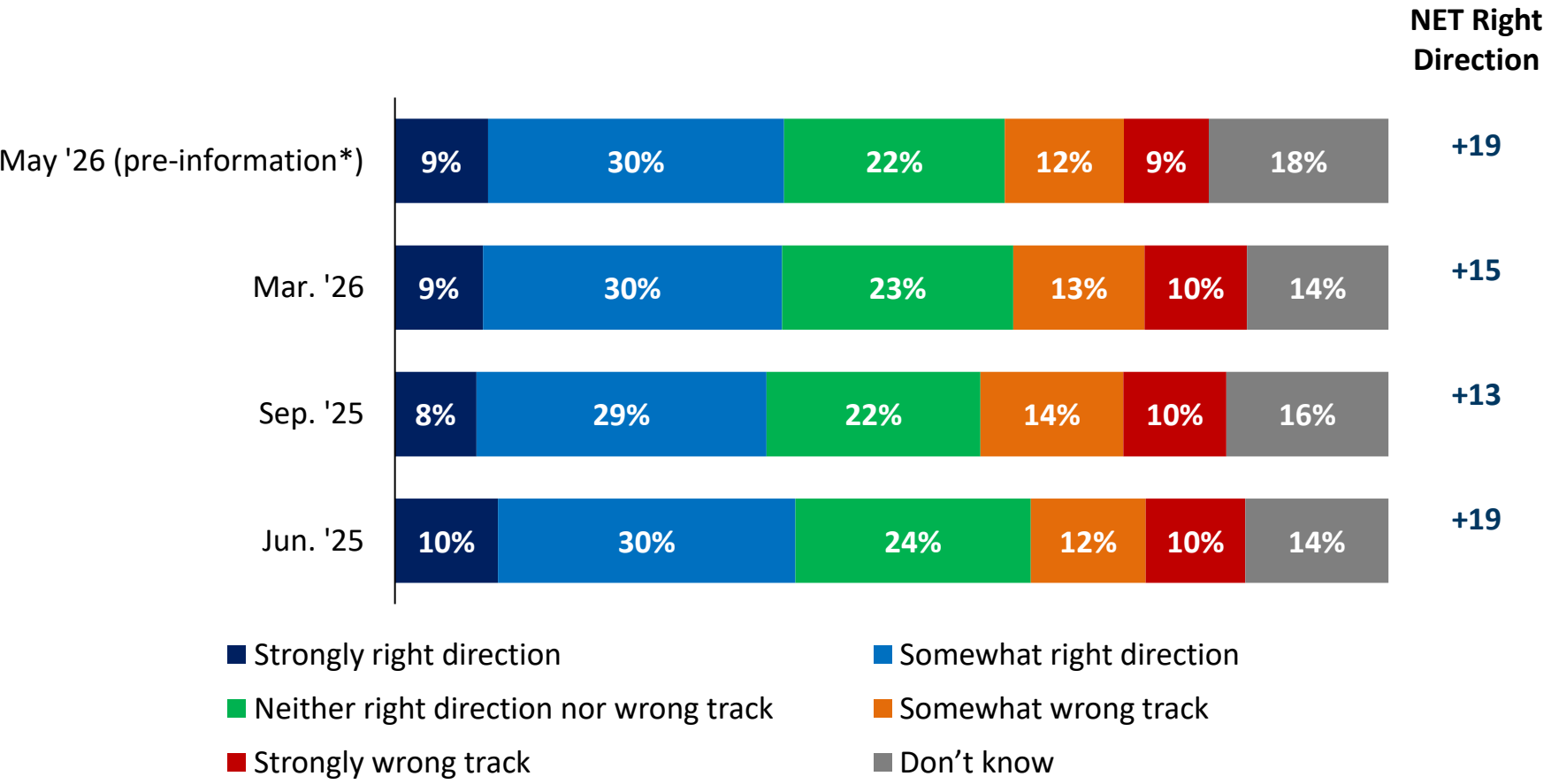
1. **Conservative** (31%)
2. **Liberal** (32%)
3. **NDP** (8%)
4. **Bloc Québécois** (6%)
5. **Green/Other** (5%)
6. **Unaligned** (19%)



