

# Canadian Public Opinion on the Impact of Rising Oil Prices

Abacus Data poll: April 28 – 29, 2011, n=1,007 online survey from representative panel of over 400,000 Canadians



[www.abacusdata.ca](http://www.abacusdata.ca)  
Twitter.com/abacusdataca

ABACUS DATA

# Public Opinion on Rising Oil Prices in Canada

## Abacus Data: Not your average pollster

Abacus Data Inc. is Canada's newest player in the public opinion and marketing research industry. Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides strategic insight to our clients. What sets the team at Abacus Data apart is its fresh perspective on politics, business, and consumer behaviour and a commitment to its clients.

Abacus Data offers its clients a comprehensive research tool kit that includes:

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel ([www.vertexpanel.ca](http://www.vertexpanel.ca))
- Omnibus surveys
- Focus groups
- Informal discussions
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis

## Dr. David Coletto – Abacus Data's CEO

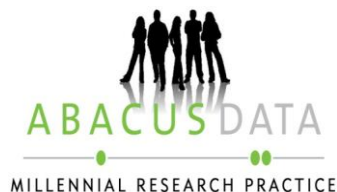
David has seven years experience listening and interpreting what voters, consumers, and opinion leaders want and expect from government, business, and the non-profit sectors. He has worked with some of Canada's largest corporations and some of its smallest issue and advocacy groups.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.

David is currently a Visiting Fellow at the Arthur Kroeger College of Public Affairs. He is frequently called upon by news media for his unique perspective on public affairs, millennials, corporate citizenship, and political party finance. He co-authored a chapter in the recently released book *Money, Politics and Democracy* (eds Young and Jansen, UBC Press 2011).

**Abacus Data also has a number of unique research practices.**

Click on the graphics below for more information.



## Methodology

From April 28 to April 29, 2011, Abacus Data Inc. conducted an online survey among 1,007 randomly selected Canadian adults from an online panel of over 400,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 3.2%, 19 times out of 20. Results of the survey were statistically weighted by gender, age, region, language, and immigration status using census data from Statistics Canada and by past vote using Elections Canada results from the 2008 General Election. Totals may not add up to 100 due to rounding.

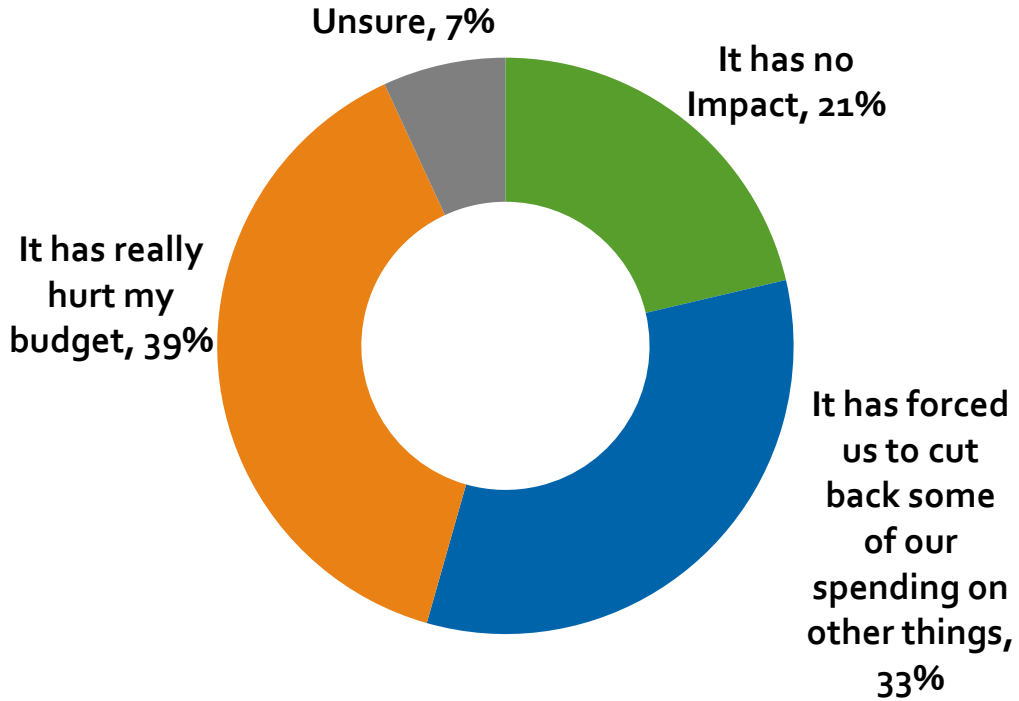
For more information about the poll's methodology, visit the Abacus website at [www.abacusdata.ca](http://www.abacusdata.ca)

The table below reports the unweighted and weighted distribution by region or province.

