



# **A Study of Canadian Support for Measures to Reduce Oil Consumption**

## **Presentation of Omnibus Results**

November 2014



**Leger**

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# Context and Methodology

Leger's Research Intelligence Group was hired by the Montreal Economic Institute (MEI) to conduct a study on the Canadian population's support for measures to reduce oil consumption.

The results presented in this document were obtained through an online survey administered by Leger from October 27 to October 30, 2014, with a representative sample of 2,143 English or French-speaking Canadians, 18 years of age or older. Among these respondents, 1,024 were Quebecers and 1,119 live in other parts of Canada.

Using data from Statistics Canada, results were weighted according to gender, age, regions, education, and the presence of children in the household to ensure a representative sample of the study population.

#### How to Read this Report:

- It should be noted that numbers presented were rounded up. However, the numbers before rounding were used to calculate the sums presented. For this reason, these sums may not match the manual summation of the numbers.
- Numbers in **bold and red** denote a statistically significant difference that is **lower** than the complements, while numbers in **bold and green** denote a statistically significant difference that is **higher** than the complements.
- Results showing statistically significant and relevant differences are highlighted in the boxes next to the overall results.

# Detailed Results

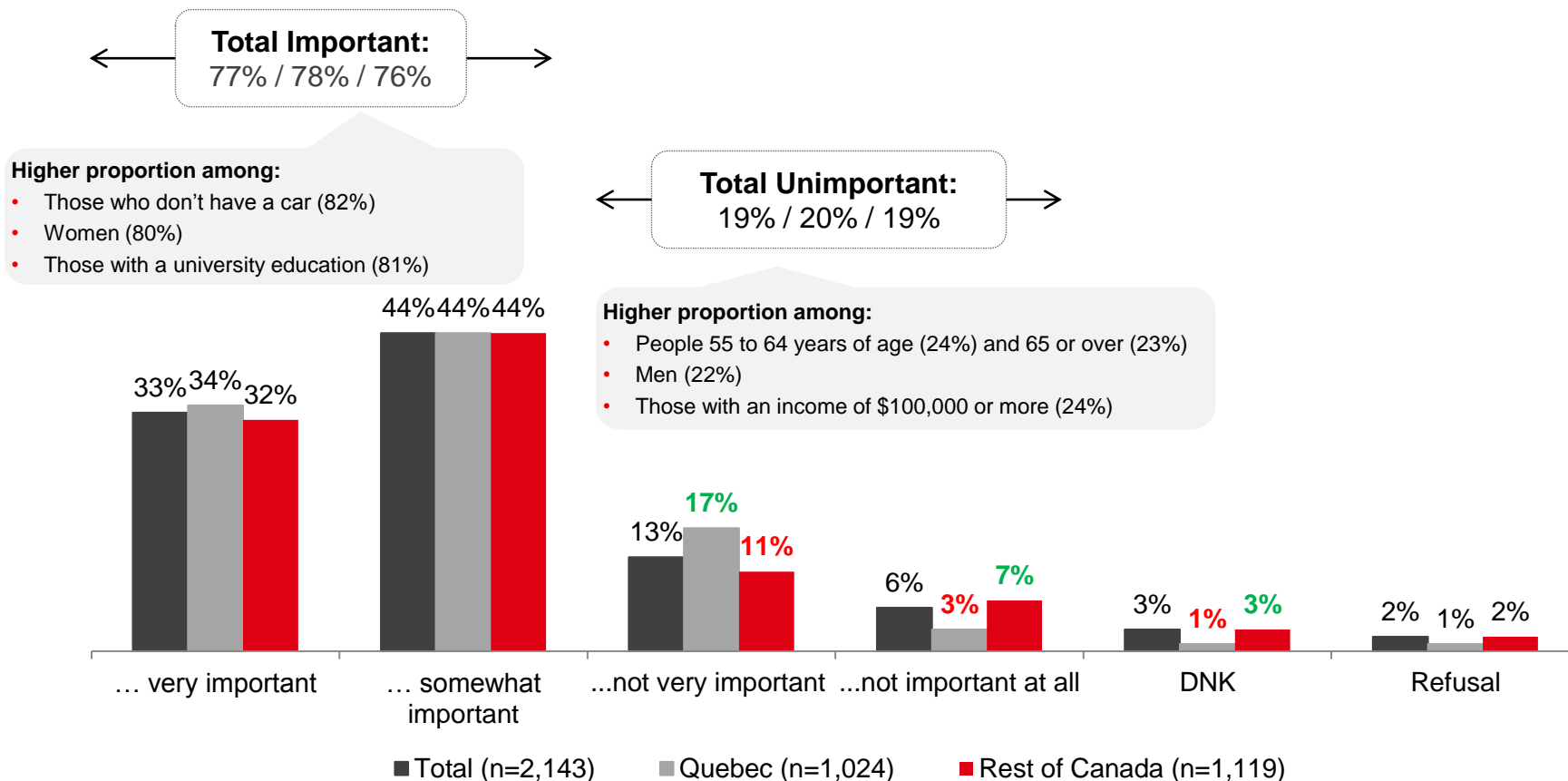
# Importance of Fighting Climate Change

# Importance of Fighting Climate Change

Slightly more than three-quarters of Canadians consider it important to fight climate change, while one out of five people consider this issue of little or no importance. In this respect, the opinion of Quebecers is similar to that of other Canadians.

**Q1. How important is the fight against climate change to you? Would you say that for you it is...**

Base: all respondents



# Importance of Fighting Climate Change – According to Car Ownership and Income

People who don't have a car attach significantly more importance to the fight against climate change than car owners. Moreover, a quarter of Canadians surveyed who have an annual income of \$100,000 or more, consider this issue to be a lower priority compared to respondents who are less well off.

## Q1. How important is the fight against climate change to you? Would you say that for you it is...

Base: all respondents

	Total	Car Ownership		Household Income				
		Yes	No	Under \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 or more
n=	2,143	1,827	298	472	422	299	259	401
<b>TOTAL IMPORTANT</b>	<b>77%</b>	<b>76%</b>	<b>82%</b>	<b>80%</b>	<b>78%</b>	<b>75%</b>	<b>73%</b>	<b>76%</b>
...very important	33%	32%	37%	39%	33%	36%	29%	26%
...somewhat important	44%	44%	46%	41%	46%	38%	44%	50%
<b>TOTAL UNIMPORTANT</b>	<b>19%</b>	<b>20%</b>	<b>15%</b>	<b>14%</b>	<b>18%</b>	<b>22%</b>	<b>23%</b>	<b>24%</b>
...not very important	13%	13%	9%	10%	11%	16%	17%	14%
...not important at all	6%	6%	7%	4%	6%	6%	6%	10%
<b>DNK</b>	<b>3%</b>	<b>2%</b>	<b>2%</b>	<b>5%</b>	<b>3%</b>	<b>3%</b>	<b>1%</b>	<b>-</b>
<b>Refusal</b>	<b>2%</b>	<b>1%</b>	<b>-</b>	<b>2%</b>	<b>1%</b>	<b>-</b>	<b>3%</b>	<b>-</b>



# Importance of Fighting Climate Change – By Canadian Region

In general, more than other Canadians, people who live in the Prairie provinces consider the fight against climate change to be less important.

**Q1. How important is the fight against climate change to you? Would you say that for you it is...**

Base: all respondents

	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	2,143	100	1,024	605	126	138	150
<b>TOTAL IMPORTANT</b>	<b>77%</b>	<b>84%</b>	<b>78%</b>	<b>78%</b>	<b>70%</b>	<b>69%</b>	<b>77%</b>
...very important	33%	38%	34%	34%	27%	<b>16%</b>	39%
...somewhat important	44%	46%	44%	44%	43%	<b>52%</b>	38%
<b>TOTAL UNIMPORTANT</b>	<b>19%</b>	<b>10%</b>	<b>20%</b>	<b>17%</b>	<b>27%</b>	<b>24%</b>	<b>19%</b>
...not very important	13%	<b>4%</b>	<b>17%</b>	<b>11%</b>	14%	15%	13%
...not important at all	6%	5%	<b>3%</b>	7%	<b>13%</b>	9%	6%
<b>DNK</b>	3%	5%	<b>1%</b>	3%	3%	2%	4%
<b>Refusal</b>	2%	1%	1%	2%	-	<b>6%</b>	-

It should be noted that the proportion of those who find climate change **important** is higher among Quebecers living in Montreal CMA.

