



2024 Public Opinion Poll

Canadians' Attitudes Towards Marine Shipping

REPORT

2024 Public Opinion Poll: Canadians' Attitudes Towards Marine Shipping

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Zero-Carbon Shipping: Majority of Canadians willing to pay extra to offset emissions

As Canada considers green hydrogen, Canadians prefer it used for domestic decarbonization over export

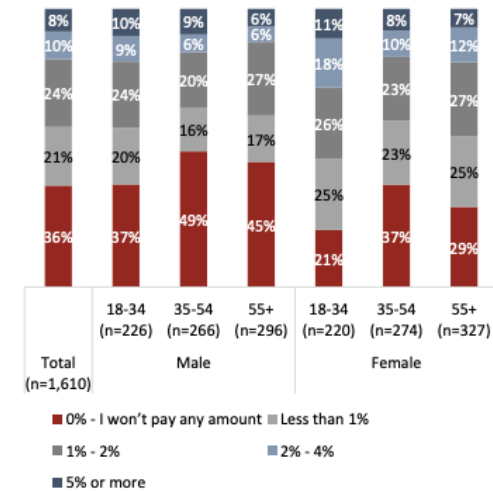
October 1, 2024 – Canada's path to net zero has many winding turns ahead. A combination of alternate fuels, new infrastructure and new technology will be required to get there. This will require investments by both governments and businesses, and perhaps an additional cost to the consumer.

New data from the non-profit Angus Reid Institute, in partnership with Clear Seas, finds a willingness among Canadians to contribute when it comes to paying extra on items shipped from overseas if it means reduced carbon emissions. Two-thirds (64%) of Canadians say they would pay something extra to help decrease emissions, including one-in-five (18%) who would pay more than two per cent extra.

This comes as there is much discussion over how to decarbonize the shipping industry as the world moves towards a low-carbon future. Hydrogen is viewed as a potential future fuel source, and Canada is in the process of planning an expansion of its hydrogen production. Two-thirds (67%) of Canadians say they would prefer that Canada use hydrogen domestically to decarbonize its own industries, including marine shipping, rather than export it abroad. One-in-six (17%) say Canada shouldn't invest in hydrogen at all.

Overall, Canadians are more likely to say marine shipping's economic contributions outweigh its environmental risks (30%) than the other way around (18%). This, while offering high marks for the general safety of the industry (92% say it is "very" or "generally" safe) and expressing more positivity than negativity towards shipping generally (81% have a positive image, 19% negative).

How much, if anything, are you willing to pay extra on items shipped from overseas if it meant reducing or offsetting shipping emissions?



METHODOLOGY:

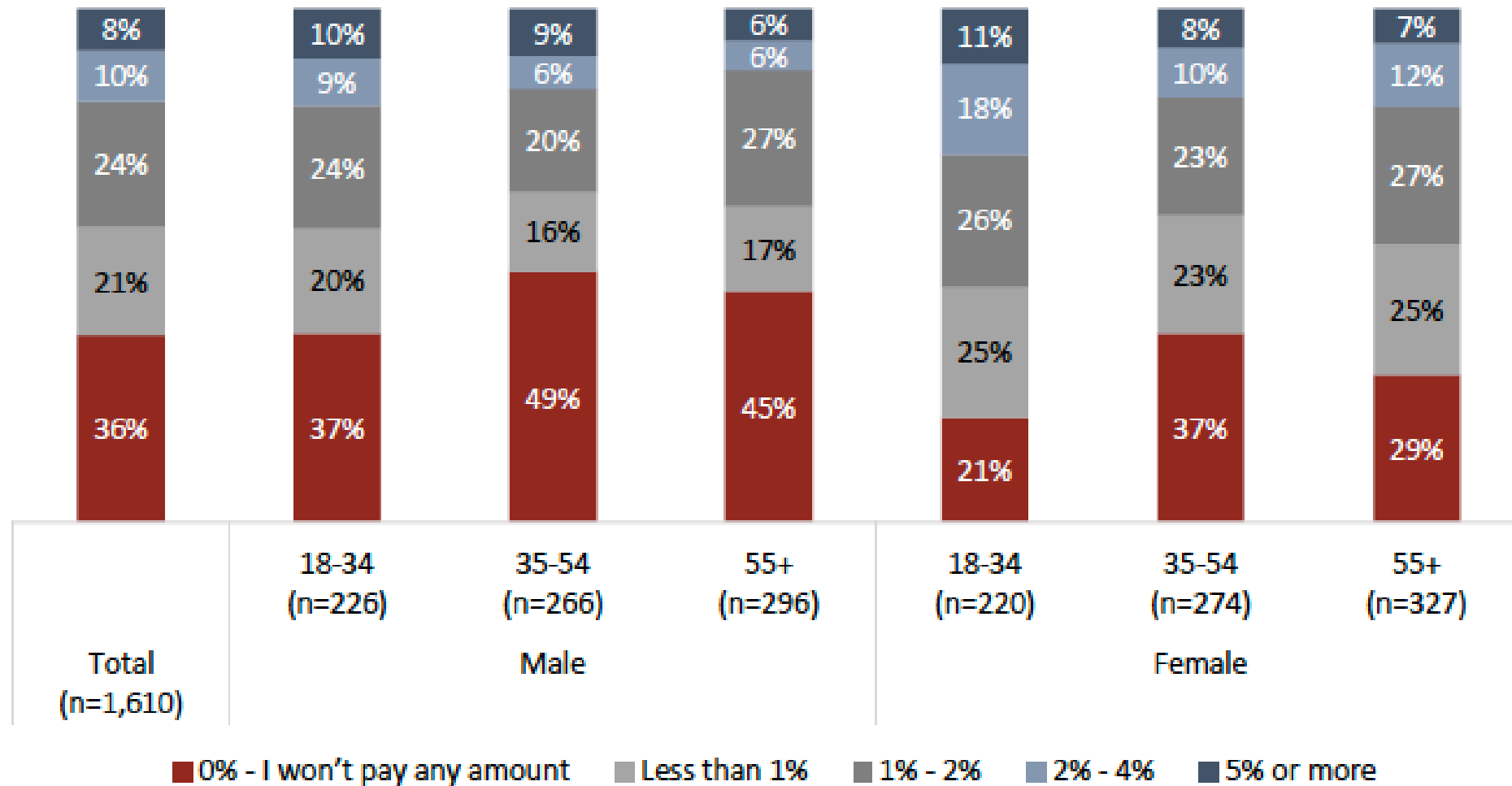
The Angus Reid Institute conducted an online survey from July 26-30, 2024 among a representative randomized sample of 1,610 Canadian adults who are members of [Angus Reid Forum](#). This sample excluded territories as it was not possible to obtain a representative sample size. For comparison purposes only, a probability sample of this size would carry a margin of error of +/- 2 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding. The survey was conducted in partnership with Clear Seas and paid for jointly by ARI and Clear Seas. Detailed tables are found at the end of this release.

