

NACS Consumer Fuels Report

February 2018 monthly survey results

(released February 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/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@convenience.org.

Methodology

NACS commissioned Penn, Schoen and Berland Associates LLC to conduct 1,501 online interviews with adult Americans on February 6-8, 2018. The margin of error for the entire sample is +/- 2.87% at the 95% confidence interval and higher for subgroups. Below are the questions and 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 FEB '18	JAN	DEC	NOV	OCT	SEP	AUG	JUL	JUN	MAY	APR	MAR	FEB 2017	
Drive much less	1	*	3	2	2	3	3	2	4	3	3	2	2
Drive somewhat less	6	*	7	6	5	7	5	6	6	5	5	5	5
Drive about the same	70	*	64	71	72	66	68	68	62	70	68	71	74
Drive somewhat more	16	*	18	14	15	17	16	17	19	14	16	13	13
Drive a lot more	8	*	9	2	2	7	8	7	10	8	8	9	6

*not asked in January 2018

(%) Gas consumers FEB '18	FEB '17	FEB '16	FEB '15	FEB '14	FEB '13	
Drive much less	1	2	3	2	5	5
Drive somewhat less	6	5	7	6	7	12
Drive about the same	70	74	73	72	68	71
Drive somewhat more	16	13	12	14	12	10
Drive a lot more	8	6	4	6	8	3

Generally speaking, how do you feel about the economy?

(%) Gas consumers FEB '18	JAN	DEC	NOV	OCT	SEP	AUG	JUL	JUN	MAY	APR	MAR	FEB 2017
Very pessimistic	8	8	8	8	7	8	8	9	7	9	10	9
Somewhat pessimistic	32	27	31	32	32	38	33	32	34	32	31	29
Somewhat optimistic	44	45	47	46	47	45	48	49	46	48	48	49
Very optimistic	16	20	14	15	14	9	12	11	12	12	11	12

(%) Gas consumers FEB '18	FEB '17	FEB '16	FEB '15	FEB '14	FEB '13
Very pessimistic	8	9	13	11	16
Somewhat pessimistic	32	34	43	35	40
Somewhat optimistic	44	46	37	43	34
Very optimistic	16	11	7	11	9

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

(%) Gas consumers FEB '18	JAN	DEC	NOV	OCT	SEP	AUG	JUL	JUN	MAY	APR	MAR	FEB 2017
Great impact	24	*	22	25	24	26	21	24	27	23	25	25
Some impact	53	*	50	49	52	57	50	51	53	53	50	51
Little impact	18	*	22	20	18	14	22	17	16	17	18	17
No impact	5	*	6	6	7	3	7	7	4	7	7	6

*not asked in January 2018

(%) Gas consumers FEB '18	FEB '17	FEB '16	FEB '15	FEB '14	FEB '13
Great impact	24	24	27	33	35
Some impact	53	52	46	46	49
Little impact	18	18	19	16	12
No impact	5	6	9	5	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	FEB '18	JAN	DEC	NOV	OCT	SEP	AUG	JUL	JUN	MAY	APR	MAR	FEB 2017
Gas prices today are much higher than they were	15	14	10	12	12	32	5	4	10	9	10	9	6
Gas prices today are somewhat higher than they were	51	42	36	44	47	50	34	18	38	47	41	36	32
Gas prices today are about the same as they were	26	36	39	30	26	12	44	35	41	33	37	40	43
Gas prices today are somewhat lower than they were	6	6	12	11	13	4	15	36	10	9	9	12	15
Gas prices today are much lower than they were	2	2	2	3	1	2	2	7	2	2	3	3	3

(%) Gas consumers	FEB '18	FEB '17	FEB '16	FEB '15	FEB '14	FEB '13
Gas prices today are much higher than they were	15	6	4	3	11	34
Gas prices today are somewhat higher than they were	51	32	8	16	26	45
Gas prices today are about the same as they were	26	43	15	14	45	15
Gas prices today are somewhat lower than they were	6	15	50	40	16	4
Gas prices today are much lower than they were	2	3	24	28	2	1

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

(%) Gas consumers	FEB '18	JAN	DEC	NOV	OCT	SEP	AUG	JUL	JUN	MAY	APR	MAR	FEB 2017
Much higher than today	9	*	7	7	6	15	5	5	7	8	9	9	6
Somewhat higher than today	45	*	40	39	30	40	37	36	48	50	46	42	40
About the same as today	37	*	44	42	41	27	49	46	36	35	36	40	45
Somewhat lower than today	8	*	8	11	22	17	8	11	8	6	7	7	9
Much lower than today	1	*	1	1	2	1	0	2	1	1	2	2	1

*not asked in January 2018

(%) Gas consumers	FEB '18	FEB '17	FEB '16	FEB '15	FEB '14	FEB '13
Much higher than today	9	6	5	9	10	16
Somewhat higher than today	45	40	30	49	41	46
About the same as today	37	45	47	29	43	30
Somewhat lower than today	8	9	17	11	5	7
Much lower than today	1	1	1	2	1	1

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

(\$ Gas price	FEB '18	JAN	DEC	NOV	OCT	SEP	AUG	JUL	JUN	MAY	APR	MAR	FEB 2017
Median	2.59	2.50	2.47	2.50	2.50	2.59	2.29	2.22	2.35	2.35	2.33	2.29	2.25
Mean	2.69	2.65	2.56	2.59	2.60	2.64	2.40	2.36	2.49	2.47	2.48	2.45	2.40
Mode	2.50	2.50	2.50	2.50	2.50	2.49	2.25	2.00	2.25	2.20	3.00	2.00	2.00
Standard deviation	0.46	0.52	0.47	0.45	0.45	0.44	0.48	0.55	0.62	0.55	0.55	0.60	0.58

(\$ Gas price FEB '18	FEB '17	FEB '16	FEB '15	FEB '14
Median	2.59	2.25	1.79	2.10

Note: The national weekly average gas price closest to the polling period was \$2.602, according to the weekly "OPIS Retail Fuel Report" information dated February 5, 2018.

NEW Questions for 2018 on specific spending behavior:

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

(% Gas consumers FEB '18	Gender		Age			Region				
	M	F	18-34	35-49	50+	NE	MW	S	W	
Eat out much more	3	3	2	5	3	1	1	1	4	3
Eat out somewhat more	10	12	8	13	9	8	12	11	10	7
Eat out about the same	56	60	51	47	54	63	54	59	55	55
Eat out somewhat less	20	17	22	20	22	18	22	22	17	19
Eat out much less	12	8	16	15	12	11	11	7	14	16

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

(% Gas consumers 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.)	6	6	5	10	5	3	6	3	7	6
Spend somewhat more	16	17	15	20	18	11	15	19	15	13
Spend about the same	59	61	58	48	59	67	59	62	60	55
Spend somewhat less	15	14	17	17	13	16	17	12	13	20
Spend much less on typical non-gas household purchases (for example, groceries, clothing, etc.)	4	3	6	5	5	3	4	4	5	5

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