

**Gas prices are of significant concern for Canadians, shaping daily behaviour and potentially influencing summer travel plans.**

**April 24, 2026:** Rising gas prices driven by global events are weighing heavily on Canadians, prompting widespread concern and noticeable changes to everyday behaviour.

Our latest research finds that nine in ten Canadians are concerned about the price of gas, with half saying they are extremely concerned, underscoring how sharply fuel costs are being felt across the country. Results are consistent across the country.

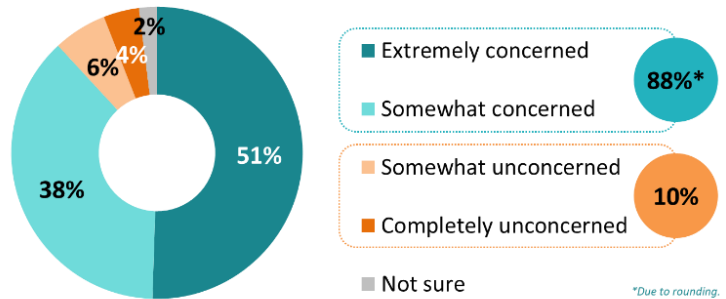
This concern is most reflected in how many Canadians say they are adjusting their day-to-day routines. Four in ten report driving less, limiting either the number or the distance of trips they take in response to higher gas prices. Approximately one in ten say they are stretching their fill-ups, buying smaller amounts of gas at a time, while a similar share report walking or biking more often or using public transit.

**Summer Travel Intentions**

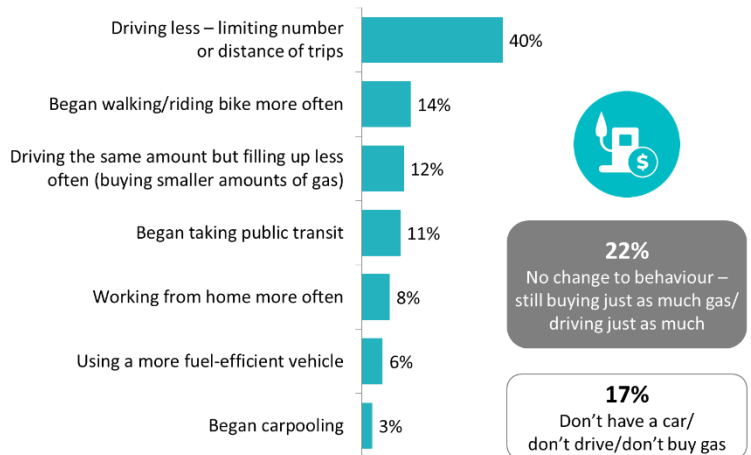
Given current economic conditions and the increasing prices of gas and air travel, our latest survey also explored Canadians’ summer travel intentions.

Half say they are likely to take a vacation ***within their home province***, pointing to an interest in closer-to-home travel. Fewer Canadians say they are likely to travel farther: about a quarter say they are likely to take a ***driving vacation to another province***, and a similar proportion say they would consider ***flying to another province***.

**Price of Gas**



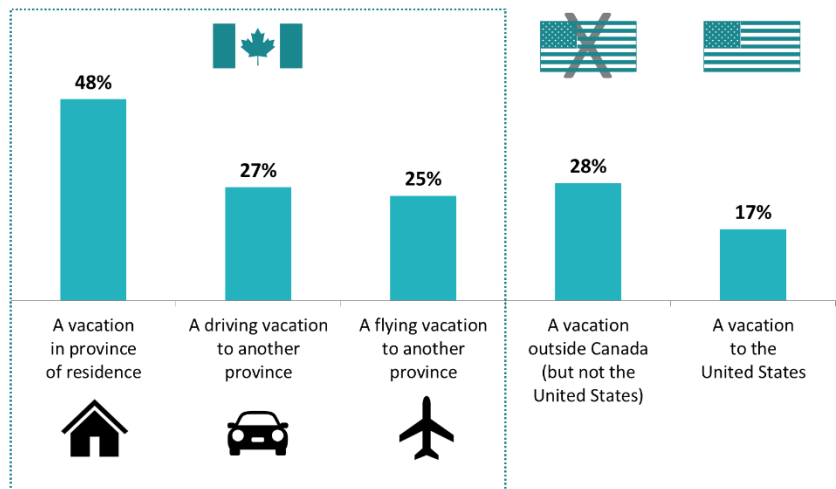
**Changes to Behaviours Since Gas Prices Began to Rise Steeply in the Last Few Weeks**



