



Market
Research

Gas Price Omnibus Study

April 2013

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Gas price Omnibus Study

Project #130026

Background & Purpose

AAA Public Affairs sees an opportunity to provide information about the public response to high gas prices.

Objectives

- Determine at what price US adults consider the cost of gasoline too high
- Determine how US adults have changed their driving habits or lifestyle to offset gas prices

Key Findings

- **Half of US adults consider the cost of gasoline to be too high when it reaches \$3.44. With the average national price per gallon at \$3.64 during the survey period, about two-thirds (64%) of the public felt the price was too high.**
- **Roughly two-thirds of US adults (62%) indicate that they are doing something to offset current gas prices.**
- **Of the changes listed in the questionnaire, the most widely mentioned is “driving less.”**
 - **Younger US adults (18-34) are more likely to “work closer to home” and “use public transportation more regularly” to offset recent gas prices than those age 35+ (48% vs. 36% and 25% vs. 10% respectively).**

Table 1 – Percent of US adults indicating that they have changed driving habits or lifestyle to offset current gas prices

<i>Driving habit or lifestyle change</i>	18-34 year olds	35+ year olds	Total
Driving less	82%	88%	86%
Reducing shopping or dining out	68%	73%	71%
Carpooling	52%	24%	33%
Delaying major purchases	53%	54%	53%
Driving a more fuel-efficient car	50%	56%	54%
Working closer to home	48%	35%	39%
Putting aside less money for savings	38%	43%	41%
Using public transportation more regularly	25%	10%	15%
Other	14%	20%	18%
Don't know	1%	1%	1%

Base: US adults who have changed their driving habits or lifestyle to offset current gas prices

A shaded box indicates statistically significant difference between the 18-34 and 35+ respondents

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Methodology

This report presents the findings of a telephone survey conducted among two national probability samples (landline only and cell phone), which, when combined, consists of 1,011 adults, 503 men and 508 women 18 years of age and older, living in the continental United States. Interviewing for this CARAVAN® Survey was completed on March 28-30. 661 interviews were from the landline sample and 350 interviews from the cell phone sample.

This study has an average statistical error of $\pm 3.8\%$ at the 95% confidence level for all US adults. That means there is a 95% chance that the results found in this study are within $\pm 3.8\%$ of the results that would be found if all US adults living in private households in the continental United States were interviewed using the research methodology and questionnaire used in this study. The actual statistical error depends on the number of respondents to each question and on the observed proportions.

Detailed Findings/Topline Tables

C1 At what price do you start to consider the cost of gasoline to be 'too high'?

Median \$3.44

****Based on the national average price of \$3.64 on the weekend of the survey, about two-thirds (64%) feel it was too high***

C2 Are you doing anything to change your driving habits or lifestyle to offset current gas prices?

n=1011

62%	YES
37%	NO
0%	DON'T KNOW

C3 Which of the following are you doing to offset recent gas prices?

n=614

86%	Driving less
71%	Reducing shopping or dining out
54%	Driving a more fuel-efficient vehicle
53%	Delaying major purchases
41%	Putting aside less money for savings
39%	Working closer to home
33%	Carpooling
15%	Using public transportation more regularly
18%	Anything else (SPECIFY)
1%	DON'T KNOW

Which of the following are you doing to offset recent gas prices? Anything else?

