

***“
Build, baby,
build
”***

A Moment Too Good to Lose

CANRea Energy Storage Alberta

Presentation
Date: June 3rd, 2025

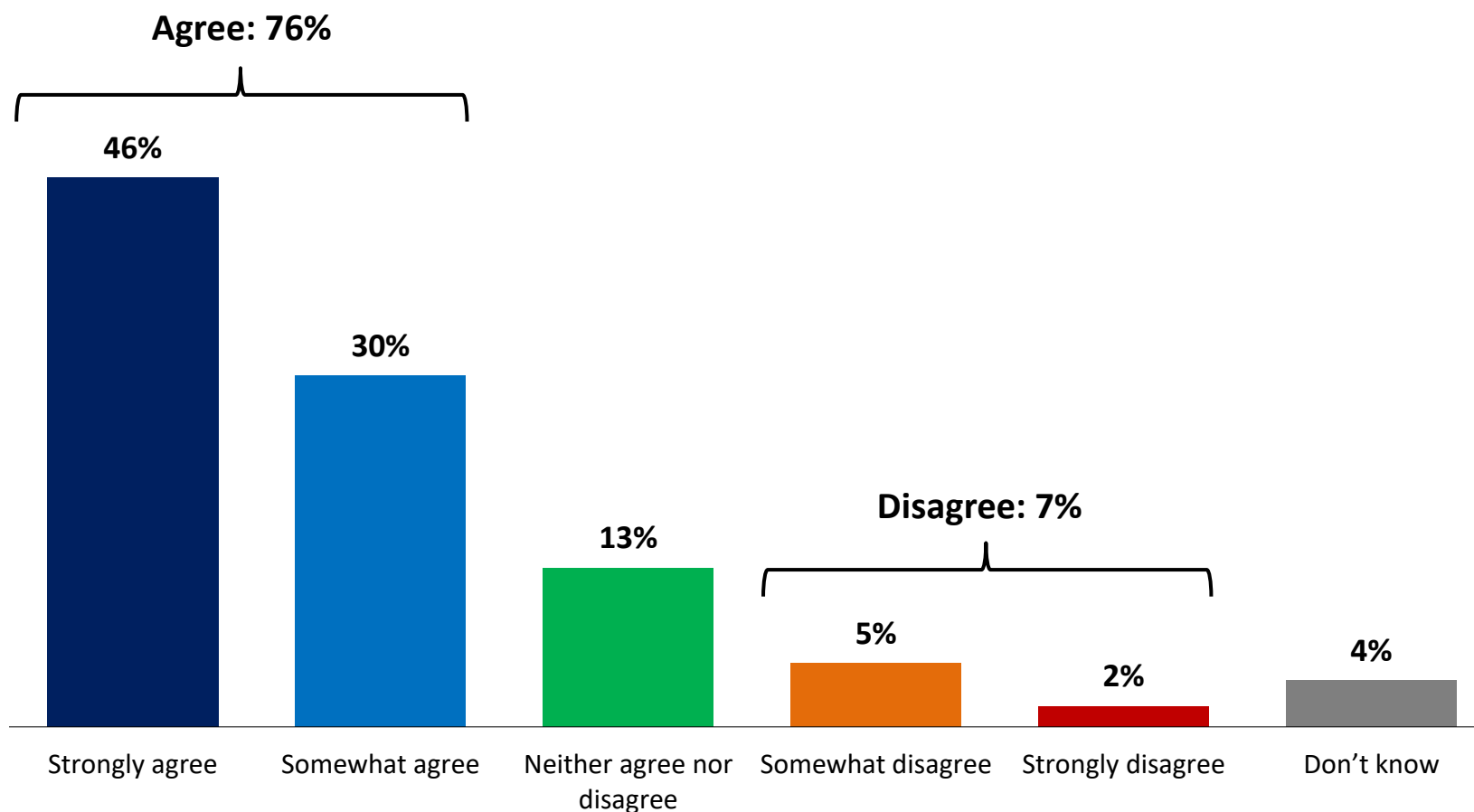
Canadians are looking for change

Q

Thinking about whether the new Carney government should be similar or different to the previous Trudeau-led government, please indicate if you agree or disagree with the following statement:

Carney needs to enact very different policies from Trudeau for Canada to be successful.

[asked of all respondents; W1 n=1,000]



Segmentation

Respondents who say "Agree"