Fewer than three in ten plan to travel internationally this summer, with Canadians being more likely to take a vacation outside of Canada (but not to the United States - 28%), than they are to travel to the United States (17%). Atlantic Canadians are notably less likely than other Canadians to travel outside Canada for a summer vacation.

### Likelihood of Taking Vacations This Summer

Top Box (7-10): 10=Extremely likely, 1=Not at all likely



Millennials stand out as more likely to be planning summer

travel across a range of destinations, while older Canadians are consistently less likely to be considering longer-distance trips, particularly those involving flights or international travel. Meanwhile, Gen Z are less likely to say they plan to vacation within their home province.

*Results are from an online survey conducted in partnership between Narrative Research and the Logit Group. The survey was conducted between April 9-12, 2026 with 1,234 Canadians, 18 years of age or older from the Logit Group’s online Canadian Omnibus. Data were weighted based on the 2021 Census, by gender, age, and region to reflect actual population distribution. For more information, please contact:*

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Narrative Research ([www.narrativeresearch.ca](http://www.narrativeresearch.ca)), is a non-partisan, 100% Canadian-owned, research company, certified as a Women Business Enterprise (WBE). Narrative Research provides clients with state-of-the-art research and strategic consulting services.

The Logit Group (<https://logitgroup.com/>) is a leading North American data collection and market research execution company headquartered in Toronto, conducting large-scale projects for a variety of well-known research agencies and brands. Logit employs industry-best technologies across an array of methodologies, and is independent, experienced and quality-oriented.

The questions asked were:

- QN1: The price of gas has changed notably in recent weeks due to world events. How concerned are you, if at all, about the price of gas?
- QN2: How, if at all, have you changed your behaviour since gas prices began to rise steeply in recent weeks?
- QN3: How likely are you to take a vacation within your home province this summer?
- QN4r1-4: And how likely is it that you will take each of the following types of summer vacation this year?
  - a. A driving vacation to another province in Canada
  - b. A flying vacation to another province in Canada
  - c. A vacation to the United States
  - d. A vacation outside Canada (but not the United States)

QN1: The price of gas has changed notably in recent weeks due to world events. How concerned are you, if at all, about the price of gas?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
Extremely concerned	51%	51%	50%	53%	44%	61%	77%	48%	56%	45%	45%	56%	50%	47%	54%
Somewhat concerned	38%	37%	39%	36%	42%	31%	21%	37%	36%	45%	40%	32%	40%	41%	35%
Somewhat unconcerned	6%	6%	5%	6%	6%	5%	1%	10%	5%	1%	10%	4%	5%	6%	5%
Completely unconcerned	4%	4%	4%	4%	4%	2%	0%	3%	2%	6%	3%	6%	3%	5%	3%
Not sure	2%	1%	2%	2%	4%	1%	0%	2%	2%	4%	2%	2%	1%	1%	3%
% CONCERNED	88%	89%	89%	89%	86%	92%	99%	84%	92%	90%	85%	87%	90%	87%	89%
% UNCONCERNED	10%	10%	9%	10%	10%	7%	1%	14%	6%	7%	13%	10%	8%	11%	8%
WEIGHTED SAMPLE SIZE (#)	1234	170	216	477	283	88	21	27	35	95	238	397	504	596	627
UNWEIGHTED SAMPLE SIZE (#)	1234	136	179	384	236	299	66	95	121	67	223	404	540	574	649

