



GAS PRICES

RISING GAS COSTS – HOW ARE CANADIANS COPING?

**Fewer Canadians (56%) feel financial hardship
over gas prices since June survey (66%)**

**Since June, most gas-saving activities stay steady—
half of Canadians (50%) are still driving less,
21% are still walking more**

Carpooling is up slightly, from 7% to 9%

And slightly more (35%) are filling up with less gas

From July 17 to 18, 2007, Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,040 adult Canadians. The margin of error for the total sample is +3.0 %, 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.

**Public Release:
National Public Opinion Poll**

[VANCOUVER – July 19, 2007] – Fewer Canadians say they are hurting financially due to high gas prices, but half are still driving less and slightly more are now carpooling or filling up with less gas, a new Angus Reid Strategies poll has found.

The online survey, which followed up on a similar poll from June, asked a representative national sample of Canadians whether gas hikes have caused their households financial hardship.

Just over half (56%) responded yes, while two-thirds (66%) said the same in June. And this time, women (63%) and those in households earning \$50,000 or less (65%), and those with lower levels of education feel particularly high financial strain. In June, Atlantic Canadians and those over 55 felt significant financial hardship due to gas costs—their numbers are now similar to other comparable demographics.

As well, Canadians were presented with nine gas-conserving behaviours and asked to select the ones they have engaged in due to raised gas prices.

The online survey, which followed up on a similar poll from June, presented nine gas-conserving behaviours to a representative national sample of Canadians, and asked them to select the ones they have engaged in due to raised gas prices.

As in June, driving less is still the most popular option, chosen by the highest number of Canadians (50%). The second most popular option, filling up with less gas, rises slightly from 32 to 35 per cent: a few more in almost all regions say they are filling up with less.

Third remains “none of the above” (25%), showing again that in the face of high gas costs, many can do nothing, choose to do nothing, or are simply living lifestyles that have already minimized gas consumption.

Among alternative transportation arrangements, walking still enjoys high popularity (21%), and public transit (12%) and bicycling (9%) remain the next most popular options. However, slightly more in all regions say they are carpooling, going to 9 per cent from 7 per cent in June.

Since the last survey, those from BC, Manitoba and Saskatchewan, and Atlantic Canada seem to be walking less, while Ontarians are walking more. And many from Alberta, Manitoba and Saskatchewan, and Atlantic Canada say they have sold their cars in order to buy more fuel efficient vehicles.

Canadians aged 18-34 and those in households earning less than \$50,000 a year are more likely to fill their cars up with less gas and take public transit. Younger Canadians are also more likely to carpool than other age groups, and those in households earning \$100,000 or more a year are more likely to carpool, bicycle, or sell their cars to buy more fuel efficient ones.

Rising gas prices – how do Canadians cope?
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Albertans, richer Canadians and those with university education or higher are more likely to do none of the suggested gas-conserving activities. The same is true of Conservative voters, while Liberal and NDP voters tend to participate at a higher rate in the other options.

As before, Liberals seem to have a higher inclination to carpooling, while NDP voters are more likely to bike. Green voters, however, have the highest participation in almost all gas-conserving behaviours by far.

Related releases:

Rising gas prices - how are Canadians coping? (June 4, 2007)
<http://angusreidstrategies.com/index.cfm?fuseaction=news&newsid=63>

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56% of Canadians say gas hikes have caused their households financial hardship

Q. 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%	57%	52%	43%	56%	61%	59%
No	40%	40%	41%	47%	41%	35%	40%
Not sure	4%	3%	7%	9%	3%	4%	1%

	Income				Education			Vote in next federal election			
	Total	<\$50K	\$50-99K	\$100K+	HS or less	College or Tech schl	Univ+	Cons	Lib	NDP	Green
Yes	56%	56%	59%	53%	65%	54%	45%	63%	64%	40%	56%
No	40%	39%	38%	44%	31%	45%	51%	32%	33%	56%	39%
Not sure	4%	5%	3%	3%	4%	1%	4%	5%	4%	3%	5%

Carpooling, filling up with less gas rise slightly

Q. Due to the recent price increases in gasoline, have you done any of the following activities? Check all that apply.

	Region						
	Total	BC	AB	MB/SK	ONT	PQ	ATL
Drive less than usual	50%	61%	53%	53%	49%	40%	61%
Filled your car up with less gas than usual	35%	35%	34%	34%	42%	24%	37%
Walked to destinations more than usual	21%	21%	15%	22%	26%	14%	22%
Taken public transit more often than usual	12%	16%	14%	4%	14%	10%	9%
Bicycled more often than usual	8%	8%	5%	15%	7%	7%	11%
Carpooled more	9%	11%	6%	11%	9%	8%	9%
Seriously considered selling your car	7%	8%	5%	6%	8%	3%	10%
Sold your car to buy a more fuel efficient vehicle	6%	3%	9%	12%	4%	6%	11%
None of the above	25%	25%	30%	26%	26%	26%	16%

	Age				Income			Vote in next federal election			
	Total	18-34	35-54	55+	<\$50K	\$50-99K	\$100K +	Cons	Lib	NDP	Green
Drive less than usual	50%	45%	52%	52%	52%	50%	51%	50%	50%	52%	62%
Filled your car up with less gas than usual	35%	40%	38%	25%	40%	35%	27%	35%	38%	35%	24%
Walked to destinations more than usual	21%	24%	21%	18%	19%	22%	21%	17%	23%	23%	41%
Taken public transit more often than usual	12%	20%	10%	7%	15%	10%	8%	7%	16%	16%	20%
Bicycled more often than usual	8%	10%	9%	4%	7%	6%	13%	4%	8%	9%	22%
Carpooled more	9%	13%	10%	3%	8%	9%	11%	8%	12%	6%	10%
Seriously considered selling your car	7%	7%	7%	5%	6%	7%	7%	4%	7%	8%	4%
Sold your car to buy a more fuel efficient vehicle	6%	4%	7%	7%	5%	5%	12%	6%	7%	4%	11%
None of the above	25%	27%	22%	28%	23%	25%	31%	29%	24%	25%	13%

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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 this year's provincial elections:

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

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

More information on the way Angus Reid Strategies conducts public opinion research can be found at http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF_WHITE_PAPER.pdf

- 30 -

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

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