

NACS Consumer Fuels Report

April 2018 monthly survey results (released April 25, 2018)

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.convenience.org/fuels.

NACS conducted monthly interviews from January 2013 through December 2017 and in 2018 is conducting six surveys per year examining fuels and other topics. We have 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@convenience.org.

Methodology

NACS commissioned Penn, Schoen and Berland Associates LLC to conduct 1,501 online interviews with adult Americans on April 6-10, 2018. The margin of error for the entire sample is +/- 2.87% at the 95% confidence interval and higher for subgroups. Below are overall responses. NACS also examined 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 APR '18	MAR	FEB	JAN	DEC	NOV	OCT	SEP	AUG	JUL	JUN	MAY	APR '17
Drive much less	2	*	1	*	3	2	2	3	3	2	4	3
Drive somewhat less	7	*	6	*	7	6	5	7	5	6	6	5
Drive about the same	76	*	70	*	64	71	72	66	68	68	62	70
Drive somewhat more	11	*	16	*	18	14	15	17	16	17	19	14
Drive a lot more	5	*	8	*	9	2	2	7	8	7	10	8

*not asked in January 2018 or March 2018

(%) Gas consumers APR '18	APR '17	APR '16	APR '15	APR '14	APR '13
Drive much less	2	3	4	3	4
Drive somewhat less	7	5	7	5	9
Drive about the same	76	68	71	72	69
Drive somewhat more	11	16	11	14	12
Drive a lot more	5	8	6	6	6

Generally speaking, how do you feel about the economy?

(%) Gas consumers APR '18	MAR	FEB	JAN	DEC	NOV	OCT	SEP	AUG	JUL	JUN	MAY	APR '17
Very pessimistic	7	*	8	8	8	7	8	8	8	9	7	9
Somewhat pessimistic	32	*	32	27	31	32	38	33	32	34	32	31
Somewhat optimistic	48	*	44	45	47	47	45	48	49	46	48	48
Very optimistic	14	*	16	20	14	15	14	9	12	12	12	11

*not asked in March 2018

(%) Gas consumers APR '18	APR '17	APR '16	APR '15	APR '14	APR '13
Very pessimistic	7	9	14	18	17
Somewhat pessimistic	32	31	42	38	37
Somewhat optimistic	48	48	36	36	39
Very optimistic	14	11	8	8	8

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

(%) Gas consumers APR '18	MAR	FEB	JAN	DEC	NOV	OCT	SEP	AUG	JUL	JUN	MAY	APR '17
Great impact	22	*	24	*	22	25	24	26	21	24	27	25
Some impact	50	*	53	*	50	49	52	57	50	51	53	50
Little impact	21	*	18	*	22	20	18	14	22	17	16	18
No impact	8	*	5	*	6	6	7	3	7	7	4	7

*not asked in January 2018 or March 2018

(%) Gas consumers APR '18	APR '17	APR '16	APR '15	APR '14	APR '13
Great impact	22	25	25	38	38
Some impact	50	50	51	47	48
Little impact	21	18	18	12	11
No impact	8	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 APR '18	MAR	FEB	JAN	DEC	NOV	OCT	SEP	AUG	JUL	JUN	MAY	APR '17
Gas prices today are much higher than they were	16	*	15	14	10	12	32	5	4	10	9	10
Gas prices today are somewhat higher than they were	52	*	51	42	36	44	47	34	18	38	47	41
Gas prices today are about the same as they were	26	*	26	36	39	26	12	44	35	41	33	37
Gas prices today are somewhat lower than they were	5	*	6	6	12	13	4	15	36	10	9	9
Gas prices today are much lower than they were	1	*	2	2	2	1	2	2	7	2	2	3

*not asked in March 2018

(%) Gas consumers	APR '18	APR '17	APR '16	APR '15	APR '14	APR '13
Gas prices today are much higher than they were	16	10	14	4	24	16
Gas prices today are somewhat higher than they were	52	41	50	34	50	33
Gas prices today are about the same as they were	26	37	20	31	22	30
Gas prices today are somewhat lower than they were	5	9	13	25	3	20
Gas prices today are much lower than they were	1	3	3	6	1	1

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

(%) Gas consumers	APR '18	MAR	FEB	JAN	DEC	NOV	OCT	SEP	AUG	JUL	JUN	MAY	APR '17
Much higher than today	10	*	9	*	7	7	6	15	5	5	7	8	9
Somewhat higher than today	47	*	45	*	40	39	30	40	37	36	48	50	46
About the same as today	36	*	37	*	44	42	41	27	49	46	36	35	36
Somewhat lower than today	5	*	8	*	8	11	22	17	8	11	8	6	7
Much lower than today	1	*	1	*	1	1	2	1	0	2	1	1	2

*not asked in January 2018 or March 2018

(%) Gas consumers	APR '18	APR '17	APR '16	APR '15	APR '14	APR '13
Much higher than today	10	9	12	7	14	10
Somewhat higher than today	47	46	52	42	49	44
About the same as today	36	36	30	39	32	36
Somewhat lower than today	5	7	4	11	5	8
Much lower than today	1	2	1	2	1	1

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

(\$ Gas price	MAR	FEB	JAN	DEC	NOV	OCT	SEP	AUG	JUL	JUN	MAY	APR	
Median	2.65	*	2.59	2.65	2.47	2.50	2.50	2.59	2.29	2.22	2.35	2.35	2.33
Mean	2.81	*	2.69	2.50	2.56	2.59	2.60	2.64	2.40	2.36	2.49	2.47	2.48
Mode	2.50	*	2.50	2.50	2.50	2.50	2.50	2.49	2.25	2.00	2.25	2.20	3.00
Standard deviation	0.65	*	0.46	0.52	0.47	0.45	0.45	0.44	0.48	0.55	0.62	0.55	0.55

*not asked in March 2018

(\$ Gas price	APR '18	APR '17	APR '16	APR '15	APR '14
Median	2.65	2.33	2.00	2.40	3.58

Note: The national weekly average gas price closest to the polling period was \$2.662, according to the weekly "OPIS Retail Fuel Report" information dated April 9, 2018.

NEW Questions for 2018 on specific spending behavior:

Do you think this month you are likely to...?

(% Gas consumers	APR '18	FEB '18	Gender		Age			Region			
			M	F	18-34	35-49	50+	NE	MW	S	W
Eat out much more	3	3	5	1	6	3	1	6	2	3	2
Eat out somewhat more	7	10	9	6	11	6	5	8	3	9	8
Eat out about the same	62	56	64	61	48	66	69	58	74	58	61
Eat out somewhat less	17	20	14	21	22	16	15	18	11	19	20
Eat out much less	10	12	9	11	12	9	9	10	10	11	9

Do you think this month you are likely to...?

(% Gas consumers	APR '18	FEB '18	Gender		Age			Region			
			M	F	18-34	35-49	50+	NE	MW	S	W
Spend much more on typical non-gas household purchases (for example, groceries, clothing, etc.)	5	6	5	4	8	4	2	6	4	4	5
Spend somewhat more	11	16	13	9	13	13	8	9	7	13	13
Spend about the same	68	59	67	70	59	68	74	70	74	67	62
Spend somewhat less	13	15	12	14	16	12	12	10	11	13	18
Spend much less on typical non-gas household purchases (for example, groceries, clothing, etc.)	3	4	3	3	4	3	3	5	4	3	2

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