QN2: How, if at all, have you changed your behaviour since gas prices began to rise steeply in recent weeks?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
Driving less (limiting number or distance of trips)	40%	41%	37%	39%	40%	49%	42%	59%	42%	29%	39%	38%	44%	39%	42%
No change to my behaviour – still buying just as much gas / driving just as much	22%	22%	25%	22%	20%	21%	13%	21%	25%	14%	18%	22%	26%	26%	19%
I don't have a car / don't drive / don't buy gas	17%	17%	18%	18%	16%	15%	26%	9%	15%	26%	15%	17%	17%	13% ↓	20%
Began walking / riding bike more often	14%	17%	12%	15%	14%	11%	10%	11%	11%	21%	17%	14%	12%	16%	12%
Driving the same amount but filling up less often (buying smaller amounts of gas)	12%	11%	11%	11%	13%	8%	18% ↑	4%	6%	15%	13%	12%	10%	12%	11%
Began taking public transit	11%	13%	8%	12%	11%	9%	5%	9%	10%	21%	18% ↑	11%	5% ↓	12%	9%
Working from home more often	8%	12%	7%	7%	8%	7%	6%	8%	7%	11%	13%	11%	3% ↓	8%	8%
Using a more fuel-efficient vehicle	6%	5%	7%	6%	6%	5%	0%	8%	6%	8%	8%	7%	4%	7%	5%
Began carpooling	3%	1%	4%	3%	3%	2%	1%	2%	1%	9%	5%	3%	1% ↓	3%	3%
WEIGHTED SAMPLE SIZE (#)	1234	170	216	477	283	88	21	27	35	95	238	397	504	596	627
UNWEIGHTED SAMPLE SIZE (#)	1234	136	179	384	236	299	66	95	121	67	223	404	540	574	649

QN3: How likely are you to take a vacation within your home province this summer?

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
10 - Extremely likely	17%	19%	19%	15%	15%	21%	23%	14%	25%	14%	21%	15%	16%	15%	18%
9	7%	8%	5%	7%	6%	8%	5%	5%	14%	2%	10%	6%	7%	8%	6%
8	14%	13%	12%	14%	16%	11%	10%	12%	8%	9%	15%	16%	12%	16%	12%
7	11%	9%	13%	11%	9%	7%	4%	11%	6%	5%	14%	11%	9%	11%	10%
6	7%	12%	6%	5%	6%	9%	16%	8%	5%	9%	6%	6%	7%	7%	7%
5	6%	3%	6%	6%	7%	11%	9%	15%	9%	5%	7%	9%	5%	6%	6%
4	3%	5%	4%	1%	5%	3%	1%	7%	1%	9%	5%	3%	2%	3%	4%
3	4%	4%	5%	6%	2%	2%	3%	1%	2%	8%	4%	4%	4%	4%	5%
2	5%	5%	5%	6%	2%	4%	3%	2%	5%	4%	6%	5%	5%	5%	5%
1 - Not at all likely	17%	14%	15%	18%	19%	19%	23%	17%	20%	22%	10% ↓	17%	20%	16%	19%
Not sure	9%	7%	10%	9%	11%	6%	4%	7%	7%	13%	3% ↓	7%	13% ↑	9%	9%
TOP 4 (%7-10)	48%	49%	49%	48%	47%	47%	42%	43%	52%	30%	59% ↑	49%	45%	49%	47%
MID 2 (%5-6)	13%	15%	12%	12%	14%	20%	24%	23%	14%	14%	13%	15%	12%	13%	13%
BOTTOM 4 (%1-4)	30%	29%	29%	32%	28%	28%	30%	27%	27%	43%	25%	29%	31%	28%	32%
WEIGHTED SAMPLE SIZE (#)	1122	158	195	436	251	83	21	25	33	82	231	369	440	541	570
UNWEIGHTED SAMPLE SIZE (#)	1129	126	162	353	208	280	63	88	112	61	217	376	475	528	590
MEAN	5.9	6.2	6.0	5.7	5.9	6.0	5.9	5.9	6.3	5.0	6.6 ↑	5.9	5.8	6.0	5.9

\* Responses of 'Not sure' were excluded from the calculation of the MEAN.