CONTACT:

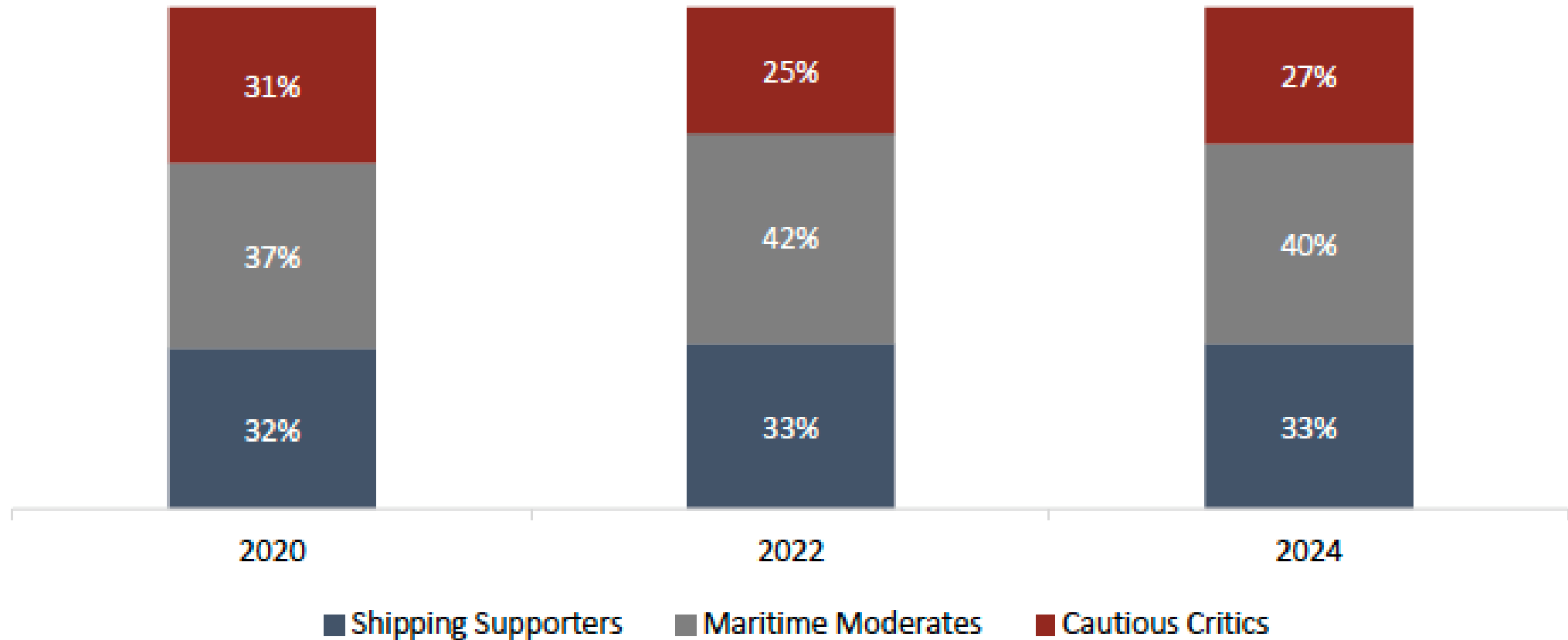
Shachi Kurl, President, Angus Reid Institute: 604.908.1693 shachi.kurl@angusreid.org @shachikurl



