



## Home heating costs

**TORONTO, March 20, 2023**—A new Yahoo Canada/ [Maru Public Opinion](#) poll reveals that almost three quarters (72%) of Canadians who pay their home heating bills witnessed an increase in their energy consumption costs between mid-November 2022 and mid-February 2023—but it was a steeper increase for one quarter (very much 24%/somewhat 48%) of them. This compares to three in ten (28%) payors who say their costs remained relatively the same.

Those with oil as their primary energy source for home heating appear to have had the steepest increase (42% very much/41% somewhat = total 83%), were followed by those who use natural gas (36% very much/48% somewhat = total 84%), those using electricity/hydro (13% very much/48% somewhat= total 61%), those who use other sources (14% very much/49% somewhat = total 63%), and those who rely on solar power (2% very much/58% somewhat = total 63%).

Those most likely to report their home heating costs increasing reside in Ontario (39% very much/41% somewhat = total 80%), followed by those living in Manitoba/Saskatchewan (21% very much/58% somewhat = total 79%) and Alberta (37% very much/41% somewhat = total 78%), Atlantic Canada (30% very much/34% somewhat = total 74%), British Columbia (8% very much/60% somewhat = total 68%), and Quebec (30% very much/34% somewhat = total 64%).

Those reporting the sharpest increases in their heating costs for the timeframe investigated hail from Alberta (37% very much), followed by those residing in Ontario (31%) and Atlantic Canada (30%), Manitoba/Saskatchewan (21%), Quebec (14%), and British Columbia (8%).

For the timeframe of November 21, 2022, to February 20, 2023, would you say that your home heating bills have:	Primary source for home heating					
	Total	Natural gas	Solar	Electricity / hydro	Oil	Other
<b>Stayed relatively the same</b>	28%	16%	40%	39%	17%	36%
<b>Increased somewhat</b>	48%	48%	58%	48%	41%	49%
<b>Increased very much</b>	24%	36%	2%	13%	42%	14%
<b>Total increase very much/somewhat</b>	72%	84%	60%	61%	83%	63%

## 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](#) on February 23-24, 2023, among a random selection of 1,212 Canadian adults who pay their home heating bills (70% always/8% sometimes) who are [Maru Voice Canada](#) online 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 +/- 2.8%, 19 times out of 20.

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. 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.

Maru Public Opinion does not do any work for any political party. Maru Public Opinion polls with supporting detailed tables are found here: [Maru Public Opinion Canada](#). Corporate information can be accessed here: [Maru Group](#).

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