# Approval Process and MOU

# Direction of Approval Process: More right direction than wrong track but much ongoing uncertainty

**Q** Thinking about the Federal government's efforts to change how project approval works in Canada, would you say the Federal government is moving in the right direction or the wrong track?  
[asked of all respondents nationally, n=1,000]



**Note:** This question was asked at the beginning of the Fast tracing/MOU questions to avoid the priming effect.

**Note:** \*\*Sample size <50, results should be interpreted with caution

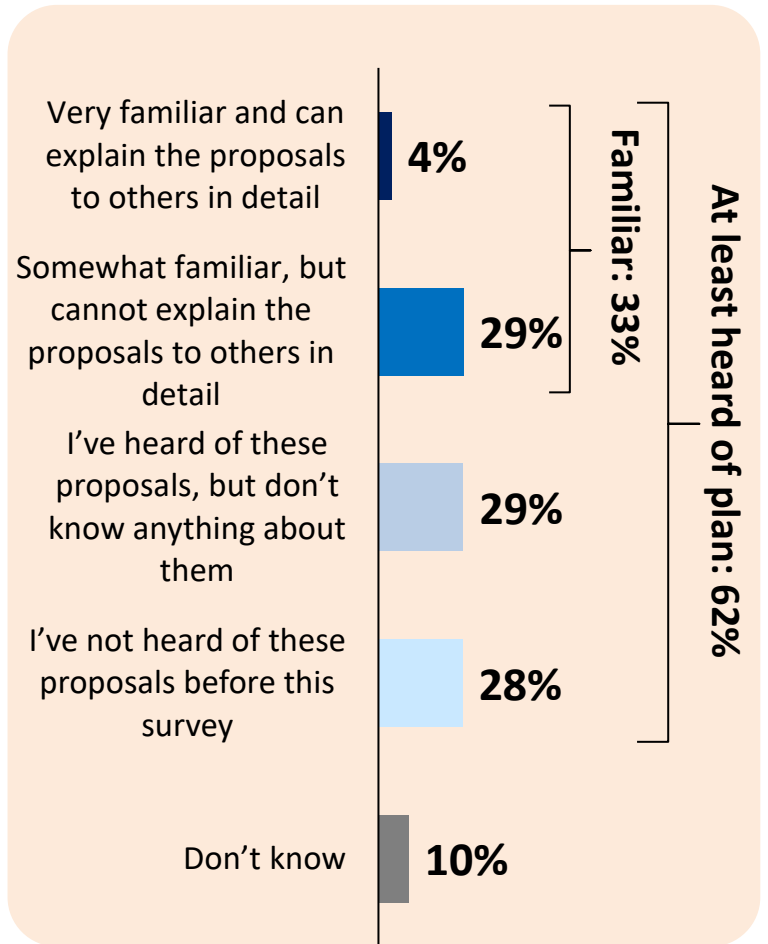
**Current data:** May 2026 (W3)

# Impressions of Regulatory Proposals: Plurality (41%) think that reform is a good thing; only 8% with negative impressions.