Region/Province	Unweighted Count (All Respondents)	Weighted Count (All respondents)
Atlantic Canada	83	74
Quebec	265	243
Ontario	349	386
Prairies (MB and SK)	77	65
Alberta	104	103
BC	129	134
Total	1,007	1006

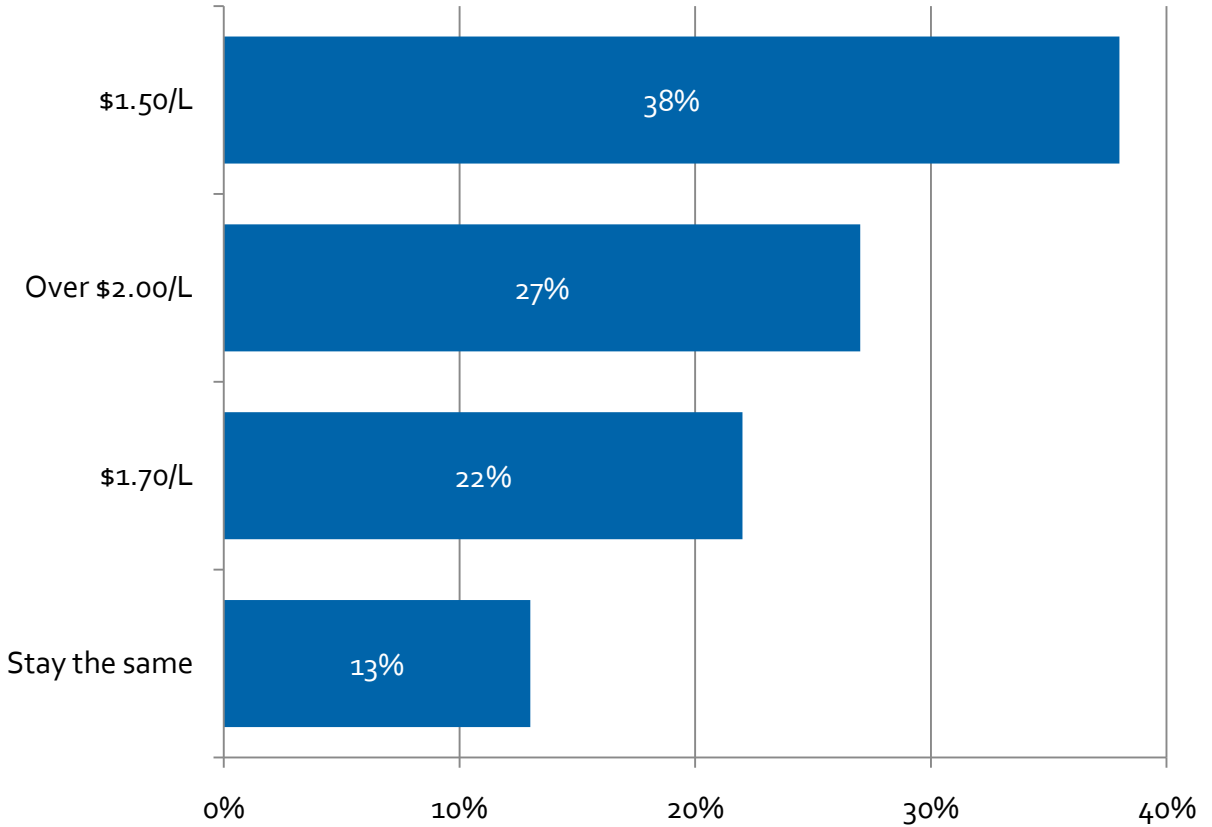
# Rising Oil Prices

*Q: Overall, which statement best describes the impact that rising gas prices have had on you or your family's budget?*



