

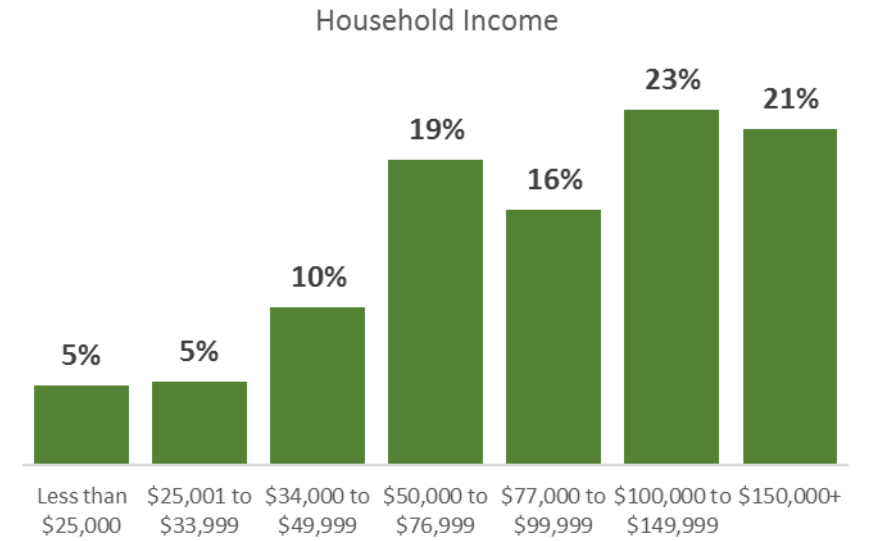
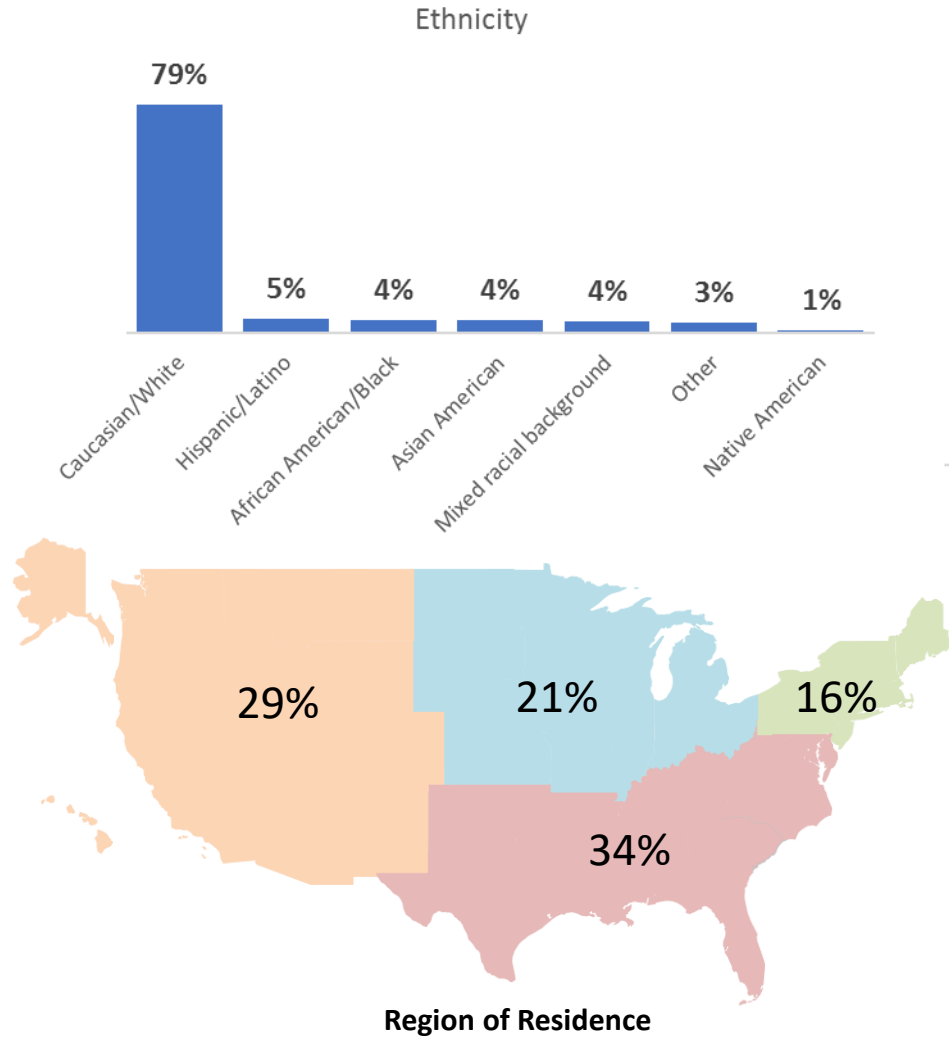
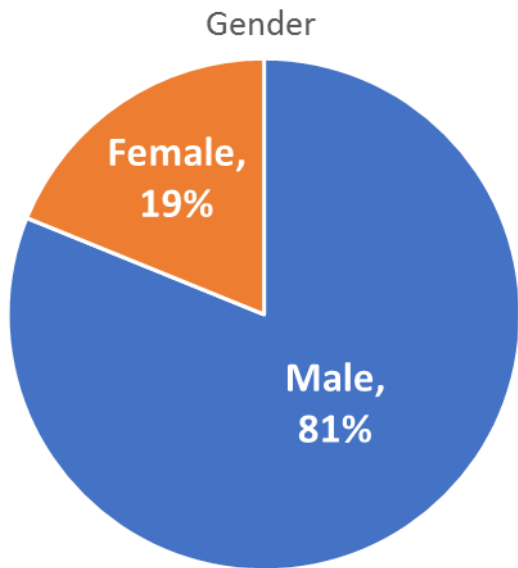


