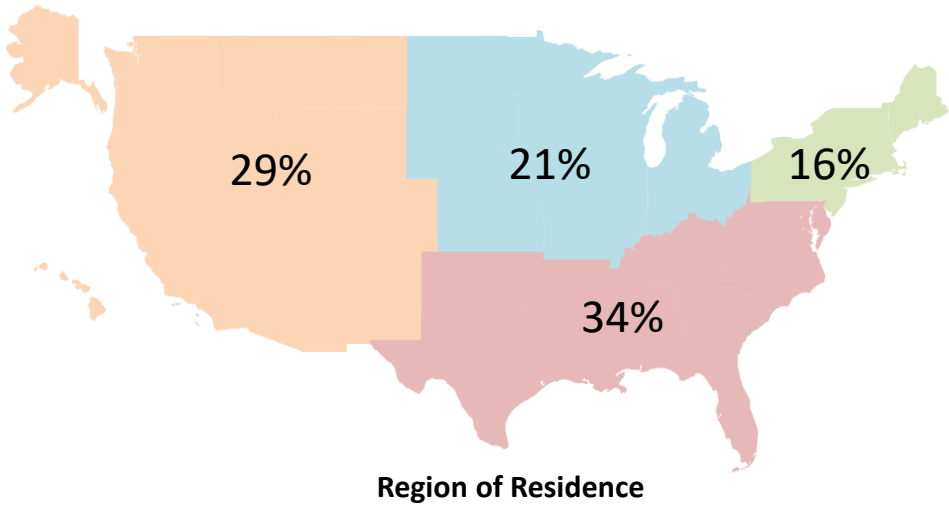
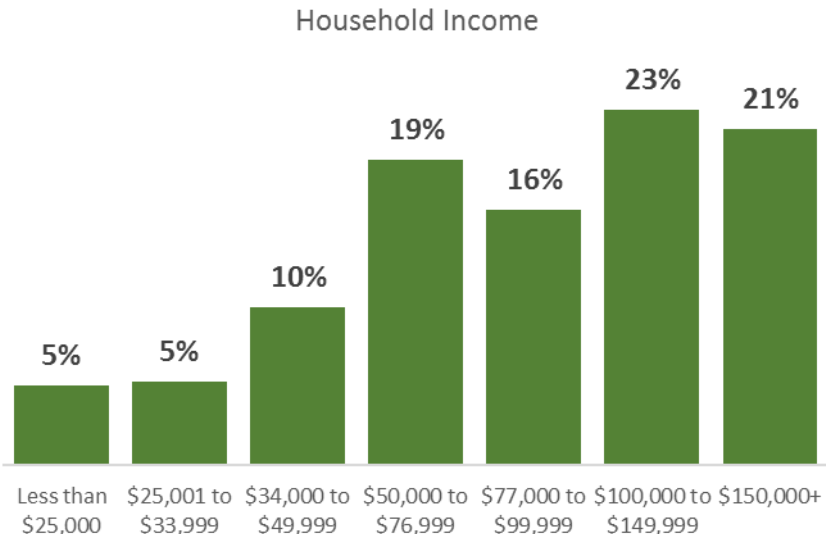
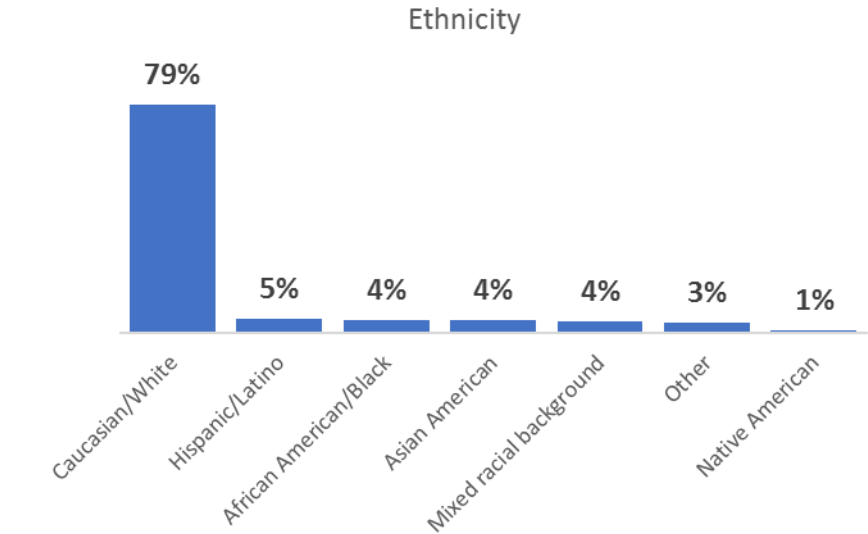
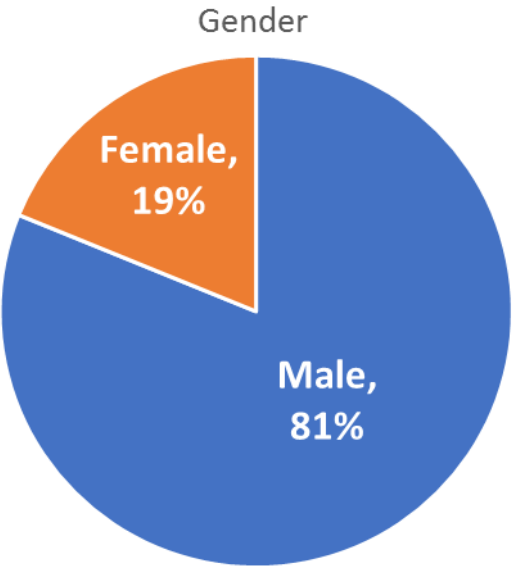