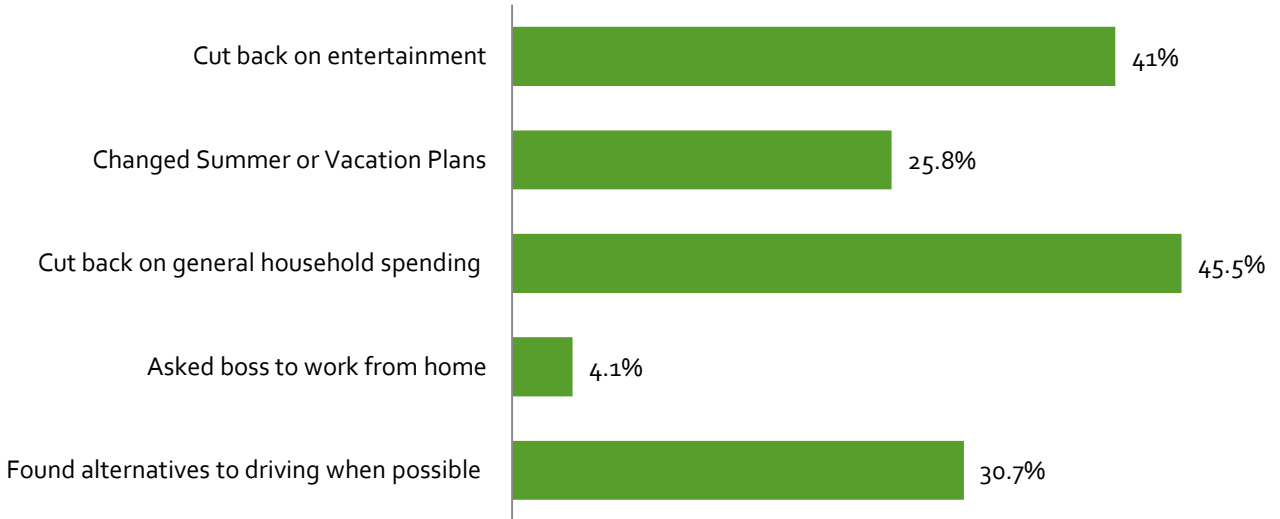
# How High Will Prices Go?

Q: How high do you think the price of gas will go in the next 12 months?



# Rising Oil Prices

**Q: What changes to your day-to-day life have you made as a result of the rise in gas prices?**



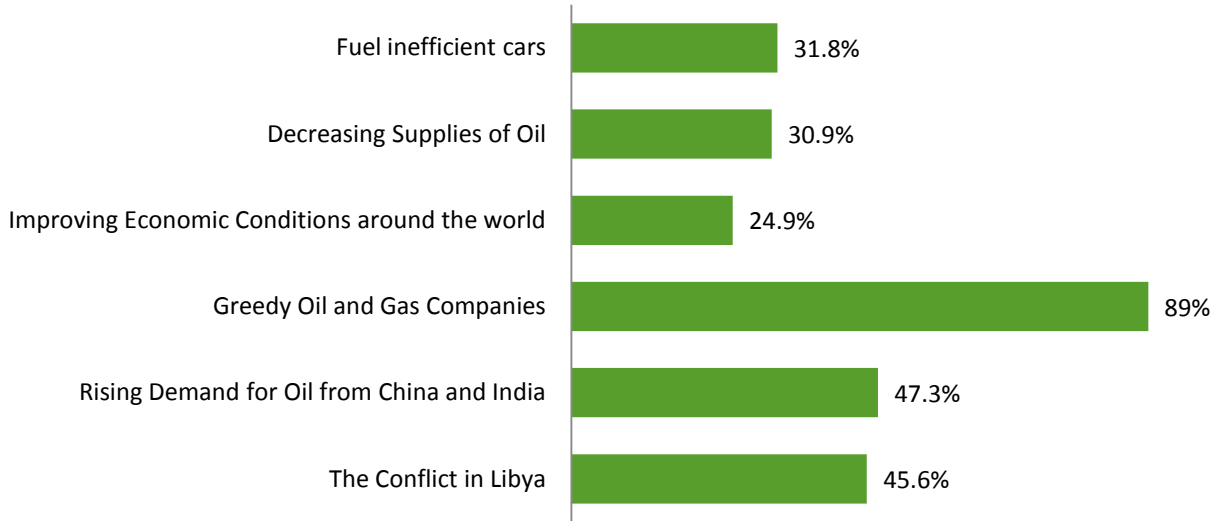
## Subgroup Analysis

	Male	Female	18 to 29	30 to 59	60 and over
Cut back on entertainment	38%	44%	48%	42%	32%
Changed Summer or Vacation Plans	25%	26%	25%	27%	23%
Cut back on general household spending	42%	48%	51%	46%	38%
Consider asking your boss if you can work from home	5%	3%	8%	4%	1%
Found alternatives to driving when possible	31%	30%	41%	28%	28%

