

# May 2018 Summer Drive Study

## Methodology

PSB conducted online interviews from May 7–11, 2018 among n=1,501 American adults who drive at least once or twice per week and who purchase gasoline for a vehicle, such as a car, truck or van at least once or twice a month.

The margin of error for this study is +/- 2.53% at the 95% confidence level and larger for subgroups. Some percentages may add to more or less than 100% due to rounding.

Following are many of the questions and some subcategory findings.

**ALL SAW THE FOLLOWING:** We would like to ask you some questions about travel plans you might have for this upcoming summer.

How much thought have you given regarding travel or vacation plans for this upcoming summer?

(% Gas consumers)		Gender		Age			Region			
		M	F	18-34	35-49	50+	NE	MW	S	W
A lot	<b>24</b>	27	21	31	25	20	26	22	24	25
Some	<b>34</b>	34	34	39	37	28	33	38	33	33
Just a little	<b>21</b>	20	22	20	21	21	21	20	22	19
None at all	<b>21</b>	19	23	10	17	31	20	20	21	23

How likely are you to take a trip or go on a vacation this summer?

(% Gas consumers)		Gender		Age			Region			
		M	F	18-34	35-49	50+	NE	MW	S	W
Very likely	<b>38</b>	40	36	46	39	32	40	37	35	42
Somewhat likely	<b>30</b>	31	30	34	33	26	30	28	34	27
Somewhat unlikely	<b>15</b>	13	17	14	13	18	16	15	14	16
Very unlikely	<b>17</b>	16	17	7	15	24	13	20	17	15

Which best captures your feelings about driving this summer? Gas prices...?

(% Gas consumers)		Gender		Age			Region			
		M	F	18-34	35-49	50+	NE	MW	S	W
Have no effect on the amount of travel I expect to do this summer	<b>50</b>	51	48	38	47	60	51	53	50	46
Will cause me to take fewer road trips this summer	<b>43</b>	41	45	48	44	39	41	41	45	45
Will allow me to take more trips this summer	<b>7</b>	7	7	13	9	1	9	6	6	9

**AMONG THOSE WHO SAY THEY ARE “VERY” OR “SOMEWHAT” LIKELY TO GO ON A TRIP / VACATION THIS SUMMER:** Thinking about this upcoming summer, are you planning one or more than one trip/vacation?

(% Gas consumers)		Gender		Age			Region			
		M	F	18-34	35-49	50+	NE	MW	S	W
One	<b>39</b>	38	40	35	43	39	37	35	45	35
More than one	<b>47</b>	49	45	50	43	49	53	55	39	49
Don't know / unsure	<b>14</b>	13	15	15	14	12	10	11	16	16

**AMONG THOSE WHO SAY THEY ARE “VERY” OR “SOMEWHAT” LIKELY TO GO ON A TRIP / VACATION THIS SUMMER:** How excited are you about the trip(s) or vacation(s) you are planning?

(% Gas consumers)		Gender		Age			Region			
		M	F	18-34	35-49	50+	NE	MW	S	W
Very excited	<b>51</b>	48	53	60	52	40	49	52	51	51
Somewhat excited	<b>35</b>	37	33	29	35	42	38	34	32	38
Just a little excited	<b>12</b>	13	12	11	12	14	11	13	15	9
Not at all excited	<b>2</b>	2	2	1	1	3	2	1	2	2

**AMONG THOSE WHO SAY THEY ARE “VERY” OR “SOMEWHAT” LIKELY TO GO ON A TRIP / VACATION THIS SUMMER:** Thinking about your trip or vacation, will it include travel by...? Please select all that apply. **(MULTIPLE RESPONSES PERMITTED)**

(% Gas consumers)		Gender		Age			Region			
		M	F	18-34	35-49	50+	NE	MW	S	W
Car	<b>85</b>	85	85	87	89	80	80	89	88	83
Airplane	<b>36</b>	40	32	36	41	33	48	35	25	47
Train	<b>8</b>	11	5	11	9	4	12	7	7	8
Boat/cruise	<b>7</b>	9	5	8	8	5	9	7	7	6
Bus	<b>5</b>	6	4	4	8	4	10	4	2	6
Other	<b>1</b>	0	1	0	0	1	0	1	1	1

**AMONG THOSE WHO SAY THEY WILL TRAVEL BY CAR:** Thinking about the whole trip, how many hours do you expect to travel by **car**? **(CODED OPEN-END)**

(% Gas consumers)		Gender		Age			Region			
		M	F	18-34	35-49	50+	NE	MW	S	W
0-3	<b>21</b>	20	21	19	24	19	28	21	19	17
4-6	<b>24</b>	23	25	25	27	19	20	27	23	25
7-11	<b>23</b>	21	25	25	23	22	22	20	24	26
12+	<b>32</b>	35	29	31	27	39	30	32	34	32

Thinking about long car rides, how do you typically pass the time? Please select all that apply. **(MULTIPLE RESPONSES PERMITTED)**

(% Gas consumers)		Gender		Age			Region			
		M	F	18-34	35-49	50+	NE	MW	S	W
Listen to music / audiobooks / podcasts	<b>78</b>	77	79	82	78	75	81	76	79	76
Talk with other passengers	<b>62</b>	57	67	72	64	54	62	65	64	55
Play games on a smartphone / video games	<b>25</b>	23	28	43	29	10	24	23	29	23
Use social media (for example Facebook, Instagram, Twitter)	<b>24</b>	19	29	42	28	8	21	24	28	19
Watch movies / videos	<b>18</b>	17	18	31	23	5	15	19	18	18
Play car games with other passengers	<b>16</b>	14	18	27	20	5	16	18	15	15
Other	<b>6</b>	5	6	3	4	9	4	7	4	7
None of the above	<b>6</b>	8	5	2	6	11	6	8	5	8

In the next few questions, we would like you to think about disagreements you've had with others while on long car trips.

