

# NACS Consumer Fuels Report

## August 2018 monthly survey results

(released August 20, 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](http://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](mailto:jlenard@convenience.org).

### Methodology

NACS commissioned Penn, Schoen and Berland Associates LLC to conduct 1,500 online interviews with adult Americans on August 7-10-10, 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	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2018	DEC	NOV	OCT	SEPT	AUG 2017
Drive much less	<b>2</b>	*	*	3	2	*	1	*	3	2	2	3	3
Drive somewhat less	<b>6</b>	*	*	8	7	*	6	*	7	6	5	7	5
Drive about the same	<b>68</b>	*	*	71	76	*	70	*	64	71	72	66	68
Drive somewhat more	<b>17</b>	*	*	10	11	*	16	*	18	14	15	17	16
Drive a lot more	<b>7</b>	*	*	8	5	*	8	*	9	2	2	7	8

\*not asked in January 2018, March 2018, June 2018, or July 2018

(%) Gas consumers	AUG '18	AUG '17	AUG '16	AUG '15	AUG '14	AUG '13
Drive much less	<b>2</b>	3	4	3	5	4
Drive somewhat less	<b>6</b>	5	6	7	8	11
Drive about the same	<b>68</b>	68	73	69	64	68
Drive somewhat more	<b>17</b>	16	10	14	17	12
Drive a lot more	<b>7</b>	8	6	7	6	5

Generally speaking, how do you feel about the economy?

(%) Gas consumers	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2018	DEC	NOV	OCT	SEPT	AUG 2017
Very pessimistic	8	*	*	8	7	*	8	8	8	8	7	8	8
Somewhat pessimistic	30	*	*	31	32	*	32	27	31	32	32	38	33
Somewhat optimistic	48	*	*	43	48	*	44	45	47	46	47	45	48
Very optimistic	15	*	*	17	14	*	16	20	14	15	14	9	12

\*not asked in March 2018, June 2018, or July 2018

(%) Gas consumers	AUG '18	AUG '17	AUG '16	AUG '15	AUG '14	AUG '13
Very pessimistic	8	8	18	13	18	17
Somewhat pessimistic	30	33	38	38	43	41
Somewhat optimistic	48	48	34	40	34	36
Very optimistic	15	12	10	9	5	6

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

(%) Gas consumers	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2018	DEC	NOV	OCT	SEPT	AUG 2017
Great impact	28	*	*	26	22	*	24	*	22	25	24	26	21
Some impact	51	*	*	51	50	*	53	*	50	49	52	57	50
Little impact	16	*	*	15	21	*	18	*	22	20	18	14	22
No impact	4	*	*	8	8	*	5	*	6	6	7	3	7

\*not asked in January 2018, March 2018, June 2018, or July 2018

(%) Gas consumers	AUG '18	AUG '17	AUG '16	AUG '15	AUG '14	AUG '13
Great impact	28	21	22	26	39	40
Some impact	51	50	49	51	47	48
Little impact	16	22	21	17	11	11
No impact	4	7	8	5	4	1

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	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2018	DEC	NOV	OCT	SEPT	AUG 2017
Gas prices today are much higher than they were	14	*	*	27	16	*	15	14	10	12	12	32	5
Gas prices today are somewhat higher than they were	44	*	*	52	52	*	51	42	36	44	47	50	34
Gas prices today are about the same as they were	33	*	*	15	26	*	26	36	39	30	26	12	44
Gas prices today are somewhat lower than they were	8	*	*	3	5	*	6	6	12	11	13	4	15
Gas prices today are much lower than they were	1	*	*	3	1	*	2	2	2	3	1	2	2

\*not asked in March 2018, June 2018, or July 2018

(%) Gas consumers	AUG '18	AUG '17	AUG '16	AUG '15	AUG '14	AUG '13
Gas prices today are much higher than they were	14	5	5	7	13	18
Gas prices today are somewhat higher than they were	44	34	19	22	24	45
Gas prices today are about the same as they were	33	44	34	32	31	27
Gas prices today are somewhat lower than they were	8	15	37	33	30	9
Gas prices today are much lower than they were	1	2	5	6	3	1

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

(%) Gas consumers	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2018	DEC	NOV	OCT	SEPT	AUG 2017
Much higher than today	8	*	*	18	10	*	9	*	7	7	6	15	5
Somewhat higher than today	40	*	*	49	47	*	45	*	40	39	30	40	37
About the same as today	41	*	*	25	36	*	37	*	44	42	41	27	49
Somewhat lower than today	9	*	*	6	5	*	8	*	8	11	22	17	8
Much lower than today	1	*	*	2	1	*	1	*	1	1	2	1	0

\*not asked in January 2018, March 2018, June 2018, or July 2018

(%) Gas consumers	AUG '18	AUG '17	AUG '16	AUG '15	AUG '14	AUG '13
Much higher than today	8	5	7	6	7	10
Somewhat higher than today	40	37	35	31	40	41
About the same as today	41	49	48	38	43	39
Somewhat lower than today	9	8	10	22	9	9
Much lower than today	1	0	1	3	1	1

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

(\$ Gas price	AUG	JUL	JUN	MAY	APR	MAR	FEB	JAN 2018	DEC	NOV	OCT	SEPT	AUG 2017
<b>Median</b>	<b>2.85</b>	*	*	<b>2.80</b>	<b>2.65</b>	*	<b>2.59</b>	<b>2.65</b>	<b>2.47</b>	<b>2.50</b>	<b>2.50</b>	<b>2.59</b>	<b>2.29</b>
Mean	<b>2.96</b>	*	*	2.96	2.81	*	2.69	2.50	2.56	2.59	2.60	2.64	2.40
Mode	<b>2.79</b>	*	*	3.00	2.50	*	2.50	2.50	2.50	2.50	2.50	2.49	2.25
Standard deviation	<b>0.55</b>	*	*	0.75	0.65	*	0.46	0.52	0.47	0.45	0.45	0.44	0.48

\*not asked in March 2018, June 2018, or July 2018

(\$ Gas price	AUG '18	AUG '17	AUG '16	AUG '15	AUG '14	AUG '13
Median	<b>2.85</b>	2.29	2.10	2.64	3.50	3.59

*Note: The national weekly average gas price closest to the polling period was \$2.871, according to the weekly "OPIS Retail Fuel Report" information dated August 6, 2018.*

### NEW Questions for 2018 on specific spending behavior:

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

(%) Gas consumers	AUG '18	MAY '18	APR '18	FEB '18
Eat out much more	<b>2</b>	3	3	3
Eat out somewhat more	<b>9</b>	8	7	10
Eat out about the same	<b>52</b>	56	62	56
Eat out somewhat less	<b>20</b>	19	17	20
Eat out much less	<b>16</b>	15	10	12

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

(%) Gas consumers	AUG '18	MAY '18	APR '18	FEB '18
Spend much more on typical non-gas household purchases (for example, groceries, clothing, etc.)	<b>5</b>	4	5	6
Spend somewhat more	<b>16</b>	12	11	16
Spend about the same	<b>59</b>	61	68	59
Spend somewhat less	<b>15</b>	15	13	15
Spend much less on typical non-gas household purchase (for example, groceries, clothing, etc.)	<b>5</b>	7	3	4

### 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