

Canadians and Gas Prices



Report



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1. Study Highlights

- Most Canadians own or lease a vehicle.

Question: Do you own or lease an automobile?

N=1500	Owns or leases an automobile	Does not own or lease an automobile	Don't know / Refusal
Canada	80%	19%	1%

- Two-thirds of Canadians claim that hikes in gas prices will influence the type of vehicle they will purchase next.

Question: Gas prices have increased significantly. Will this have an impact on the type of vehicle you will purchase in the future?

N=1500	Yes	No	Don't know / Refusal
Canada	66%	29%	4%

- More than half of the drivers interviewed declared having changed their driving habits since gas prices have increased.

Question: Due to rising gas prices, have you modified your habits when it comes to the use of your vehicle, for example, driving slower, cutting down on mileage, car pooling, using public transportation more often, etc.?

N=1231	Yes	No	Don't know / Refusal
Canada	55%	45%	0%

- Canadians agree with reducing taxes on gas prices, with using part of the taxes collected to reduce the cost of public transportation, and with imposing a limit on the price of gas at the pump. But they are less in agreement with imposing a special tax on vehicles that consume large amounts of gas.

Question: In your opinion should governments....?

N=1500	...impose a special tax on vehicles that consume a lot of gas	...reduce taxes on gas	...allocate part of the tax money collected from gas to reduce the cost of public transportation	...impose a limit on oil companies for the price of gas at the pump
Canada	42%	79%	68%	72%

2. Results

2.1 The majority of Canadians (80%) own or lease a vehicle

Four-out-of-five Canadians (80%) claim they own or lease a vehicle, and in most cases it is either a compact (hatchback) or family sedan.

This proportion is stronger among people between 35 and 64 years old (91%), respondents with a household income above \$60 000 (92%), respondents with jobs (87%), as well as those with college (84%) or university (86%) education.

Question: Do you own or lease an automobile? *If so, is it... ?*

N=1500	Canada
Owns or leases an automobile	80%
Does not own or lease an automobile	19%
DNK/Refusal	1%

As far as the type of vehicle owned or leased, there are more Quebecers who drive compact sedans (hatchbacks) (41%), while Ontarians are more likely to own a family sedan (38%) and Albertans are proportionately more likely to have pick-up trucks (19%) than respondents from other regions of Canada

Type of vehicle owned or leased

N=1216	Family Sedan	Compact Sedan	Mini-Van	SUV (Sports Utility Vehicle)	Pick-Up Truck	Sports Car	Other
Atlantic Provinces	41%	36%	13%	7%	13%	7%	0%
Quebec	30%	41%	11%	10%	7%	3%	4%
Ontario	38%	25%	20%	11%	9%	6%	2%
Prairies	38%	17%	18%	13%	17%	3%	5%
Alberta	35%	27%	19%	14%	19%	7%	2%
British Columbia	24%	31%	20%	13%	16%	6%	3%
Canada	34%	30%	17%	11%	11%	5%	3%

2.2 Two-out-of-three Canadians believe that hikes in gas prices will influence their next car purchase

For two-thirds of the Canadians interviewed (66%), recent hikes in gas prices will have an impact on the type of vehicle they will buy in the future. This proportion is higher among respondents who already own or lease a vehicle (69%), compared to those who currently do not (56%).

People between 25 and 44 years of age, and those who have a household income between \$60 000 and \$79 999 are proportionately more likely to anticipate an impact.

The attitude of respondents is essentially the same across Canada.

Question: Gas prices have increased significantly. Will this have an impact on the type of vehicle you will purchase in the future?

N=1500	Yes	No	Don't know / Refusal
Atlantic Provinces	66%	27%	8%
Quebec	68%	28%	4%
Ontario	65%	31%	5%
Prairies	70%	27%	4%
Alberta	62%	34%	4%
British Columbia	70%	27%	3%
Canada	66%	29%	4%

When asked about the impact of higher gas prices on their behaviour, more than half of respondents with a vehicle (55%) stated that these prices motivated them to change their driving habits.