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## Current Events Panel Study (May 2018)

Increasing Gas Prices

# Study Demographics



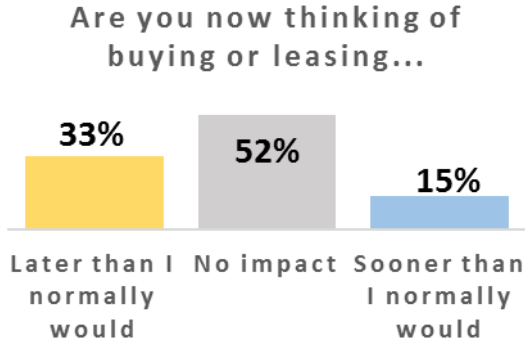
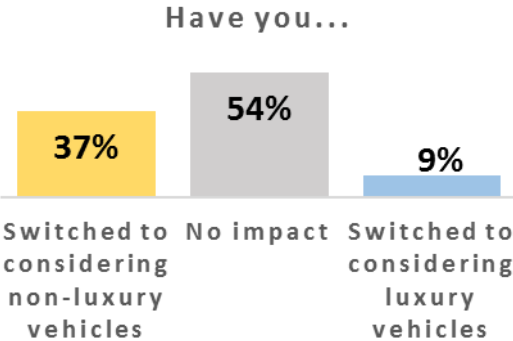
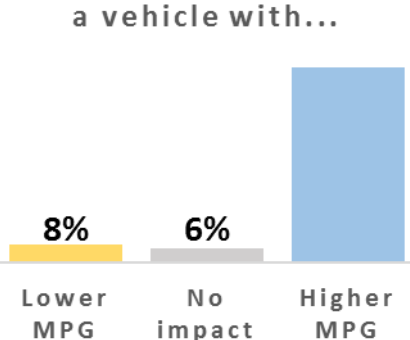
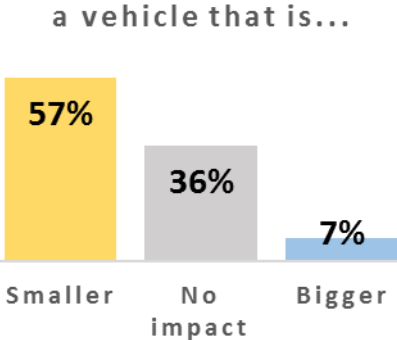
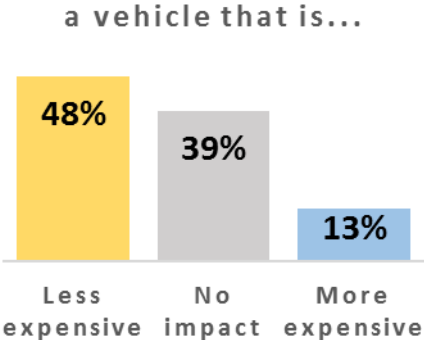
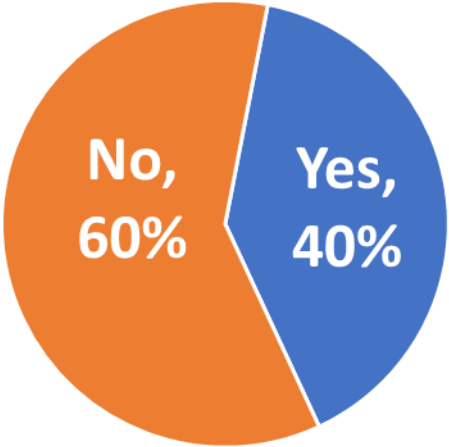
A close-up photograph of a person in a dark suit jacket and light blue shirt. The person's right hand is holding a dark smartphone, and their left hand is resting on a chrome car door handle. The background is blurred, showing the side of a silver car. The image is overlaid with a semi-transparent blue rectangle containing the title text.