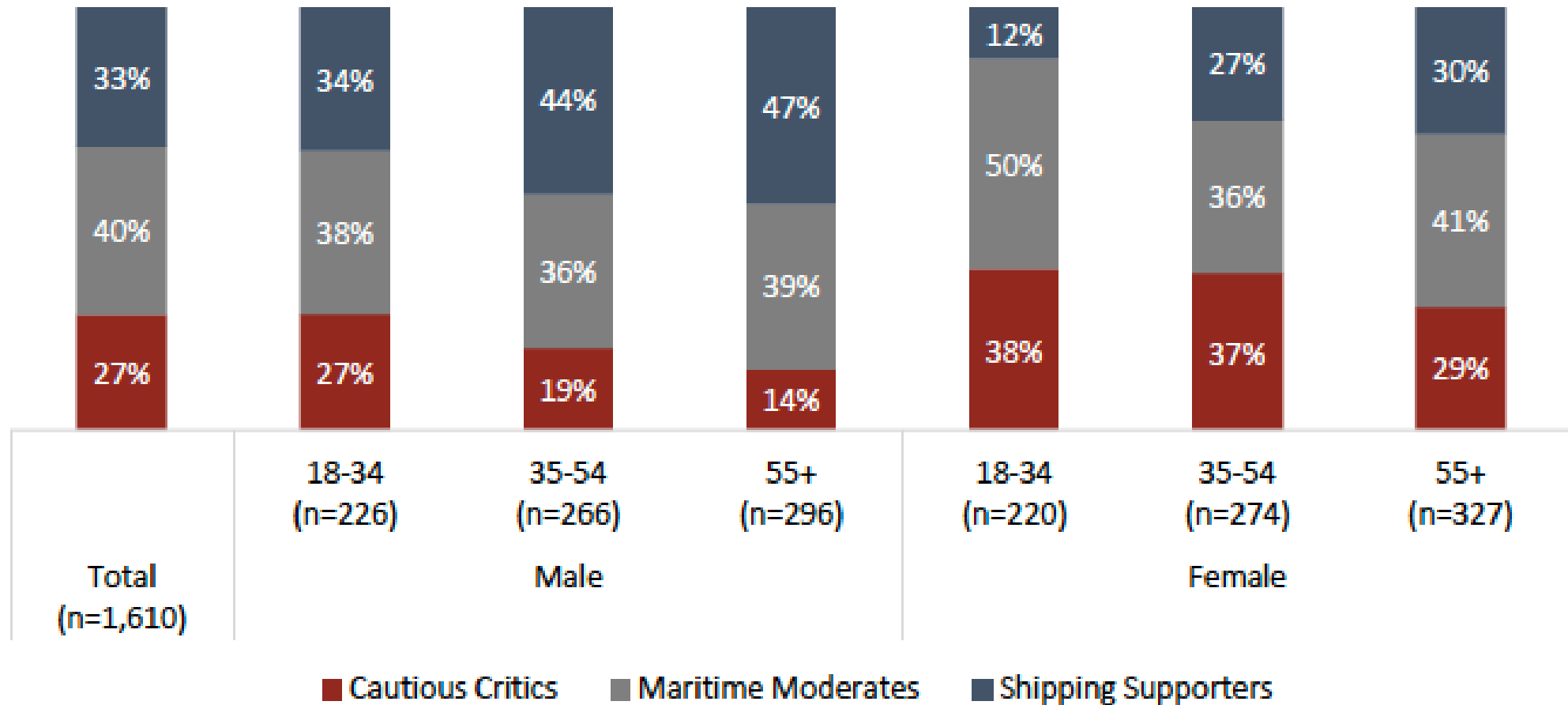
How much, if anything, are you willing to pay extra on items shipped from overseas if it meant reducing or offsetting shipping emissions?



