



Canadian women's prosperity ambitions from coast-to-coast

Calling our governments to action

*Canada Powered by Women
in collaboration with Deloitte Canada*



2026 edition

Executive summary

Canada Powered by Women (CPW) in partnership with Deloitte, publishes this report to distill the priorities of women across the country, grounded in statistically valid research with Leger¹ and insights from a national event series in the first half of 2026. It is clear that engaged women believe energy is pivotal to Canada's prosperity - and elevating women's collective voices drives outcomes that impact Canada's prosperity.

By translating evidence and on-the-ground dialogue into actionable guidance, CPW and Deloitte aim to advance inclusive, pragmatic, and forward-looking energy policies - strengthening Canada's position as global energy superpower while delivering tangible outcomes for Canadians.

Consolidating the voices of the collective

Canada Powered by Women and Deloitte Canada heard from **thousands of engaged Canadian women** through a **national survey and event series**.

Canada's engaged women | The survey

Engaged women are defined as women who read/listen to local, national, or US news and are familiar with federal, provincial, or municipal politics; and women interested in influencing government decision makers - including as voters - helping with issues facing Canadians, informed about the economy, learning about the future, prosperity, and wanting secure energy resources.

Cross-country engagement | The event series

Powering Prosperity: Energy and economy shaping Canada's future brought together **700 women across five cities: Regina, Halifax, Calgary, Toronto and Vancouver**.


Through workshops, women highlighted how energy policy is shaping daily lives, from affordability to job stability to Canada's long-term economic strength.


Key findings

Across the country, women have common ground. They are demanding the decisive **action** and **energy independence** required to secure Canadian prosperity.

Through CPW's research and the event series, **6 key themes** emerged as priorities for engaged women:

 Energy as a strategic economic engine	<i>Resources are national leverage: strategic energy development underpins Canada's stability, resilience, and long-term prosperity.</i>
 Lead clearly or lose the moment	<i>Women want speed, but don't trust delivery: ambition without execution risks limiting competitiveness.</i>
 Delivery credibility gap	<i>Governments must move with smart speed: decisive action, paired with the flexibility to adjust course.</i>
 Export diversification	<i>Diversify globally, anchor regionally: expand export options while preserving a strong U.S. relationship.</i>
 Unify our home market	<i>Internal barriers are costing Canadians: connecting provincial energy markets is the fastest way to lower costs and improve reliability.</i>
 Economy is the bottom line	<i>Diversify globally, anchor regionally: expand export options while preserving a strong U.S. relationship.</i>

 To see national research results, click [here](#).

 To explore highlights from the event series, click [here](#).

Call to action: Set the direction. Act with urgency. Enable delivery. Turn policy into economic prosperity.

Canada stands at a narrow and urgent consequential moment. Across regions, sectors, and perspectives, the cost of inaction now outweighs the risks of acting imperfectly. Use insights from this report to translate policies into real economic gains for Canadians. Shape practical energy policies that close the delivery gap and build for global reach. Prove to women across Canada that their voices are not just heard — but acted upon.

Canada Powered by Women Website: canadapoweredbywomen.ca

Sources: 1. Survey with Engaged Women: The Voice of Women, Leger and Canada Powered by Women, Winter 2026. Note: Survey methodology - A total of n=1,048 online surveys were conducted via Leger's online panel (LEO) from February 11 - February 16, 2026. Data was weighted to ensure proper representation of Engaged Women across Canada and the survey was offered in both English and French. Results only excludes those women strongly aligned with the far left.

Note: Photos and quotes contained throughout this report come from engaged women participants at the CPW Powering Prosperity event series.

What we saw across Canada | Focus and unity

Engaged women across the country support **bold, decisive action** on energy policy. Through our research and event series across the country, we captured **regional energy-related nuances**, and most importantly, **universal alignment that energy is a national unifier**.

Calgary 357 participants

- Focus on timelines and investment certainty, with removal of barriers to advance west coast pipeline a priority.
- Identified need for clear, durable, investor friendly regulation that outlasts political cycles.



Toronto 163 participants

- Prioritize diverse energy mix: nuclear, natural gas, and hydro.
- Call for greater unity amongst the province and the country.
- Major concerns with affordability, and youth unemployment.