## Consumer Attitudes About Increasing Gas Prices

# Rising Gas Prices Have Begun to Factor into Many Shoppers' Purchase Decisions

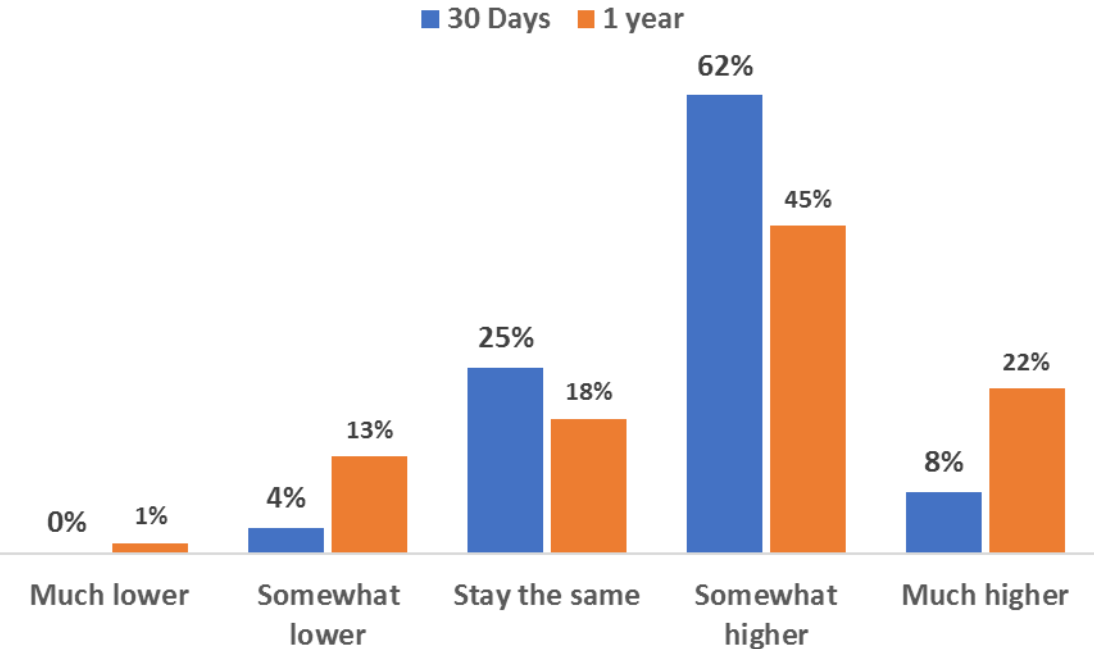
## Are you now considering...

Have recent gas prices played a role in the vehicle you are considering?

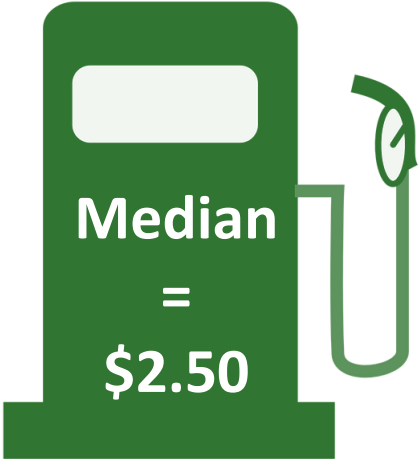


# Consumers Expect Gas Prices to Continue to Rise in the Near Term, Approaching the Tipping Point of \$4 Per Gallon

Where do you expect gas prices to be in...



At what price per gallon would you consider gas to be reasonable?



At what price per gallon would you consider gas to be so expensive that it greatly affects the type of vehicle you would consider purchasing (i.e. sedan instead of SUV or hybrid instead of standard)?