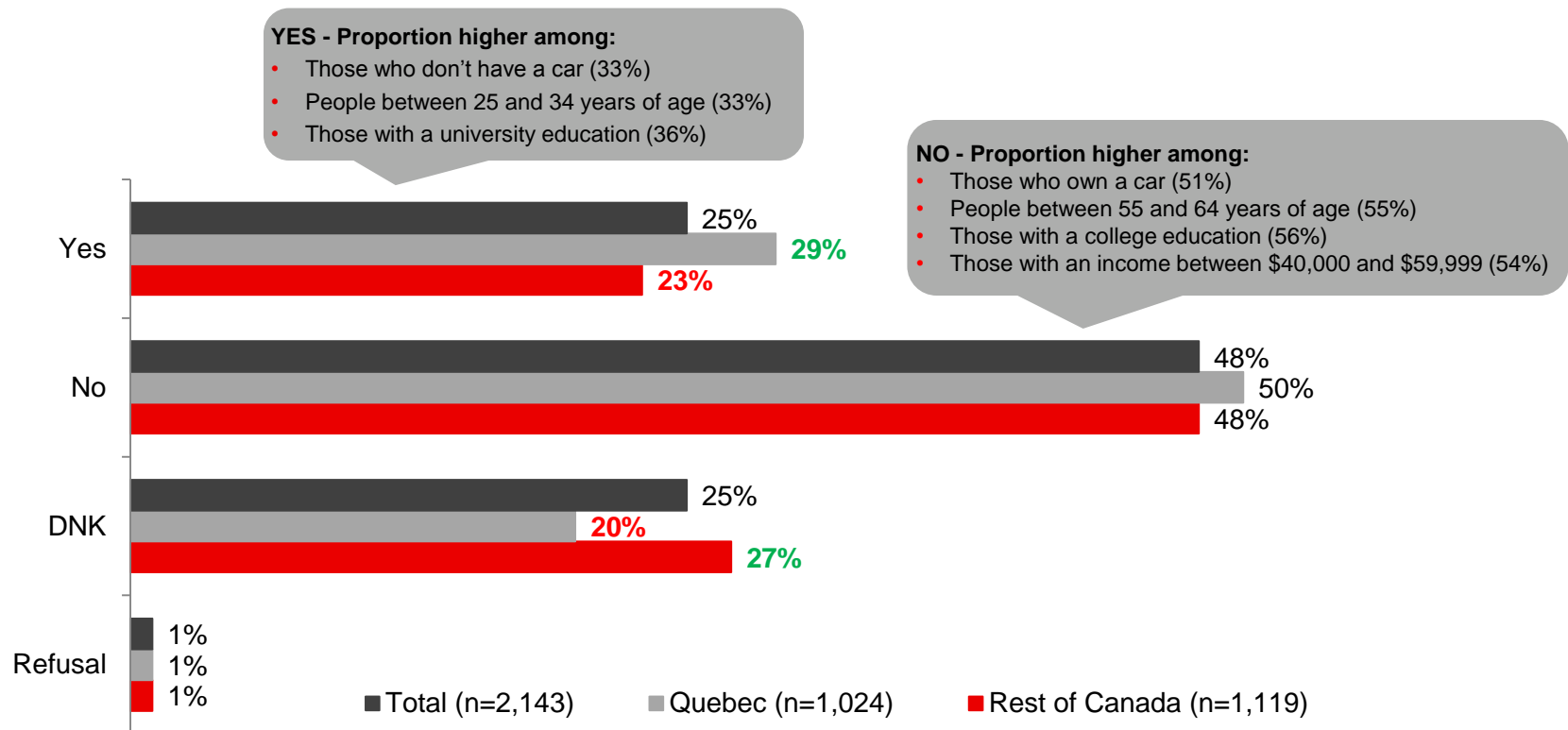
# Willingness to Pay More to Reduce Oil Consumption by 25% in Canada

# Willingness to Pay More to Reduce the Country's Oil Consumption by 25%

A quarter of Canadians surveyed would be willing to pay more in order to reduce oil consumption in this country by 25%; a result that is significantly higher among the Quebec population. Conversely, half of Canadians would not be willing to make this type of sacrifice, while a quarter of them did not take a position on this matter. It should be noted that more Quebecers weighed in on this matter than other Canadians.

**Q2. Some studies claim that oil consumption must be reduced by 25% in Canada. Would you be willing to pay more in order to reach this objective?**

Base: all respondents



## Support for Paying More to Reduce the Country's Oil Consumption by 25% – According to Car Ownership, Income and Age

People who don't have a car are significantly more likely to want to pay more to reduce oil consumption by 25% in Canada. Canadians who have an income of \$100,000 or more are more inclined to accept such a measure than their less affluent fellow citizens. In terms of age, willingness to pay more is more predominant among people between 25 and 34 years of age.

**Q2. Some studies claim that oil consumption must be reduced by 25% in Canada. Would you be willing to pay more in order to reach this objective?**

Base: all respondents

	Total	Car Ownership		Household Income				
		Yes	No	Under \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 or more
n=	2,143	1,827	298	472	422	299	259	401
Yes	25%	23%	33%	21%	25%	25%	23%	32%
No	48%	51%	34%	46%	54%	48%	52%	47%
DNK	25%	24%	32%	31%	20%	27%	24%	20%
Refusal	1%	1%	1%	2%	1%	1%	1%	-

	Total	Age Groups					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or over
n=	2,143	207	277	370	453	387	449
Yes	25%	28%	33%	22%	23%	24%	21%
No	48%	42%	38%	49%	51%	55%	52%
DNK	25%	30%	26%	27%	26%	21%	26%
Refusal	1%	1%	3%	3%	1%	-	1%

# Support for Paying More to Reduce the Country's Oil Consumption by 25% – By Canadian Region

As previously mentioned, half of respondents would not be willing to pay in order to reduce oil consumption by 25% in Canada. Similar results are obtained across the country's different regions. In addition, we note that once again, Quebecers seem generally more likely to provide an opinion on this issue in comparison with other Canadians.

**Q2. Some studies claim that oil consumption must be reduced by 25% in Canada. Would you be willing to pay more in order to reach this objective?**

Base: all respondents

	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	2,143	100	1,024	605	126	138	150
Yes	25%	21%	29%	23%	25%	24%	24%
No	48%	49%	50%	47%	47%	47%	52%
DNK	25%	30%	20%	27%	28%	29%	22%
Refusal	1%	-	1%	2%	-	-	2%

It should be noted that the proportion of those in favour of this measure is higher among Quebecers living in Montreal CMA (33%).

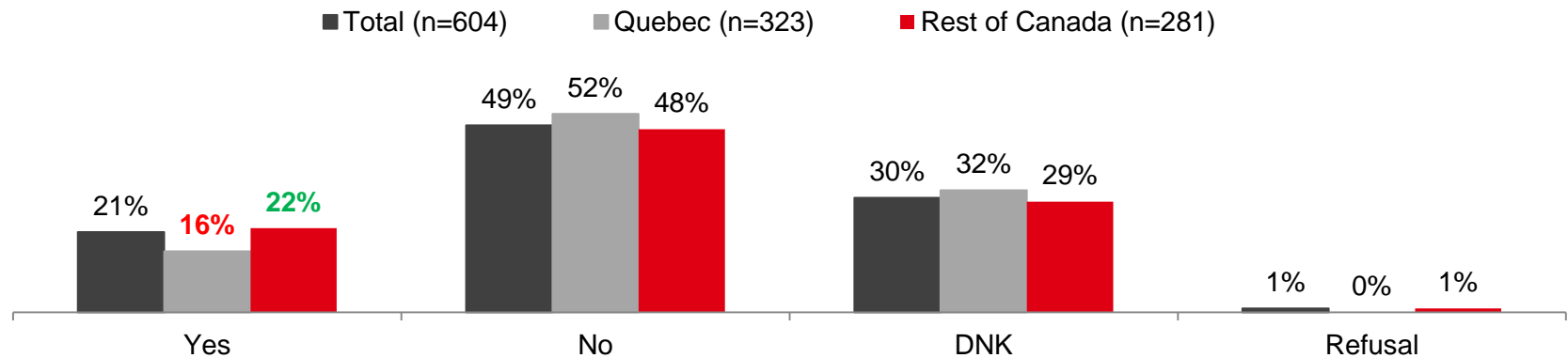
# Willingness to Pay More than \$3,000 per Year to Reduce Oil Consumption by 25%

Less than a quarter of those who would be willing to pay more to reduce oil consumption by 25% in Canada would accept a cost above \$3,000 annually. It should be noted that Quebecers are particularly more reluctant to pay more than other Canadians.

Q3. In order to reduce oil consumption by 25% in Canada, how much would you and your family be willing to pay per year?

More than \$3,000 per year

Base: respondents willing to pay more to reduce oil consumption in Canada by 25%



	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	604	22*	323	155	33	35	36
Yes	21%	14%	16%	22%	32%	27%	19%
No	49%	59%	52%	44%	54%	54%	49%
DNK	30%	26%	32%	34%	14%	17%	32%
Refusal	1%	-	-	1%	-	2%	-

## Willingness to Pay More than \$3,000 per Year to Reduce Oil Consumption by 25% – According to Car Ownership, Income and Age

Among those who are willing to pay more to reduce oil consumption by 25% in Canada, people between 25 and 34 years of age are particularly inclined to pay more than \$3,000 per year, while those 55 to 64 are proportionately more likely to oppose paying this amount. In terms of revenue, those who have an income between \$60,000 and \$79,999 are also more likely to want to pay this amount, while those with a household income between \$80,000 and \$99,999 are more opposed to the idea.