Current Events Panel Study (May 2018)

I n c r e a s i n g G a s P r i c e s

Study Demographics



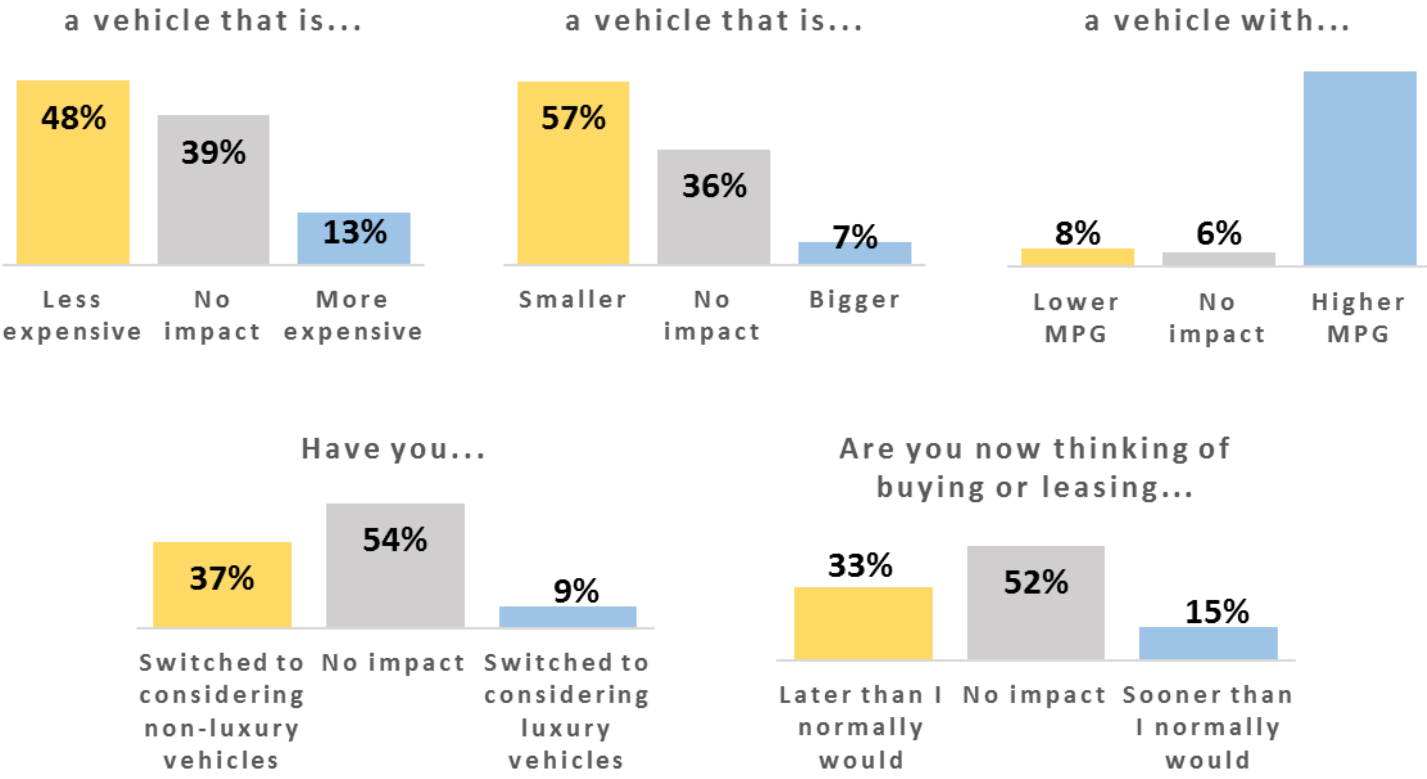
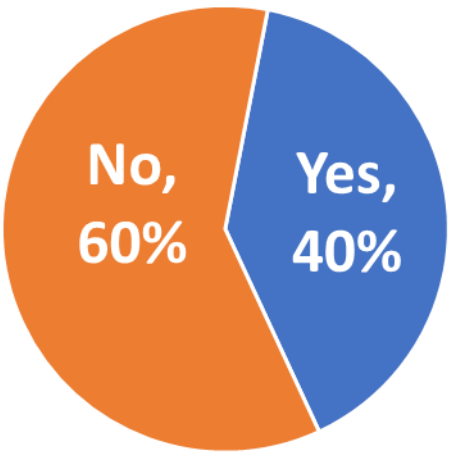