	Less than \$35,000	\$35,000 - \$50,000	\$50,001 - \$75,000	\$75,001 - \$100,000	\$100,000+
Cut back on entertainment	35%	44%	50%	50%	38%
Changed Summer or Vacation Plans	20%	32%	30%	31%	19%
Cut back on general household spending	37%	52%	55%	51%	36%
Consider asking your boss if you can work from home	1%	7%	4%	5%	10%
Found alternatives to driving when possible	28%	35%	31%	29%	34%

# Rising Oil Prices

**Q: Experts have given a number of reasons why gas prices have spiked in the past few weeks. For each reason below, tell us whether you think it is a reason for the rising gas prices.**



## Subgroup Analysis

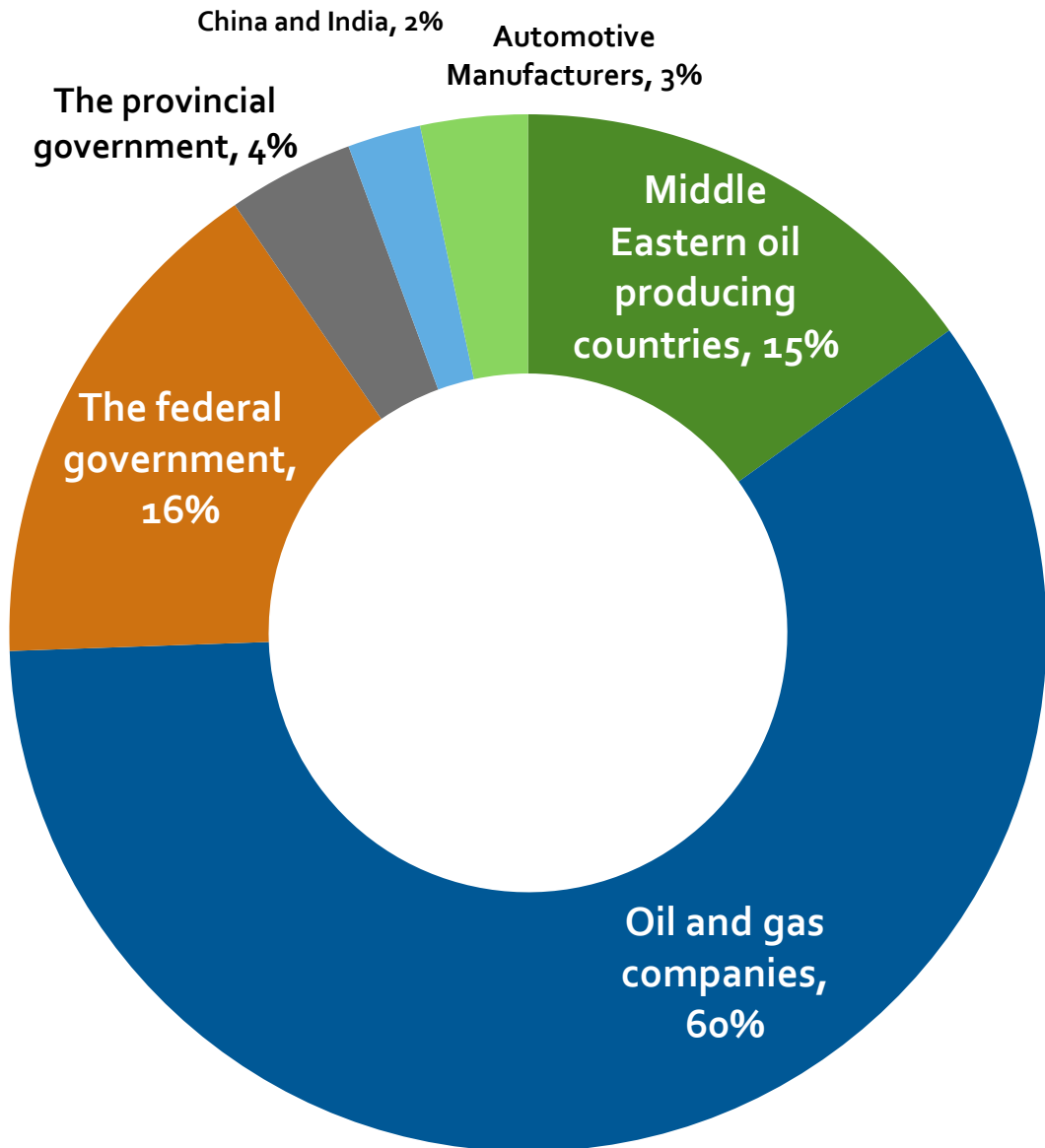
	Urban	Rural	18 to 29	30 to 59	60 +
Fuel inefficient cars	34%	26%	46%	30%	23%
Decreasing Supplies of Oil	33%	24%	54%	28%	17%
Improving Economic Conditions around the world	26%	22%	29%	25%	20%
Greedy Oil and Gas Companies	88%	92%	80%	91%	93%
Rising Demand for Oil from China and India	51%	38%	64%	44%	43%
The Conflict in Libya	49%	37%	53%	45%	42%

