



RESEARCH+STRATEGY

**Mining Association of Nova Scotia (MANS)  
Perceptions of Mining and Quarrying Public Opinion Survey  
(2025)**

April 2025 | Confidential

# Methodology



**This survey was conducted from April 17 to 26, 2025. The survey was administered to a sample provided by our online research panel provider, Canadian Viewpoints.**



**The survey was conducted with 400 adult (18+) Nova Scotians. The data was weighted to reflect the provincial population in terms of age, gender, and region.**



**The questionnaire was designed by Thinkwell Research & Strategy.**



**The maximum margin of error for a probability sample of this size is  $\pm 4.9$  percentage points, at the 95% confidence level.**

# Quick Stats

## BACKGROUND AND METHODOLOGY

- 400 Number of adult (18+) Nova Scotians interviewed
- 4.9 The % margin of error for a probability sample of this size, 19 times out of 20

## PERCEPTIONS OF MINING AND QUARRYING

- 67/15 The % of Nova Scotians who believe the mining and quarrying sector is **important/not important** to the provincial economy
- 75/11 The % of Nova Scotians who **agree/disagree** that the sector *can play an important role in establishing Canadian economic independence*
- 72/12 The % of Nova Scotians who **agree/disagree** that the sector *plays an important role in economic development in rural areas*
- 70/12 The % of Nova Scotians who **agree/disagree** that the sector *provides well-paying jobs to Nova Scotians*
- 54/18 The % of Nova Scotians who **agree/disagree** that the sector *operates its mines and quarries safely*
- 45/27 The % of Nova Scotians who **agree/disagree** that the sector *operates in an environmentally responsible manner*
- 60/16/24 The % of Nova Scotians (including 'leaners') with a **positive/negative/neutral** view of the mining and quarrying sector

## SUPPORT FOR MINING AND QUARRYING ACTIVITY

- 76/11 The % of Nova Scotians who **support/oppose** the mining of *critical minerals* in the province
- 75/15 The % of Nova Scotians who **support/oppose** the mining of *gold* in the province
- 70/16 The % of Nova Scotians who **support/oppose** reducing permitting times for new mining projects
- 72/12 The % of Nova Scotians who **support/oppose** setting a goal of issuing permits for new mining projects within 1-2 years
- 74/11 The % of Nova Scotians who **support/oppose** consolidating the mine permitting process within a single department/branch of government

## Most Important Issue Facing Nova Scotia

As in 2024, housing (access, cost, etc.), the overall cost of living, and health care dominate the list of issues seen as the most important facing the province today. Concerns about tariffs and Donald Trump were mentioned by 6% in this survey. As in 2024, younger (under 35) Nova Scotians are more concerned about housing-related matters, while those 55+ are most likely to name health care as the top issue.

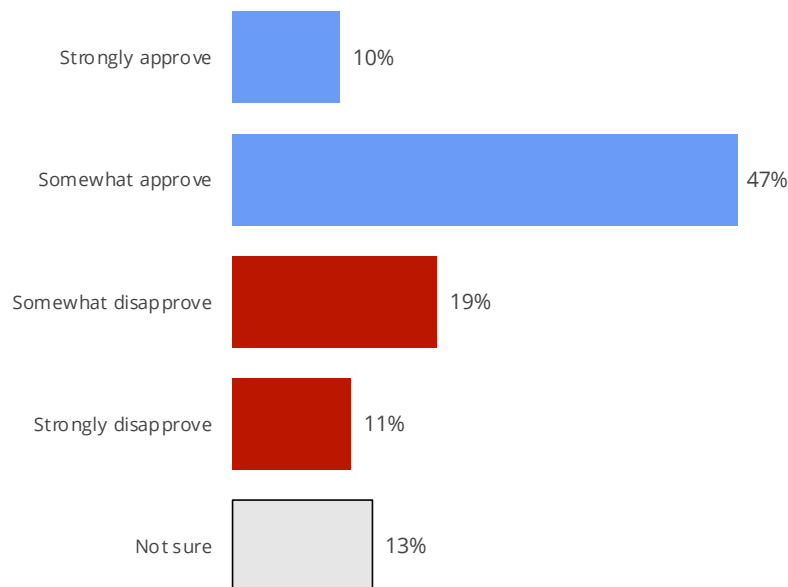
*Q. Let's begin...In your opinion, what is the most important issue facing Nova Scotia today?*

