

NACS Consumer Fuels Report January 2017 monthly survey results (released January 11, 2017)

Overview

This consumer survey is part of the NACS Retail Fuels Report, which provides a comprehensive overview of the fuels retailing industry. More information, analysis, statistics and graphics can be found at www.nacsonline.com/gasprices.

NACS has conducted monthly interviews since January 2013 and has included comparative metrics for the same month in previous years if applicable.

This summary covers very basic information. Reporters seeking more demographic information can contact NACS Vice President of Strategic Industry Initiatives Jeff Lenard at (703) 518-4272 or jlenard@nacsonline.com.

Methodology

NACS commissioned Penn, Schoen and Berland Associates LLC to conduct 1,114 online interviews with adult Americans on January 4-6, 2017. The margin of error for the entire sample is +/- 2.95% at the 95% confidence interval and higher for subgroups. Below are the questions and overall responses. NACS also examined a number of crosstabs not included in this summary.

Gas prices related to purchasing behavior

Compared to the last 30 days, do you think you will drive more, less, or about the same over the next 30 days?

(%) Gas consumers JAN	DEC	NOV	OCT	SEPT	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2016
Drive much less	4	4	3	3	4	4	3	6	4	4	3	4
Drive somewhat less	7	7	6	5	8	6	6	8	8	7	5	6
Drive about the same	67	63	63	72	70	73	71	69	70	71	69	71
Drive somewhat more	15	18	19	13	13	10	14	14	14	11	16	13
Drive a lot more	7	9	9	7	5	6	6	4	4	6	7	7

(%) Gas consumers JAN '17	JAN '16	JAN '15	JAN '14	JAN '13
Drive much less	4	4	2	4
Drive somewhat less	7	6	6	9
Drive about the same	67	71	68	70
Drive somewhat more	15	13	16	11
Drive a lot more	7	7	8	5

Generally speaking, how do you feel about the economy?

(%) Gas consumers	JAN	DEC	NOV	OCT	SEPT	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2016
Very pessimistic	8	9	8	13	15	18	13	17	15	14	15	13	13
Somewhat pessimistic	36	32	33	42	40	38	39	39	41	42	35	43	40
Somewhat optimistic	48	49	49	37	38	34	38	37	37	36	40	37	39
Very optimistic	9	11	10	9	7	10	9	7	7	8	10	7	8

(%) Gas consumers	JAN '17	JAN '16	JAN '15	JAN '14	JAN '13
Very pessimistic	8	13	11	19	18
Somewhat pessimistic	36	40	32	39	36
Somewhat optimistic	48	39	48	35	38
Very optimistic	9	8	9	8	8

How much do gas prices today impact your feelings on the economy? They have...

(%) Gas consumers	JAN	DEC	NOV	OCT	SEPT	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2016
Great impact	27	27	25	25	24	22	22	24	31	28	30	27	27
Some impact	52	51	50	51	50	49	49	52	48	49	47	46	48
Little impact	16	18	19	19	19	21	22	18	17	16	17	19	19
No impact	5	4	7	6	7	8	8	6	4	7	6	9	7

(%) Gas consumers	JAN '17	JAN '16	JAN '15	JAN '14	JAN '13
Great impact	27	27	30	34	38
Some impact	52	48	51	51	50
Little impact	16	19	13	12	10
No impact	5	7	6	3	3

Do you think that gas prices today are higher or lower than they were 30 days ago, or are they about the same?

(%) Gas consumers	JAN	DEC	NOV	OCT	SEPT	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2016
Gas prices today are much higher than they were	12	7	6	7	9	5	5	15	19	14	5	4	3
Gas prices today are somewhat higher than they were	49	31	21	35	34	19	32	54	53	50	29	8	11
Gas prices today are about the same as they were	26	39	42	41	37	34	33	21	18	20	23	15	28
Gas prices today are somewhat lower than they were	10	20	26	14	17	37	25	8	8	13	28	50	40
Gas prices today are much lower than they were	2	3	5	3	2	5	6	2	2	3	14	24	17

(%) Gas consumers	JAN '17	JAN '16	JAN '15	JAN '14	JAN '13
Gas prices today are much higher than they were	12	3	2	12	10
Gas prices today are somewhat higher than they were	49	11	4	36	29
Gas prices today are about the same as they were	26	28	5	37	18
Gas prices today are somewhat lower than they were	10	40	41	14	38
Gas prices today are much lower than they were	2	17	47	1	4

Thinking into the future, do you think gas prices in 30 days will be...

(%) Gas consumers	JAN	DEC	NOV	OCT	SEPT	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2016
Much higher than today	10	7	6	7	9	7	5	12	17	12	7	5	4
Somewhat higher than today	46	45	38	42	37	35	36	54	52	52	46	30	28
About the same as today	34	38	43	40	44	48	48	30	27	30	35	47	51
Somewhat lower than today	8	9	12	10	10	10	9	3	4	4	10	17	15
Much lower than today	1	2	2	1	1	1	2	1	0	1	2	1	3

(%) Gas consumers	JAN '17	JAN '16	JAN '15	JAN '14	JAN '13
Much higher than today	10	4	4	7	12
Somewhat higher than today	46	28	27	40	50
About the same as today	34	51	39	43	22
Somewhat lower than today	8	15	27	8	15
Much lower than today	1	3	4	2	1

Thinking of all the shopping you do on a regular basis (excluding gas), do you think that you will be able to spend more or less in the upcoming month than you did last month?