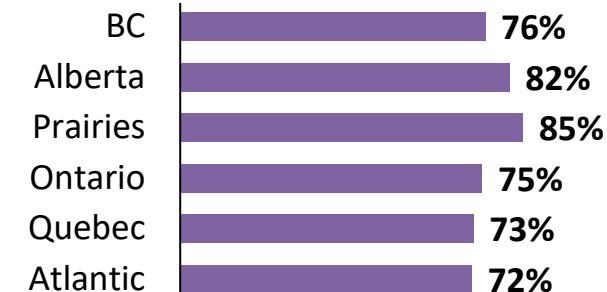
Gender



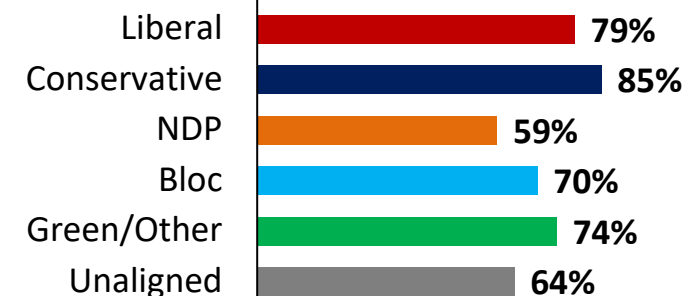
Age



Region



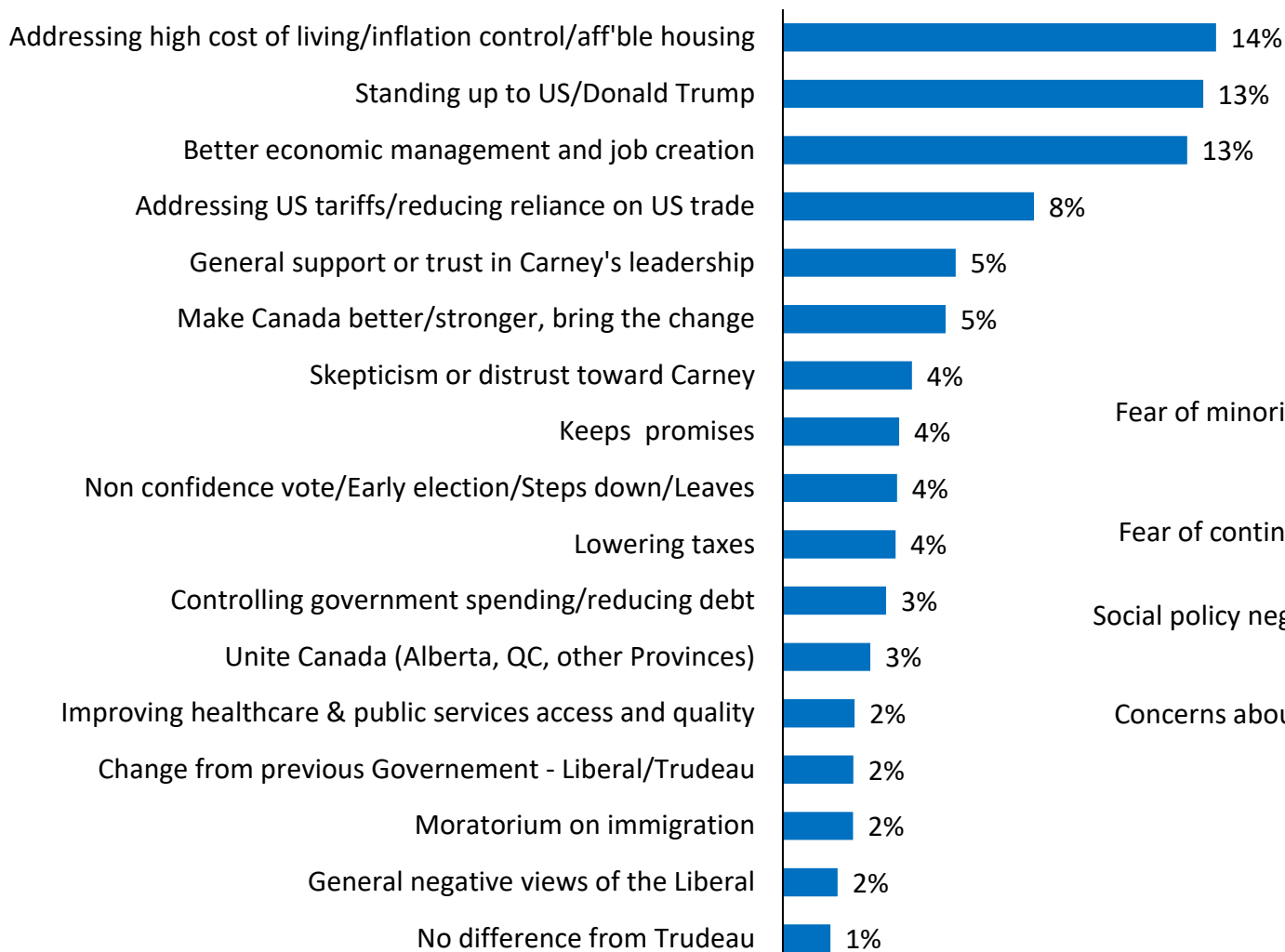
Party ID



Canadians want a stronger economy that delivers a better, more affordable standard of living