	2024	2025
<b>Housing/Affordable housing</b>	31%	<b>27%</b>
<b>Cost of living</b>	26%	<b>27%</b>
<b>Health care</b>	27%	<b>24%</b>
<b>The economy</b>	4%	<b>7%</b>
<b>Jobs</b>	4%	<b>6%</b>
<b>Tariffs/Trump/Threat from US</b>	--	<b>6%</b>
<b>Taxes</b>	5%	<b>4%</b>
<b>Homelessness</b>	6%	<b>4%</b>
<b>Poverty</b>	2%	<b>3%</b>
<b>Climate/environment</b>	2%	<b>2%</b>
<b>Immigration (too high)</b>	2%	<b>2%</b>
<b>Crime/public safety</b>	1%	<b>0%</b>
<b>Other</b>	6%	<b>5%</b>
<b>Not sure</b>	--	<b>2%</b>

## Political Climate

The provincial government has a net approval rating of plus-27 (57% approve; 30% disapprove). The Progressive Conservatives have a comfortable lead in provincial voter intention (23-points ahead of the provincial Liberals, among decided voters).

*Q. To what extent do you approve or disapprove of the performance of the provincial government, led by Tim Houston?*



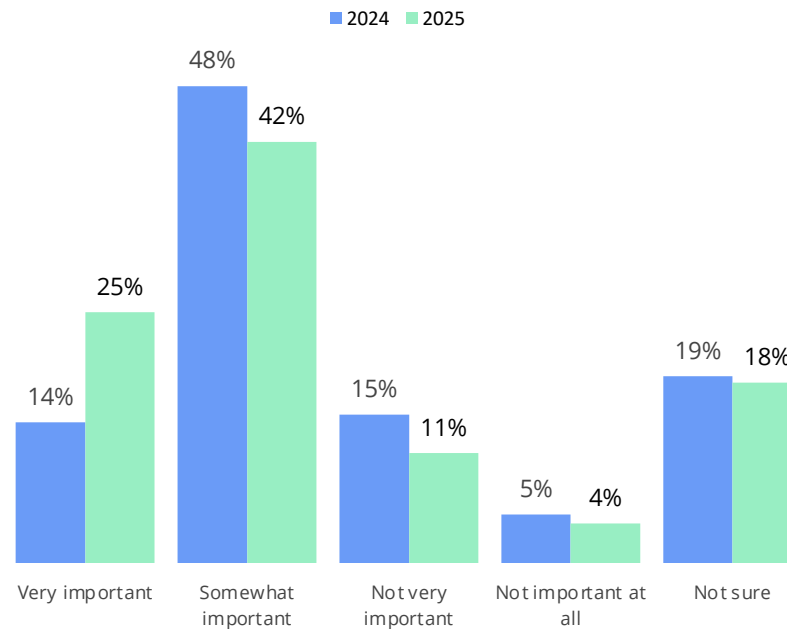
*Q. And if a provincial election were held today, for which of the following parties would you vote?*

	%	Decided Voters
The Progressive Conservatives, led by Tim Houston	34%	50%
The Liberals, led by Derek Mombourquette	18%	27%
The NDP, led by Claudia Chender	16%	21%
The Green Party, led by Anthony Edmonds	2%	2%
Prefer not to answer	3%	
None of the above	4%	
Not sure	25%	

## Importance of Mining and Quarrying to Nova Scotia

Two-thirds of Nova Scotians now believe that the mining and quarrying sector is either very (25%) or somewhat (42%) important to the economy of Nova Scotia, while only one in six now disagree. The remaining 18% are unsure. There has been a notable increase in the proportion of Nova Scotians rating the sector as *very* important to the province (up 11-points).

*Q. And moving now to economic issues...Overall, how would you rate the importance of the mining and quarrying sector to the economy of Nova Scotia?*

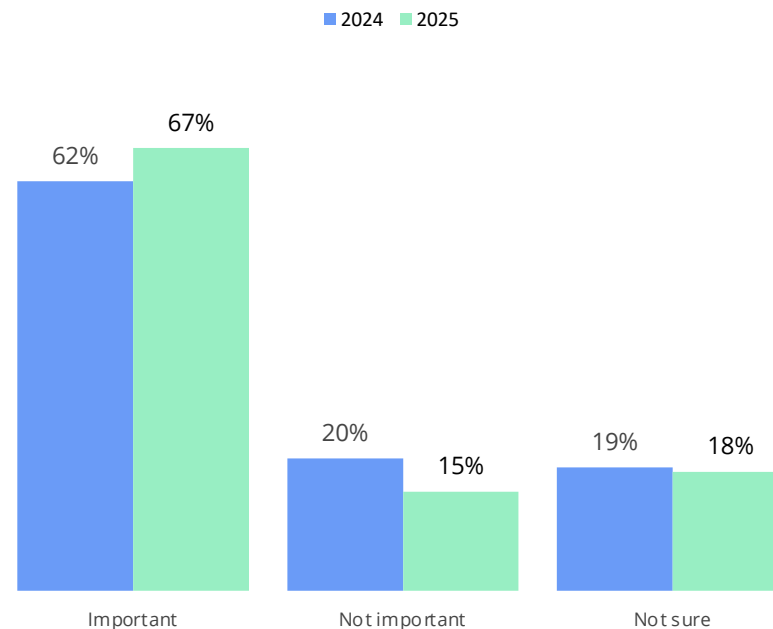


## Importance of Mining and Quarrying to Nova Scotia - Aggregated

When the results are aggregated, 67% of Nova Scotians rate the sector as important to the provincial economy (up 5 points from 2024), versus 15% who believe it is not important (down 5).

