



Canadian gas hike drivers

TORONTO, March 08, 2022—The results of a national survey released today by Maru Public Opinion finds that Canadians believe the top two reasons behind recent gas pump price increases are a tightening world supply because of international events (27%), and petroleum/gas companies who are just hiking pump costs for greater profit-taking (24%). The survey also finds a majority (56%) think those higher gas pump prices are here to stay—and might even get higher.

And while a total of half (48%) of all drivers may be mulling over a fully electric powered or hybrid (electricity/gas) vehicle for their next four-wheel purchase, it's one-third of that group (16%) who appear to be the most serious about visiting a dealership to do so.

Key findings

Tightening world supply, company profit taking, are major reasons for gas price rise at the pumps

Over the last number of weeks, prices at the gas pumps have risen to some of the highest levels witnessed to date. When asked what they believe to be the major factor that has contributed to the rise in the price of gas at the pumps, Canadians point towards a tightening world supply because of international events (27%), followed by the belief that petroleum/gas companies are just hiking pump costs for greater profit (24%) taking, the federal government carbon tax (20%), a natural increase in prices due to higher demand (6%), and both provincial government taxes (5%) and a lack of petroleum products being imported to Canada (5%). The remainder (13%) say they don't know what the major factor could be.

Majority think higher gas pump prices are here to stay

A majority (56%) of Canadians believe that the current higher gas pump prices are here to stay and might even get higher compared with just over one-quarter (27%) who believe prices will likely stabilize and drop back down to a more reasonable level. One-in-six (16%) don't know whether the price of gas will go one way or the other going forward.

For one in six drivers, their next car purchase could be fully electric or hybrid

While half (48%) of all Canadian drivers may be mulling over a fully electric powered or hybrid (electricity/gas) vehicle for their next four-wheeled purchase, it's one-third of that group (16%) who appear to be the most serious about visiting a dealership to open their wallets.

This one-in-six drivers' group ("very likely" to purchase 16%) are mostly found in British Columbia (20%) and Québec (20%), followed by those living in Alberta (17%), Manitoba/Saskatchewan (13%), Ontario (12%), and Atlantic Canada (10%).

Demographically, this type of vehicle is most appealing to the youngest Canadian adult drivers (aged 18-34, 31%), followed by those who are middle-aged (35-54, 12%), and the oldest (55+, 9%). Those with the highest incomes (\$100,000 + 22%) are most predisposed to this type of vehicle, followed by the lowest income (\$50,000 or less earnings per annum, 14%) and middle income (\$50,000-\$99,000, 13%) earners. Those who are the highest educated (University+, 30%) are also most likely to be in the market for this type of vehicle (compared with those who are college/tech school, 14%/high school or less educated, 7%) – however, there is no difference between the genders (male 16%/female 15%) when it comes to purchase intentions.

-30-

Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) undertaken by its sample and data collection experts at [Maru/Blue](#) February 18/20, 2022, among a random selection of 1555 Canadian adults who are Maru Voice Canada panelists. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. Currently drive a personal vehicle on a regular basis: Yes – 77% (1262 total sample/1202 weighted) for +/- 2.8%. Further details may be found at [Canadian Public Opinion Polls | Maru Group](#)

The results have been weighted by education, age, gender, and region (and in Quebec, language) to match the population according to Census data which ensures the sample is representative of the entire adult population of Canada. Discrepancies in or between totals when compared to the data tables are due to rounding. Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high quality, highly scalable online community samples of deeply engaged, known respondents. Respondents could respond in either English or French.

Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion is a professional services firm dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.



For more information contact:

John Wright
Executive Vice President
Maru Public Opinion
Direct Toronto +1.416.700-4218
john.wright@marublue.com

maru/

Maru is a world leading CX and Insights Software & Advisory Services company.

Maru was founded to disrupt the data and insight delivery industry with a combination of Software & Advisory Services delivering data in real-time via a unique service model. Maru helps its clients make informed decisions in near real-time by combining proprietary software, deep industry experience and access to the best minds in research. Maru's flexible service model means our clients can choose to self-serve our Software directly to create, launch and analyze projects; or choose to utilize our Software with knowledgeable support from insights experts. Maru successfully delivers major national and international CX and CEM programs for Enterprise organizations.

Painting better pictures, faster

[Maru Public Opinion](#) is a research channel for the [Maru Group](#)