(%) Gas consumers	JAN	DEC	NOV	OCT	SEPT	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2016
I will spend much more this month	4	9	8	3	6	5	3	6	7	6	6	6	3
I will spend somewhat more this month	14	24	22	14	17	15	13	17	19	17	13	15	11
I will spend about the same this month	54	49	52	63	60	64	63	58	55	60	63	64	60
I will spend somewhat less this month	20	13	13	15	13	13	15	15	15	13	12	12	18
I will spend much less this month	8	5	5	4	3	3	5	4	5	4	5	4	8

(%) Gas consumers	JAN '17	JAN '16	JAN '15
I will spend much more this month	4	3	3
I will spend somewhat more this month	14	11	13
I will spend about the same this month	54	60	58
I will spend somewhat less this month	20	18	18
I will spend much less this month	8	8	7

What is the average price of regular gasoline in the area where you live?

(\$ Gas price	JAN	DEC	NOV	OCT	SEPT	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2016
Median	2.30	2.19	2.15	2.20	2.20	2.10	2.26	2.38	2.20	2.00	1.80	1.79	1.98
Mean	2.37	2.32	2.28	2.33	2.38	2.27	2.37	2.45	2.36	2.22	1.99	1.98	2.18
Mode	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.50	2.00	2.00	1.79	2.00	1.89
Standard deviation	0.39	0.65	0.52	0.50	0.70	0.56	0.51	0.47	0.63	0.63	0.69	0.73	0.69

(\$ Gas price	JAN '16	JAN '15	JAN '14
Median	2.30	1.98	3.41

Note: The national weekly average gas price closest to the polling period was \$2.325, according to the weekly "OPIS Retail Fuel Report" information dated January 2, 2017.

At what price would you consider gasoline to be expensive enough that you would try to reduce how much you drive?

(\$ Gas price	JAN	DEC	NOV	OCT	SEPT	AUG	JULY	JUN	MAY	APR	MAR	FEB	JAN 2016
Median	3.00	3.00	3.00	3.00	3.00	3.10	3.25	3.09	3.00	3.00	3.00	3.00	3.00
Mean	3.37	3.39	3.37	3.45	3.46	3.52	3.58	3.51	3.36	3.34	3.31	3.36	3.46
Mode	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Standard deviation	1.00	1.12	1.10	1.15	1.23	1.27	1.28	1.16	1.09	1.17	1.19	1.26	1.25
Diff. betw median gas price & mean price for change	\$1.07	1.20	1.18	1.25	1.26	1.42	1.32	1.13	1.16	1.34	1.51	1.57	1.48

(\$ Gas price JAN '17	JAN '16	JAN '15	JAN '14
Mean	3.37	3.46	4.00

At what price would you consider gasoline to be so expensive that you would seek out an alternative to driving or drive drastically less?

(\$ Gas price	JAN	DEC	NOV	OCT	SEPT	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2016
Median	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Mean	4.43	4.43	4.40	4.52	4.44	4.57	4.71	4.61	4.41	4.46	4.41	4.48	4.53
Mode	4.00	4.00	4.00	4.00	5.00	5.00	4.00	4.00	4.00	5.00	5.00	4.00	4.00
Standard deviation	1.62	1.69	1.60	1.76	1.74	1.74	1.82	1.74	1.65	1.75	1.70	1.78	1.77
Diff. betw median gas price & mean price for change	\$2.13	2.26	2.25	2.32	2.24	2.47	2.45	2.23	2.21	2.46	2.61	2.69	2.55

(\$ Gas price JAN '17	JAN '16	JAN '15	JAN '14
Mean	4.43	4.53	4.50

For the vehicle that you drive most often, what is your average fuel efficiency in MPG?

(%) Gas consumers	JAN	DEC	NOV	OCT	SEPT	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2016
Average MPG	23.5	24.1	24.0	23.8	23.6	24.5	25.2	24.1	23.5	24.3	23.8	23.6	23.4

(%) Gas consumers JAN '17	JAN '16	JAN '15	JAN '14	
Average MPG	23.5	23.4	24.1	23.1

Based on self-reported mileage and self-reported fuel efficiency, NACS also examined consumers' miles per dollar, which measures perceived value.

Self-reported miles/\$	JAN	DEC	NOV	OCT	SEPT	AUG	JULY	JUN	MAY	APR	MAR	FEB	JAN 2016
MPG/median gas price	10.22	11.11	11.16	10.82	10.72	11.67	11.15	10.12	10.68	12.15	13.22	13.18	11.82

Definition of Crosstabs

Crosstab		Definition of crosstab	% total
% Gas Consumers		American adults who purchase gasoline for a vehicle	100
Gender	M	Male	49
	F	Female	51
Age	18-34	Age 18-34	29
	35-49	Age 35-49	30
	50+	Age 50 or over	41
Region	NE	Lives in the Northeast	18
	MW	Lives in the Midwest	22
	S	Lives in the South	37
	W	Lives in the West	23