Demographically, men (72%), Cape Bretoners (74%) and provincial Progressive Conservative voters (77%) are the most likely to say the sector is important to the economy of the province.

*Q. Overall, how would you rate the importance of the mining and quarrying sector to the economy of Nova Scotia?*



## Perceptions of Mining and Quarrying in Nova Scotia - Specifics

Nova Scotians also continue to express positive views of the mining and quarrying sector when asked to rate it in specific areas. They are most likely to agree that the sector can play an important role in establishing economic independence for the country (75% agree, NEW), followed by agreeing that it plays an important role in economic development in rural areas (72% agree, up 5), provides well-paying jobs to Nova Scotians (70%, up 6), and operates safely (54%, up 3). There has also been a slight uptick in the proportion who believe the industry operates in an environmentally responsible manner (45% agree, up 3), although agreement remains lower on this metric.

*Q. And please indicate the extent to which you agree or disagree with the following statements about the mining and quarrying industry in Nova Scotia? The industry....*

Row %	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	DNK
Can play an important role in helping Canada become more independent economically from the United States	37%	38%	7%	4%	13%
Plays an important role in economic development in rural areas of Nova Scotia	31%	41%	9%	3%	16%
Provides well-paying jobs to Nova Scotians	27%	43%	8%	4%	18%
Operates its mines and quarries safely	19%	35%	11%	7%	28%
Operates in an environmentally responsible manner	13%	32%	14%	13%	28%

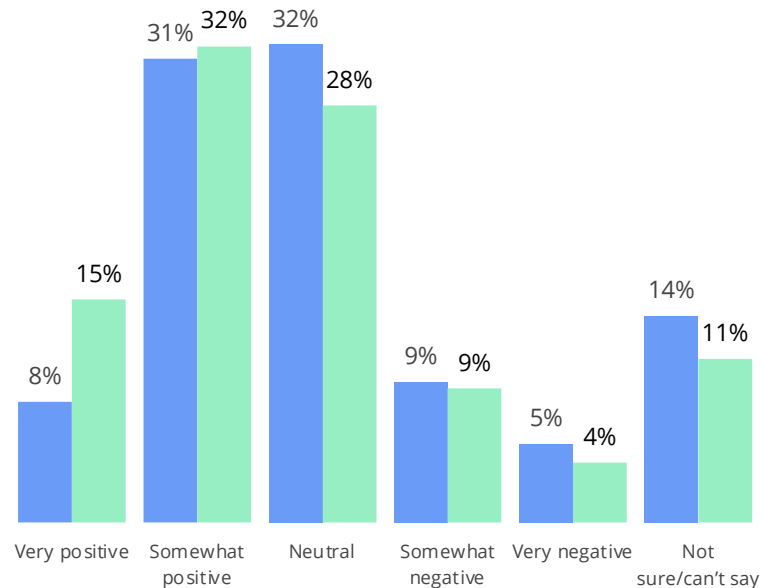
Politically, Progressive Conservative voters are the most likely to agree with *all* these statements, with the highest agreement registered for the sector's role in helping Canada become more economically independent (87% agree) and the part it plays in rural economic development (84%).



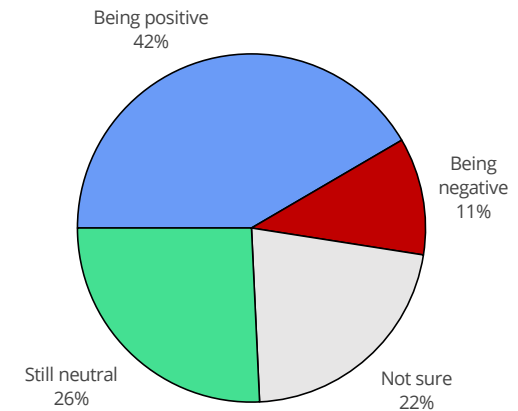
## Overall Perceptions of Mining and Quarrying in Nova Scotia

Nearly one-half of Nova Scotians now have either a very (15%) or somewhat (32%) positive view of the mining and quarrying sector in the province. Close to three in ten (28%) have a neutral view. Politically, PC voters (66%) have the most positive views. When 'neutral' respondents are asked a follow-up question, 42% of this group *lean* in a positive direction towards mining and quarrying, while only 11% *lean* negative.