Vancouver 81 participants

- Dependence on hydro, alongside recent droughts, is creating real pressure amid rising demands.
- Identified need for LNG and mining development ambitions that include environmental stewardship and Indigenous participation.

Halifax 29 participants

- Desire for a diverse energy mix with renewables, oil and gas, and wind.
- Shift from 100% import dependence on petroleum and be energy self-sufficient.



Regina 66 participants

- Energy, agriculture, and infrastructure are seen as closely connected.
- Focus on rising food costs and impact of energy policy on food production.



Policies discussed with corresponding implications

Clean Electricity Regulations, Industrial Carbon Tax, Impact Assessment Act

Canada's biggest prosperity risk is moving too slow



Near-unanimous agreement — **92%** — that moving too slowly is the risk, but that speed without clarity, certainty, and coordination will fail.

Policy stacking stifles competitiveness



Layering new policies on top of old ones - without aligning requirements - results in cost, delay, and uncertainty multiplying at each step. Policies become prohibitive.

Uncertainty is an investment killer



Uncertain outcomes, timelines, and resulting costs matter more than strict rules. Current policies, layers of taxes, and extra costs are eroding Canada's competitiveness and investment attractiveness.

Policies must be engineered with Canada's future in mind



An appetite for alignment across provinces, and for energy and economic policy that accounts for regional nuances, includes explained trade-offs, and supports decisive action and execution.

Theme 1 | Energy as a strategic engine



Resources are national leverage. Engaged women see Canada's resources and energy sector as a strategic national asset, making pipelines, export capacity, and domestic processing essential drivers of economic stability, resilience, and long-term prosperity.

What we found through our survey¹

86% Believe a **strong and growing energy sector** supports economic stability, with strong support in every region of the country.

85% Agree our natural resources give Canada a **position of power** in **global trade** and should be used as a bargaining tool.

72% Believe the **importance of oil pipeline infrastructure** has increased in the current geopolitical landscape.

What we heard from our event series²

Energy is viewed as a **strategic and foundational national asset**, not a discretionary industry. It is critical to economic sovereignty, affordability, and geopolitical relevance.

Responsible domestic energy development is a global environmental good, given Canada's high standards compared to competitors.

Energy is the **engine that funds everything else** — social programs, Indigenous Reconciliation, climate investments, and infrastructure.

What this implies for policy makers

- Energy policy decisions are top-of-mind for women, and these choices are now perceived as core national strategic assets.
- Engaged women expect growth and decisive action on energy.
- Energy infrastructure should be prioritized based on its role in economic stability and prosperity.

Women said

"Stay committed to expediting energy development within Canada and not only reduce barriers to entry but ATTRACT investment in our market."

"Not everyone is going to appreciate or understand the need for critical energy infrastructure, but they are essential for Canada's economic and energy sovereignty."

Theme 2 | Lead clearly or lose the moment



It's urgent for government to make decisions quickly and deliver. Engaged women want smart speed—a government that acts quickly and decisively, while staying flexible enough to adjust and correct course when needed.

What we found through our survey¹

71% Believe governments should act quickly **only** when **benefits and trade-offs** are clearly explained.

70% Support **accelerating regulatory** and **approval processes** to build major energy projects faster.

ONLY 23% Expressed **high confidence** in Canada's ability to actually get large energy projects **approved and built**.

What we heard from our event series²

Geopolitical shifts, **rising energy demand**, and changing investments are creating a brief global opportunity that Canada may miss if delays occur.

Leadership failures stem from indecision. Unclear priorities and reluctance to make trade-offs are causing more harm than imperfect but timely decisions.

Desire for durable, non-partisan direction that survives election cycles, as policy resets and reversals erode confidence, credibility, and execution.

What this implies for policy makers

- Policy credibility depends directly on visible and tangible economic payoffs.
- Women expect speed and clear trade-offs from their governments, alongside transparent communication.
- Leadership means deciding fast, delivering decisively, being flexible and correcting course in real time.

Women said

"If we don't figure this out quick, we will have lost our moment of opportunity."

"Increase pace by adjusting policies to remove bureaucracy, engage with stakeholders in unique and appropriate ways and set realistic targets that compare to global standards - not just arbitrary ones."