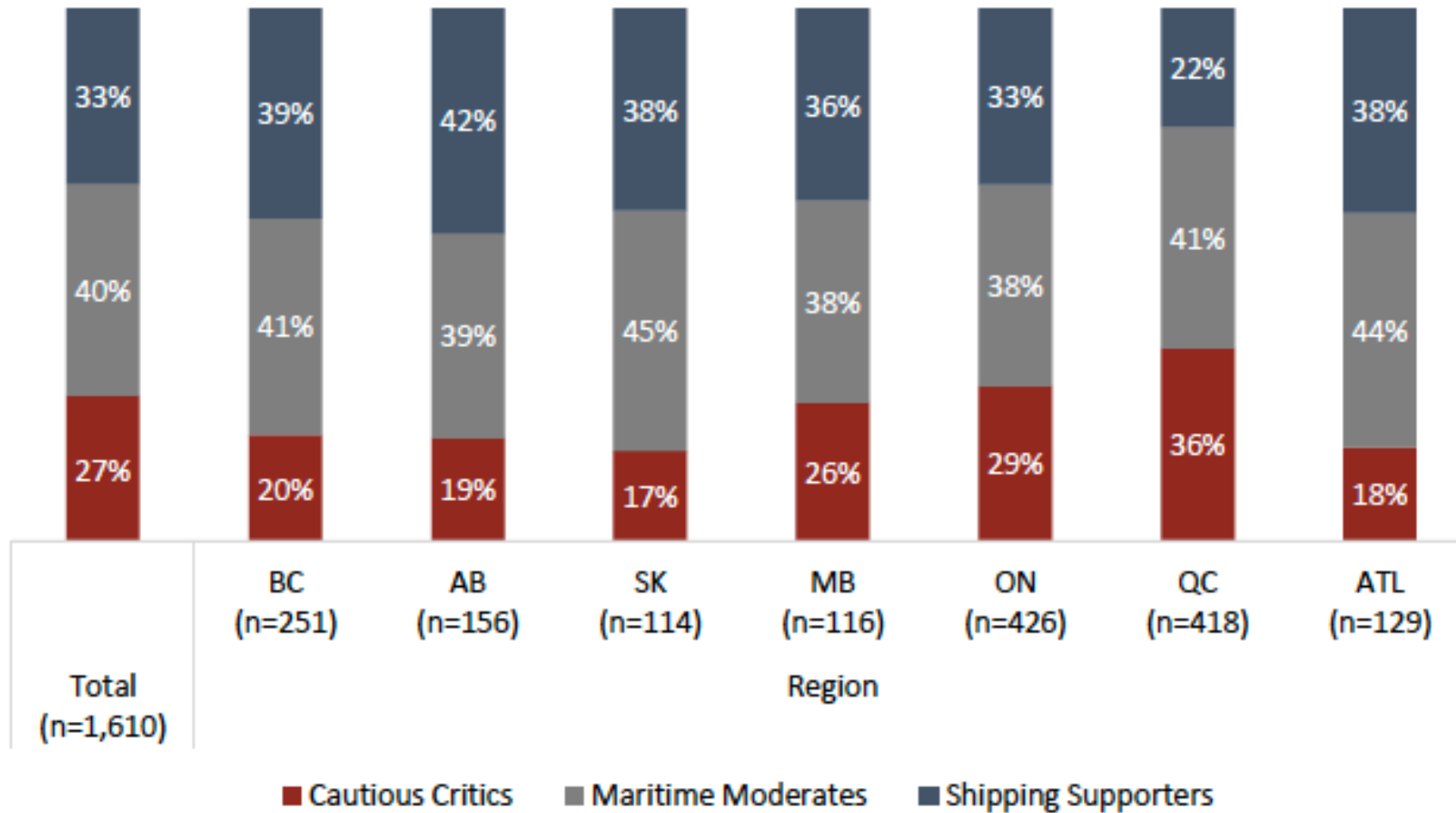
Shipping Confidence Index, past 3 years



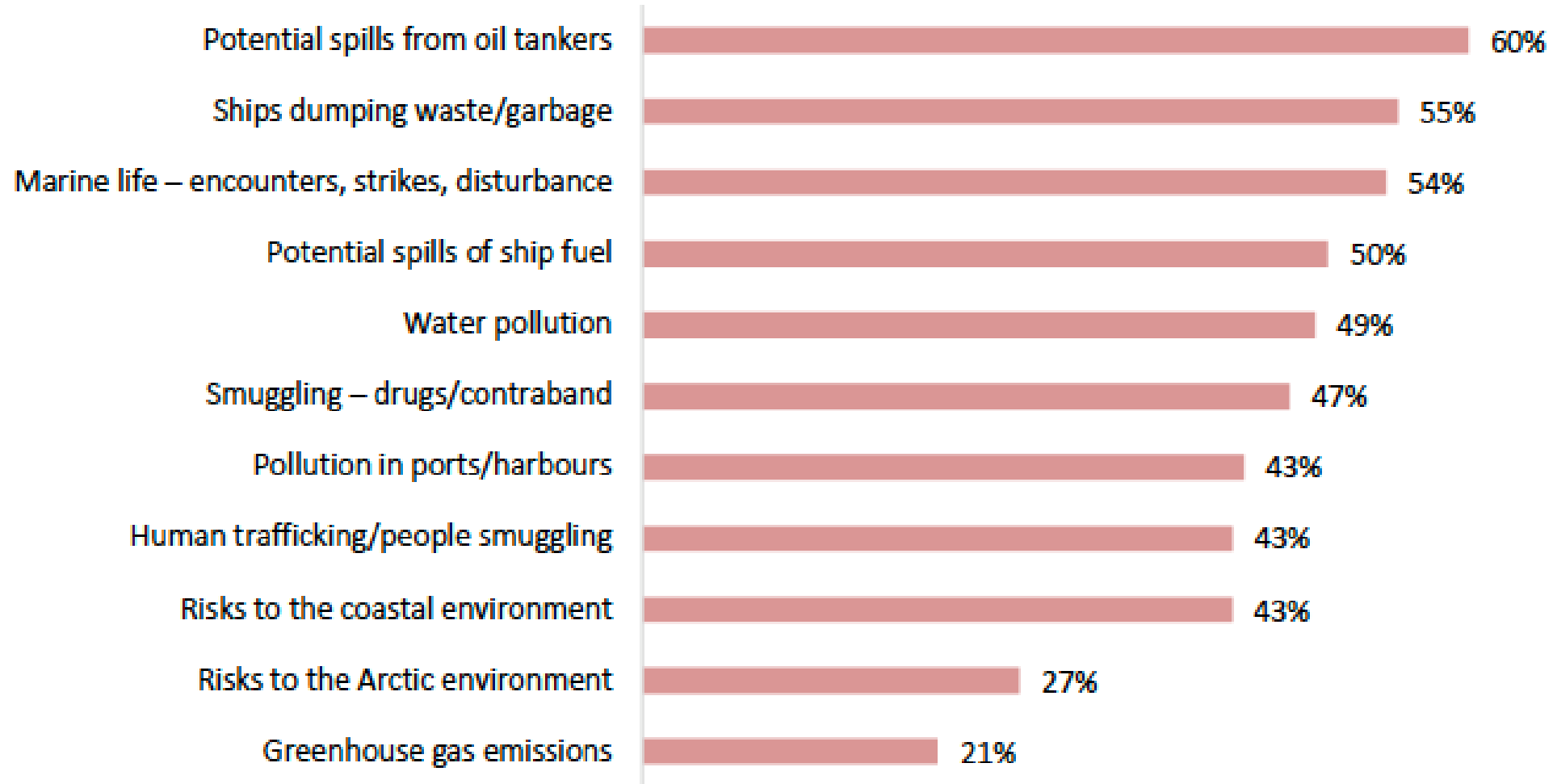
Shipping Confidence Index, by demographics