QN4r1: And how likely is it that you will take each of the following types of summer vacation this year.. A driving vacation to another province in Canada

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
10 - Extremely likely	8%	5%	9%	8%	10%	12%	4%	20%	12%	4%	11%	9%	8%	9%	8%
9	3%	2%	6%	4%	1%	2%	0%	2%	2%	4%	7%	5%	1%	4%	3%
8	7%	6%	8%	6%	9%	7%	5%	5%	10%	5%	8%	8%	7%	7%	8%
7	8%	7%	10%	7%	7%	9%	5%	13%	9%	8%	10%	7%	6%	9%	6%
6	7%	9%	6%	6%	8%	8%	7%	9%	5%	8%	10%	8%	5%	10%	5%
5	7%	5%	10%	6%	7%	8%	6%	10%	8%	7%	9%	8%	5%	7%	7%
4	5%	8%	3%	6%	3%	5%	5%	8%	2%	9%	6%	4%	4%	4%	6%
3	8%	9%	6%	9%	9%	4%	9%	1%	4%	17%	11%	5%	7%	7%	9%
2	6%	4%	5%	8%	7%	6%	2%	2%	10%	5%	3%	7%	8%	7%	6%
1 - Not at all likely	34%	34%	32%	35%	34%	35%	51%	23%	34%	27%	23%	33%	42%	31%	37%
Not sure	6%	9%	5%	5%	5%	5%	6%	6%	4%	5%	3%	6%	7%	5%	7%
TOP 4 (%7-10)	27%	21%	34%	25%	27%	29%	13%	40%	34%	22%	36%	29%	22%	30%	25%
MID 2 (%5-6)	14%	14%	16%	13%	14%	16%	13%	20%	13%	15%	18%	16%	10%	16%	12%
BOTTOM 4 (%1-4)	53%	56%	46%	57%	53%	50%	67%	34%	50%	58%	43%	49%	61%	50%	57%
WEIGHTED SAMPLE SIZE (#)	1165	154	205	453	269	84	20	25	34	90	232	374	470	569	585
UNWEIGHTED SAMPLE SIZE (#)	1165	123	171	364	224	283	61	89	116	64	217	380	504	547	607
MEAN	4.2	3.9	4.6	4.1	4.2	4.4	3.1 ↓	5.6 ↑	4.5	4.1	5.1 ↑	4.4	3.6 ↓	4.5 ↑	4.0 ↓

\* Responses of 'Not sure' were excluded from the calculation of the MEAN.

QN4r2: And how likely is it that you will take each of the following types of summer vacation this year.. A flying vacation to another province in Canada

