

CANADIANS EXPECTING HIGHER GASOLINE PRICES

*Most Canadians Expect Pump Prices to Increase This Summer.
Many Are Taking Action to Combat Recent Price Increases, But
Few Have Actually Decreased Their Gasoline Usage Over the
Last Few Years.*



Ipsos Reid

Public Release Date: Thursday June 8, 2006 - 8:15 a.m. (EDT)

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Calgary, AB – Canadians are expecting gasoline prices to rise even further this summer. A new Ipsos Reid survey conducted on behalf of The Canadian Centre for Energy Information shows that eight-in-ten (79%) Canadians expect gasoline prices will rise by 10 to 20 cents per litre, or more, this summer.

Many Canadians report that they have taken action or are considering action in response to recent increases in the price of gasoline. Slightly more than half say they've "reduced the amount of driving they do" (57%), "considered purchasing a more fuel-efficient vehicle" (55%) and "shopped aggressively for the best price on gasoline" (52%).

In addition, a substantial minority of Canadians have changed some plans in response to rising gasoline prices. One-third (35%) of Canadians say they've "changed their vacation plans to stay closer to home" and one-quarter (23%) say they've "delayed a major household purchase such as a television or appliance".

While most Canadians say they have taken action or are considering action in response to recent gasoline price increases, very few have managed to decrease their gasoline consumption during the last three years; a period when gas prices have risen more than 40%. Only two-in-ten (21%) say that their household has decreased gasoline consumption compared to three years ago. Twice as many Canadians (43%) say they've increased household gasoline consumption over this period.

The survey also shows that many Canadians have misconceptions when it comes to things like domestic supply of gasoline, taxes on gasoline and pricing of gasoline relative to other jurisdictions.

- On average, Canadians think that 39% of the gasoline used by Canadian consumers is supplied domestically. Only 15% of Canadians surveyed correctly estimated that the domestic supply is 70% or higher. (Note: The actual figure is likely closer to 95%, as Canada is a net exporter of gasoline.)
- On average, Canadians think that taxes account for 44% of the total retail pump price of gasoline. This is slightly higher than the actual figure of 35%.
- Nearly four-in-ten Canadians incorrectly believe that Canadian retail gasoline prices are “higher” than in Europe (38%), Great Britain (37%) and Japan (35%). One-in-three (33%) Canadians incorrectly believe that Canadian retail gasoline prices are “lower” than in the United States.

These are the findings of an Ipsos Reid telephone poll conducted between May 23rd and May 25th, 2006. The poll is based on a randomly selected sample of 1,004 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Canada been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

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