

A majority of Canadians are worried or somewhat worried about the increasing price of gas; over six in ten think Canadians are likely or somewhat likely to buy more fuel-efficient vehicles due to increased gas prices

National survey released April, 2019
Project 2019-1421



CTV
NEWS

NANOS SURVEY

A majority of Canadians are worried or somewhat worried about the rising cost of gas

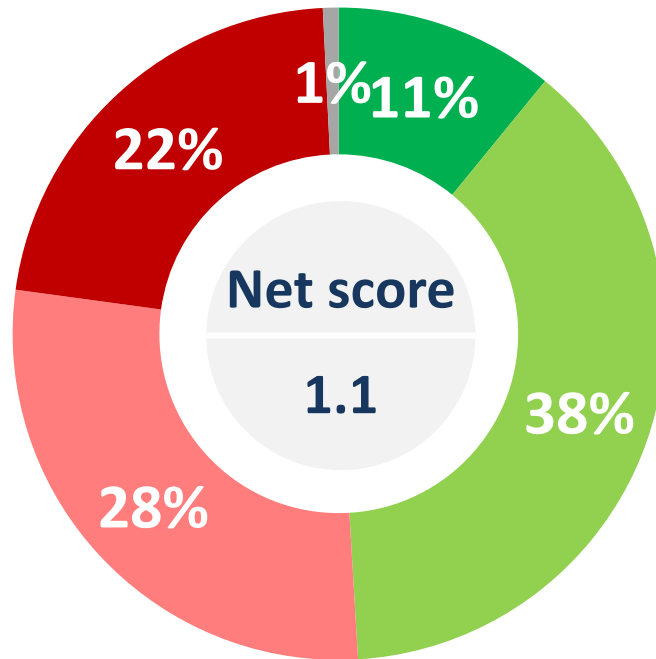
Seven in ten Canadians are worried or somewhat worried about the rising cost of gas, and more than six in ten Canadians think their fellow Canadians are likely or somewhat more likely to buy a fuel-efficient car because of the cost of gas. Over half of Canadians think the carbon tax is an ineffective or somewhat ineffective way to encourage people to use less fuel, and are split on whether they think the increased cost of gas will impact how much driving Canadians will do this summer.

- **Canadians are split over the impact of increased gas prices on the amount of driving other Canadians will do during the summer** – Half of Canadians say they think Canadians are somewhat unlikely (28%) or unlikely (22%) to reduce the amount of driving they do during the summer because of the recent increase in the cost of gas, while just under half think Canadians are likely (11%) or somewhat likely (38%) to do so. One per cent are unsure.
- **More than six in ten think Canadians are likely or somewhat likely to buy more fuel-efficient vehicles due to increased gas prices** – A majority of Canadians think their fellow Canadians are likely (14%) or somewhat likely (49%) to buy more fuel-efficient vehicles because of the cost of gas, while just over one in three think Canadians are somewhat unlikely (24%) or unlikely (11%) to do so. Two per cent are unsure.
- **Over half of Canadians think a carbon tax is an ineffective or somewhat ineffective way to encourage a reduction in fuel use** – More than one in two Canadians think the carbon tax is a somewhat ineffective (19%) or ineffective (37%) way to encourage people to use less fuel, while over four in ten think it is effective (16%) or somewhat effective (26%). Three per cent are unsure.
- **Seven in ten Canadians are worried or somewhat worried about the rising cost of gas** – A majority of Canadians are worried (38%) or somewhat worried (32%) about the rising cost of gas, while three in ten are somewhat not worried (15%) or not worried (15%). One per cent are unsure.

The observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between April 25th to 28th, 2019 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Likelihood of Canadians driving less because of increased gas prices



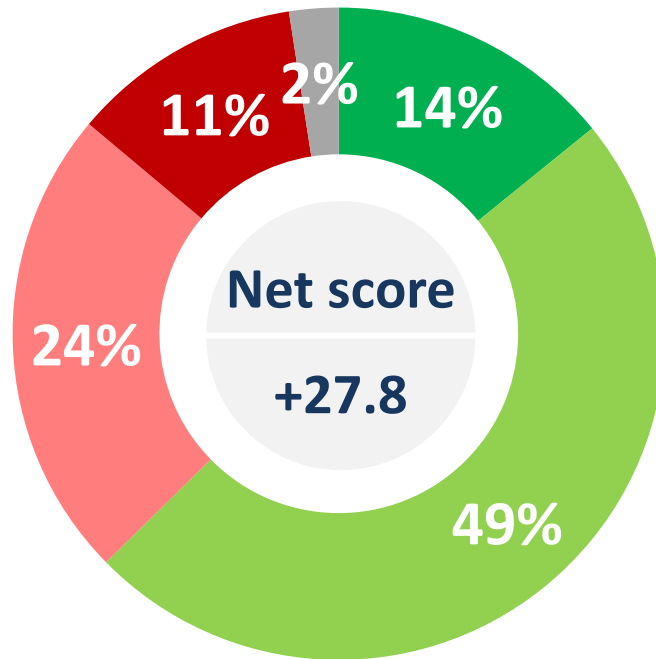
■ Likely ■ Somewhat likely ■ Somewhat unlikely ■ Unlikely ■ Unsure