Theme 3 | Delivery credibility gap



Women want speed, but don't trust delivery. Engaged women believe current policies aim high, but without transparency, flexibility, and execution plans, they risk limiting competitiveness rather than unlocking it.

What we found through our survey¹

65%

Expressed that the **ability to attract capital** should be a key element of energy policy.

61%

Believe current **decision-making delays** are making Canada less competitive on the world stage.

ONLY
5%

Say that the **pace of decision making** is **too fast**.

What we heard from our event series²



Recognition of good intentions but **delays, expanding scope, unclear decision-making** demonstrate that the system struggles to achieve its goals.



Canada's **approval process**, in several years instead of a few months, causes lost investments, delayed projects, and reduced credibility compared to other countries.



Key issues include **lack of clear accountability** for timelines and decisions, and lack of designated leadership to resolve conflicts or enforce deadlines.

What this implies for policy makers

- Accelerating approvals alone is not enough – governments must also demonstrate timely delivery.
- Regulatory reform should achieve predictability and acceleration.
- The conditions for appropriate pace are clear: distinct national priorities, a "one project, one process" approach, enforceable timelines, and regional differentiation.

Women said

- “ *The path to implementing projects to completion doesn't need to be perfect - it needs to be possible while balancing the values that are important to Canadians.* ”
- “ *Governments must create clear, stable, and predictable regulatory frameworks that enable timelier project approvals and investment.* ”

Theme 4 | Export diversification



Expand options while maintaining our U.S. partnership. Engaged women support diversifying our exports and building stronger ties with other markets while maintaining our relationship with the United States.

What we found through our survey¹

64%

Believe Canada needs **sufficient pipeline and LNG export infrastructure** to sell its oil and natural gas to global markets as well as the United States.

65%

Support **maintaining exports** to the **U.S.** while expanding to other global markets.

What we heard from our event series²



Export infrastructure — pipelines, transmission lines, and ports — should be framed as **nation-building projects**, not private-sector conveniences.



Over-reliance on the U.S. is now viewed as a **national vulnerability**, not just a trade issue.



There is **increasing global demand** for Canada's energy products, but **delays** in setting up export routes could allow competitors to capture market share.

What this implies for policy makers

- Recognizing oil and gas as a key economic driver, with diverse markets required for energy security, translates to permission to build desperately needed infrastructure.
- Policy should pursue parallel strategies: repairing and strengthening the U.S. relationship while actively building infrastructure, agreements, and capacity that allow Canadian energy and resources to reach multiple global markets.

Women said

- “ *The U.S. cannot be our only or most reliable market.* ”
- “ *Energy is being weaponized with a shift away from rules-based order. Canada has a chance to secure economic and national security over the next 5-10 years or be left behind.* ”

Theme 5 | Unify our home market



Tear down provincial barriers and frictions to lower costs and drive revenue, so energy can move seamlessly across Canada. A connected domestic market is a vehicle for affordability, reliability, and Canada's resilience.

What we found through our survey¹

86%

Believe policies need to be revised to make **domestic trade between provinces and territories easier**.

85%

Support **breaking down interprovincial barriers** to facilitate affordable and reliable energy development.

79%

Agree that Canada should **develop natural resources** across **different regions**.

What we heard from our event series²



Energy goals require **cooperative action** from **federal and provincial** governments.



Regional energy differentiation is supported, but shared goals with tailored regional approaches are preferred over uniform policies.



Not fully utilized east-west coast connectivity in electricity and energy corridors reduces resilience, affordability, and trade efficiency.

What this implies for policy makers

- Energy policy should support regionally appropriate resource development.
- Domestic energy integration is increasingly viewed as nation-building infrastructure and should be treated as such.
- Federal and provincial assessments should be harmonized with Indigenous consultation processes.

Women said

- "If Canada is serious about being a global energy superpower, it must achieve intra-provincial energy transmission agreements to move energy across Canada and to international markets."*
- "We need to understand the rules of globalization have changed and be more focused on Canadian energy independence to be successful."*

Theme 6 | Economy is the bottom line



Everything is connected to the cost of living. Engaged women evaluate all energy policies through the lens of everyday economic wellbeing—expecting lower household costs, good local jobs, and a strong tax base that supports essential public services like hospitals and schools.

What we found through our survey¹

73%

Believe **oil and gas** contributes to a successful, growing, and prosperous economy.