Thinking about long car trips, how frequently are there disagreements about...?

(%) Gas consumers	Almost always	Sometimes	Only occasionally	Rarely or never
Fidgety children / general arguing by kids	<b>19</b>	26	26	29
Directions	<b>8</b>	18	30	43
Temperature inside the car	<b>9</b>	19	27	45
What to listen to	<b>9</b>	20	23	48
Where / when to stop	<b>8</b>	19	25	48
Speed	<b>9</b>	17	24	50
Who drives	<b>6</b>	11	15	68
Politics and/or current events	<b>5</b>	11	16	68
Who sits where	<b>6</b>	11	12	70

\*ONLY ASKED AMONG THOSE WHO SAY THEY TAKE TRIPS WITH OTHERS

When there is a disagreement about [...], who usually wins?

(%) Gas consumers	Directions	Temperature inside the car	What to listen to	Where / when to stop	Speed	Who drives	Politics and/or current events	Who sits where
Me	40	36	37	44	45	53	38	44
My spouse	27	29	27	21	21	21	15	15
My child / children	3	8	12	10	3	4	4	13
My parents	2	3	1	1	6	0	0	1
My friends	4	3	3	3	1	1	1	3
Other	1	2	1	0	1	1	0	1
No one / there is no winner	22	19	19	21	22	21	42	23

\*ONLY ASKED AMONG THOSE WHO SAY THEY HAVE DISAGREEMENTS ABOUT CERTAIN TOPICS

Do you agree or disagree with the following statement?

**Traveling to my destination is often as fun as the actual vacation.**

(% Gas consumers)		Gender		Age			Region			
		M	F	18-34	35-49	50+	NE	MW	S	W
Strongly agree	<b>24</b>	24	25	36	23	16	22	23	24	28
Somewhat agree	<b>45</b>	45	45	41	43	50	42	45	48	44
Somewhat disagree	<b>23</b>	25	22	18	25	26	31	26	21	19
Strongly disagree	<b>7</b>	7	7	4	8	8	5	6	7	9

Generally speaking, when you take a long car trip, how likely are you to make a stop to...?

(% Gas consumers)	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely
Use the bathroom	<b>71</b>	25	2	2
Get gas	<b>71</b>	24	3	3
Get food / drinks	<b>60</b>	31	6	3
See a landmark / attraction	<b>27</b>	41	18	14
Check phone for e-mails, texts	<b>24</b>	25	17	33
Plan the next leg of the trip	<b>17</b>	26	22	34

How important is the following when thinking about where to stop during a long car trip?

(% Gas consumers)	Very Important	Somewhat important	Not so important	Not at all important
Convenient location	<b>58</b>	35	5	2
Cleanliness of the bathroom	<b>55</b>	34	8	3
Fuel prices	<b>50</b>	37	10	3
A brand I know / trust	<b>34</b>	42	17	7
Fresh food options	<b>33</b>	37	22	8
Availability of specific type of fuel (for example, diesel)	<b>30</b>	29	23	19
Wide selection of beverages	<b>27</b>	39	25	10
Wide selection of snacks	<b>26</b>	40	25	9
Prepared food options	<b>26</b>	37	26	11

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

(% Gas consumers)		Gender		Age			Region			
		M	F	18-34	35-49	50+	NE	MW	S	W
Use the bathroom	<b>80</b>	77	83	73	81	85	76	83	82	79
Buy a drink	<b>72</b>	71	74	75	76	68	65	72	77	70
Buy a snack	<b>66</b>	62	71	75	72	56	62	68	71	61
Buy a sandwich or other meal	<b>31</b>	34	28	36	32	26	29	30	32	31
Buy lottery tickets	<b>18</b>	18	18	19	22	14	16	18	22	15
Use the ATM	<b>15</b>	18	13	24	19	7	22	15	14	13
Buy cigarettes	<b>15</b>	16	14	18	19	10	13	17	16	13
Buy fill-in grocery items, like bread or milk	<b>11</b>	14	9	19	13	5	10	12	11	13
Buy alcohol (beer / wine / spirits)	<b>11</b>	14	9	18	14	5	11	11	11	11
Buy items for picnic, BBQ, etc.	<b>8</b>	10	6	11	11	4	6	7	7	14
Other	<b>2</b>	2	2	0	1	4	2	2	2	1
None of the above	<b>7</b>	7	7	6	6	9	9	6	6	9

### 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
Habitat	Urb	Lives in an urban area	26
	Sub	Lives in a suburban area	49
	Rur	Lives in a rural area	25