	Likely/ somewhat likely	Unlikely/ somewhat unlikely
Atlantic (n=100)	53.6%	44.6%
Quebec (n=250)	48.0%	51.4%
Ontario (n=300)	41.8%	57.7%
Prairies (n=200)	45.2%	53.4%
British Columbia (n=150)	67.5%	32.5%
Male (n=514)	50.2%	49.2%
Female (n=486)	48.0%	51.1%
18 to 34 (n=206)	53.8%	44.1%
35 to 54 (n=374)	49.5%	49.8%
55 plus (n=420)	45.3%	54.7%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you think Canadians are likely, somewhat likely, somewhat unlikely or unlikely to reduce the amount of driving they do during the summer because of the recent increase in the cost of gas?

Likelihood of Canadians purchasing more fuel-efficient vehicles due to gas prices



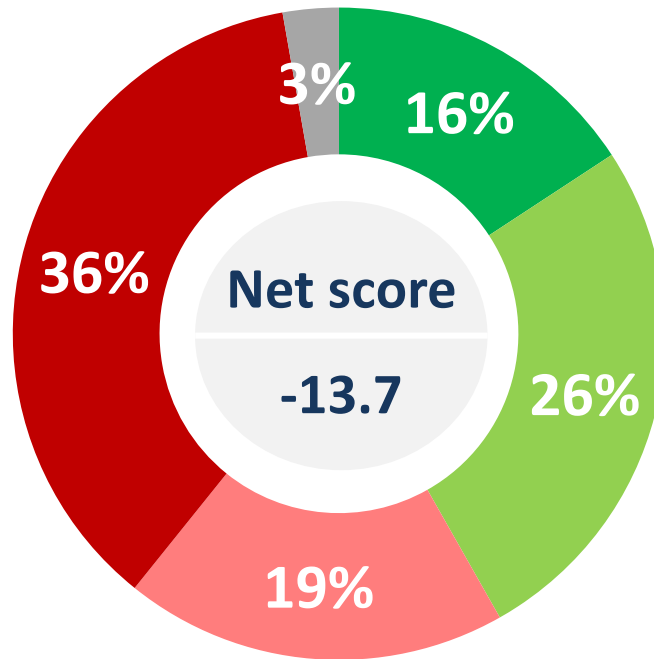
■ Likely ■ Somewhat likely ■ Somewhat unlikely ■ Unlikely ■ Unsure

	Likely/ somewhat likely
Atlantic (n=100)	56.1%
Quebec (n=250)	69.7%
Ontario (n=300)	61.4%
Prairies (n=200)	53.7%
British Columbia (n=150)	69.7%
Male (n=514)	60.8%
Female (n=486)	64.4%
18 to 34 (n=206)	64.8%
35 to 54 (n=374)	62.0%
55 plus (n=420)	61.8%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you think Canadians are likely, somewhat likely, somewhat unlikely or unlikely to buy more fuel-efficient vehicles because of the cost of gas?

Effectiveness of a new carbon tax on encouraging people to use less fuel



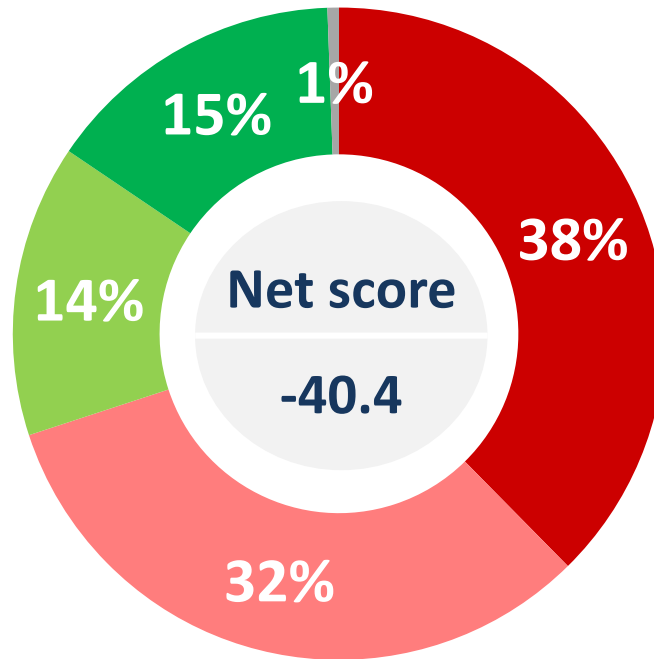
■ Effective
 ■ Somewhat effective
 ■ Somewhat ineffective
 ■ Ineffective
 ■ Unsure

	Effective/ somewhat effective
Atlantic (n=100)	51.9%
Quebec (n=250)	50.8%
Ontario (n=300)	53.7%
Prairies (n=200)	67.6%
British Columbia (n=150)	52.9%
Male (n=514)	53.5%
Female (n=486)	57.3%
18 to 34 (n=206)	52.0%
35 to 54 (n=374)	58.3%
55 plus (n=420)	55.3%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – Do you think a carbon tax on things like gas is an effective, somewhat effective, somewhat ineffective, or ineffective way to encourage people to use less fuel?