**Q3. In order to reduce oil consumption by 25% in Canada, how much would you and your family be willing to pay per year?**

**More than \$3,000 per year**

Base: respondents willing to pay more to reduce oil consumption in Canada by 25%

	Total	Car Ownership		Household Income				
		Yes	No	Under \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 or more
n=	604	488	112	119	118	81	76	141
Yes	21%	22%	15%	18%	20%	29%	10%	25%
No	49%	51%	45%	45%	53%	43%	62%	48%
DNK	30%	27%	40%	35%	28%	28%	27%	27%
Refusal	1%	-	-	1%	-	-	1%	-

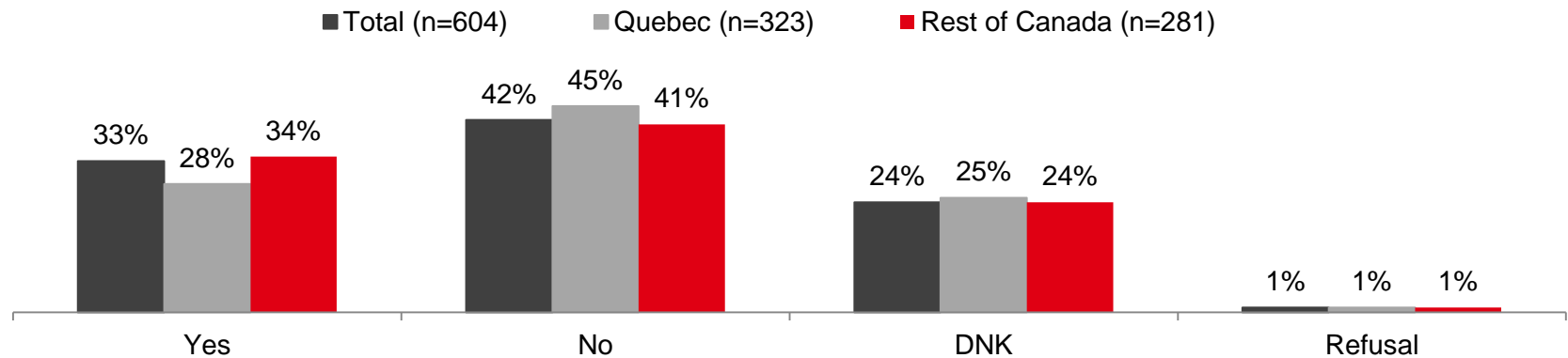
	Total	Age Groups					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or over
n=	604	65	92	97	112	107	131
Yes	21%	23%	30%	27%	13%	16%	13%
No	49%	32%	48%	40%	54%	61%	55%
DNK	30%	45%	20%	33%	32%	22%	31%
Refusal	1%	-	2%	-	-	-	-

# Willingness to Pay between \$2,000 and \$2,999 per Year to Reduce Oil Consumption by 25%

Among those who would be willing to pay more to reduce oil consumption in Canada by 25%, a third of them would accept to pay between \$2,000 and \$2,999 per year. Quebecers are once again less inclined to pay such an amount.

Q3. In order to reduce oil consumption by 25% in Canada, how much would you and your family be willing to pay per year?  
Between \$2,000 and \$2,999 per year

Base: respondents willing to pay more to reduce oil consumption in Canada by 25%



	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	604	22*	323	155	33	35	36
Yes	33%	40%	28%	31%	48%	39%	30%
No	42%	47%	45%	40%	46%	41%	38%
DNK	24%	13%	25%	27%	6%	20%	32%
Refusal	1%	-	1%	1%	-	-	-



## Willingness to Pay between \$2,000 and \$2,999 per Year to Reduce Oil Consumption by 25% – According to Car Ownership, Income and Age

Among those willing to pay more to reduce oil consumption by 25% in Canada, people with an income of \$100,000 or more are more inclined to pay between \$2,000 and \$2,999 per year; this is also true for people between 25 and 34 years of age. Conversely, respondents between 55 and 64 seem more reluctant to pay this amount.

**Q3. In order to reduce oil consumption by 25% in Canada, how much would you and your family be willing to pay per year?**

**Between \$2,000 and \$2,999 per year**

Base: respondents willing to pay more to reduce oil consumption in Canada by 25%

	Total	Car Ownership		Household Income				
		Yes	No	Under \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 or more
n=	604	488	112	119	118	81	76	141
Yes	33%	34%	26%	28%	30%	36%	17%	45%
No	42%	43%	41%	43%	47%	42%	58%	32%
DNK	24%	22%	33%	28%	23%	21%	25%	23%
Refusal	1%	1%	1%	1%	-	1%	1%	-

	Total	Age Groups					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or over
n=	604	65	92	97	112	107	131
Yes	33%	35%	42%	36%	29%	24%	28%
No	42%	30%	42%	39%	41%	58%	42%
DNK	24%	34%	15%	25%	30%	18%	27%
Refusal	1%	1%	1%	-	-	-	3%

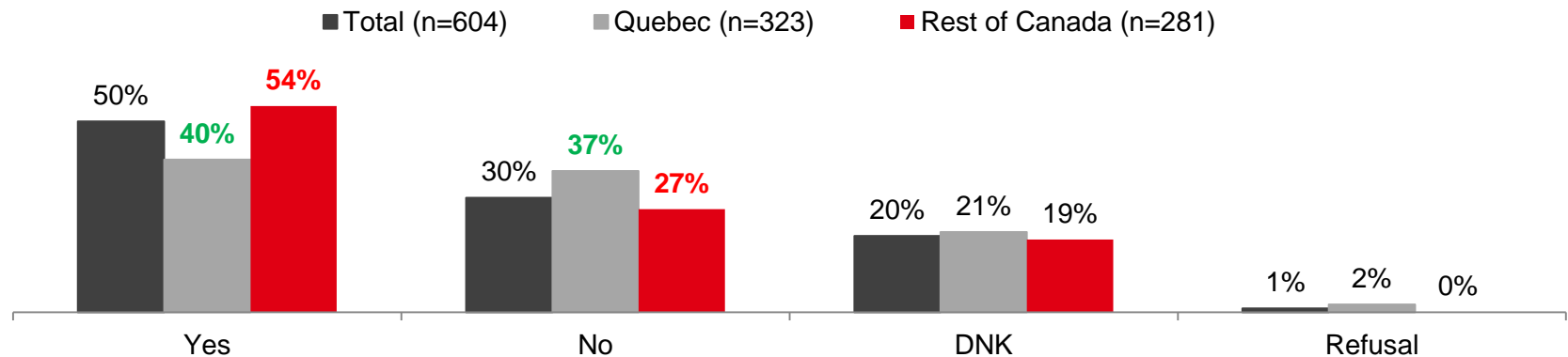
# Willingness to Pay between \$1,500 and \$1,999 per Year to Reduce Oil Consumption by 25%

Half of those willing to pay more to reduce oil consumption by 25% in Canada, would accept to pay between \$1,500 and \$1,999 annually. Once again, Quebec remains the Canadian region that is most lukewarm about the idea, unlike Alberta, where the support rate is highest.

Q3. In order to reduce oil consumption by 25% in Canada, how much would you and your family be willing to pay per year?