Consumer Attitudes About Increasing Gas Prices

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

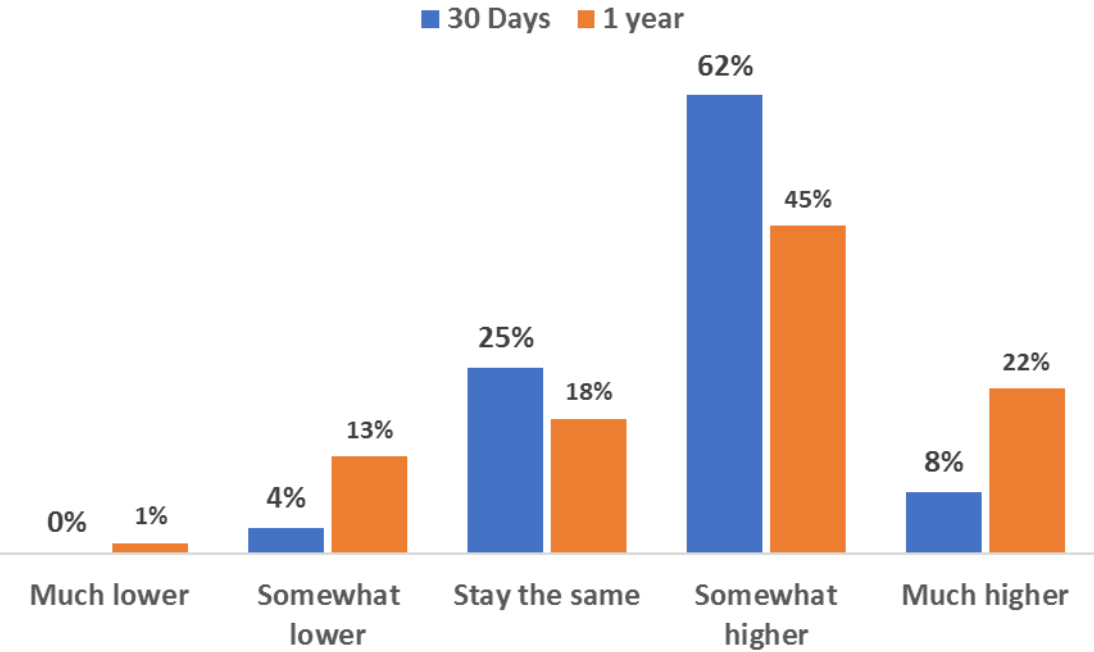
Are you now considering...

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

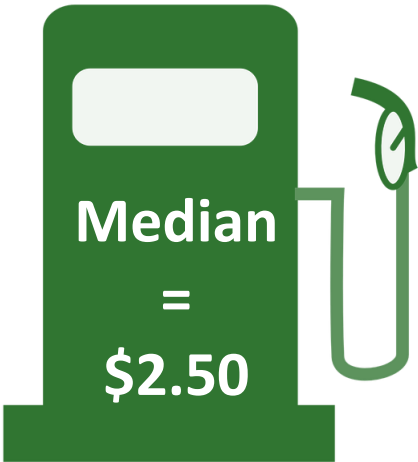


Consumers Expect Gas Prices to Continue to Rise in the Near Term, Approaching the Tipping Point of \$4 Per Gallon

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)?