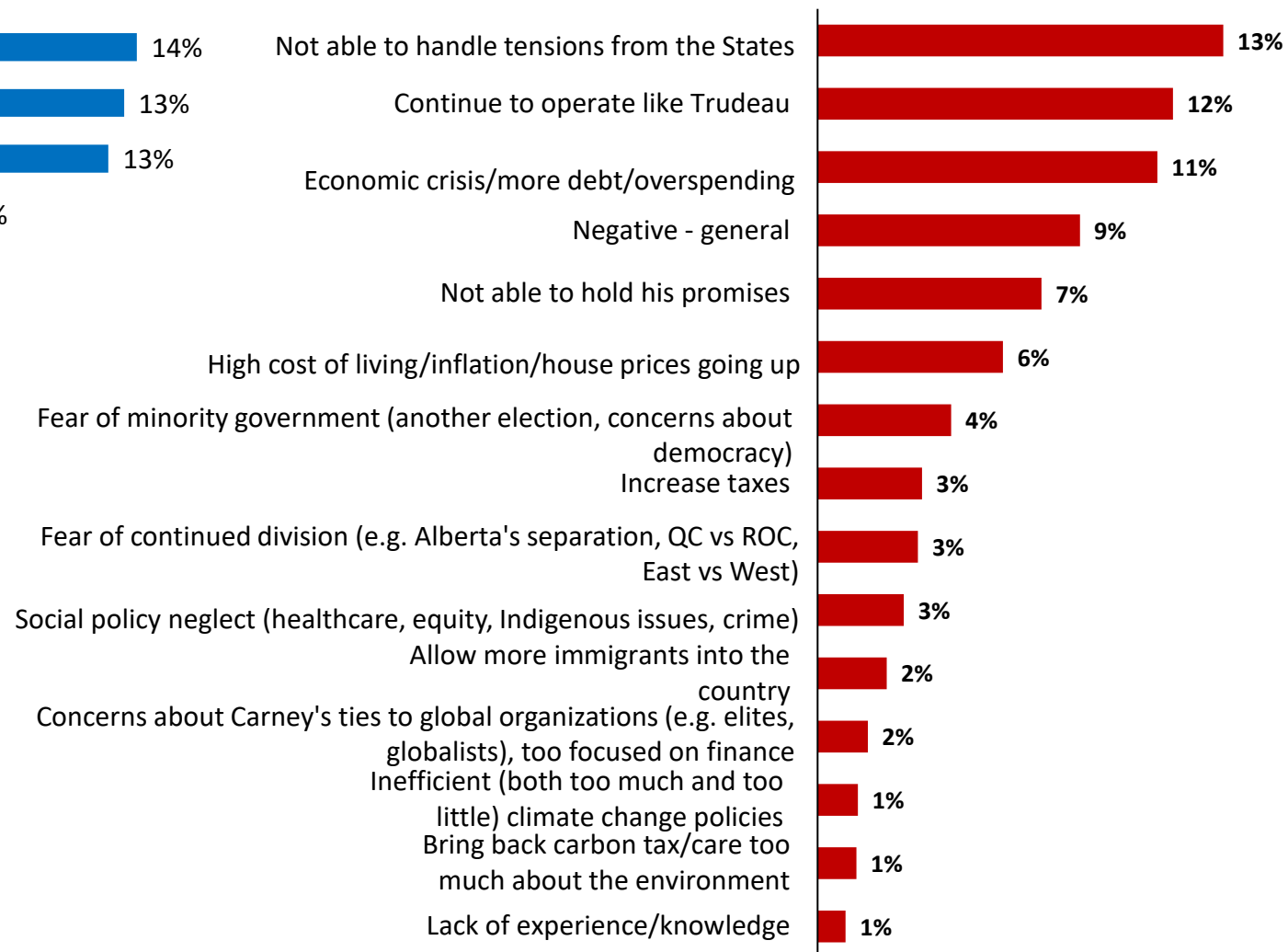
What is your greatest **hope** for Prime Minister Mark Carney and the newly elected Liberal government?[OPEN ENDED] [n=1,000]



Note: 'Other' (6%), None (2%), DK (3%), 'Refused' (<1%) and 'Bad Respondent' (<1%) not shown.



What is your greatest **fear** about Prime Minister Mark Carney and the newly elected Liberal government?[OPEN-ENDED] [n=1,000]



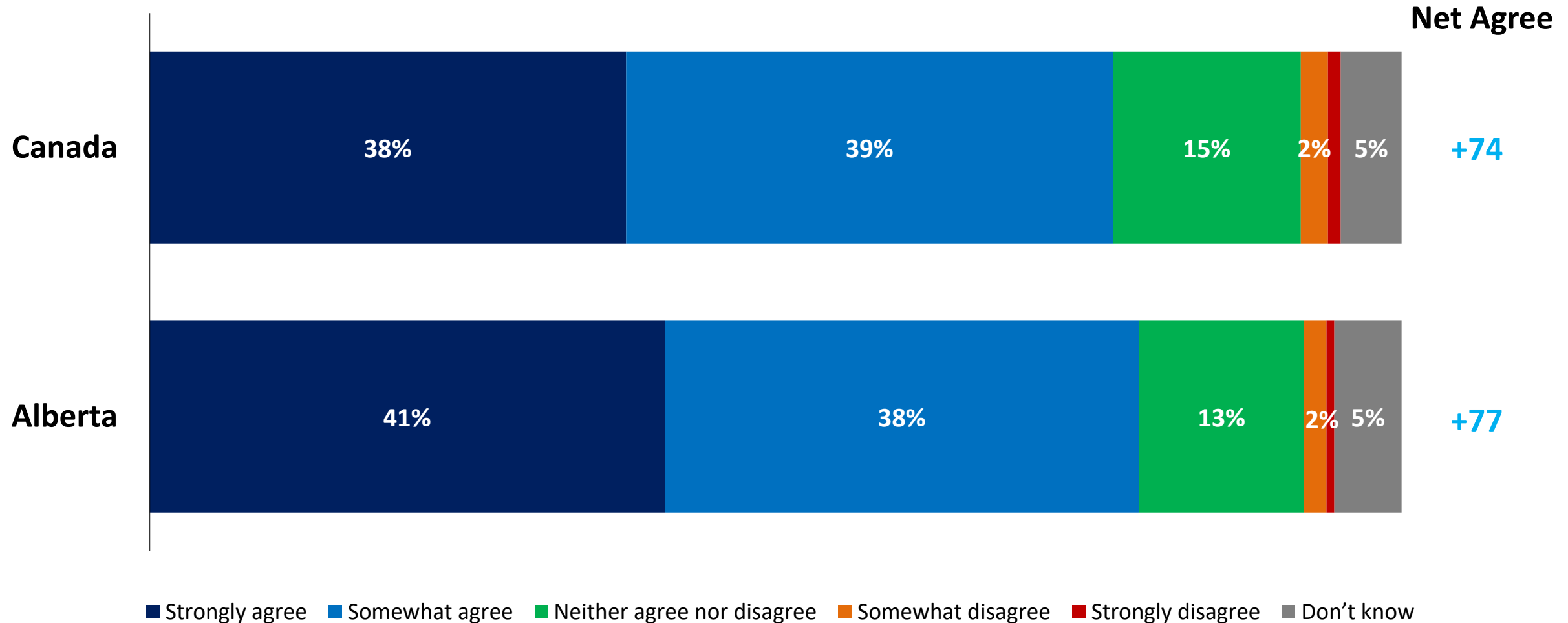
Note: : 'Other' (5%), None (10%), DK (5%), 'Refused' (<1%), 'Bad Respondent' (<1%) not shown.

Now is the time for infrastructure



To what extent do you agree or disagree with the following statements? - Now is a good time to focus on infrastructure projects that can help with [PROV]'s economic growth.