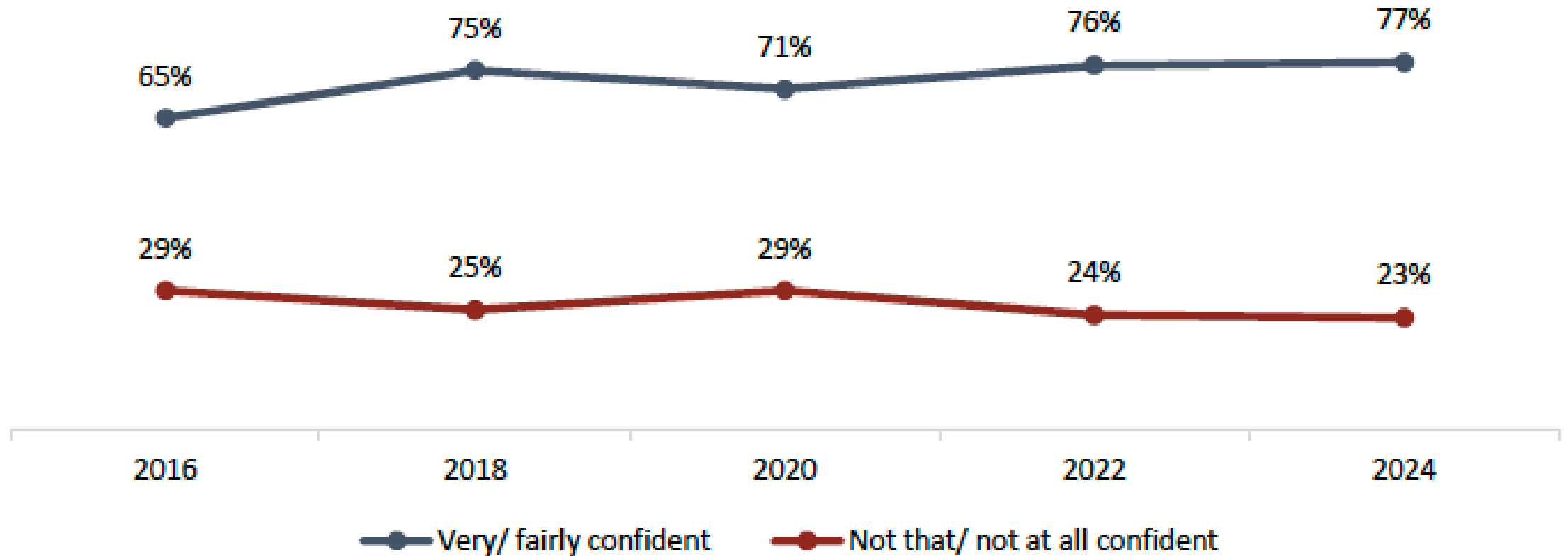
Shipping Confidence Index, by region



Top of mind impacts of marine shipping in Canadian waters



Amount of confidence in overall safety rules and regulations covering marine shipping in Canadian waters, by year