However, this increase has had no impact on 45% of the Canadians consulted, mainly people 65 years old and older, those with a household income of \$60 000 or more, those who are retired, and people with a university education.

Question: Due to rising gas prices, have you modified your habits when it comes to the use of your vehicle, for example, driving slower, cutting down on mileage, car pooling, using public transportation more often, etc.?

N=1231	Yes	No	Don't know / Refusal
Atlantic Provinces	58%	42%	0%
Quebec	54%	46%	0%
Ontario	55%	45%	0%
Prairies	57%	42%	1%
Alberta	55%	45%	0%
British Columbia	53%	47%	0%
Canada	55%	45%	0%

2.3 The majority of Canadians agree with reducing taxes on gas

In terms of government action to counter hikes in gas prices, more than three-quarters of the Canadians interviewed (79%) were in favour of governments reducing taxes on gasoline. This proportion is higher in Quebec (83%) than in other regions, as well as among people who own or lease an automobile (80%) compared to those who don't.

A strong majority (72%) is also of the opinion that governments should impose a limit on oil companies for gas prices., with Quebec again having the strongest proportion of respondents who agree with this measure (87%).

More than two-out-of-three Canadians (68%) think that governments should allocate part of the taxes on gas to reduce the cost of public transit. This proportion rises to 78% among people who do not own or lease a car. Once again, Quebecers are among those who most strongly agree with this measure (75%).

However, there is less unanimity when it comes to imposing a special tax on gas-guzzlers, since 52% of respondents disagreed with such an initiative, against 42% who did agree.

Question: In your opinion should governments...?

N=1500 (Respondents who agree with statements)	... impose a special tax on vehicles that consume a lot of gas	... reduce taxes on gas	... allocate part of the tax money collected from gas to reduce the cost of public transportation	... impose a limit on oil companies for the price of gas at the pump
Atlantic Provinces	40%	82%	64%	76%
Quebec	46%	83%	75%	87%
Ontario	43%	77%	67%	72%
Prairies	39%	75%	58%	66%
Alberta	36%	80%	73%	62%
British Columbia	42%	75%	66%	56%
Canada	42%	79%	68%	72%

3. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between June 2 and June 8, 2004. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of ± 2.6 , 19 times out of 20.

4. Questionnaire

4. Questionnaire

PC6

AUTOMOBILES

PC5. Do you own or lease an automobile? IF SO: Is it...

READ * 2 ANSWERS POSSIBLE

...a compact sedan or hatchback (Civic, Protégé, Sentra, Elantra, Focus, Neon, etc.)	01
.....	
...a family sedan (Jetta, Camry, Taurus, Accord, etc.)	02
...a SUV or sports utility vehicle (Jeep, Explorer, Pathfinder, CRV, etc.)	03
...a mini-van	04
...a pick-up truck	05
...a sports car	06
Other	96
Does not own or lease an automobile	97 X
Don't know	98 X
Refusal	99 X

PC7

PC7. Gas prices have increased significantly. Will this have an impact on the type of vehicle you will purchase in the future?

Yes	1
No	2
Don't know	8
Refusal	9

PC8

=> +1 if PC6=#8

PC8. Due to rising gas prices, have you modified your habits when it comes to the use of your vehicle, for example, driving slower, cutting down on mileage, car pooling, using public transportation more often, etc.?

Yes	1
No	2
Don't know	8
Refusal	9

PC9A

Rotation => PC9D

PC9a. In your opinion should governments....?impose a special tax on vehicles ...that consume a lot of gas?

Yes	1
No	2
Don't know	8
Refusal	9

PC9B

PC9b. In your opinion should governments....?
...reduce taxes on gas?

Yes	1
No	2
Don't know	8
Refusal	9

PC9C

PC9c. In your opinion, should governments... ..allocate part of the tax money from
gas to reduce...
...the cost of public transportation?

Yes	1
No	2
Don't know	8
Refusal	9

PC9D

PC9d. In your opinion should governments... ..impose a limit on oil companies...
...for the price of gas at the pump

Yes	1
No	2
Don't know	8
Refusal	9

5. Cross Tabulations
