

Insights West for Black Press  
 Survey of British Columbians on Gas Prices

**Have recent price increases in gasoline caused any financial hardship for you or others in your household?**

	British Columbia	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Lower Mainland	Van. Island	Rest of BC
Yes	68%	68%	68%	69%	69%	67%	66%	69%	74%
No	28%	29%	28%	25%	29%	30%	29%	30%	25%
Not sure	4%	3%	4%	7%	2%	3%	5%	2%	2%

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**Due to the recent price increases in gas, have you done any of the following activities? Please select all that apply.**

	British Columbia	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Lower Mainland	Van. Island	Rest of BC
Driven less than usual	55%	55%	55%	52%	55%	57%	51%	61%	64%
Filled up your car with less gas than usual	38%	40%	36%	42%	42%	31%	39%	35%	37%
Walked to destinations more than usual	27%	31%	22%	38%	26%	20%	29%	27%	21%
Carpooled more	9%	10%	7%	15%	10%	3%	9%	3%	11%
Taken public transit more often than usual	19%	18%	20%	34%	16%	12%	26%	7%	7%
Seriously considered selling your car	9%	8%	10%	14%	8%	7%	9%	7%	11%
Bicycled to work more than usual	8%	7%	9%	14%	10%	2%	9%	9%	5%
Sold your car to buy a more fuel efficient vehicle	4%	4%	3%	3%	5%	3%	4%	2%	4%
None of the above	27%	24%	31%	24%	27%	29%	29%	23%	24%

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**Which of these statements comes closest to your own point of view when it comes to where you get gas for your car?**

	British Columbia	Gender		Age			Region		
		Female	Male	18 - 34	35 - 54	55+	Lower Mainland	Van. Island	Rest of BC
I primarily go to a specific service station that gives me points to a reward/loyalty program	53%	50%	57%	46%	53%	58%	49%	67%	58%
I primarily go to a service station that is close to home or work	20%	22%	18%	17%	26%	17%	22%	12%	18%
I primarily go to a service station when the car is running out of gas, regardless of brand	10%	10%	10%	17%	11%	6%	12%	5%	10%
None of these / Do not drive a car	16%	17%	15%	20%	10%	18%	17%	16%	13%

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**All things considered, do you agree or disagree with each of these statements?**

		British Columbia	Gender		Age			Region		
			Female	Male	18 - 34	35 - 54	55+	Lower Mainland	Van. Island	Rest of BC
I have conducted research (either online or through other sources) about the ethical practices of your primary fuel provider	Strongly agree	5%	5%	6%	5%	6%	5%	5%	7%	6%
	Moderately agree	14%	13%	16%	15%	15%	13%	13%	13%	19%
	Moderately disagree	18%	17%	19%	23%	15%	17%	18%	16%	19%
	Strongly disagree	37%	36%	38%	29%	41%	39%	39%	40%	30%
	Not sure	25%	29%	21%	28%	22%	26%	25%	23%	27%
The gas taxes that we have to pay for in British Columbia are too high	Strongly agree	61%	62%	61%	52%	63%	66%	64%	53%	58%
	Moderately agree	24%	24%	24%	28%	23%	22%	22%	31%	24%
	Moderately disagree	7%	6%	8%	7%	7%	6%	6%	7%	8%
	Strongly disagree	4%	3%	4%	4%	3%	4%	4%	5%	3%
	Not sure	4%	6%	2%	9%	3%	2%	4%	4%	7%
The gas taxes that we have to pay for in British Columbia are unfair	Strongly agree	52%	53%	51%	44%	54%	56%	55%	42%	50%
	Moderately agree	25%	24%	26%	22%	25%	27%	23%	28%	28%
	Moderately disagree	12%	11%	14%	17%	12%	10%	12%	16%	11%
	Strongly disagree	4%	3%	6%	5%	4%	5%	5%	7%	3%
	Not sure	6%	9%	2%	11%	5%	3%	5%	7%	8%
Gas stations in British Columbia tend to charge motorists more for fuel than those in other parts of Canada	Strongly agree	52%	50%	54%	44%	53%	55%	60%	36%	38%
	Moderately agree	29%	28%	29%	33%	28%	26%	27%	28%	35%
	Moderately disagree	7%	6%	9%	6%	8%	8%	5%	15%	11%
	Strongly disagree	1%	1%	1%	1%	0%	1%	0%	4%	1%
	Not sure	11%	15%	8%	17%	10%	9%	9%	17%	15%
Gas stations take advantage of motorists by hiking prices on long weekends	Strongly agree	67%	67%	67%	56%	73%	69%	67%	69%	69%
	Moderately agree	24%	26%	22%	33%	19%	23%	25%	22%	23%
	Moderately disagree	4%	1%	7%	5%	2%	4%	4%	2%	4%
	Strongly disagree	1%	1%	1%	0%	2%	1%	1%	3%	1%
	Not sure	4%	4%	3%	6%	3%	3%	3%	4%	4%
I don't see any difference between grades of gas—it is just a marketing ploy	Strongly agree	14%	16%	11%	8%	17%	14%	14%	16%	11%
	Moderately agree	35%	36%	33%	45%	36%	26%	36%	27%	35%
	Moderately disagree	27%	24%	31%	25%	26%	29%	25%	27%	33%
	Strongly disagree	15%	10%	21%	11%	14%	20%	15%	17%	16%
	Not sure	9%	14%	4%	11%	7%	10%	9%	12%	8%
Governments have a vested interest in keeping gas prices high	Strongly agree	50%	51%	49%	50%	49%	52%	51%	48%	51%
	Moderately agree	32%	34%	29%	30%	33%	32%	31%	35%	31%
	Moderately disagree	8%	3%	12%	6%	8%	8%	7%	9%	9%
	Strongly disagree	2%	2%	4%	1%	2%	3%	2%	4%	2%
	Not sure	8%	9%	6%	13%	7%	5%	9%	3%	7%