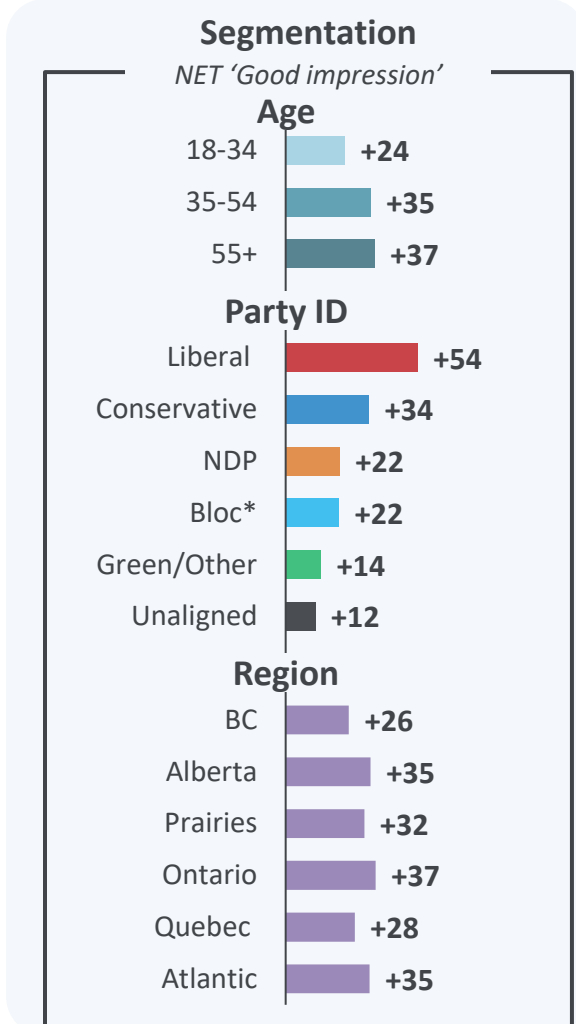
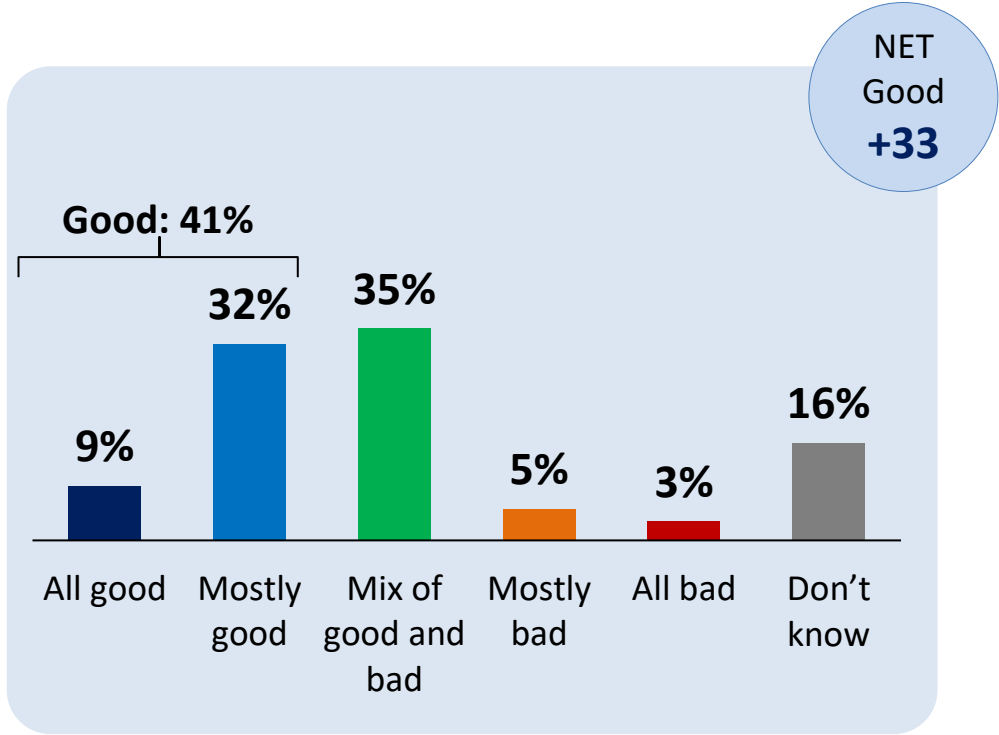
**Familiarity:** ... How familiar would you say you are with these proposals?

**Impressions:** Based on your first impression, or from what you know, do these proposals ... sound like a good thing or a bad thing?

[asked of all respondents nationally, n=1,000]



Earlier this month, Prime Minister Mark Carney's Liberal government announced a consultation on a series of proposals to create **a simpler, more coordinated process to make federal decisions for major projects in a shorter time frame**. These changes would respect existing indigenous constitutional and treaty rights.



Current data: May 2026 (W3)