ONLY 38%

Support **the Industrial Carbon Pricing** policy.

ONLY 11%

Support **prioritizing environmental** policies over economic growth; 82% favour them being done in tandem

What we heard from our event series²



Energy is a **driver of prosperity across Canada**, with women expecting its benefits to be felt in their everyday lives.



Affordability is the **dominant concern**, and policies that increase costs without visible benefits risk losing social license.



Economic growth framed as a **precondition**, not an alternative, to achieving environmental and social outcomes.

What this implies for policy makers

- Policy choices must translate into visible outcomes (not just reputational) and local, lived benefits for Canadians.
- Energy policies must improve daily affordability, growth, and job creation, and deliver real economic wellbeing.
- Policies that facilitate a diverse energy mix and supports all forms of energy should be prioritized.

Women said

- "Inability to grow our resource economy will result in poor economic outcomes for future generations."*
- "We need to do what's best for Canadians and not what makes them look good from the outside."*

What this means for Canada | Decisive action

The data is clear: **Canadian women across the country are aligned** - they see the **urgency of action** and support government translating intent into execution for Canada's - and their own - prosperity.

The amplified voices of women are **loud and clear**.



Do not wait for perfect consensus. Set the direction, enable delivery, and move with urgency.



The global window of energy opportunities is open — but not indefinitely. Canada's potential is unlimited, and the opportunity to compete is right now.



What governments choose to do next will determine whether Canada leads, follows, or is left behind - and will impact the day-to-day lives of Canadians and our prosperity, now and in the future.



"Canada Powered by Women is a growing movement of women across Canada, united in the responsible development of our natural resources and the energy policies needed to advance it—transforming lived experience into clear priorities that strengthen our economy, support long-term prosperity, and provide the social license needed to act today."

Tracey Bodnarchuk

Founder & CEO, Canada Powered by Women

"As a Board Member of Canada Powered by Women, I am inspired by the millions of engaged women across Canada who recognize the need for a balanced, forward-looking approach to Canada's energy future, grounded in informed dialogue, strong leadership, and a diversified energy sector as a cornerstone of prosperity for all Canadians."

Alma Hadzic

Board Member, Canada Powered by Women



"Deloitte is aligned with Canada's ambition to become an Energy Superpower. We are working with CPW to capture and share engaged women's explicit call for urgent action to unlock the strategic nation-building value of Canada's energy resources."

Stephanie Prior

Canada Powered by Women Executive Relationship Partner, Deloitte

"Women are calling for policies that move beyond ambition to execution—policies that harness our resources, embrace our potential, increase prosperity for all Canadians and position us to lead with purpose and resilience in a rapidly changing world. This mandate is about ensuring prosperity for families, communities and generations to come."

Sue Riddell Rose

Canada Powered by Women Founder & Board Member



Moving forward with conviction

Grounded in the voices of women across Canada, this report underscores the need to **move from ambition to execution** through coordinated efforts and practical policy to achieve meaningful progress.

CPW is committed to **enabling Canadian women's voices** and **working with policy makers** to build a brighter future for Canada through sound, actionable policy that enables prosperity and unlocks potential. Stay engaged and involved with CPW:

- **Participate in meetings, advocacy days, and committee invitations:**

Commit to opening dialogue on key issues and opportunities and have in-depth discussions on our research and recommendations. To meet, please email us at hello@canadapoweredbywomen.ca

- **Join our community:**

Subscribe to our newsletter to stay up to date on the research and insights that inform and support our advocacy at www.canadapoweredbywomen.ca/contact/

- **Follow us on social media:**

Connect with us and stay updated on our ongoing work, engagements, and events.



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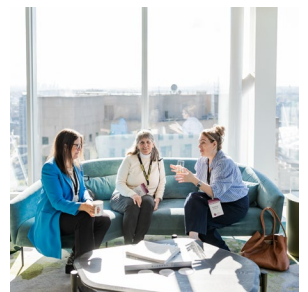
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Acknowledgements: Collective efforts for impactful outcomes

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We are also grateful to our CPW sponsors, team, board, advisors and volunteers, and the many women who have shown up, spoken up, and challenged us to think bigger as we continue to amplify women's voices to shape Canada's energy future.