Between \$1,500 and \$1,999 per year

Base: respondents willing to pay more to reduce oil consumption in Canada by 25%



	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	604	22*	323	155	33	35	36
Yes	50%	57%	40%	49%	61%	66%	55%
No	30%	34%	37%	30%	30%	21%	17%
DNK	20%	9%	21%	21%	9%	13%	28%
Refusal	1%	-	2%	1%	-	-	-

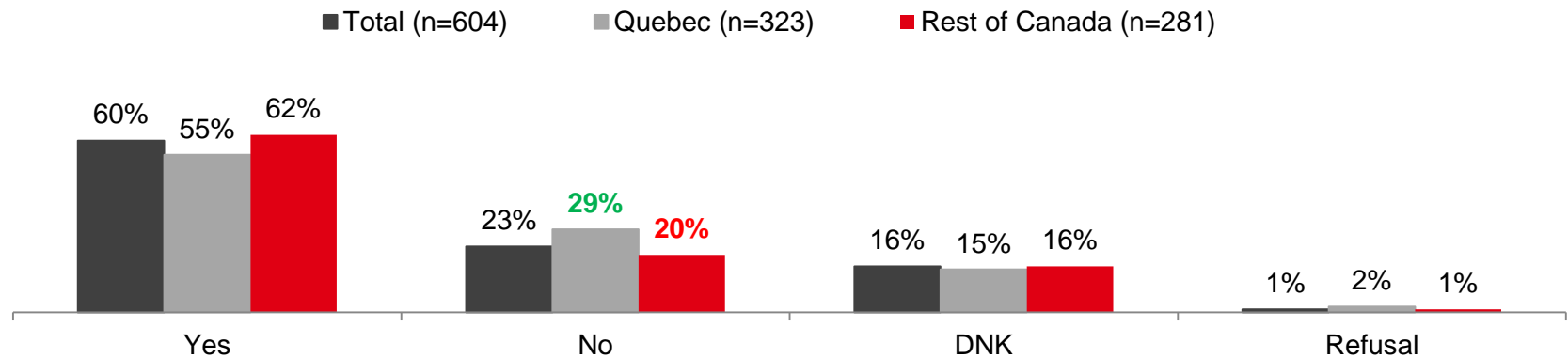
# Willingness to Pay between \$1,000 and \$1,499 per Year to Reduce Oil Consumption by 25%

Among those willing to pay more to reduce oil consumption by 25% in Canada, six out of ten would pay \$1,000 to \$1,499 per year. However, opposition to this proposal is stronger among Quebecers than other Canadians.

Q3. In order to reduce oil consumption by 25% in Canada, how much would you and your family be willing to pay per year?

**Between \$1,000 and \$1,499**

Base: respondents willing to pay more to reduce oil consumption in Canada by 25%



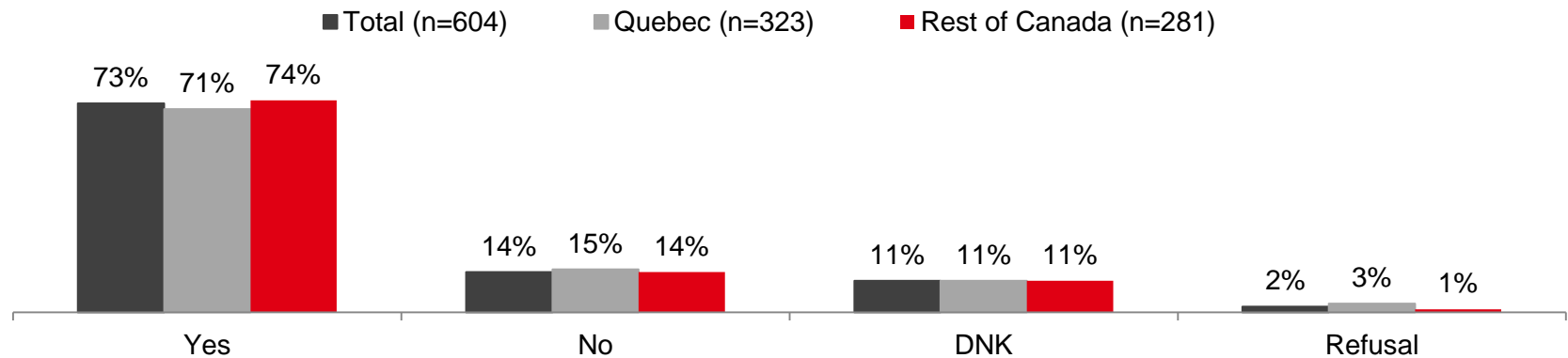
	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	604	22*	323	155	33	35	36
Yes	60%	53%	55%	59%	58%	71%	71%
No	23%	31%	29%	21%	33%	15%	11%
DNK	16%	16%	15%	18%	9%	13%	18%
Refusal	1%	-	2%	2%	-	-	-

# Willingness to Pay between \$500 and \$999 per year to Reduce Oil Consumption by 25%

Nearly three-quarters of those who would be willing to pay more to reduce oil consumption by 25% in Canada, would accept to pay between \$500 and \$999 per year. Residents of Manitoba and Saskatchewan seem to be more in agreement with this price range.

**Q3. In order to reduce oil consumption by 25% in Canada, how much would you and your family be willing to pay per year?**  
Between \$500 and \$999 per year

Base: respondents willing to pay more to reduce oil consumption in Canada by 25%



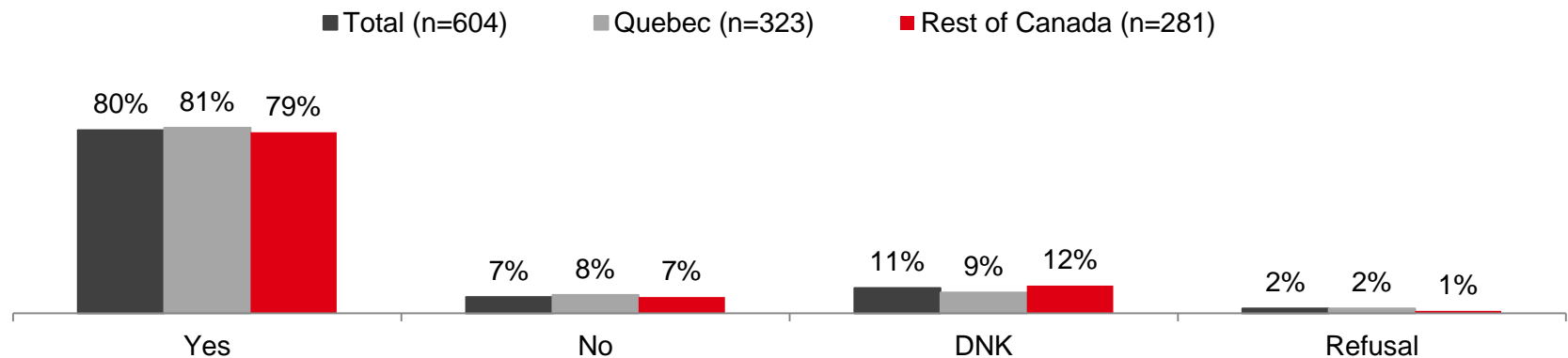
	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	604	22*	323	155	33	35	36
Yes	73%	72%	71%	72%	91%	72%	77%
No	14%	23%	15%	14%	9%	10%	14%
DNK	11%	5%	11%	12%	-	15%	10%
Refusal	2%	-	3%	2%	-	2%	-

# Willingness to Pay between \$250 and \$499 per Year to Reduce Oil Consumption by 25%

Among those willing to pay more to reduce Canada's oil consumption by 25%, eight out of ten would accept to pay between \$250 and \$499 per year.

**Q3. In order to reduce oil consumption by 25% in Canada, how much would you and your family be willing to pay per year?**  
Between \$250 and \$499 per year

Base: respondents willing to pay more to reduce oil consumption in Canada by 25%



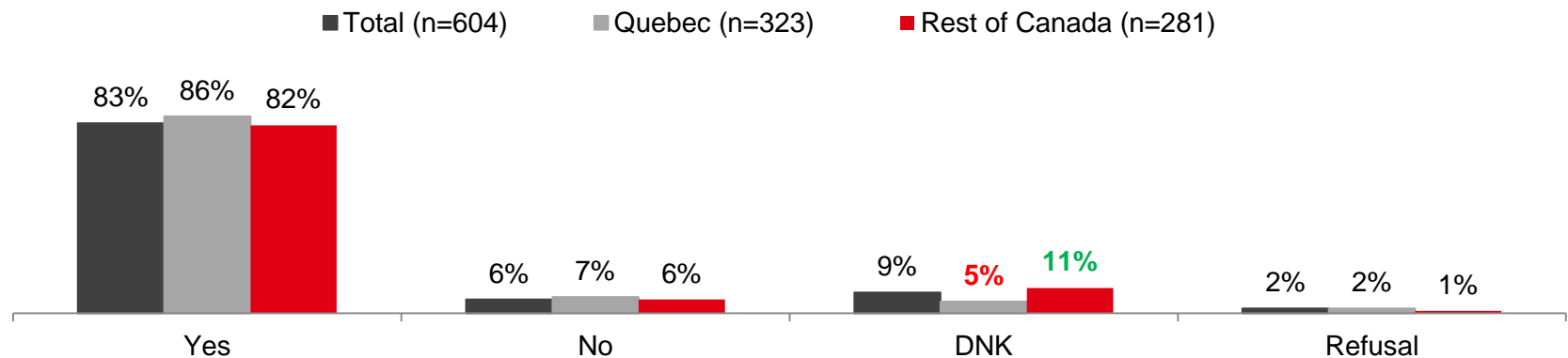
	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	604	22*	323	155	33	35	36
Yes	80%	92%	81%	77%	90%	77%	77%
No	7%	5%	8%	5%	10%	9%	11%
DNK	11%	3%	9%	16%	-	11%	12%
Refusal	2%	-	2%	2%	-	2%	-

# Willingness to Pay between \$1 and \$249 per Year to Reduce Oil Consumption by 25%

Among those willing to pay more to reduce oil consumption by 25% in Canada, slightly more than eight out of ten would accept to pay between \$1 and \$249 per year.