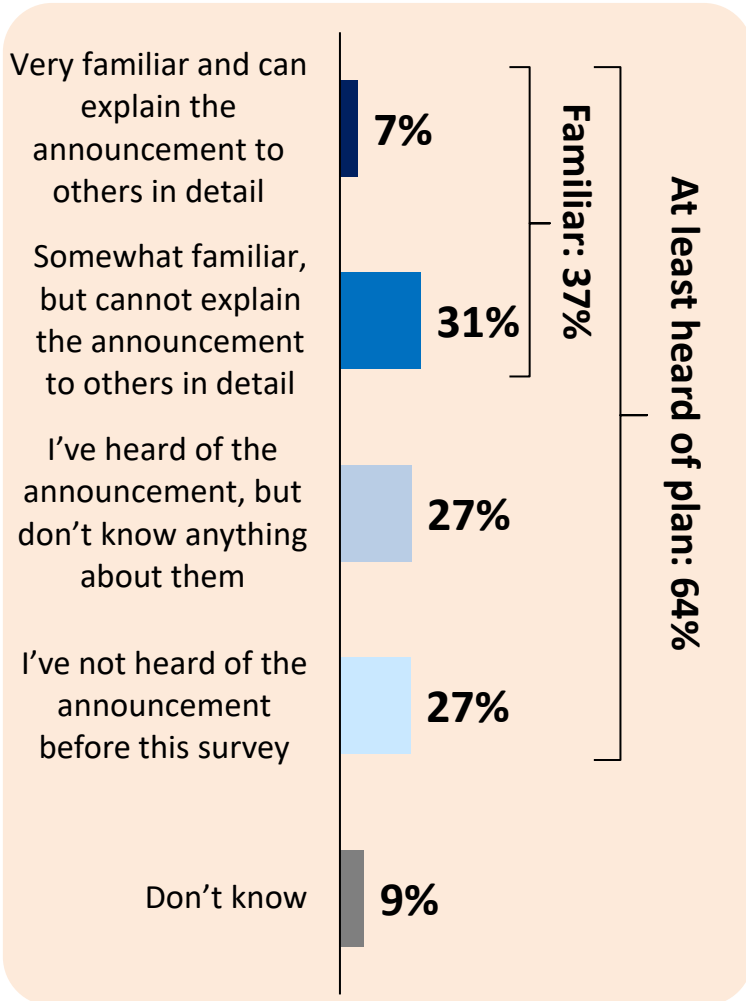
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# Impression of Energy Announcement: Plurality (37%) think