Q. And on a related topic...Overall, how would you describe your opinion of the mining and quarrying sector in Nova Scotia?



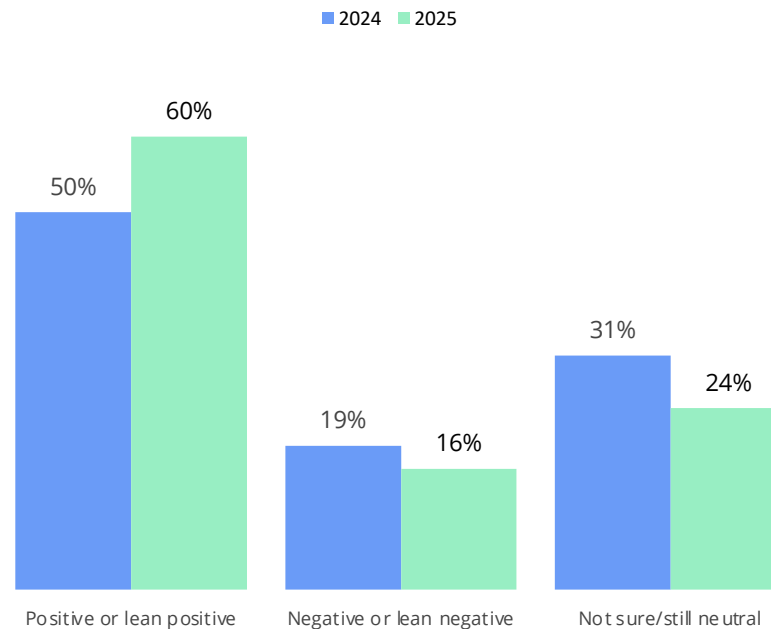
Q. **[IF NEUTRAL]** Although you may have a neutral opinion, would you be more likely to lean toward....? [n=110]



## Overall Perceptions of Mining and Quarrying in Nova Scotia - Aggregated

When the results of the previous two questions are combined, a total of 60% of Nova Scotians now have either a positive view of the mining and quarrying sector (or lean in that direction), an increase of 10-points compared to 2024. Only 16% have a negative view (down 3), while 24% are still neutral or unsure (down 7).

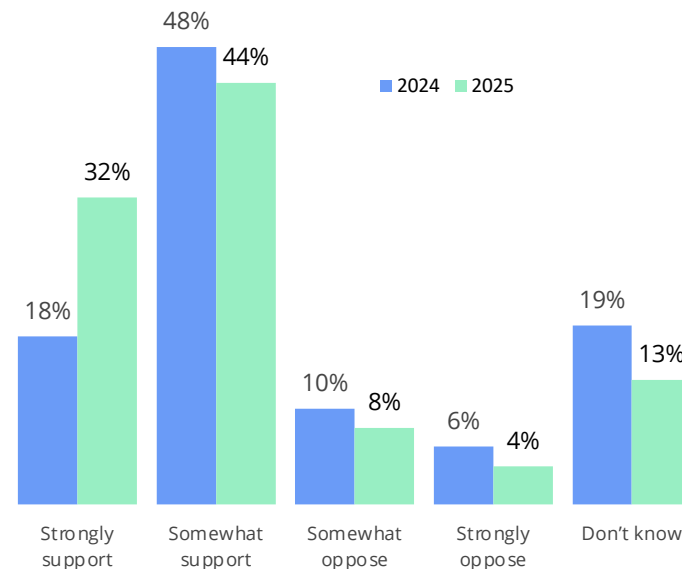
*Q. And on a related topic...Overall, how would you describe your opinion of the mining and quarrying sector in Nova Scotia?*



## Views of Critical Minerals Mining

Three-quarters of Nova Scotians now either strongly (32%) or somewhat (44%) support the mining of critical minerals in Nova Scotia. Less than one in six are either somewhat (8%) or strongly (4%) opposed, while another 13% are unsure. There has been a significant increase in the amount of *strong* support (up 14-points) for the mining of critical minerals in the past year.

