



NACS Summer Drive Survey

(released May 24, 2016)

Overview

This consumer survey in advance of the 2016 summer drive season 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 1,109 online interviews with adult Americans on May 3-6, 2016. 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.

Key Findings

Nationally, gas prices are over 40 cents per gallon cheaper than they were last year (the national average was \$2.66/gallon as of May 10th, 2015).

Which of the following best describes your personal situation?

(%) Gas consumers MAY 2016	MAY 2015*	JAN 2015*	Gender		
			M	F	
I'm driving more because gas prices are lower	17	11	20	18	16
I'm not driving more, but I'm enjoying the money I'm saving on gas	56	55	63	59	53
I'm not driving more, and I haven't saved enough money to really notice a difference	27	34	17	23	31

*NOTE: The May 2015 referenced "a gas price of \$3.68 as of May 4, 2014" and the January 2015 referenced "a gas price of \$3.33 as of January 2, 2014."



Generally speaking, do you think low gasoline and oil prices are a good thing or a bad thing for the US economy?

(% Gas consumers MAY 2016		MAY 2015	JAN 2015	Gender	
				M	F
Good thing	89	91	91	89	89
Bad thing	11	9	1	11	11

ALL SAW THE FOLLOWING: We would now like to ask you some questions about your travel plans for the summer.

Which of the following best describes vacation trips you might take this summer?

(% Gas consumers MAY 2016		MAY 2015	MAY 2014	Gender	
				M	F
Outside of my state	38	46	42	39	37
Within my own state	26	42	38	28	25
Planning a vacation trip, but don't know where yet	8	10	8	6	10
Outside of the country	3	7	7	4	3
Not planning any vacation trips	24	23	29	24	25

Compared to last summer, do you plan to spend more or less time on vacation trips?

(% Gas consumers MAY 2016		MAY 2015	MAY 2014	Gender	
				M	F
Spend much more time on vacation trips	10	8	6	11	9
Spend somewhat more time on vacation trips	19	19	17	21	17
Spend about the same amount of time on vacation trips	50	50	48	48	52
Spend somewhat less time on vacation trips	10	10	12	9	11
Spend much less time on vacation trips	11	12	15	11	11



AMONG THOSE WHO PLAN TO TAKE VACATION TRIPS THIS SUMMER: Which of the following best describes how you will travel to your vacation trip(s) this summer? Please select all that apply. (MULTIPLE RESPONSES PERMITTED)

(% Gas consumers MAY 2016		MAY 2015	MAY 2014	Gender	
				M	F
Car	86	86	84	84	88
Airplane	30	33	33	33	27
Boat / Cruise	7	6	5	8	5
Train	5	6	5	5	5
Bus	4	4	5	6	3
Other	1	1	1	1	1
Don't know	2	2	1	1	2

AMONG THOSE WHO PLAN TO VACATION BY CAR: Why do you plan to drive for your vacation trip(s) this summer? Please select all that apply. (MULTIPLE RESPONSES PERMITTED)

(% Gas consumers MAY 2016		MAY 2015	MAY 2014	Gender	
				M	F
More affordable	59	61	54	56	61
Enjoy spending time with family	45	40	40	39	51
More comfortable	42	43	40	43	41
Sightseeing	41	42	35	43	39
I like the freedom to choose where to shop	39	59	52	43	35
Close by	30	33	32	29	30
Able to bring enough luggage	30	31	27	30	31
Able to go to places that cannot be reached another way	29	28	27	31	26
Faster	17	13	15	19	15
Better for pets	13	12	12	10	15
Better for babies	11	9	5	7	15
Other	4	3	1	4	3
Don't know	1	0	1	1	1



AMONG THOSE WHO PLAN TO VACATION BY CAR: Which of the following describes the reason why you stop most often when driving to a vacation? (MULTIPLE RESPONSES PERMITTED)

	(% Gas consumers MAY 2016)	MAY 2015	MAY 2014	Gender	
				M	F
To use the bathroom	72	76	77	66	77
To get gas	68	69	74	67	68
To get food / drinks	66	67	67	64	68
To stretch	46	47	53	43	48
To see a landmark / attraction	37	41	33	37	36
To stay overnight	26	27	27	29	22
I typically don't stop until I've reached my destination	2	2	2	2	2

AMONG THOSE WHO PLAN TO VACATION BY CAR: What influences your decision to select a specific place to stop? Please select all that apply. (MULTIPLE RESPONSES PERMITTED)

	(% Gas consumers MAY 2016)	MAY 2015	MAY 2014	Gender	
				M	F
Gas price	48	53	50	48	48
Wherever is closest when we are ready to stop	48	42	43	46	50
Quality food options	41	44	39	46	37
Cleanliness / bathrooms	41	39	36	39	44
Highway sign	26	32	28	26	27
Specific gas brand	17	15	13	22	12
Dense area with many options	12	11	13	12	12
We plan out our stops in advance	11	14	12	15	6
Other	1	2	1	1	1



Thinking about summer vacation plans, which of the following are you likely to do at a gas station/ convenience store as part of your vacation trip? Please select all that apply. (MULTIPLE RESPONSES PERMITTED)

(% Gas consumers MAY 2016)		MAY 2015	MAY 2014	Gender	
				M	F
Use the bathroom	70	70	73	66	74
Buy a drink	63	63	69	58	68
Buy a snack	57	58	64	50	64
Buy a sandwich or other meal	26	25	27	27	25
Use the ATM	16	14	18	15	16
Buy cigarettes	16	13	15	13	18
Buy lottery tickets	15	14	16	15	15
Buy fill-in grocery items, like bread or milk	10	8	12	12	9
Buy alcohol (Beer / wine / spirits)	9	8	11	11	8
Buy items for picnic, BBQ, etc.	8	7	10	10	7
Other	3	14	8	3	3
None of the above	13	3	1	15	12

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