Q3. In order to reduce oil consumption by 25% in Canada, how much would you and your family be willing to pay per year?  
Between \$1 and \$249 per year

Base: respondents willing to pay more to reduce oil consumption in Canada by 25%

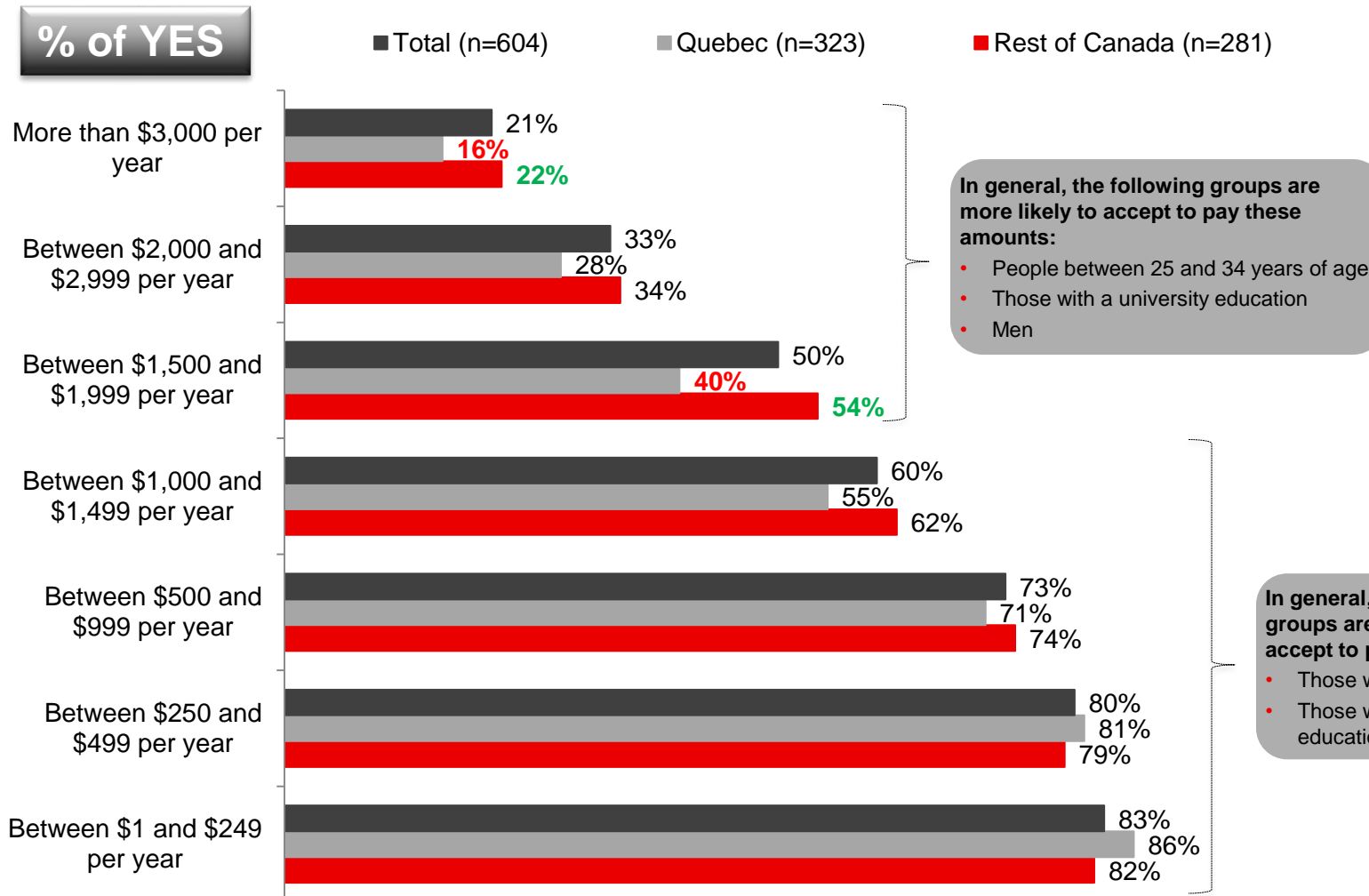


	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	604	22*	323	155	33	35	36
Yes	83%	90%	86%	77%	97%	82%	82%
No	6%	5%	7%	7%	3%	5%	8%
DNK	9%	5%	5%	14%	-	11%	10%
Refusal	2%	-	2%	2%	-	2%	-

# Willingness to Pay in order to Reduce Oil Consumption by 25% – Summary

**Q3. In order to reduce oil consumption by 25% in Canada, how much would you and your family be willing to pay per year?**

Base: respondents willing to pay more to reduce oil consumption in Canada by 25%

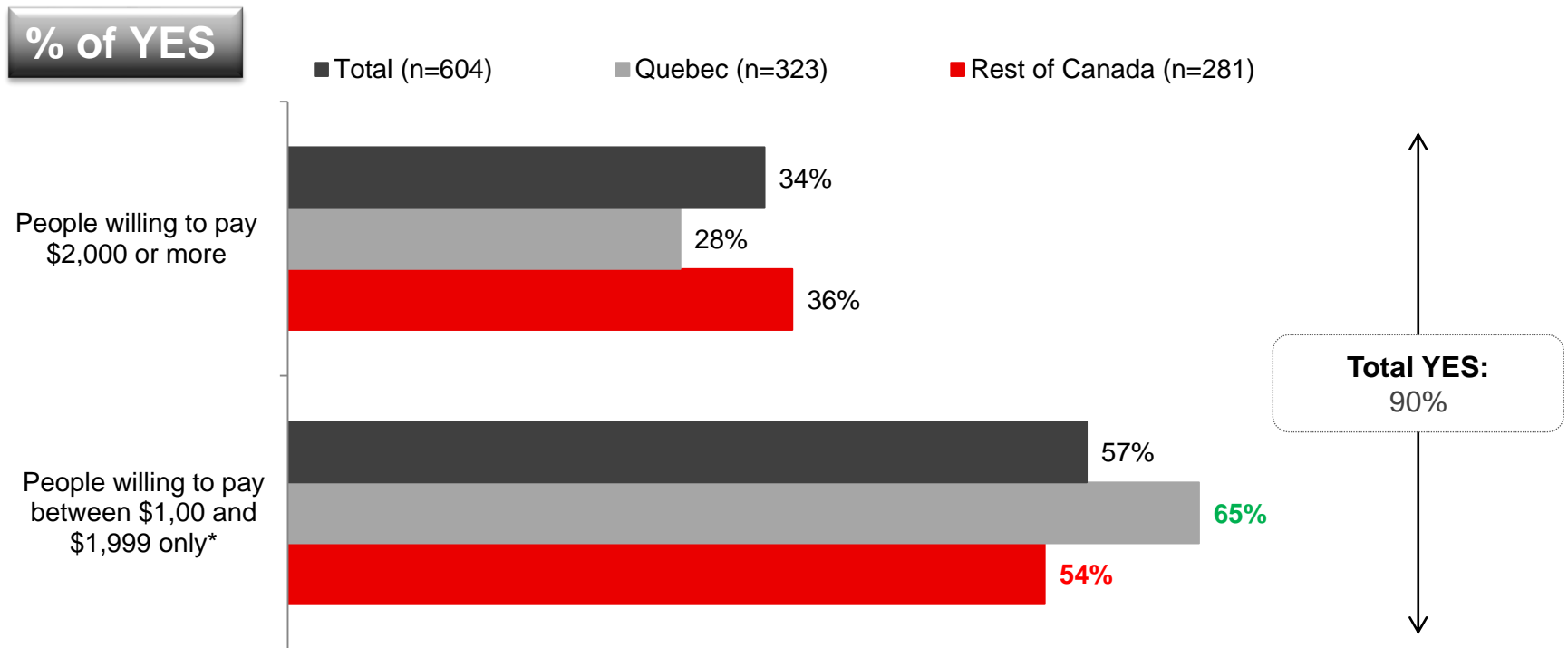


# Willingness to Pay in order to Reduce Oil Consumption by 25% – Summary (continued)

Among those willing to pay more to reduce the country's oil consumption by 25%, a third said they would want to pay \$2,000 or more per year. More than half also said they were prepared to pay, but only if the amount was below \$2,000, a result that reaches 65% among Quebecers. It should be noted that 10% of Canadians who said they were prepared to pay did not select any of the proposed price ranges.