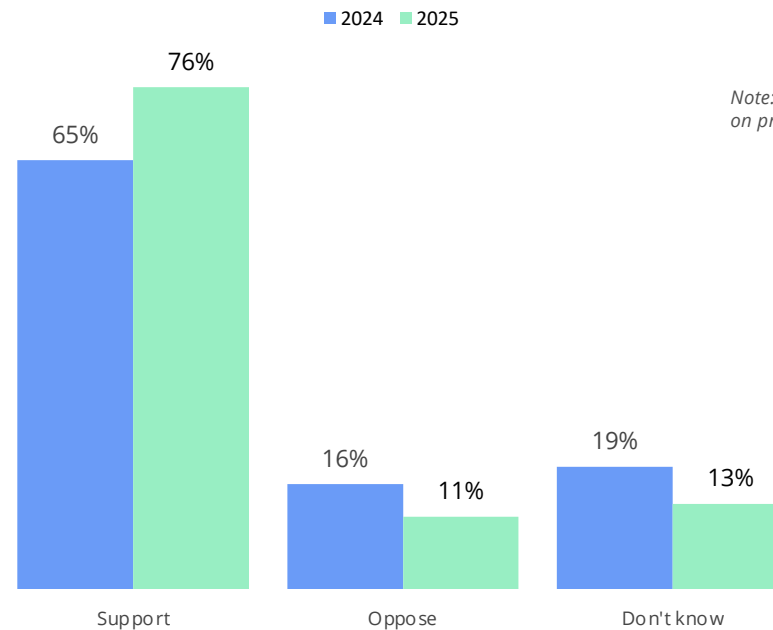
*Q. As you may or may not know, the transition from fossil fuels to clean energy sources will depend on critical energy transition minerals. Minerals – such as copper, lithium, nickel, cobalt – are essential components in many of today's rapidly growing clean energy technologies, from wind turbines and solar panels to electric vehicles. The International Energy Agency (IEA) estimates that supply of critical minerals must increase by 6 times by 2050 to achieve the climate change goals established through international agreements. In recent years, the federal government has positioned Canada as a global leader in critical minerals, to help secure economic independence and a competitive edge in the clean energy transition and advanced manufacturing sectors. To what extent do you support or oppose the mining of critical minerals in Nova Scotia?*



## Views of Critical Mineral Mining - Aggregated

When the results are aggregated, overall support for the mining of critical minerals has increased from 65% to 76% over the past year and now outpaces opposition by about 7-to-1. Demographically, support is highest among men (81%), Cape Bretoners (89%), PC voters (89%), and those without a post-secondary degree (82%).

*Q. To what extent do you support or oppose the mining of critical minerals in Nova Scotia?*

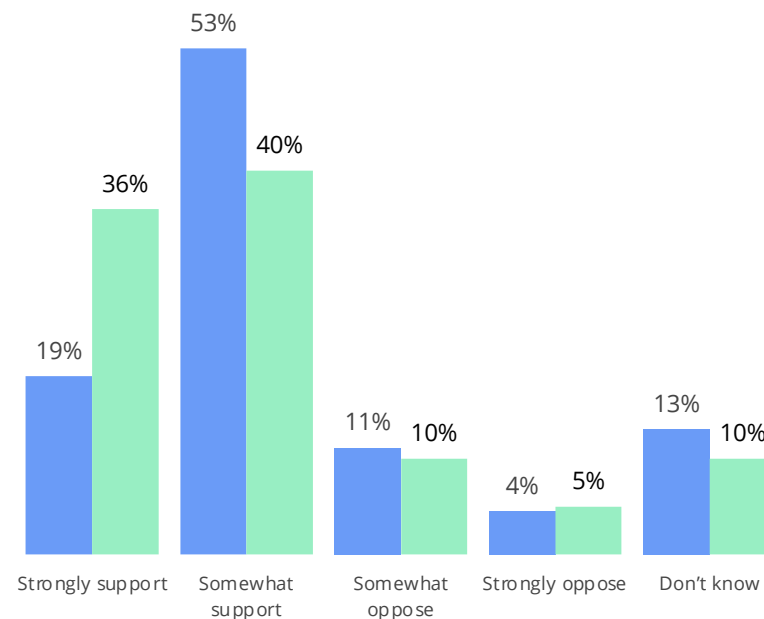


*Note: Oppose total does not equal sum of oppose bars on previous page, due to rounding.*

## Views of Gold Mining

A strong majority of Nova Scotians continue to either strongly (36%) or somewhat (40%) support the mining of gold in the province, while only in six are either somewhat (10%) or strongly (5%) opposed. The remaining 10% are unsure. As with other questions on the survey, the intensity of pro-mining sentiment has increased compared to 2024 (*strong* support is up 17-points).