[asked of all respondents, Rest of Canada n=888; Alberta n=112]

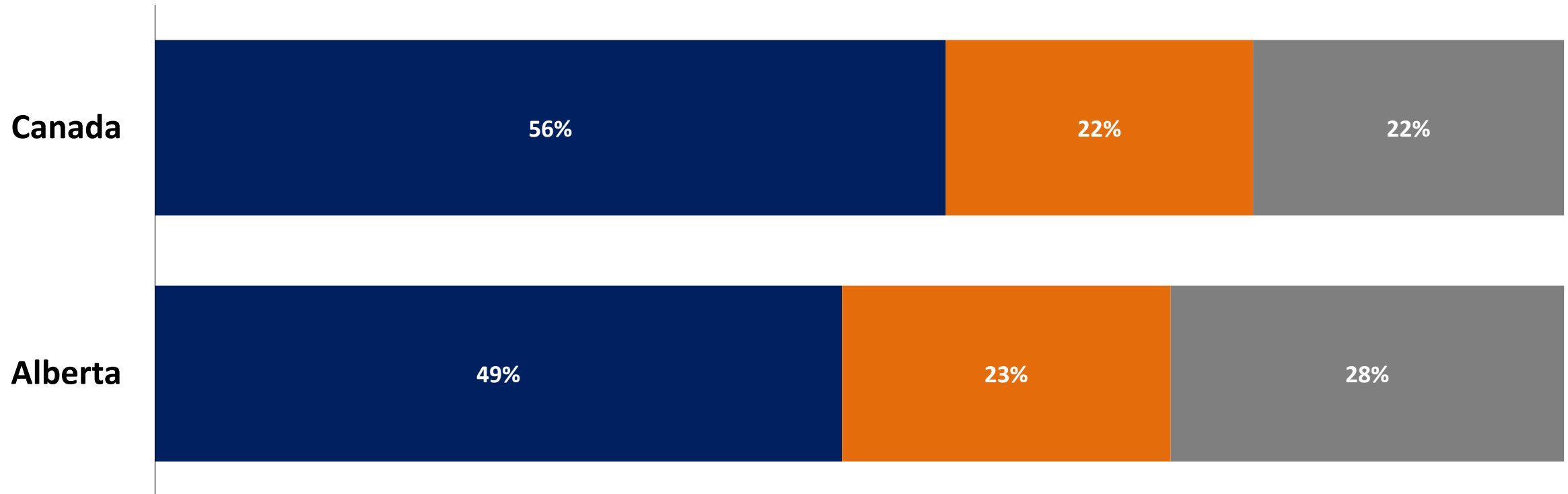


Canadians are will to pay more, but more uncertainty in Alberta



Over the next 25 years, the amount of electricity being used in [PROV] is expected to rise significantly. This will require electricity companies to make significant investments in the electricity system.

[asked of all respondents, Rest of Canada n=888; Alberta n=112]



■ Now is a good time to invest in the electricity system to help enable [PROV]'s economic growth, even if that may increase customer bills by a few dollars per month

■ To keep costs down, electricity companies should delay investment in the system, even if that could slow down economic growth