**Q3. In order to reduce oil consumption by 25% in Canada, how much would you and your family be willing to pay per year?**

Base: respondents willing to pay more to reduce oil consumption in Canada by 25%





# Willingness to Pay in order to Reduce Oil Consumption by 25% – Summary (According to Demographic Data)

People who have an income of \$100,000 or above are more likely to agree to pay \$2,000 or more per year in order to reduce oil consumption in Canada by 25%. Men and respondents between 24 and 35 years or age are also more inclined to disburse such an amount. Conversely, women are proportionately more likely to be willing to pay an annual amount below \$2,000. The same applies to older people or those with a household income between \$80,000 and \$99,999.

## Q3. In order to reduce oil consumption by 25% in Canada, how much would you and your family be willing to pay per year?

Base: respondents willing to pay more to reduce oil consumption in Canada by 25%

	Total	Car Ownership		Household Income				
		Yes	No	Under \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 or more
n=	604	488	112	119	118	81	76	141
Total YES	90%	92%	85%	84%	93%	97%	97%	88%
\$2,000 or more	34%	35%	26%	30%	31%	40%	17%	45%
Between \$1.00 and \$1,999 only*	57%	57%	58%	54%	62%	57%	80%	43%
Total No / DNK / Refusal	10%	8%	15%	16%	7%	3%	3%	12%

	Total	Gender		Age Groups					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or over
n=	604	365	239	65	92	97	112	107	131
Total YES	90%	92%	89%	86%	95%	97%	85%	91%	87%
\$2,000 or more	34%	40%	26%	35%	45%	36%	30%	24%	28%
Between \$1.00 and \$1,999 only*	57%	52%	62%	51%	49%	61%	55%	67%	59%
Total No / DNK / Refusal	10%	8%	11%	14%	5%	3%	15%	9%	13%

# Acceptability of Certain Prices Increases for a Litre of Gas

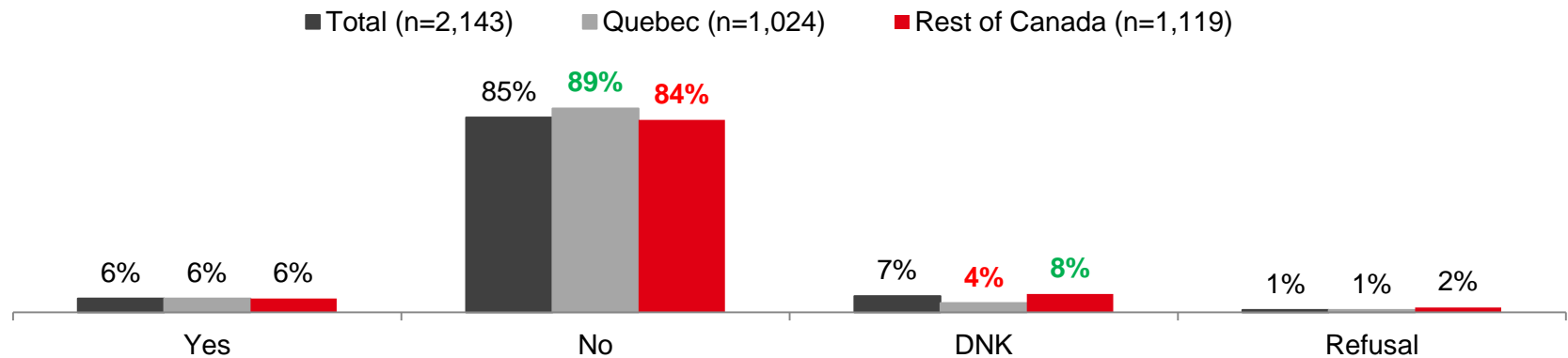
# Willingness to Pay \$3.30 for a Litre of Gas

The vast majority of Canadians oppose the idea of paying \$3.30 for a litre of gas; an idea that Quebecers find particularly displeasing.

Q4. One of the most common measures to reduce oil consumption is to increase the price of a litre of gas, which is currently about \$1.40.

Would you be willing to pay \$3.30 for a litre of gas?

Base: all respondents



	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	2,143	100	1,024	605	126	138	150
Yes	6%	7%	6%	5%	8%	8%	9%
No	85%	80%	89%	86%	86%	80%	81%
DNK	7%	12%	4%	8%	6%	11%	7%
Refusal	1%	1%	1%	2%	-	1%	2%

# Willingness to Pay \$3.30 for a Litre of Gas – According to Car Ownership, Income and Age

Canadians who don't own a car are more likely to want to pay \$3.30 for a liter of gas, compared to car owners. Those who have an income of \$100,000 or more are also more open to this price. The same is true for people between 25 and 34 years of age. We also note that older people are more reluctant about the idea of paying this amount for a litre of gas.

**Q4. One of the most common measures to reduce oil consumption is to increase the price of a litre of gas, which is currently about \$1.40.**

**Would you be willing to pay \$3.30 for a litre of gas?**

Base: all respondents

	Total	Car Ownership		Household Income				
		Yes	No	Under \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 or more
n=	2,143	1,827	298	472	422	299	259	401
Yes	6%	5%	12%	7%	6%	5%	3%	9%
No	85%	88%	72%	81%	85%	90%	89%	86%
DNK	7%	6%	15%	10%	7%	5%	8%	4%
Refusal	1%	1%	2%	2%	2%	-	-	-

	Total	Age Groups					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or over
n=	2,143	207	277	370	453	387	449
Yes	6%	9%	11%	3%	6%	6%	4%
No	85%	79%	78%	85%	88%	87%	89%
DNK	7%	11%	8%	10%	5%	6%	5%
Refusal	1%	-	4%	1%	-	1%	2%

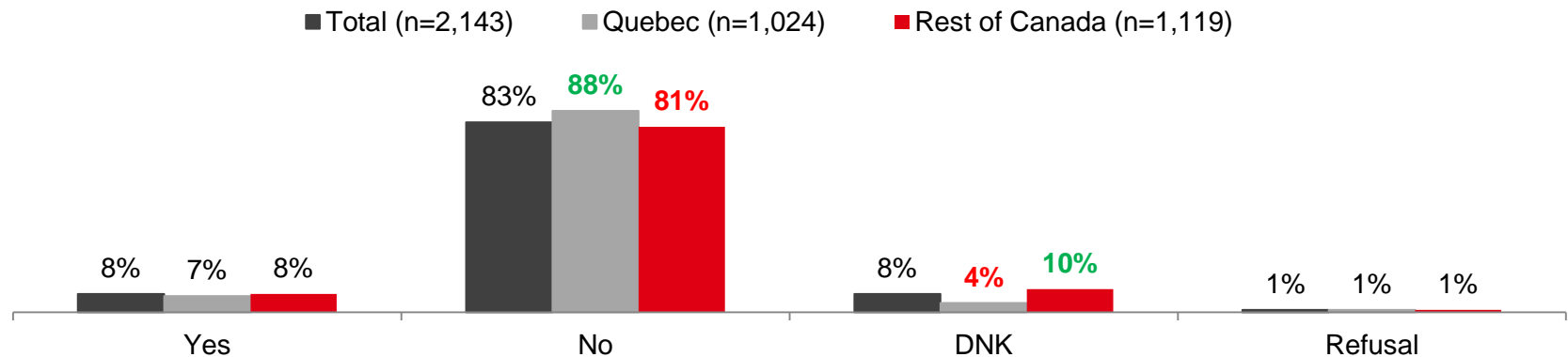
# Willingness to Pay \$2.80 for a Litre of Gas

A vast majority of Canadians are also opposed to the idea of paying \$2.80 for a litre of gas. It should be noted, however, that residents of British Columbia are slightly more open to this idea than other Canadians. Once again, in comparison with other respondents, Quebecers are much more opposed to paying \$2.80 a litre.

Q4. One of the most common measures to reduce oil consumption is to increase the price of a litre of gas, which is currently about \$1.40.

Would you be willing to pay \$2.80 for a litre of gas?

Base: all respondents



	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	2,143	100	1,024	605	126	138	150
Yes	8%	13%	7%	6%	7%	9%	12%
No	83%	74%	88%	82%	84%	83%	80%
DNK	8%	13%	4%	11%	8%	7%	6%
Refusal	1%	-	1%	1%	1%	1%	2%

# Willingness to Pay \$2.80 for a Litre of Gas – According to Car Ownership, Income and Age

Unlike those who don't have a car, Canadians who own a car are notably more opposed to the idea of paying \$2.80 for a litre of gas. We also note that people between 25 and 34 are more inclined to want to pay this price, contrary to older people, who generally seem more opposed to this increase.