that energy announcement is a mix of good and bad; 32% see it as good

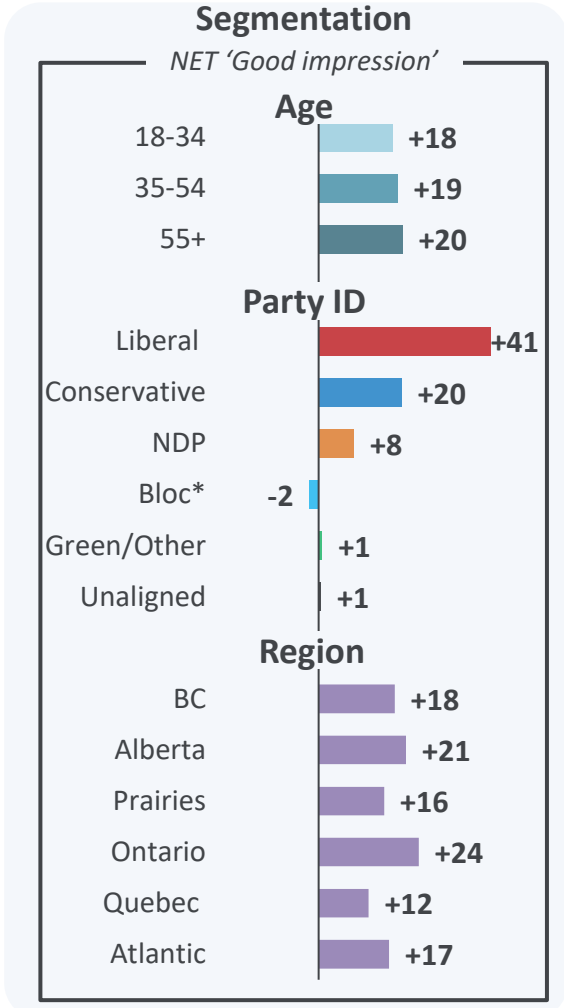
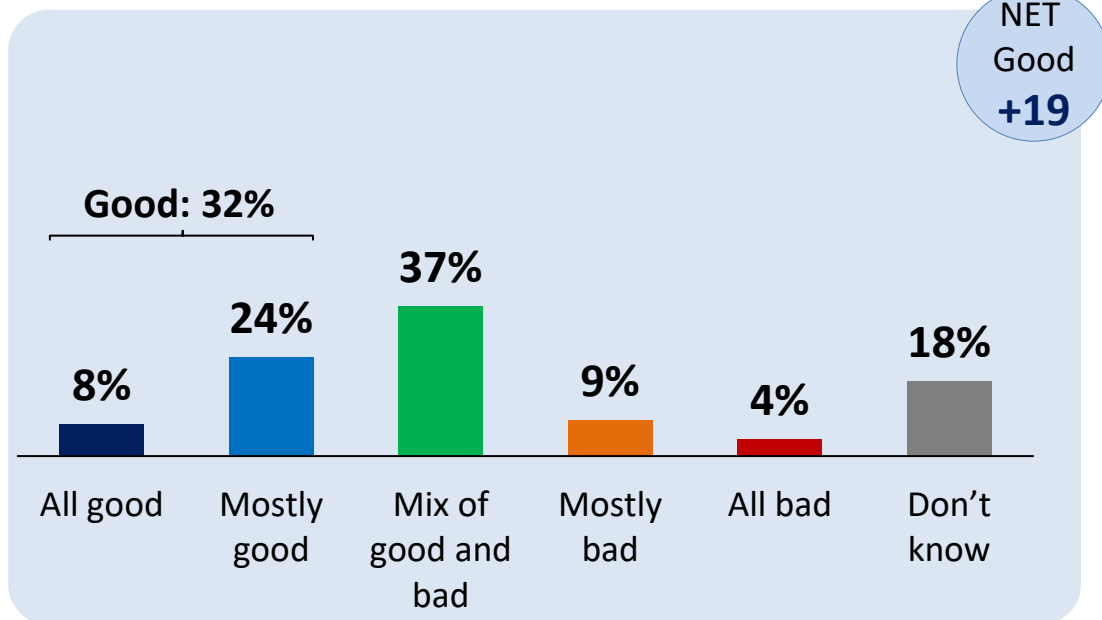