	CPC	LPC	NDP	Bloc	Green
Fuel inefficient cars	23%	43%	36%	27%	24%
Decreasing Supplies of Oil	24%	43%	30%	27%	25%
Improving Economic Conditions around the world	21%	40%	23%	34%	9%
Greedy Oil and Gas Companies	87%	90%	92%	93%	54%
Rising Demand for Oil from China and India	46%	58%	48%	44%	30%
The Conflict in Libya	46%	53%	49%	42%	21%

# Rising Oil Prices

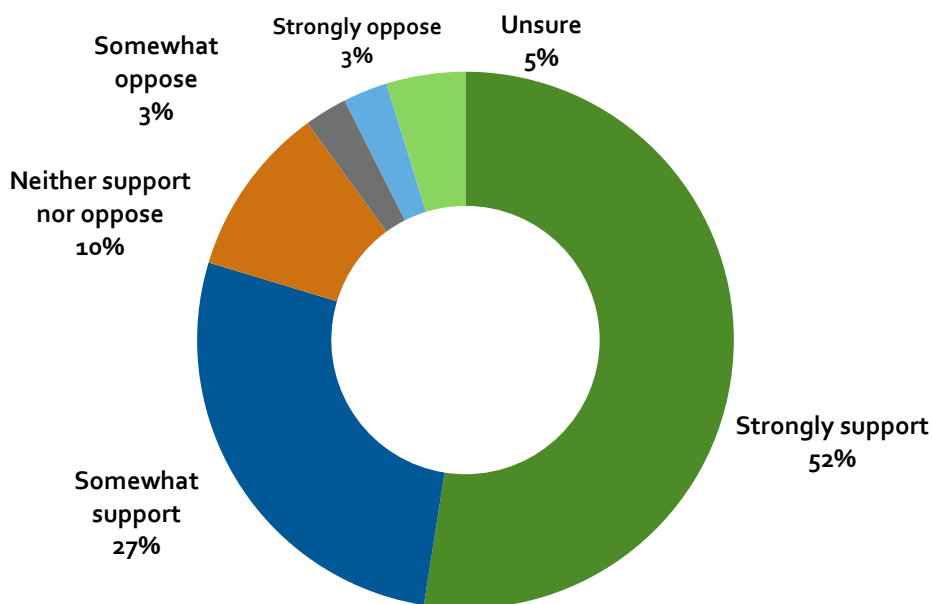
Q: Who do you think deserves the most blame for the rising oil prices?





# Rising Oil Prices

*Q: Do you support or oppose federal or provincial governments stepping in to regulate and lower the price of gas?*