**Q4. One of the most common measures to reduce oil consumption is to increase the price of a litre of gas, which is currently about \$1.40.**

**Would you be willing to pay \$2.80 for a litre of gas?**

Base: all respondents

	Total	Car Ownership		Household Income				
		Yes	No	Under \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 or more
n=	2,143	1,827	298	472	422	299	259	401
Yes	8%	7%	11%	9%	8%	8%	5%	10%
No	83%	86%	68%	79%	84%	86%	85%	86%
DNK	8%	6%	19%	10%	8%	6%	10%	4%
Refusal	1%	1%	2%	2%	1%	-	1%	-

	Total	Age Groups					
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or over
n=	2,143	207	277	370	453	387	449
Yes	8%	9%	12%	5%	8%	7%	6%
No	83%	78%	77%	83%	86%	85%	86%
DNK	8%	13%	8%	11%	6%	7%	6%
Refusal	1%	-	3%	-	1%	1%	2%

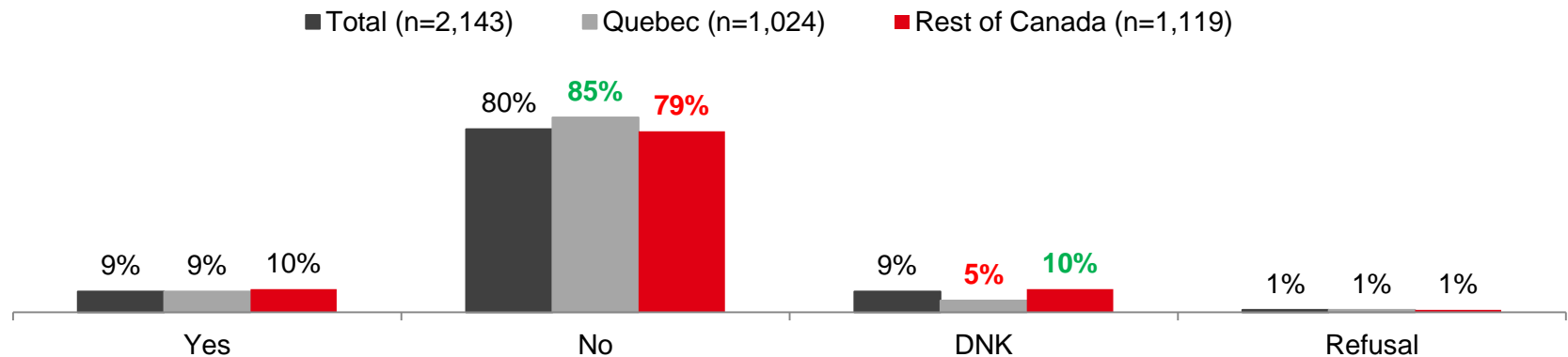
# Willingness to Pay \$2.30 for a Litre of Gas

Fewer than one out of ten Canadians would accept to pay \$2.30 for a litre of gas. Once more, opposition is strongest in Quebec.

Q4. One of the most common measures to reduce oil consumption is to increase the price of a litre of gas, which is currently about \$1.40.

Would you be willing to pay \$2.30 for a litre of gas?

Base: all respondents



	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	2,143	100	1,024	605	126	138	150
Yes	9%	14%	9%	8%	13%	12%	10%
No	80%	69%	85%	80%	78%	80%	82%
DNK	9%	15%	5%	11%	8%	7%	7%
Refusal	1%	1%	1%	1%	1%	1%	2%

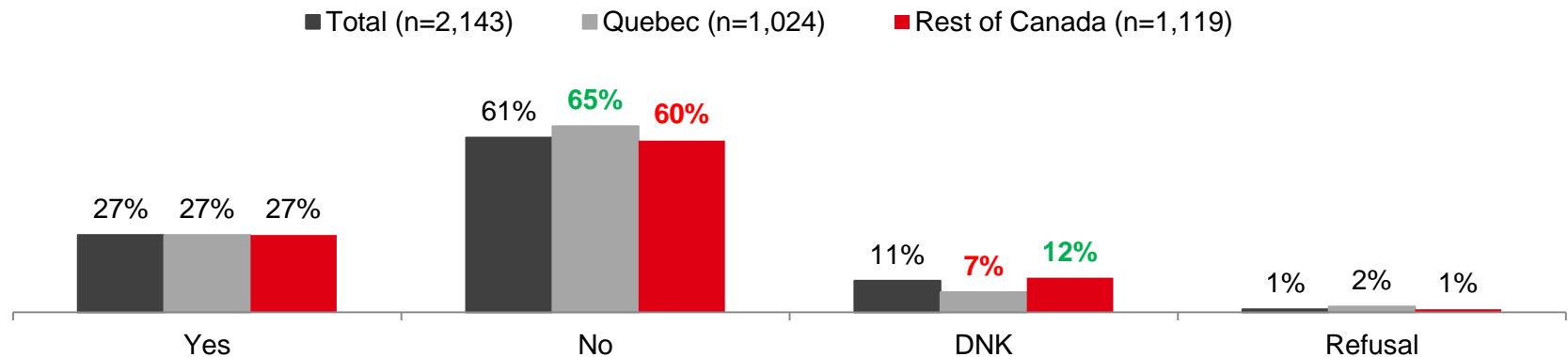
# Willingness to Pay \$1.80 for a Litre of Gas

Slightly more than a quarter of Canadians would be willing to pay \$1.80 for a litre of gas. However, over half of the population remains closed to the idea of this price increase.

Q4. One of the most common measures to reduce oil consumption is to increase the price of a litre of gas, which is currently about \$1.40.

Would you be willing to pay \$1.80 for a litre of gas?

Base: all respondents



	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	2,143	100	1,024	605	126	138	150
Yes	27%	25%	27%	25%	30%	30%	26%
No	61%	54%	65%	61%	61%	58%	63%
DNK	11%	21%	7%	12%	9%	10%	9%
Refusal	1%	-	2%	1%	-	1%	2%

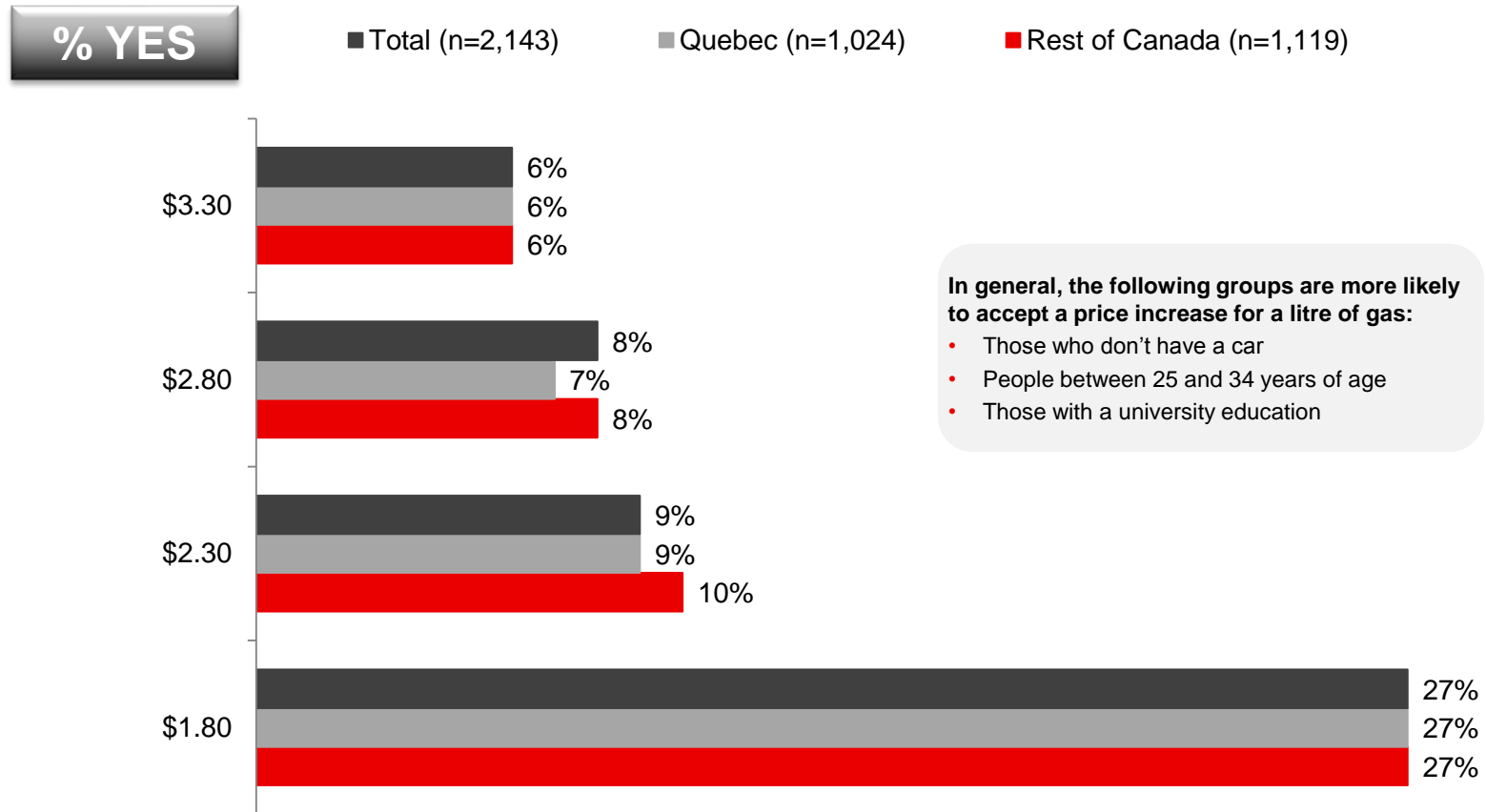


# Acceptability of Certain Price Increases for a Litre of Gas – Summary

Q4. One of the most common measures to reduce oil consumption is to increase the price of a litre of gas, which is currently about \$1.40.