**Familiarity:** ...How familiar would you say you are with this announcement?

**Impression:** Based on your first impression, does the plan to increase the industrial carbon price ... while also advancing new pipeline development, sound like a good/bad thing? [asked of all respondents nationally, n=1,000]



On Friday, May 15th 2026, Prime Minister Mark Carney and Alberta Premier Danielle Smith announced new steps to implement their Memorandum of Understanding to develop Alberta's energy sector and make Canada an energy superpower. The announcement included a plan to raise the **industrial carbon price** paid by large emitters to \$130 per tonne by 2040. It also included new steps to advance a proposed **pipeline to the West Coast**.

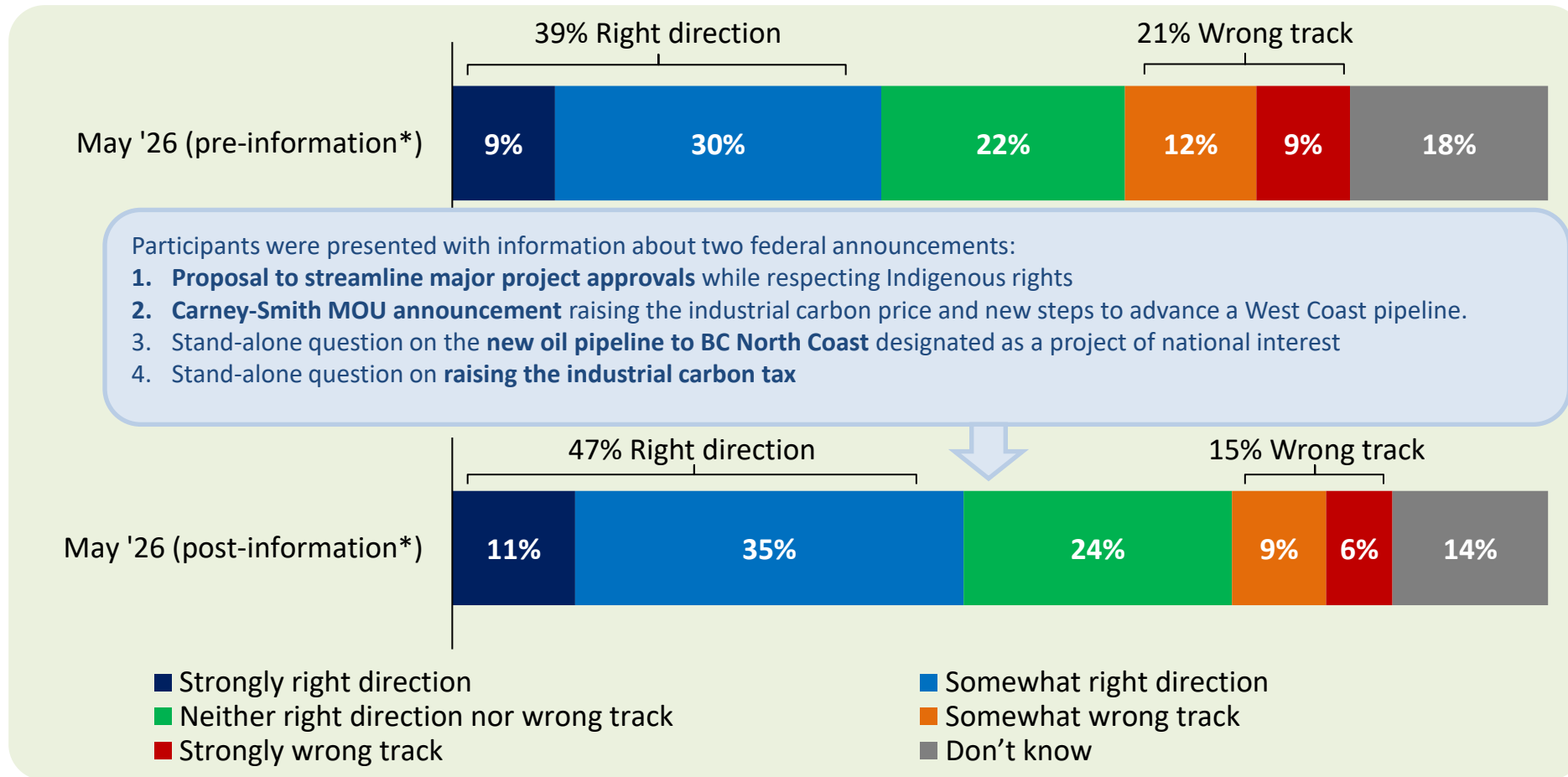


# Direction of Approval Process: Net support for the approval process increases by 13 points after learning more about Federal gov's efforts



Thinking about the Federal government's efforts to change how project approval works in Canada, would you say the Federal government is moving in the right direction or the wrong track?

[asked of all respondents nationally, n=1,000]