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
10 - Extremely likely	6%	7%	8%	6%	5%	8%	6%	5%	11%	5%	7%	8%	5%	6%	7%
9	4%	2%	5%	4%	5%	1%	0%	2%	2%	2%	5%	4%	4%	4%	4%
8	8%	10%	8%	8%	6%	5%	4%	4%	7%	7%	11%	10%	4%	9%	7%
7	7%	10%	5%	7%	4%	8%	6%	14%	6%	8%	11%	7%	4%	7%	6%
6	4%	7%	4%	3%	2%	9%	15%	4%	9%	2%	8%	4%	2%	4%	4%
5	7%	7%	6%	8%	3%	8%	11%	6%	6%	7%	12%	8%	3%	8%	5%
4	4%	7%	4%	4%	3%	2%	0%	3%	4%	4%	5%	3%	4%	4%	4%
3	6%	6%	8%	7%	5%	5%	10%	3%	3%	8%	6%	7%	6%	5%	7%
2	7%	8%	6%	7%	7%	5%	4%	5%	6%	7%	5%	5%	8%	8%	6%
1 - Not at all likely	44%	31%	42%	43%	56%	45%	40%	48%	43%	42%	28%	39%	56%	41%	47%
Not sure	4%	6%	5%	3%	5%	3%	4%	4%	3%	7%	2%	4%	5%	4%	5%
TOP 4 (%7-10)	25%	29%	26%	26%	19%	22%	16%	26%	26%	22%	34%	29%	17%	26%	23%
MID 2 (%5-6)	10%	13%	9%	11%	6%	16%	26%	10%	15%	9%	20%	12%	4%	11%	9%
BOTTOM 4 (%1-4)	61%	52%	60%	60%	70%	58%	54%	59%	56%	62%	44%	55%	74%	59%	63%
WEIGHTED SAMPLE SIZE (#)	1183	160	205	462	269	85	21	25	34	88	233	381	480	575	597
UNWEIGHTED SAMPLE SIZE (#)	1184	128	171	372	225	288	63	91	117	63	218	388	515	555	618
MEAN	3.7	4.3 ↑	3.8	3.8	3.1 ↓	3.7	3.7	3.6	4.0	3.5	4.7 ↑	4.1 ↑	2.9 ↓	3.9	3.5

\* Responses of 'Not sure' were excluded from the calculation of the MEAN.

QN4r3: And how likely is it that you will take each of the following types of summer vacation this year.. A vacation to the United States

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
10 - Extremely likely	3%	3%	2%	5% ↑	1%	2%	0%	2%	4%	2%	4%	5%	2%	4%	3%
9	3%	2%	5%	3%	2%	1%	0%	2%	1%	2%	4%	3%	2%	3%	2%
8	5%	4%	6%	5%	7%	1% ↓	0%	2%	2%	5%	11% ↑	5%	2% ↓	7%	4%
7	6%	7%	3%	6%	9%	3%	2%	5%	1%	9%	12% ↑	8%	2% ↓	7%	6%
6	2%	2%	2%	3%	1%	1%	0%	1%	1%	6%	5% ↑	2%	0% ↓	2%	2%
5	5%	4%	7%	5%	4%	4%	1%	6%	4%	7%	7%	5%	3%	6%	4%
4	2%	3%	2%	2%	1%	2%	1%	1%	2%	4%	3%	2%	1%	2%	2%
3	3%	4%	5%	4%	2%	2%	0%	1%	4%	6%	4%	4%	1%	4%	3%
2	6%	7%	4%	8%	5%	3%	3%	1%	3%	9%	6%	6%	6%	6%	6%
1 - Not at all likely	62%	62%	61%	57%	64%	81% ↑	92% ↑	75%	77%	44% ↓	42% ↓	57%	79% ↑	58%	65%
Not sure	3%	1%	3%	2%	3%	2%	0%	3%	2%	7%	2%	3%	2%	2%	3%
TOP 4 (%7-10)	17%	16%	15%	19%	18%	7% ↓	2%	12%	7%	18%	30% ↑	20%	8% ↓	20%	15%
MID 2 (%5-6)	7%	6%	10%	8%	5%	4%	1%	7%	5%	13%	12% ↑	8%	3% ↓	8%	7%
BOTTOM 4 (%1-4)	73%	76%	72%	71%	73%	87% ↑	96% ↑	78%	87%	62%	56% ↓	69%	87% ↑	71%	76%
WEIGHTED SAMPLE SIZE (#)	1201	168	208	465	273	87	21	26	35	88	232	387	494	583	607
UNWEIGHTED SAMPLE SIZE (#)	1204	134	174	374	228	294	66	92	119	63	218	394	529	564	629
MEAN	2.7	2.7	2.8	3.0	2.7	1.8 ↓	1.3 ↓	2.2	2.0	3.2	3.9 ↑	3.1 ↑	1.9 ↓	3.0 ↑	2.6

\* Responses of 'Not sure' were excluded from the calculation of the MEAN.