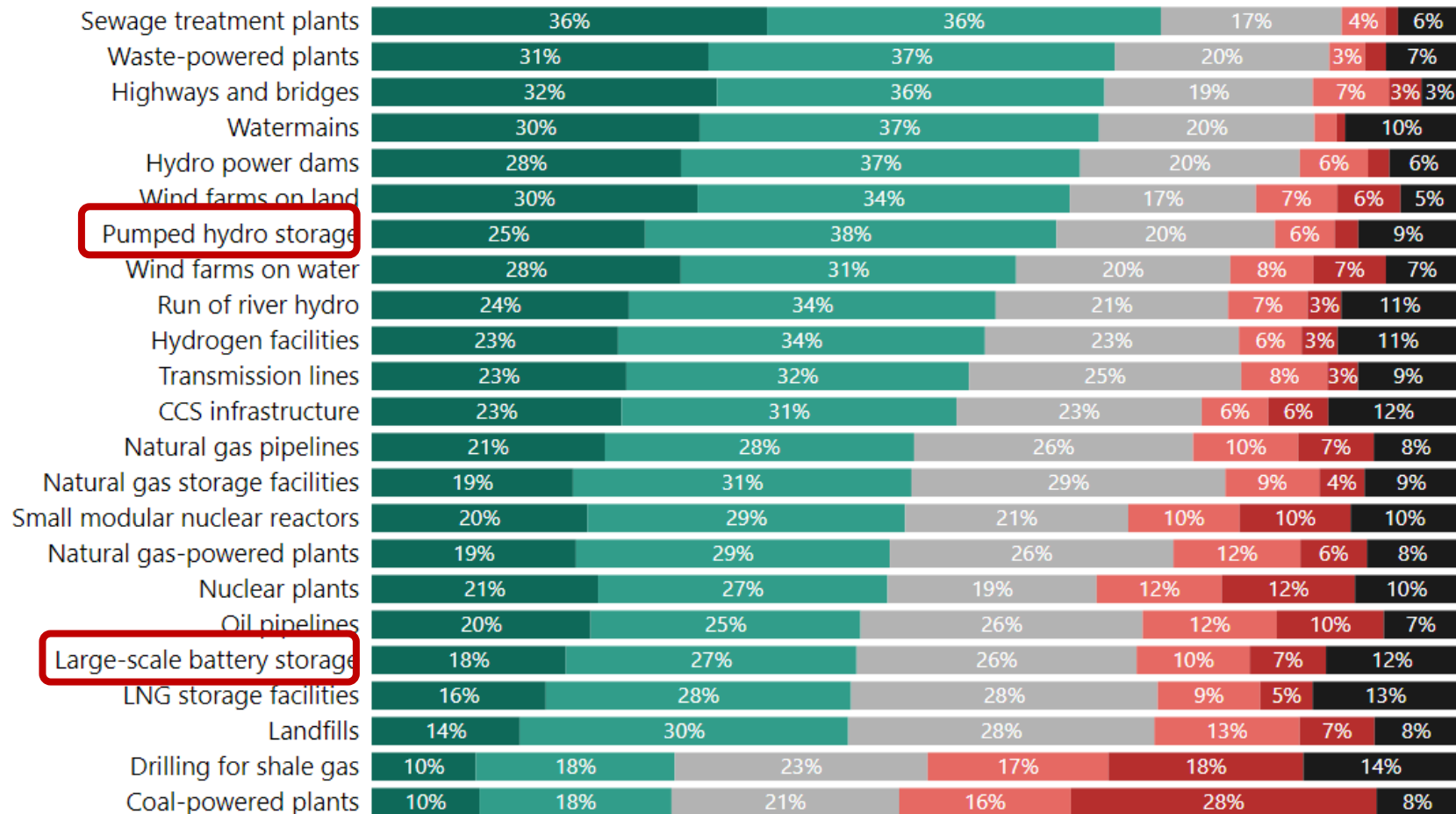
■ Don't know

Overall Provincial Support for Infrastructure Projects



Generally speaking, would your initial reaction be to support or oppose a proposal to build each of the following projects in your province?
[asked of all respondents]

● Strongly support ● Somewhat support ● Neither support nor oppose ● Somewhat oppose ● Strongly oppose ● Don't know



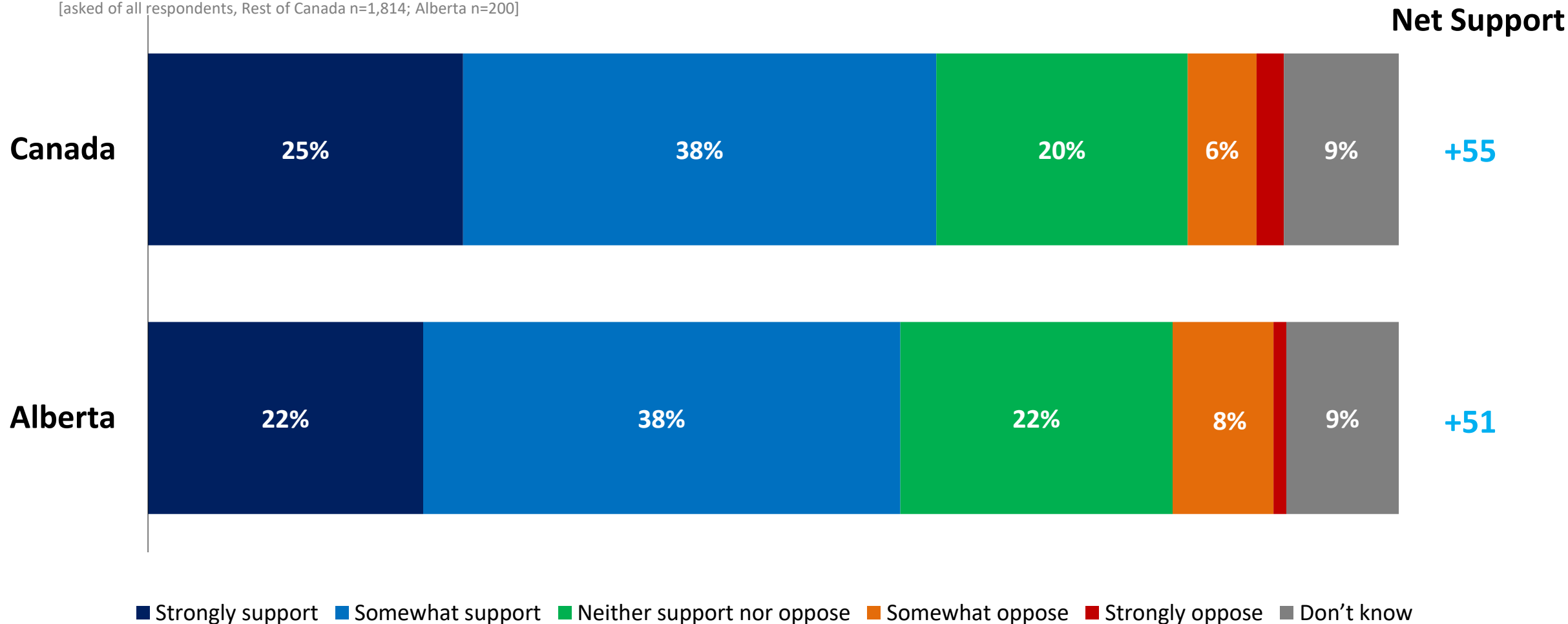
Over 60% in Alberta and Nationally support pumped storage projects



Generally speaking, would your initial reaction be to support or oppose a proposal to build each of the following projects in your province?:

Pumped hydro storage that uses excess electricity to pump water uphill into a reservoir and uses that water to generate electricity when it is needed.