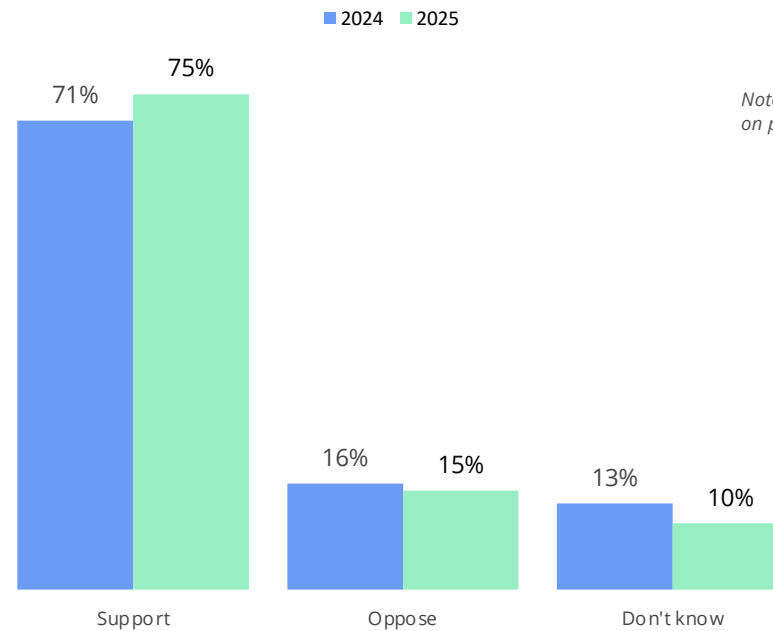
*Q. Another mineral important to the clean energy transition is gold. Gold is used in computer chips, which help electric vehicles (EVs) run safely and efficiently. A typical EV contains about 2000 computer chips that run the car's systems, more than double the amount used in traditional cars. To what extent do you support or oppose the mining of gold in Nova Scotia?*



## Views of Gold Mining - Aggregated

When the results are aggregated, support for the mining of gold now outpaces opposition by 60 percentage points (75%-15%), or a ratio of 5-to-1. Support is particularly high among PC voters (87%).

Q. To what extent do you support or oppose the mining of gold in Nova Scotia?

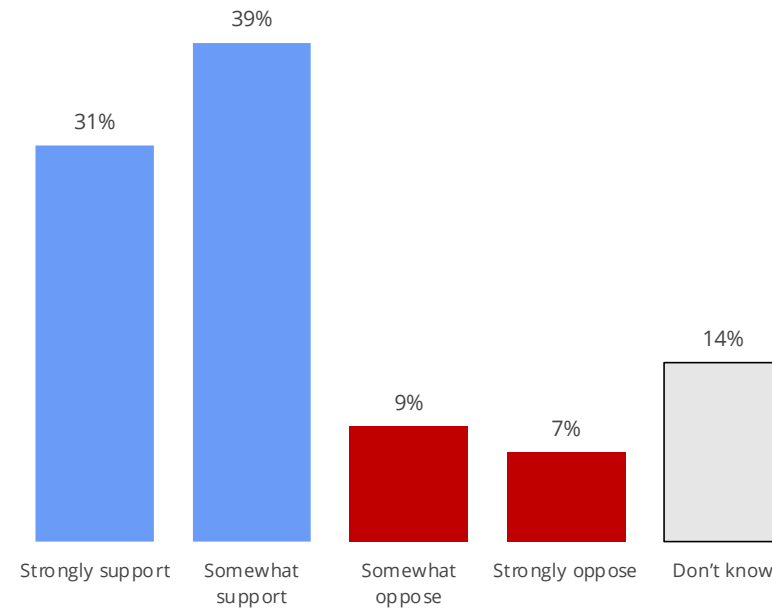


*Note: Support total does not equal sum of support bars on previous page, due to rounding.*

## Support for Reducing Permitting Timelines for New Mining Projects

Seven in ten Nova Scotians either strongly (31%) or somewhat (39%) support reducing permitting timelines for new mining projects that meet its environmental and safety standards, while only one in six are either somewhat (9%) or strongly (7%) opposed. Another 14% are unsure.

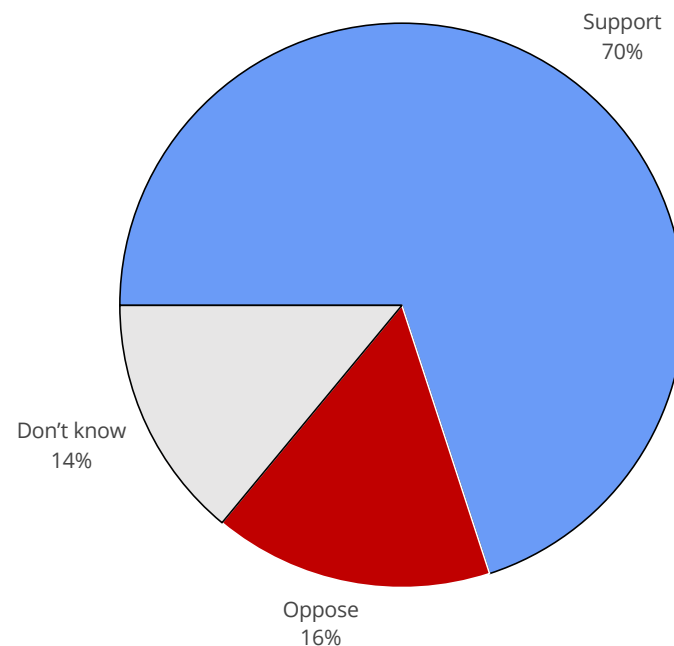
*Q. It currently takes an average of 17 years from discovering a mineral deposit to starting the mining of that deposit. This timeline makes it difficult to increase the supply of critical minerals needed to meet climate goals by 2050. Delays in the government permitting process—such as waiting for approvals and unclear (or inconsistent) regulatory hurdles—often contribute to these long timelines. In response, governments across Canada and around the world are beginning to streamline and shorten the permitting process. To what extent would you support the Province of Nova Scotia taking steps to reduce permitting timelines for new mining projects that meet its environmental and safety standards?*