Would you be willing to pay \$3.30 / \$2.80 / \$2.30 / \$1.80 for a litre of gas?

Base: all respondents



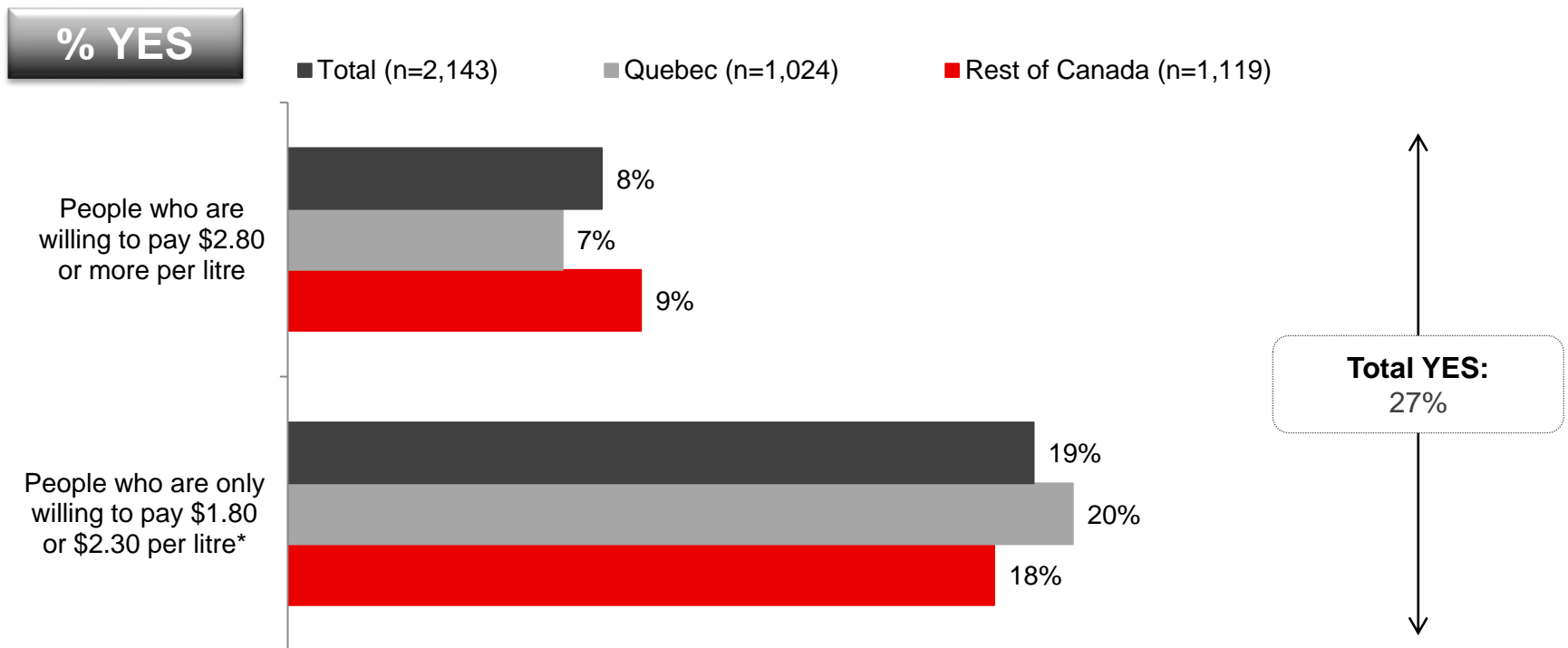
# Acceptability of Certain Price Increases for a Litre of Gas – Summary (continued)

In total, fewer than one Canadian out of three is willing to pay at least one of these proposed price increases for a litre of gas. Only 8% of those surveyed would accept to pay \$2.80 or more for a litre of gas, while one out of five respondents would accept to pay \$1.80 or less.

**Q4. One of the most common measures to reduce oil consumption is to increase the price of a litre of gas, which is currently about \$1.40.**

**Would you be willing to pay \$3.30 / \$2.80 / \$2.30 / \$1.80 for a litre of gas?**

Base: all respondents



# Acceptability of Certain Price Increases for a Litre of Gas – Summary (According to Demographic Data)

In general, people who don't have a car are more inclined to accept a gas price increase. Younger people are also more open to higher prices in comparison with the older population. It should be noted, however that 18 to 24 year olds are more likely to accept a price that does not exceed \$1.80 the litre, while 25 to 34 year olds are more likely to want to pay \$2.80, or even more, for a litre of gas.

**Q4. One of the most common measures to reduce oil consumption is to increase the price of a litre of gas, which is currently about \$1.40.**

**Would you be willing to pay \$3.30 / \$2.80 / \$2.30 / \$1.80 for a litre of gas?**

Base: all respondents

	Total	Car Ownership		Household Income				
		Yes	No	Under \$40,000	\$40,000 to \$59,999	\$60,000 to \$79,999	\$80,000 to \$99,999	\$100,000 or more
n=	2,143	1,827	298	472	422	299	259	401
Total YES	27%	26%	37%	29%	26%	28%	21%	31%
\$2.80 or \$3.30 per litre	8%	7%	13%	10%	8%	8%	5%	10%
\$1.80 or \$2.30 per litre only*	19%	18%	24%	19%	18%	20%	16%	21%
Total No / DNK / Refusal	73%	74%	63%	71%	74%	72%	79%	69%

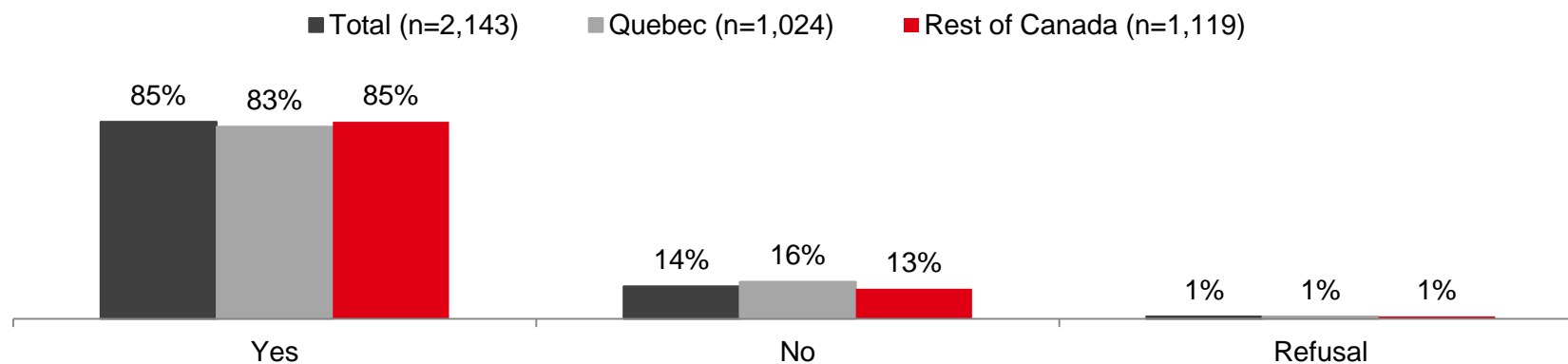
	Total	Gender		Age Groups					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or over
n=	2,143	1,152	991	207	277	370	453	387	449
Total YES	27%	28%	26%	36%	35%	27%	21%	23%	24%
\$2.80 or \$3.30 per litre	8%	9%	7%	11%	13%	6%	8%	8%	6%
\$1.80 or \$2.30 per litre only*	19%	18%	19%	25%	22%	21%	14%	16%	18%
Total No / DNK / Refusal	73%	72%	74%	64%	65%	73%	79%	77%	76%

# Profile of Respondents

# Car Ownership

## Q5. Do you have a car?

Base: all respondents



	Total	Regions of Canada					
		Atlantic	Quebec	Ontario	Manitoba / Saskatchewan	Alberta	British Columbia
n=	2,143	100	1,024	605	126	138	150
Yes	85%	90%	83%	81%	88%	90%	90%
No	14%	8%	16%	17%	9%	10%	10%
Refusal	1%	2%	1%	2%	3%	-	-

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