Feelings regarding rising gas prices



■ Worried
 ■ Somewhat worried
 ■ Somewhat not worried
 ■ Not worried
 ■ Unsure

	Worried/ somewhat worried
Atlantic (n=100)	68.2%
Quebec (n=250)	68.4%
Ontario (n=300)	66.8%
Prairies (n=200)	75.3%
British Columbia (n=150)	73.0%
Male (n=514)	69.4%
Female (n=486)	70.5%
18 to 34 (n=206)	68.2%
35 to 54 (n=374)	74.2%
55 plus (n=420)	67.5%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

QUESTION – Are you worried, somewhat worried, somewhat not worried or not worried about the rising cost of gas?



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 25th and 28th, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

This is one(1) report of two (2).

TECHNICAL NOTE

Element	Description
Organization who commissioned the research	CTV News
Final Sample Size	1000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	April 25 th to 28 th , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	13 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module one of an omnibus survey. This is one report of two.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .



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TABULATIONS



2019-1421 – CTV/Nanos Survey – Fuel consumption - STAT SHEET

			Region						Gender		Age		
			Canada 2019-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you think Canadians are likely, somewhat likely, somewhat unlikely or unlikely to reduce the amount of driving they do during the summer because of the recent increase in the cost of gas?	Total	Unwgt N	1000	100	250	300	200	150	514	486	206	374	420
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Likely	%	10.9	13.2	12.1	6.5	7.6	20.5	12.9	9.0	9.7	12.7	10.1
	Somewhat likely	%	38.2	40.4	35.9	35.3	37.6	47.0	37.3	39.0	44.1	36.8	35.2
	Somewhat unlikely	%	28.1	26.0	32.0	31.7	25.0	20.0	26.9	29.3	25.2	28.7	29.6
	Unlikely	%	22.1	18.6	19.4	26.0	28.4	12.5	22.3	21.8	18.9	21.1	25.1
	Unsure	%	0.8	1.8	0.6	0.5	1.5	0.0	0.6	1.0	2.1	0.6	0.0

			Region						Gender		Age		
			Canada 2019-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you think Canadians are likely, somewhat likely, somewhat unlikely or unlikely to buy more fuel-efficient vehicles because of the cost of gas?	Total	Unwgt N	1000	100	250	300	200	150	514	486	206	374	420
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Likely	%	14.2	17.0	19.0	12.5	7.4	16.6	14.5	13.8	17.4	12.7	13.2
	Somewhat likely	%	48.5	39.1	50.7	48.9	46.3	53.1	46.3	50.6	47.4	49.3	48.6
	Somewhat unlikely	%	23.5	30.2	18.7	24.9	26.6	19.9	24.4	22.6	19.7	26.2	23.7
	Unlikely	%	11.4	11.2	9.2	10.2	18.8	8.1	12.1	10.8	11.9	9.4	12.9
	Unsure	%	2.4	2.6	2.5	3.5	0.9	2.2	2.7	2.2	3.6	2.5	1.6

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2019-1421 – CTV/Nanos Survey – Fuel consumption - STAT SHEET

			Region						Gender		Age		
			Canada 2019-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you think a carbon tax on things like gas is an effective, somewhat effective, somewhat ineffective, or ineffective way to encourage people to use less fuel?	Total	Unwgt N	1000	100	250	300	200	150	514	486	206	374	420
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Effective	%	15.8	22.8	12.2	18.7	10.1	18.6	18.2	13.4	17.5	12.1	17.7
	Somewhat effective	%	26.0	20.9	31.4	26.0	20.1	28.5	25.0	27.0	28.4	25.8	24.6
	Somewhat ineffective	%	19.0	21.0	24.6	17.2	16.0	15.7	14.1	23.7	15.4	22.2	18.6
	Ineffective	%	36.5	30.9	26.2	36.5	51.6	37.2	39.4	33.6	36.6	36.1	36.7
	Unsure	%	2.8	4.3	5.6	1.6	2.2	0.0	3.3	2.3	2.1	3.8	2.3

			Region						Gender		Age		
			Canada 2019-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Are you worried, somewhat worried, somewhat not worried or not worried about the rising cost of gas?	Total	Unwgt N	1000	100	250	300	200	150	514	486	206	374	420
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Worried	%	37.6	35.6	42.4	33.9	34.8	42.1	36.7	38.5	36.1	40.1	36.5
	Somewhat worried	%	32.3	32.6	26.0	32.9	40.5	30.9	32.7	32.0	32.1	34.1	31.0
	Somewhat not worried	%	14.5	12.4	17.8	15.3	12.9	10.9	14.6	14.4	13.7	12.9	16.4
	Not worried	%	15.0	19.4	13.3	17.6	10.4	15.6	15.2	14.7	17.3	12.4	15.6
	Unsure	%	0.6	0.0	0.4	0.4	1.4	0.5	0.7	0.4	0.8	0.4	0.5

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