not buying as many groceries
bicycle to work
check tire pressure
combined trips so that I drive less.
paying attention to pump prices
I bicycle
Hibernate in my home, don't really go anywhere, only where I have to go.
Walking or riding a bike if the location is close.
I just condense my trips doing multiple things on a single outing
Plane everything ahead of time, make a list and do it all in one trip. Also if the destination is close, I walk.
Riding a Bike
less vacation
keep the car tuned-up and tires .
discount prices on gas
do errands on way to work
Stay at home and not going out as much.
combining trips
have people pick her up to visit them. waits to go grocery shopping. orders off catalogs and tv instead of going out.
I drive slower because driving too fast takes up too much gas.
not traveling far distances
running as many errands as possible while out driving,drive slower
Walk short distances.
try not to make too many trips and stops
My motorcycle
Stay home more.
Drive more carefully
do 2-3 at the same time
walk to conduct business
walking
Consolidate all of my, I don't just drive to the grocery store and drive home, and then drive somewhere else, then drive home, I do all of my errands in one go so there is no wasted trips.
Staying at home.
incorporate more things in one trip
none
mapping out a route and multi task
Contributing money to green energy.
Price checking/ shopping by phone

TAKING OTHER ROUTES WHEN RODES ARE BACKED UP.
Walking
make fewer trips
Making one trip to do a lot of things instead of going out and coming home, going out and coming home.
Cutting fire wood
Combine my trips.
trying to change eating habits
online shopping
walking
Keeping current car longer than anticipated, not idling care for more than two minutes.
Work from home periodically
making sure my tires are inflated properly
walk
Not taking trips
Making trips more economical, I choose the route better.
walking
Not driving as fast
go to more places at one time
I been going to the schools as we have enough gas right there in U.S to let them know what the oil companies are really doing.
combine my trips
driving slower
car serviced regularly
consolidating errands
try to run all errands at one time
couple of things at once
not using motorhome
don't go out that much
consolidate my trips, do everything in one day instead of multiple trips.
MEETINGS
coordinating trips
keeping cars tuned up
Ride a bike
staying home more
making 1 trip instead of 3 or 4
staying at home more
walking!
Just stay home
CUT OUT UNNECESARY TRIP
cluster your errands more

fill up at half full
I go to the cheapest gas station
working at home
walking
Walking and biking
Use a bike
mapping out route
DRIVING SLOWER
saves points
We are more careful about the trips we make.
got rid of the second car
changing driving habits
Riding a BICYCLE
walking
no traveling
combining errands to save gas
frugal on gas purchasing
combining errand trips
less recreation
Make sure my engine is running really good, making sure my air filter is clean, making sure pressure in tires are at appropriate levels, air filters are clean, windows are rolled up going over 50mph, making sure to have the air conditioning off under 50mph and have windows down, carrying less weight inside the car like removing unimportant items
combining trips
Cab rides
wait till prices go down then fill up
driving slower
Telecommute
buying less gas than before
less trips
try not to go anywhere
walking
taking advantage of programs with shopping discounts
combine trips
Combining more errands when I got out.
shopping for lower gas prices
Planning trips more carefully
being conscious of not making extra trips
plan my routes
Not usual spending habits don't do fun activities much because it cost too much

vehicle maintenance
Only use one vehicle per week
slower to accelerate and stop
plan out my trips
using a bike
Not going on many trips
Not accelerating so hard. Treating your car kindly actually works.
put air tires
gave up license and don't drive
combine trips
Truck driving any load can bring home instead of driving I do that
driving slower to save gas
Using a Bike
kids ride bikes
I drive a motorcycle.
Ride a bicycle

Questionnaire

C1 At what price do you start to consider the cost of gasoline to be 'too high'? Please tell me the price per gallon to the nearest 10 cents. Please tell me the price per gallon to the nearest 10 cents. INTERVIEWER: ENTER EXACT RESPONDENT RESPONSE

C2 Are you doing anything to change your driving habits or lifestyle to offset current gas prices?

- 01 YES
- 02 NO
- 99 DON'T KNOW

C3 Which of the following are you doing to offset recent gas prices?

- 01 Driving less
- 02 Using public transportation more regularly
- 03 Carpooling
- 04 Driving a more fuel-efficient vehicle
- 05 Working closer to home
- 06 Reducing shopping or dining out
- 07 Putting aside less money for savings
- 08 Delaying major purchases
- 95 Anything else (SPECIFY)
- 99 DON'T KNOW