

1. Do you have a driver's license and access to an automobile?

[illegible]

2. Rank the determining factors in order of importance when purchasing a vehicle or considering a purchase? - Fuel efficiency

[illegible]

3. Rank the determining factors in order of importance when purchasing a vehicle or considering a purchase? - Performance

[illegible]

4. Rank the determining factors in order of importance when purchasing a vehicle or considering a purchase? - Price

[illegible]

5. To what extent are rising gas prices impacting your household finances?

[illegible]

6. How have you been affected by rising gas prices?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Answering (unwtd)	1758	214	197	191	640	348	168	454	354	458	353	522	1236
Base: All Answering (wtd)	1738	233	212	114	651	407	121	553	347	407	302	499	1239
I take public transit more	217	34	29	8	90	48	7	83	30	45	42	67	150
	12%	15%	14%	7%	14%	12%	5%	15%	9%	11%	14%	13%	12%
		F	F		CF	F		H			H		
I have taken a job closer to home	120	21	13	8	55	19	5	42	14	26	33	50	70
	7%	9%	6%	7%	8%	5%	4%	8%	4%	6%	11%	10%	6%
					E						HI	L	
We have cut back on other costs such as dining out and entertainment	505	72	57	36	220	78	42	151	116	121	87	177	328
	29%	31%	27%	32%	34%	19%	35%	27%	33%	30%	29%	35%	27%
		E		E	E		E					L	
We are no longer planning vacations involving a lot of driving	394	64	47	32	165	51	36	129	72	103	63	136	258
	23%	28%	22%	28%	25%	12%	29%	23%	21%	25%	21%	27%	21%
		E	E	E	E		E					L	
I cut back on the amount of driving around town I do	772	117	103	57	285	144	65	255	162	175	124	215	557
	44%	50%	49%	50%	44%	35%	54%	46%	47%	43%	41%	43%	45%
		E	E	E	E		DE						
I have purchased or am planning to purchase a more fuel-efficient vehicle (such as hybrid electric, plug-in hybrid electric, or fuel cell electric)	211	32	24	10	79	48	18	47	42	64	49	85	126
	12%	14%	11%	9%	12%	12%	15%	9%	12%	16%	16%	17%	10%
										G	G	L	
It's adding to my debt	333	45	46	31	149	35	26	121	56	75	59	108	225
	19%	19%	22%	27%	23%	9%	21%	22%	16%	19%	20%	22%	18%
		E	E	E	E		E						
I'm not able to save as much money	644	82	86	50	267	111	48	197	139	158	119	207	437
	37%	35%	41%	44%	41%	27%	39%	36%	40%	39%	39%	41%	35%
			E	E	E		E					L	
I have delayed or decided not to make a major purchase	258	30	33	24	124	33	14	86	46	70	44	87	171
	15%	13%	16%	21%	19%	8%	12%	16%	13%	17%	14%	18%	14%
			E	AEF	E								
I have not been affected by rising gas prices in these ways	264	27	29	15	79	93	20	88	47	61	43	52	212
	15%	12%	14%	13%	12%	23%	16%	16%	14%	15%	14%	10%	17%
						ABCD							K
Sigma	3717	525	467	272	1514	660	280	1200	724	897	664	1184	2533
	214%	225%	221%	239%	232%	162%	231%	217%	208%	220%	220%	237%	204%

7. As a result of rising gas prices, have you considered buying a more fuel-efficient vehicle such as a hybrid electric, plug-in hybrid electric, or fuel cell vehicle?

[illegible]

8. How likely would you be to buy a more fuel-efficient vehicle such as a hybrid electric, plug-in hybrid electric, or fuel cell vehicle, in the next 5 years?

[illegible]

9. How likely are you to take a vacation involving extended driving this summer (ie: a road trip of over 200 km away)?

[illegible]

10. When budgeting for a road trip driving vacation, do you include estimated fuel costs as part of your budget?

[illegible]

11. Has the rising price of gas made you more or less likely to do the following: - Take a road trip this summer

[illegible]