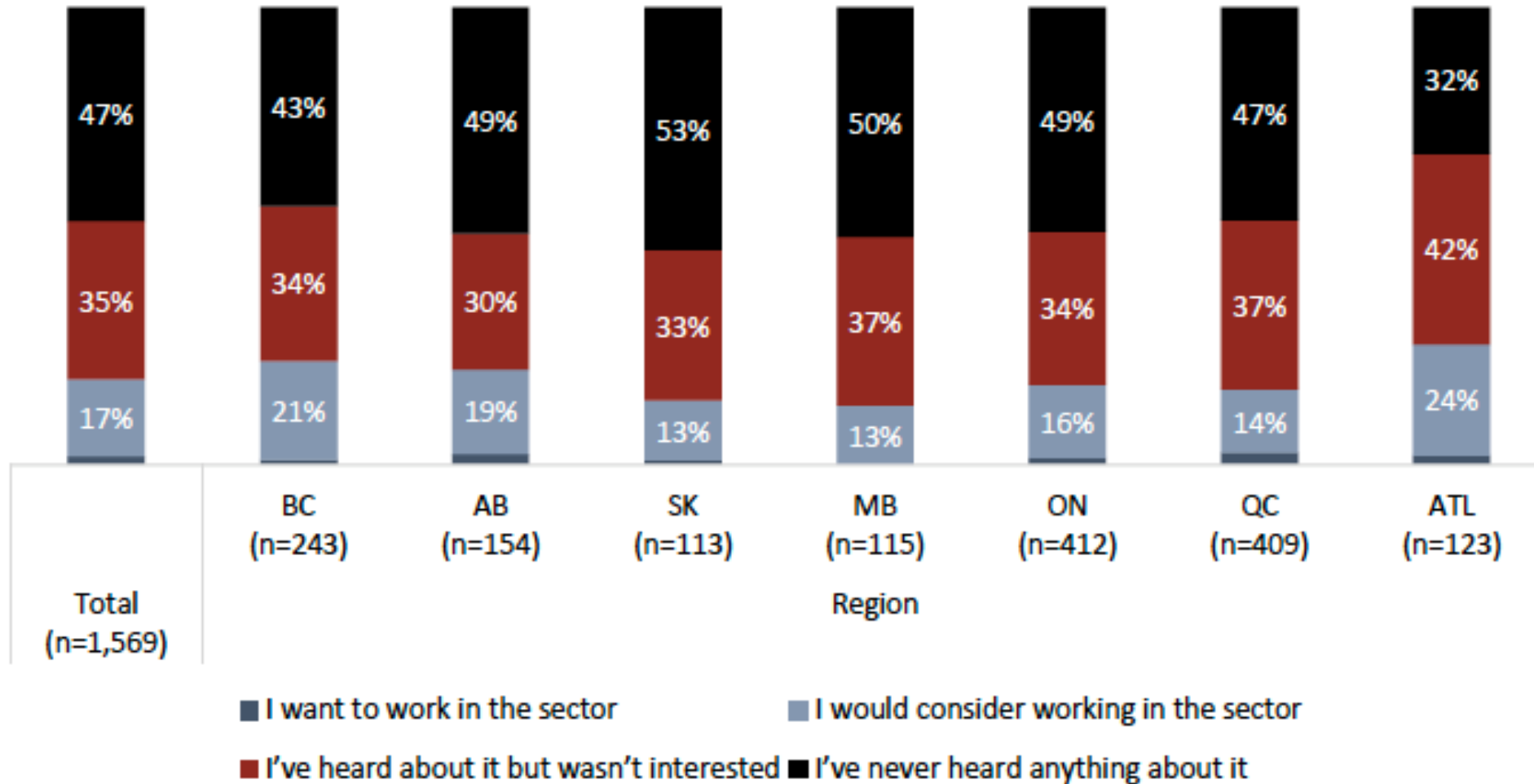


Do you think each of the following are doing a good/very good job contributing to safe shipping in Canadian waters?

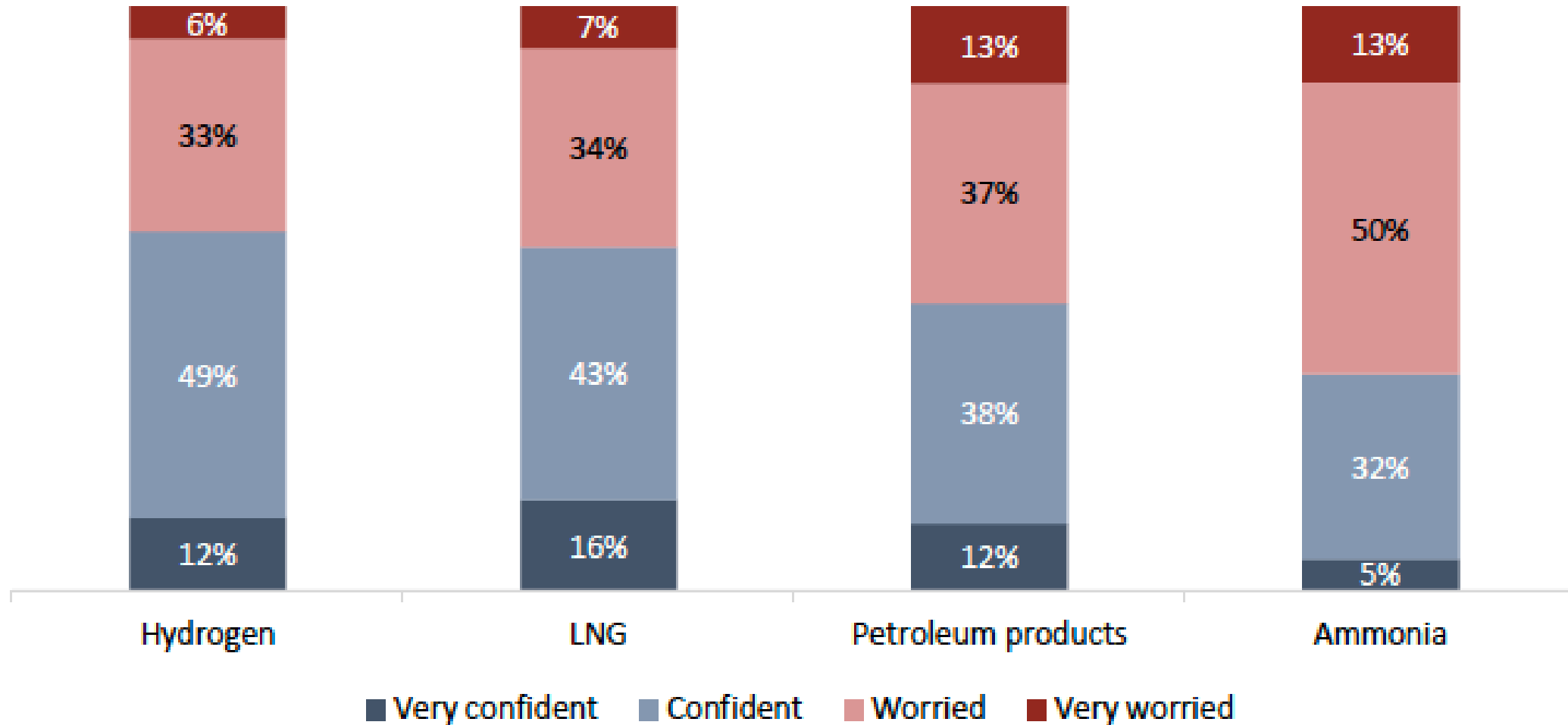
	Year				
	2016	2018	2020	2022	2024
The Canadian Coast Guard*	-	-	77%	69%	73%
Canada's port and harbour authorities	66%	76%	70%	62%	63%
The shipping industry	64%	71%	62%	59%	59%
Provincial/ territorial governments	62%	52%	52%	49%	51%
Specific federal departments*	67%	67%	57%	49%	53%
The federal government overall	64%	52%	47%	44%	44%
The International Maritime Organization	58%	51%	44%	41%	43%