[asked of all respondents, Rest of Canada n=1,814; Alberta n=200]



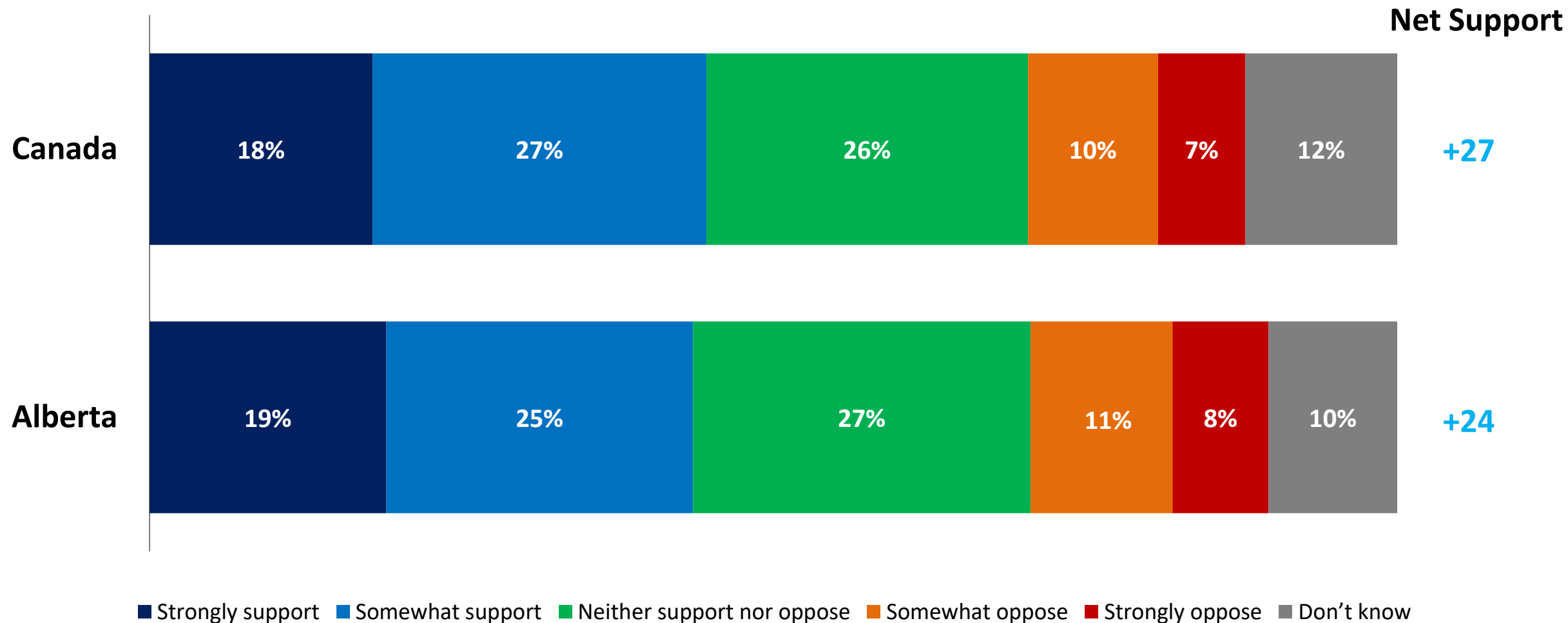
Pluralities support battery storage in Alberta and across Canada



Generally speaking, would your initial reaction be to support or oppose a proposal to build each of the following projects in your province?:

Large scale battery storage

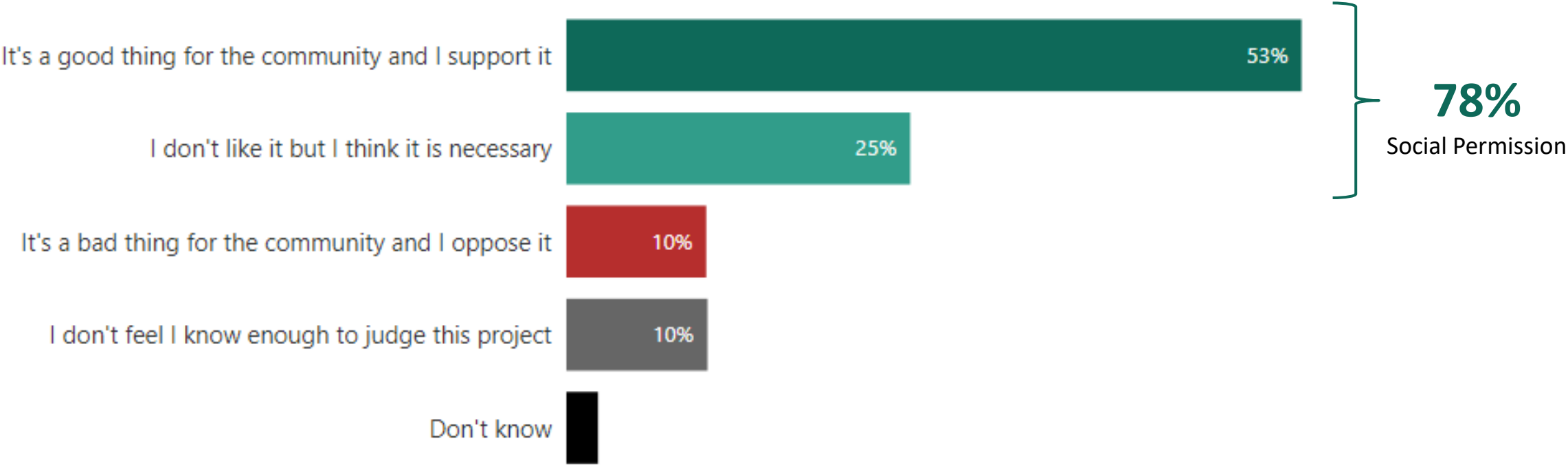
[asked of all respondents, Rest of Canada n=1,614; Alberta n=200]



This is NOT hypothetical



Which of the following best represents your view of that project?
[asked of all respondents]



