

CANADA IS THE  
**6TH LARGEST**  
**ENERGY PRODUCER**  
IN THE WORLD



Share of Canada's Energy Production

**40%**

PETROLEUM

**31%**

NATURAL GAS

**24%**

ELECTRICITY

Source [http://energyiq.canadiangeographic.ca/main/energy\\_mix/demand](http://energyiq.canadiangeographic.ca/main/energy_mix/demand)

CANADIANS ARE **SEARCHING** FOR ENERGY INFO

Google search growth for energy information.

**"PIPELINE SAFETY"** ↑ **183%**

**"WHAT IS FRACKING?"** ↑ **146%**

**"KEYSTONE XL FACTS"** ↑ **141%**

**"OIL SANDS JOBS"** ↑ **127%**

Source Google internal data, Canada, year-over-year growth, Q2 2013.



**24%**

of energy search queries  
come from mobile devices.

Source Google internal data, Canada, Q2 2013.

CANADIANS ARE **BROWSING**

**88%**



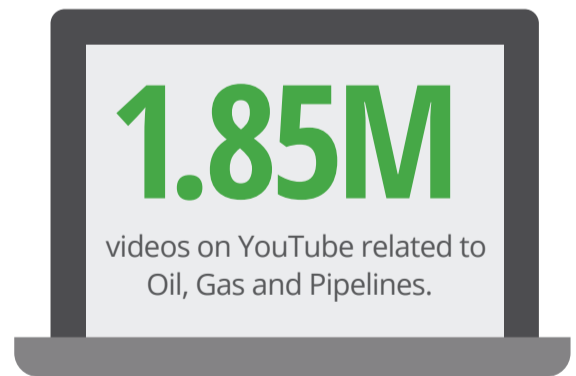
of Canadian environmental enthusiasts report getting  
their news online.

Source Google Consumer Surveys, July 22 - 25, 2013, based on 120  
online responses, Canadian adult internet population.

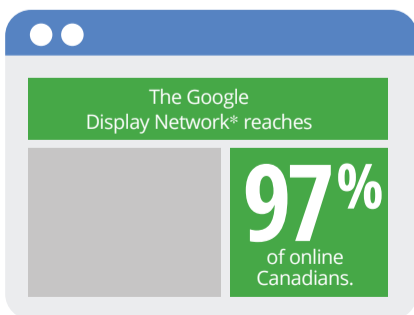
CANADIANS ARE WATCHING **VIDEO**

**1.85M**

videos on YouTube related to  
Oil, Gas and Pipelines.

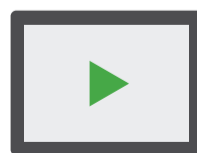


Source YouTube.ca, Video results, September 2013.



\*The Google Display Network lets you place text, image, interactive and video ads on a variety of news sites, blogs and other niche sites across the internet to reach more stakeholders.

Source comScore, Media Metrix, Canada, July 2013.



**5** YouTube videos are watched  
by each Canadian viewer  
(on average) per day.

Source comScore, Video Metrix Media Trend, Canada, July 2013.