**Note: The Canadian Coast Guard was included with federal departments in the 2016 and 2018 surveys.*

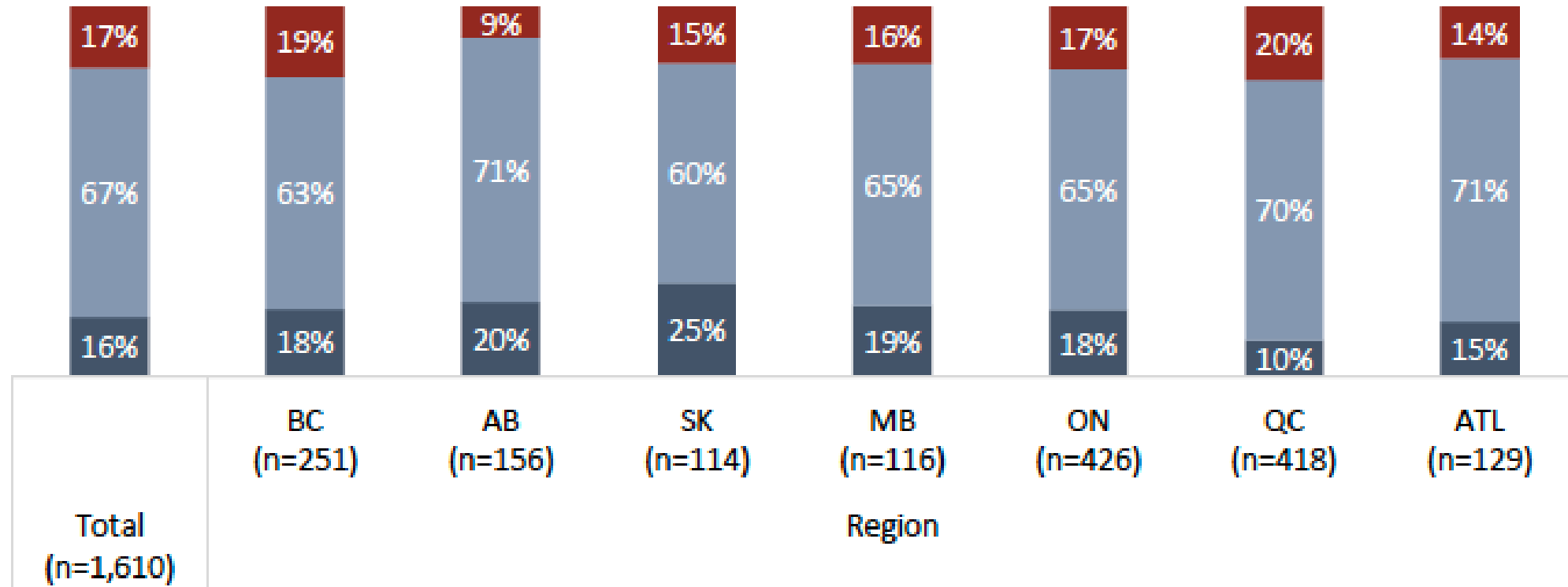
Have you personally ever considered working in the Canadian marine sector?
 (asked of those who don't currently work in the sector)



Confident or worried about the safety of marine shipping fuels in Canadian waters?

