

GAS PRICES

Rising Gasoline Prices Affect a Majority of Canadians

Almost half of respondents admit to be driving less than usual due to more expensive fuel

[TORONTO – Mar. 27, 2008] – A majority of Canadians are feeling the pressure of increasing gasoline prices in their household budgets, a new Angus Reid Strategies poll has found.

In the online survey of a representative national sample, 56 per cent of respondents say the hike in gas prices has caused financial hardship in their household. The number has remained stable comparing to a July 2007 Angus Reid Strategies poll.

The most popular measures to cope with the price tag of gas are driving less than usual (46%), filling up the tank with less fuel than usual (28%), and walking more (20%).

Other alternatives to driving such as taking more public transit or carpooling are less popular. Almost three-in-ten respondents (29%) are not taking any of the listed steps to appease high prices at the pump.

In Alberta, less than half of respondents (43%) admit to facing financial troubles due to high gas prices. Conversely, Manitoba and Saskatchewan (60%) and Ontario (58%) hold the highest proportion of respondents who have been impacted negatively by the rising costs of fuel.

Just like in last year's survey, respondents in households earning less than \$50,000 a year (60%) and in households earning between \$50,000 and \$99,000 (58%) report being negatively affected by this phenomenon.

KEY FINDINGS

- » **56% say price increase in gas has caused financial hardship**
- » **46% report driving less than usual as a direct result of fuel prices**
- » **28% are filling their tanks with less gas than usual**
- » **Pressure from more expensive gas on Canadian households remains the same comparing to a July 2007 survey**

Full topline results are at the end of this release.

From March 19 to March 20, 2008, Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,015 adult Canadians. The margin of error for the total sample is +/- 3.1 %, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

Respondents in Ontario and Atlantic Canada are the most prone to be taking specific actions to deal with high gas prices. Almost a quarter of respondents in both areas (23%) are walking more, 38 per cent of Ontarians say they are filling their tanks with less gas than usual, and 57 per cent of Atlantic Canadians admit to be driving less than usual.

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Gas Prices							
Have recent price increases in gasoline caused any financial hardship for you or others in your household?							
	Region						
	Total	BC	AB	MB/SK	ONT	PQ	ATL
Yes	56%	55%	43%	60%	58%	57%	53%
No	42%	41%	54%	39%	38%	42%	45%
Not sure	3%	4%	2%	1%	4%	1%	1%

Gas Prices									
Have recent price increases in gasoline caused any financial hardship for you or others in your household?									
	Gender			Age			Income		
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-\$99K	\$100K+
Yes	56%	53%	59%	54%	61%	50%	60%	58%	41%
No	42%	44%	39%	44%	37%	46%	37%	39%	55%
Not sure	3%	3%	2%	3%	2%	4%	3%	3%	3%

Gas Prices			
Trend - Have recent price increases in gasoline caused any financial hardship for you or others in your household?			
	March 2008	July 2007	May 2007
Yes	56%	56%	66%
No	42%	40%	30%
Not sure	3%	4%	4%

Gas Prices							
Due to the recent price increases in gasoline, have you done any of the following activities?							
	Total	Region					
		BC	AB	MB/SK	ONT	PQ	ATL
Taken public transit more often than usual	12%	14%	9%	6%	14%	13%	10%
Walked to destinations more than usual	20%	15%	18%	17%	23%	18%	23%
Bicycled more often than usual	5%	8%	7%	2%	4%	5%	3%
Carpooled more	7%	8%	2%	2%	7%	11%	6%
Filled your car up with less gas than usual	28%	28%	13%	23%	38%	21%	26%
Seriously considered selling your car	9%	12%	9%	8%	12%	6%	7%
Sold your car to buy a more fuel efficient vehicle	4%	6%	1%	1%	2%	5%	9%
Drive less than usual	46%	43%	46%	50%	49%	40%	57%
None of the above	29%	36%	41%	37%	28%	25%	13%

Gas Prices

Due to the recent price increases in gasoline, have you done any of the following activities?

	Gender		Age			Income			
	Total	Male	Female	18-34	35-54	55+	<\$50K	\$50-\$99K	\$100K+
Taken public transit more often than usual	12%	13%	12%	24%	9%	6%	15%	11%	13%
Walked to destinations more than usual	20%	20%	19%	27%	17%	16%	22%	19%	17%
Bicycled more often than usual	5%	7%	3%	6%	5%	3%	7%	5%	1%
Carpooled more	7%	8%	7%	11%	7%	4%	5%	8%	9%
Filled your car up with less gas than usual	28%	26%	30%	28%	33%	21%	32%	27%	22%
Seriously considered selling your car	9%	10%	9%	11%	9%	8%	10%	9%	10%
Sold your car to buy a more fuel efficient vehicle	4%	5%	2%	4%	3%	3%	2%	6%	1%
Drive less than usual	46%	47%	46%	43%	45%	51%	46%	45%	48%
None of the above	29%	32%	26%	26%	28%	33%	26%	27%	35%

Angus Reid Strategies is a North American full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995. Located in Vancouver, Calgary, Toronto, and Montreal, our team of specialists provides solutions across every type and sector of research.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Angus Reid Strategies has been successful in predicting the outcome of last year's provincial elections in:

Quebec: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=37>

Manitoba: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=56>

Ontario: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=129>

Saskatchewan: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=138>

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF%20WHITE%20PAPER.pdf>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
www.angusreidstrategies.com**