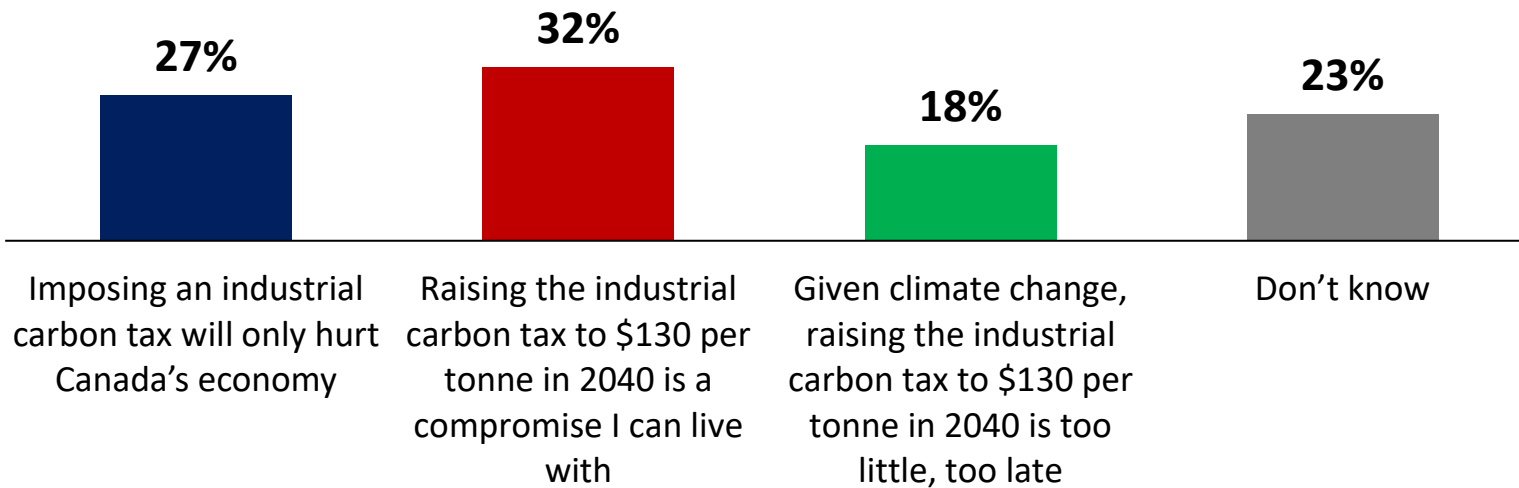


**Note:** \*Asked at the beginning and again at the end of the Fast tracing/MOU questions to account for the priming effect

**Current data:** May 2026 (W3)

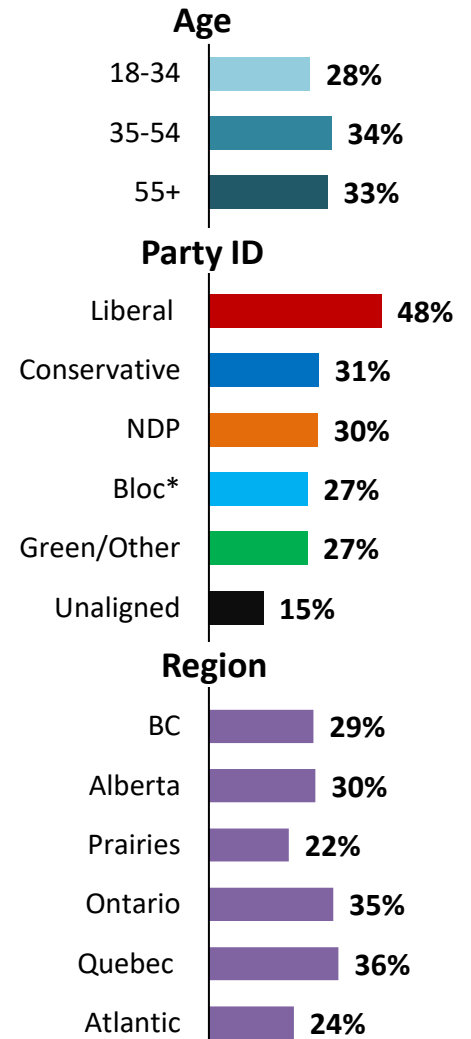
# Reactions to Carbon Tax: Guilbeault position has least support. Plurality<sup>12</sup> (32%) say it is an acceptable compromise, but 27% think it will hurt.

**Q** Which of the following points of view best represents your point of view?  
 [asked of all respondents nationally, n=1,000]



## Segmentation

Those who say 'Compromise I can live with'



Current data: May 2026 (W3)  
 \*Sample size <50, results should be interpreted with caution

# Methodology

# Survey Methodology – National (W3)



**These are the results of an online survey conducted between May 15<sup>th</sup>, 2026, and May 20<sup>th</sup>, 2026.**

**Method:** This online survey was conducted using INNOVATIVE’s Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online samples. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample’s composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=1479 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

**Field Dates:** May 15th, 2026 to May 20th, 2026

**Weighting:** Results for Canada are weighted by age, gender, region, education, and self-reported federal past vote to ensure that the overall sample’s composition reflects that of the actual population according to Census data, in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Men 18-34</b>	167	11.4%	132	13.3%
<b>Men 35-54</b>	228	15.5%	160	16.1%
<b>Men 55+</b>	298	20.3%	189	19.0%
<b>Women 18-34</b>	171	11.6%	130	13.1%
<b>Women 35-54</b>	265	18.0%	168	16.9%
<b>Women 55+</b>	342	23.2%	217	21.8%
<b>Region</b>				
<b>British Columbia</b>	315	21.3%	139	13.9%
<b>Alberta</b>	307	20.8%	111	11.1%
<b>Prairies</b>	78	5.3%	64	6.4%
<b>Ontario</b>	454	30.7%	387	38.7%
<b>Québec</b>	248	16.8%	231	23.1%
<b>Atlantic</b>	77	5.2%	67	6.7%



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