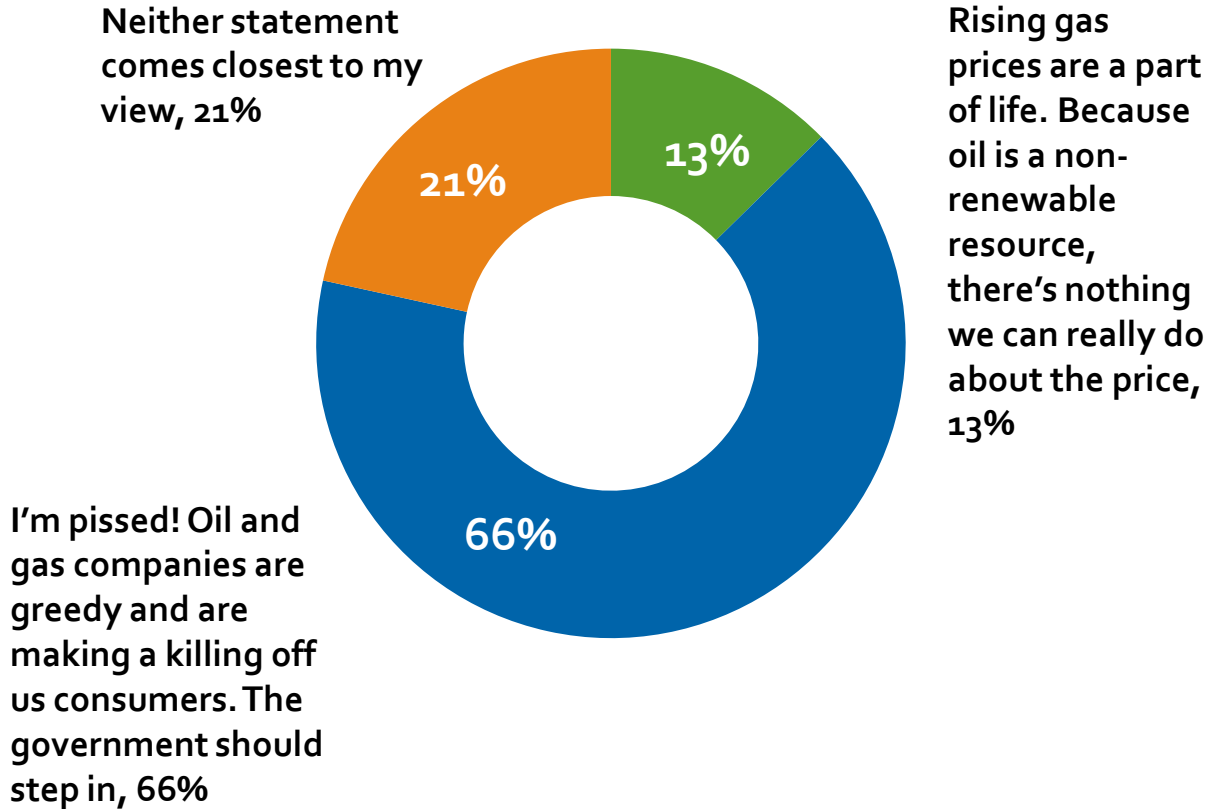
## Subgroup Analysis

	Men	Women	CPC	LPC	NDP	Bloc	Green
Support	79%	82%	83%	74%	84%	88%	71%
Neither support nor oppose	11%	11%	8%	11%	12%	5%	19%
Oppose	7%	2%	4%	10%	3%	2%	4%
Unsure	4%	5%	4%	6%	2%	5%	6%
Unweighted counts	496	512	348	144	284	52	83

	18 to 29	30 to 59	60+	Alberta	BC	Central	Ontario	Quebec	Atlantic
Support	75%	80%	83%	76%	79%	83%	80%	85%	69%
Neither support nor oppose	18%	9%	8%	13%	7%	12%	11%	9%	14%
Oppose	2%	5%	6%	2%	7%	2%	5%	2%	12%
Unsure	5%	5%	3%	9%	8%	3%	4%	3%	5%
Unweighted counts	155	637	216	104	129	77	349	265	83

# Rising Oil Prices

Q: Which statement, if any, best describes how you feel about the price of gas?



## Subgroup Analysis

	18 - 29	30 - 59	60 +	Alberta	B.C.	Central	Ontario	Quebec	Atlantic
Deal with it!	19%	11%	12%	16%	11%	12%	11%	13%	20%
I'm pissed!	58%	67%	71%	63%	63%	66%	67%	73%	46%
Neither	23%	23%	16%	21%	26%	22%	23%	14%	34%
Unweighted Counts	155	637	216	104	129	77	349	265	83

For more information about this study or Abacus Data Inc.,  
please contact:

David Coletto, PhD  
Chief Executive Officer  
(613) 232-2806 x. 248  
david@abacusdata.ca  
Twitter.com/ColettoD

To read our analyses and blog, find us online at [www.abacusdata.ca](http://www.abacusdata.ca)