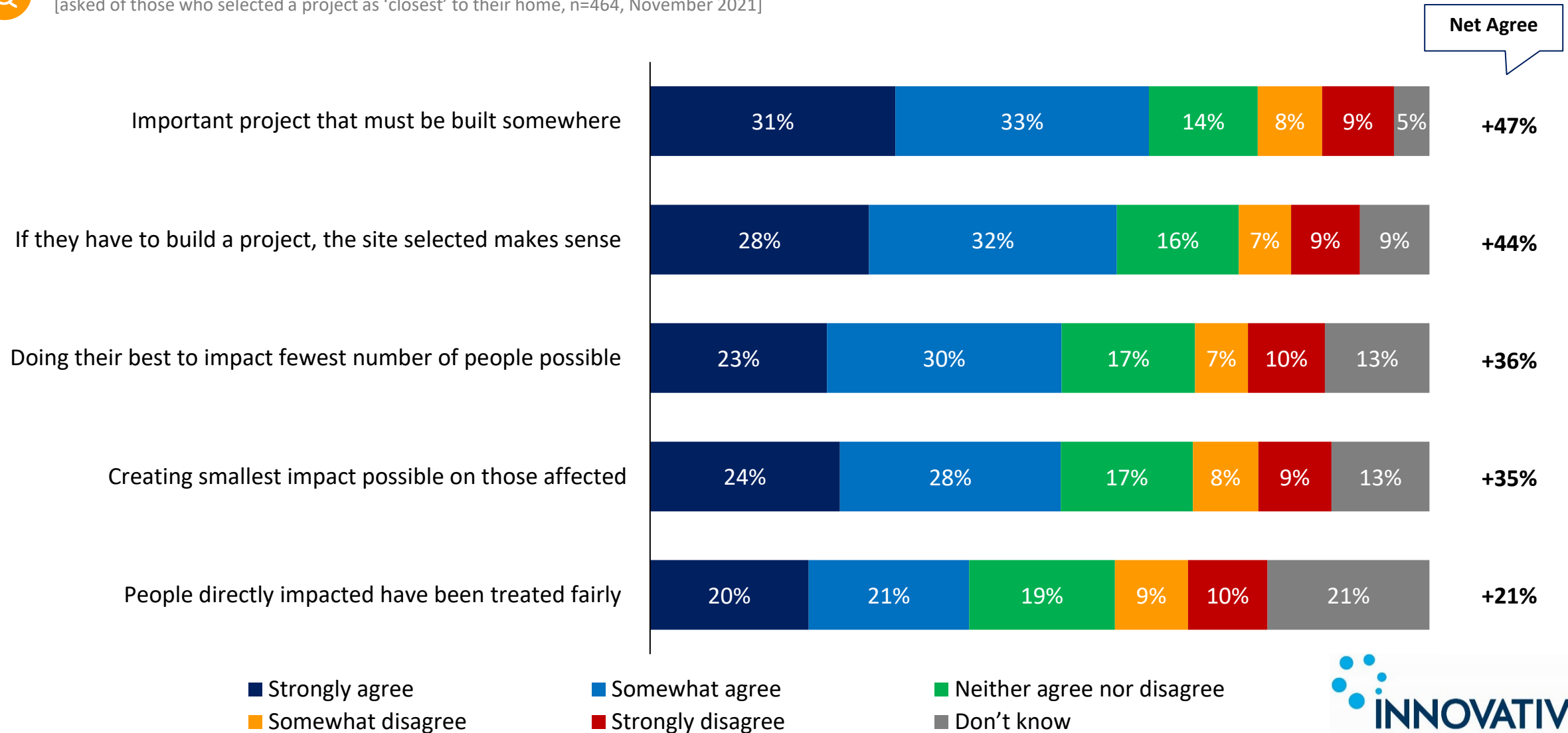
Note: This question follows a series of questions asking respondents about their awareness of specific proposal projects near or in their community over the past few years. The closest project to the respondent's community is the "project" referenced in this question.

The Hurdles: Five 'Veto' questions that drive project legitimacy



Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?

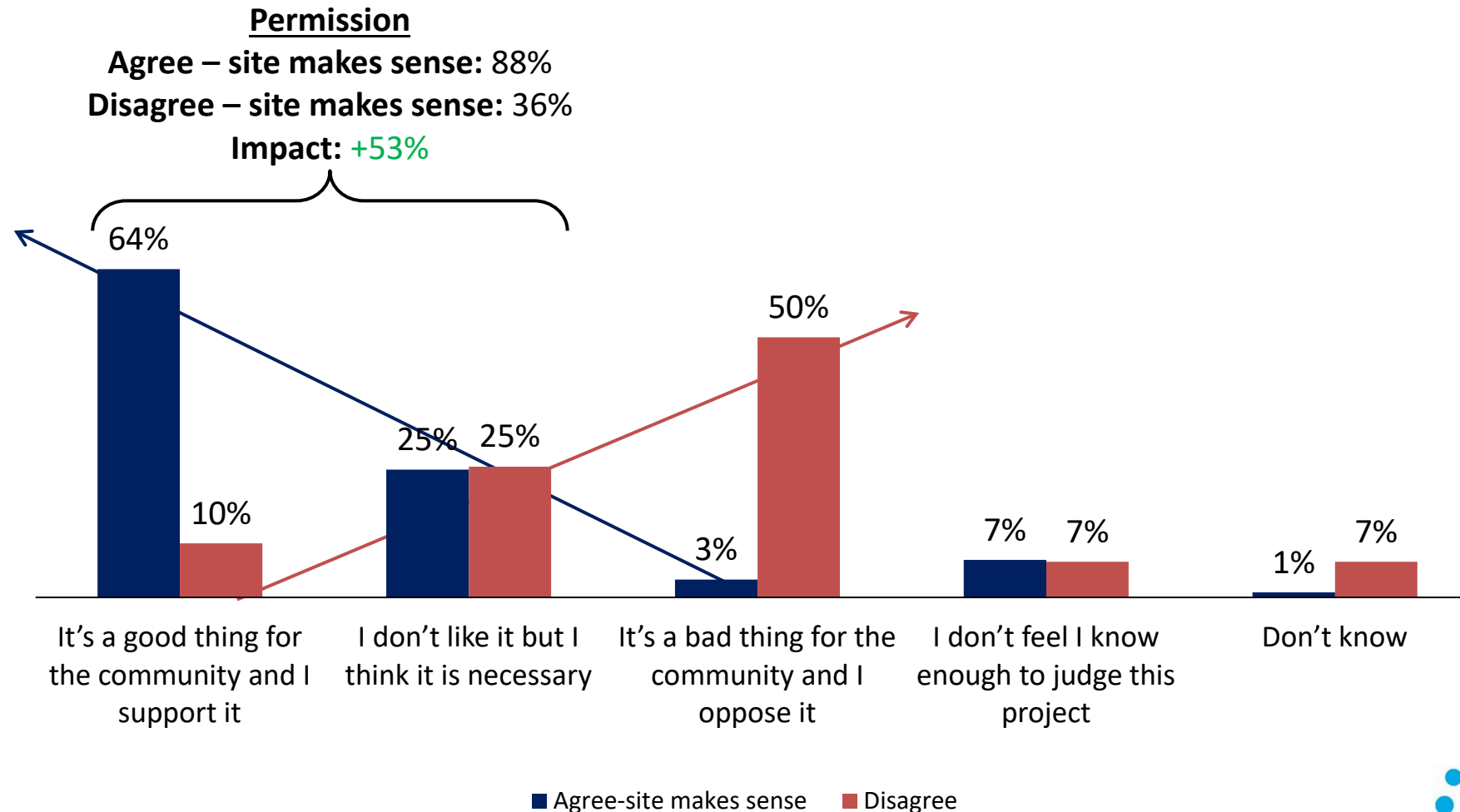
[asked of those who selected a project as 'closest' to their home, n=464, November 2021]