QN4r4: And how likely is it that you will take each of the following types of summer vacation this year.. A vacation outside Canada (but not the United States)

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
10 - Extremely likely	10%	10%	10%	11%	11%	4% ↓	2%	4%	5%	17%	12%	11%	8%	9%	12%
9	4%	4%	2%	4%	5%	1%	1%	1%	2%	2%	6%	4%	3%	5%	3%
8	6%	8%	5%	6%	7%	3%	1%	4%	3%	2%	7%	8%	5%	7%	5%
7	7%	7%	7%	8%	7%	6%	7%	6%	5%	8%	12% ↑	9%	4% ↓	9%	5%
6	6%	10%	3%	6%	7%	6%	9%	3%	5%	3%	8%	9%	4%	6%	6%
5	7%	10%	6%	7%	5%	4%	0%	3%	7%	13%	10%	6%	5%	8%	5%
4	3%	3%	5%	3%	3%	5%	7%	2%	5%	7%	5%	3%	3%	4%	3%
3	4%	3%	5%	5%	3%	5%	8%	7%	2%	12%	5%	3%	3%	5%	4%
2	5%	8%	6%	7%	2%	4%	6%	3%	4%	1% ↓	6%	4%	7%	6%	5%
1 - Not at all likely	43%	32%	49%	40%	43%	59% ↑	56%	62%	57%	29%	27% ↓	40%	55% ↑	37% ↓	48% ↑
Not sure	4%	4%	4%	3%	6%	4%	1%	4%	5%	7%	3%	5%	4%	3%	5%
TOP 4 (%7-10)	28%	30%	24%	29%	30%	14% ↓	12%	16%	15%	28%	38% ↑	31%	20% ↓	30%	25%
MID 2 (%5-6)	13%	20%	9%	13%	12%	10%	9%	6%	12%	16%	18%	15%	8% ↓	15%	11%
BOTTOM 4 (%1-4)	56%	46%	64%	54%	52%	73% ↑	77%	74%	68%	49%	42% ↓	50%	68% ↑	52%	59%
WEIGHTED SAMPLE SIZE (#)	1184	164	208	460	267	85	21	25	34	88	231	379	486	576	597
UNWEIGHTED SAMPLE SIZE (#)	1184	131	173	370	223	287	65	91	114	63	217	385	519	557	616
MEAN	4.0	4.6	3.6	4.2	4.2	2.8 ↓	2.8	2.7	3.0	4.6	5.0 ↑	4.3	3.2 ↓	4.3 ↑	3.8 ↓

\* Responses of 'Not sure' were excluded from the calculation of the MEAN.

QN4 SUMMARY (TOP 4): And how likely is it that you will take each of the following types of summer vacation this year..

	OVERALL %	REGION					ATLANTIC REGION			AGE				GENDER	
		BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-24 (GEN Z)	25-34 (MILLENNIAL)	35-54 (GEN X)	55+ (BOOMER)	Male	Female
A vacation outside Canada (but not the United States)	28%	30%	24%	29%	30%	14% ↓	12%	16%	15%	28%	38% ↑	31%	20% ↓	30%	25%
A driving vacation to another province in Canada	27%	21%	34%	25%	27%	29%	13% ↓	40% ↑	34%	22%	36% ↑	29%	22% ↓	30%	25%
A flying vacation to another province in Canada	25%	29%	26%	26%	19%	22%	16%	26%	26%	22%	34% ↑	29%	17% ↓	26%	23%
A vacation to the United States	17%	16%	15%	19%	18%	7% ↓	2%	12%	7%	18%	30% ↑	20%	8% ↓	20%	15%
WEIGHTED SAMPLE SIZE (#)	1234	170	216	477	283	88	21	27	35	95	238	397	504	596	627
UNWEIGHTED SAMPLE SIZE (#)	1234	136	179	384	236	299	66	95	121	67	223	404	540	574	649