## Support for Reducing Permitting Timelines for New Mining Projects - Aggregated

When the results are aggregated, support for reducing permitting timelines outpaces opposition by a large margin of 70% to 16%, or a ratio of more than 4-to-1. Again, support is highest among PC voters (85%).

*Q. It currently takes an average of 17 years from discovering a mineral deposit to starting the mining of that deposit. This timeline makes it difficult to increase the supply of critical minerals needed to meet climate goals by 2050. Delays in the government permitting process—such as waiting for approvals and unclear (or inconsistent) regulatory hurdles—often contribute to these long timelines. In response, governments across Canada and around the world are beginning to streamline and shorten the permitting process. To what extent would you support the Province of Nova Scotia taking steps to reduce permitting timelines for new mining projects that meet its environmental and safety standards?*

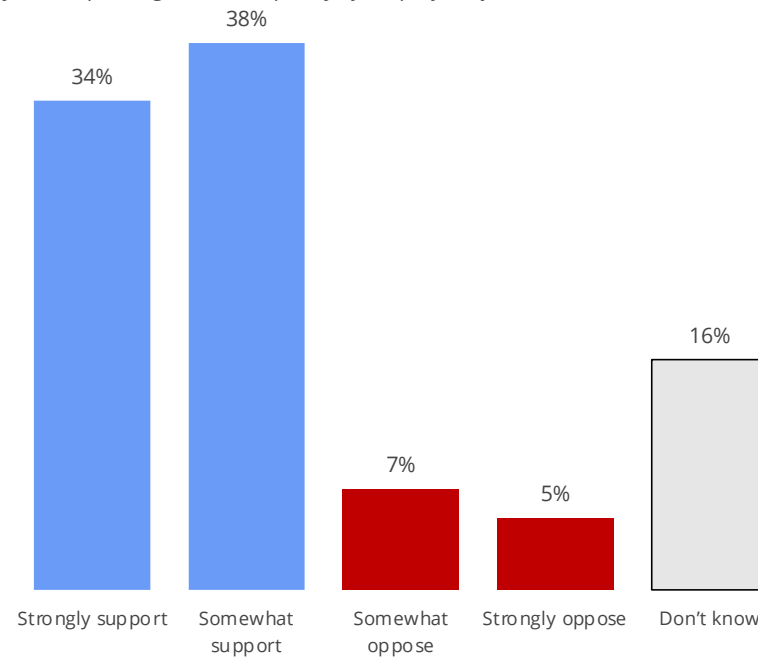




## Setting 1-2 Years as Permitting Target

Similarly, a strong majority of Nova Scotians either strongly (34%) or somewhat (38%) support the the Province setting a goal of issuing mining permits within 1–2 years (depending on the complexity of the project), for mines that meet its environmental standards.

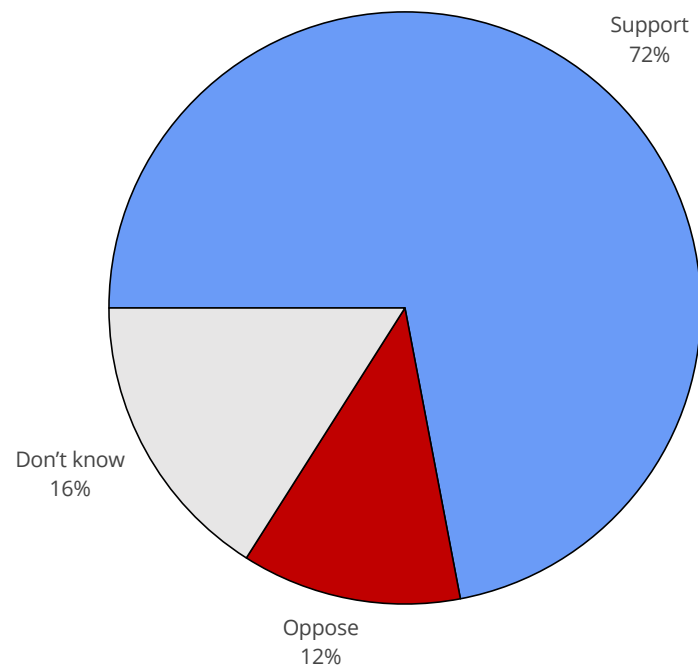
*Q. As mentioned, currently it takes an average of 17 years from discovering a mineral deposit to a mining project begins, with government permitting delays being a major factor. The International Energy Agency (IEA) recommends limiting permitting timelines to 1 year to ensure critical mineral production can increase in time to meet international climate change targets. To what extent would you support the Province of Nova Scotia setting a goal of issuing mining permits within 1–2 years (depending on the complexity of the project), for mines that meet its environmental standards?*



