

# CANADA PULSE INSIGHTS

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## Global Gas and Oil Price Hikes Hit Home: Majority of Canadians say rising costs are squeezing household finances

**April 1, 2026 – Toronto, Ontario** – A new CityNews/Canada Pulse Insights survey finds that 91% of Canadians say rising gas and oil prices are hitting their personal or household finances, with almost one third reporting a major impact and many younger, lower income and middle-aged Canadians now struggling to make ends meet.

With Iran sharply restricting shipping through the Strait of Hormuz—a route that normally carries about one fifth of the world’s oil and gas—gasoline prices in Canada have climbed by an estimated \$0.20 to \$0.40 per litre, erasing much of the recent relief at the pump. The vast majority of Canadians (91%) say these higher gas and oil prices are affecting their personal or household finances, including 69% who report being impacted a great deal or a moderate amount.

When the results are weighted to be representative of the entire Canadian population, three in ten (30%) describe the impact as major, with 11% saying they are struggling to make ends meet and 19% saying the price shock is forcing changes in their work or lifestyle decisions. The hit is felt most strongly in the Prairies, Alberta, Ontario and Québec, and among younger adults, women, and lower-income households. The remaining 61% say the impact is noticeable but manageable—they are managing within their current budgets (24%) or adjusting their spending and habits (37%). Overall, just 9% say they are unaffected.

Canadians who feel the squeeze point first to the cost of fuel for their personal vehicles (74%), followed by travel (airfare or long-distance travel 30%), home heating (26%), commuting (18%), and business- or work-related costs (12%), underscoring how rising oil prices are rippling through everyday life.

### By the numbers

#### The personal pocketbook impact

The vast majority (91%) of Canadians say rising gas and oil prices have affected their personal or household finances, with seven in ten (69%) of those reporting that they have been affected either a great deal (33%) or a moderate amount (36%). The remainder say they have been affected only a small amount (21%) or not at all (9%).

Those most affected (69%, including 33% a great deal) are most likely to be found in Ontario (77% affected, 34% a great deal), Alberta (76%, 36% a great deal), Saskatchewan/Manitoba (75%, 36% a great deal), and Québec (74%, 31% a great deal), followed by Atlantic Canada (65%, 38% a great deal) and British Columbia (49%, 29% a great deal).

Younger Canadians are feeling the most pressure: 77% of those aged 18–34 say they have been affected, compared with 70% of those 35–54 and 63% of those 55+. Women (70%) are more likely than men (66%) to report being affected, as are middle- and lower-income Canadians (\$50K–\$99K, 72%; under \$50K, 70%) compared with those earning \$100K or more (65%).

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With the results weighted to be representative of the entire Canadian population, three in ten (30%) say the hit to their finances is major—11% report a severe impact (they are struggling to make ends meet) and 19% report a significant impact (it is affecting their work or lifestyle decisions).

This group is most likely to be found in Saskatchewan/Manitoba (34%) and Alberta (33%), followed by Atlantic Canada (31%), Ontario (30%), Québec (29%), and British Columbia (28%). Those feeling the impact most acutely are people with the lowest incomes (under \$50K, 38%, versus 31% of those earning \$50K–\$99K and 22% of those earning \$100K or more), younger and middle-aged Canadians (35% of those aged 18–54 versus 22% of those 55+), and women (31% versus 29% of men).

By contrast, when also weighted to be representative of the national population, six in ten (61%) report a more moderate impact: 24% say it is a minor impact that is manageable within their current budget, and 37% say it is a noticeable impact that is prompting them to adjust their spending or habits.

These “lesser-impacted” Canadians are most likely to live in British Columbia (64%), Québec (62%), Atlantic Canada (59%), Alberta (58%), Saskatchewan/Manitoba (58%), and Ontario (57%), and are more likely to be older (69% of those 55+), higher-income (\$100K+, 69%), and male (62% versus 59% of women).

## Where the price hikes are biting the most

Among the nine in ten Canadians (91%) who say they are feeling the impact of higher gas and oil prices, the areas where they feel it most are:

- Fuel for personal vehicle(s) – 74%
- Travel (airfare or long-distance travel) – 30%
- Home heating (gas or oil) – 26%
- Public transportation or commuting costs – 18%
- Business- or work-related costs – 12%
- Other – 2%

## About the survey

This survey was conducted with 1,511 Canadian adults as part of a [Canada Pulse Insights](#) national omnibus survey, fielded from March 21-25, 2026. A random sample of Canadian adult respondents was invited to complete the omnibus survey through an online panel platform managed by [SAGO](#), one of the world’s largest and most respected sample and panel suppliers. The data were weighted according to census benchmarks, so the sample aligns with Canada’s population by age, gender, educational attainment, and region. The margin of error for a comparable probability-based random sample of the same size is  $\pm 2.5$  percentage points, 19 times out of 20. Any discrepancies between the detailed tables and published results are due to rounding. Respondents were given the choice to answer the survey in either English or French.

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Both Canada Pulse Insights and Sago are accredited members of the Canadian Research Insights Council (CRIC) and adhere to its Canadian Code of Market, Opinion, and Social Research and Data Analytics. The resultant detailed tables and questions used for this survey are posted to the Canada Pulse insights website as a companion part of this release.

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