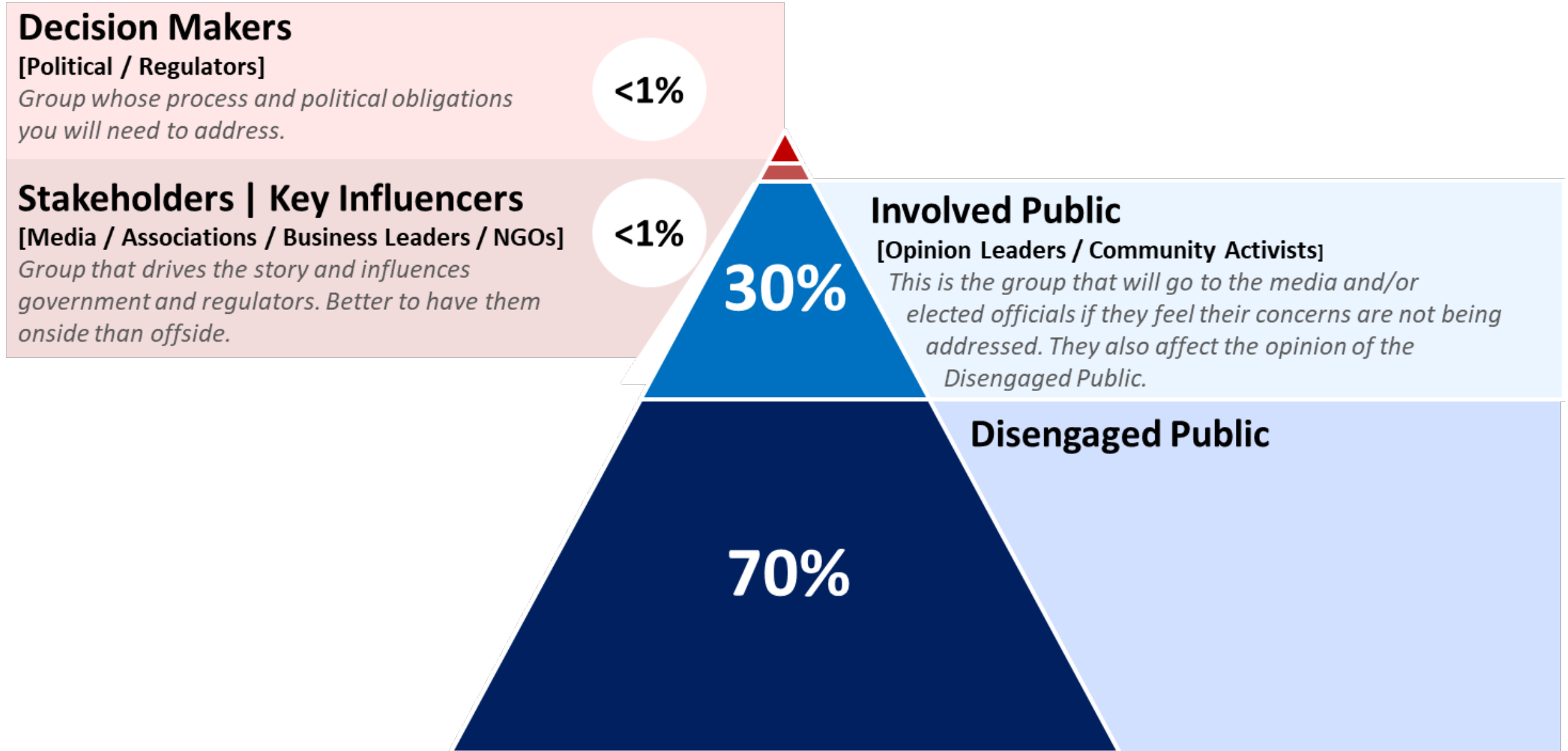
The power of the 'Veto' questions



'Which of the following best represents your view of that project' **BY** 'If they are going to build a project like that, the site they are using makes sense'
[asked of those who selected a project 'closest' to their home, n=951]



It is important to build connections throughout the audience pyramid



Summing it up

1. This is a unique moment where both elites and average people see the need to invest in our energy infrastructure.
2. While initial support is high, individual projects remain at risk from criticism on the details of their projects. This is particularly true for battery storage which has much higher levels of uncertainty.
3. Generally, Alberta is just as supportive of energy storage as the rest of the country.



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Building Understanding.