## Setting 1-2 Years as Permitting Target - Aggregated

When the results are aggregated, support for the Province setting a goal of issuing permits within 1-2 for new mining projects outpaces opposition by 60 percentage points (72%-12%), or a ratio of 6-to-1. Support is once again highest among PC voters (89%).

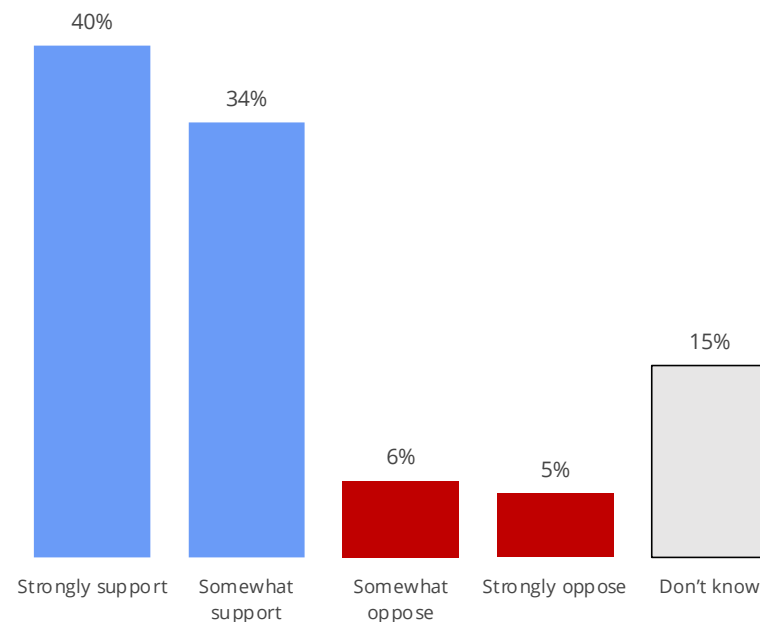
*Q. As mentioned, currently it takes an average of 17 years from discovering a mineral deposit to a mining project begins, with government permitting delays being a major factor. The International Energy Agency (IEA) recommends limiting permitting timelines to 1 year to ensure critical mineral production can increase in time to meet international climate change targets. To what extent would you support the Province of Nova Scotia setting a goal of issuing mining permits within 1–2 years (depending on the complexity of the project), for mines that meet its environmental standards?*



## Views on Consolidating Permitting in Single Government Department

A strong majority of Nova Scotians either strongly (40%) or somewhat (34%) support the Province consolidating the mine permitting process within a single government department or branch, while only about one in ten are either somewhat (6%) or strongly (5%) opposed. The remaining 15% are unsure.

*Q. In Nova Scotia, there are multiple government departments involved in the mine permitting process. In other Canadian provinces, the process is streamlined so that a single Department of Mines is responsible for permitting. They are staffed with the experts required to properly regulate the mineral sector, including environmental scientists, geologists, and mining engineers. To what extent would you approve of the Province of Nova Scotia consolidating the mine permitting process within a single government department or branch, staffed by mining experts?*



## Views of Consolidating Permitting in Single Department - Aggregated

When the results are aggregated, support for consolidating the mine permitting process within a single government department or branch outpaces opposition by 63 percentage points (74%-11%), or a ratio of nearly 7-to-1. Consistent with other questions on the survey, PC voters (85% support) are the most enthusiastic.

*Q. In Nova Scotia, there are multiple government departments involved in the mine permitting process. In other Canadian provinces, the process is streamlined so that a single Department of Mines is responsible for permitting. They are staffed with the experts required to properly regulate the mineral sector, including environmental scientists, geologists, and mining engineers. To what extent would you approve of the Province of Nova Scotia consolidating the mine permitting process within a single government department or branch, staffed by mining experts?*