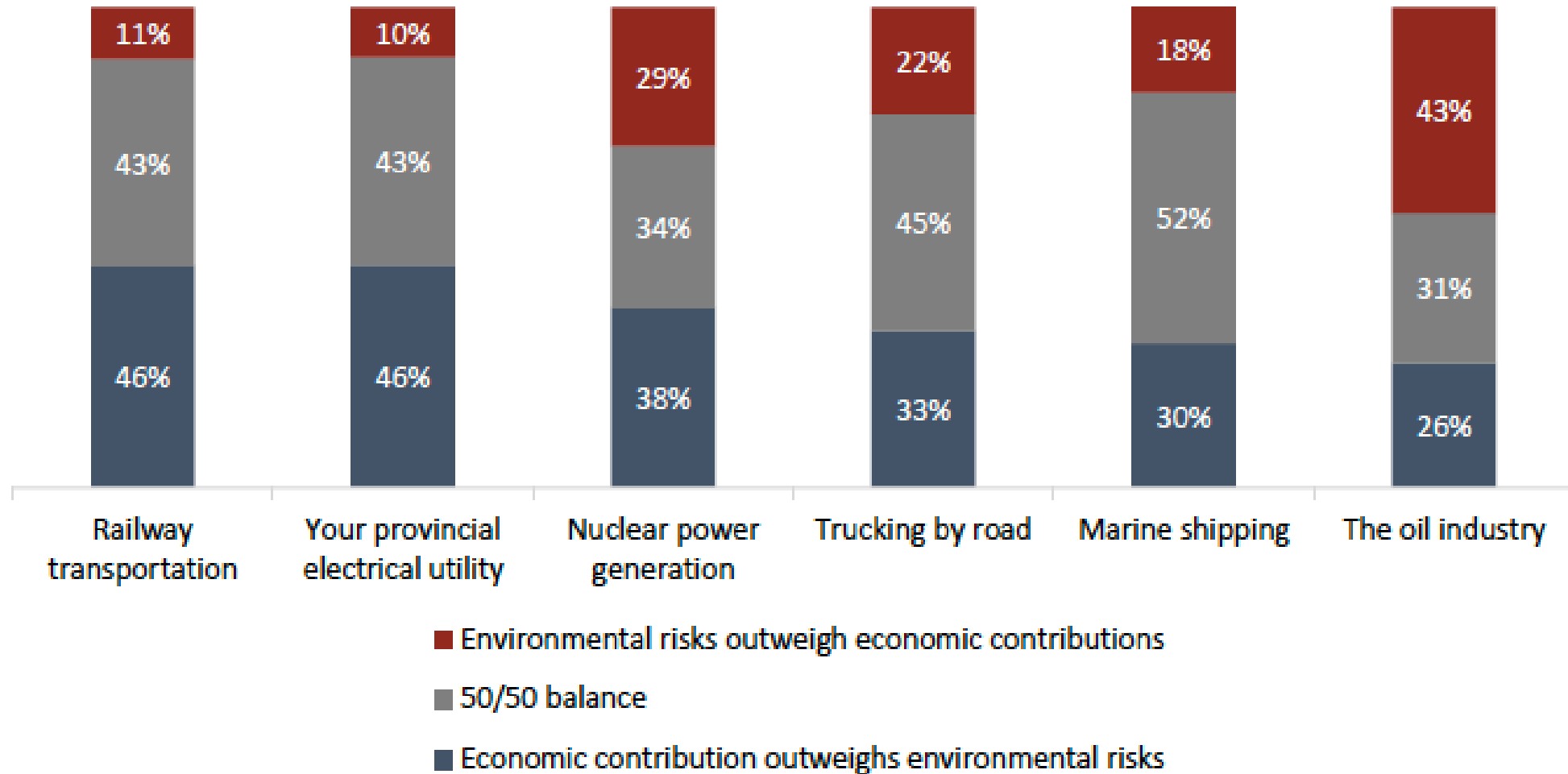


How should Canada prioritize the use of green hydrogen?

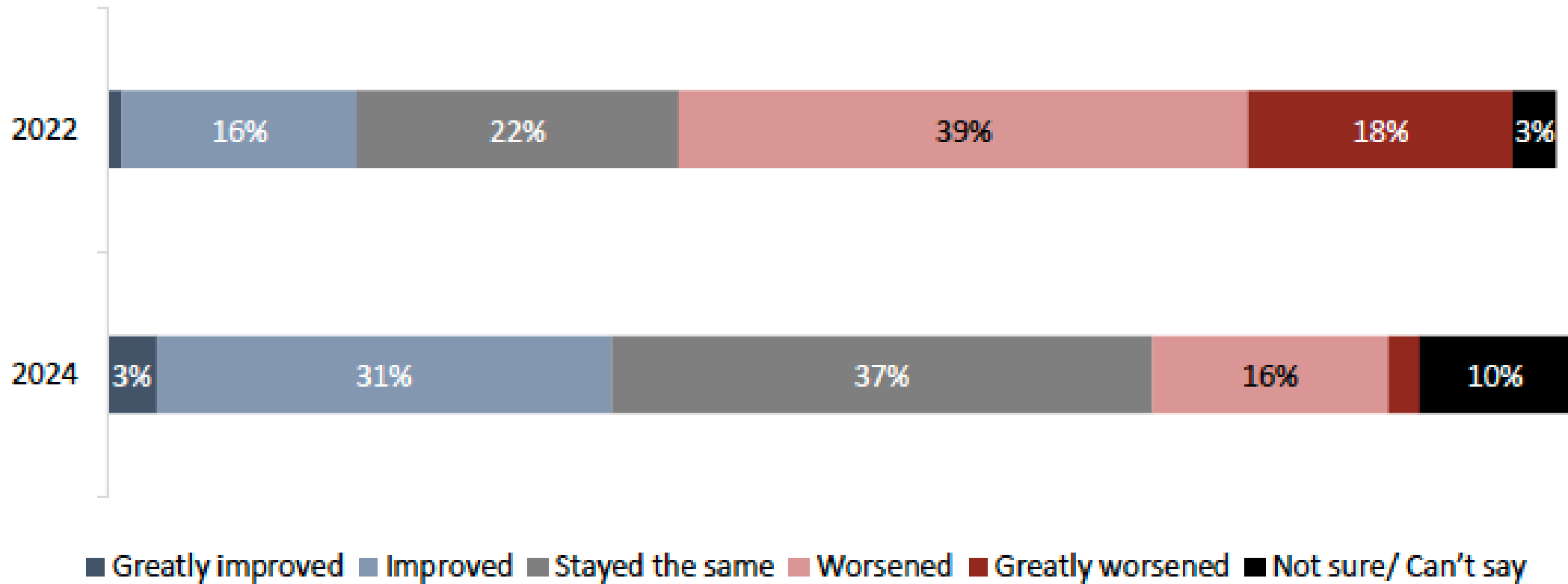


- Neither – Canada shouldn't invest in hydrogen at all
- Produce hydrogen primarily to decarbonize domestic industries, including shipping
- Produce hydrogen primarily to export it to other countries

How would you best describe the economic contribution of these Canadian industries against their potential environmental risks?



Have supply chain issues improved, worsened, or stayed the same in recent months?



Do you believe improvements to Canada's maritime supply chains should be...

