Source: BIGresearch, CIA May 2006.
N=7388

	All (18+)	Estimated # of Adults 18+	Men	Women	18-24	25-34	35-44	45-54	55-64	65+	<$50K	$50K+	NE	MW	South	West
How have fluctuating gas prices impacted your spending? (Check all that apply)																
Delayed major purchase such as car, TV, furniture	22.2%	49,395,948	22.3%	22.0%	19.9%	22.1%	23.4%	28.1%	23.1%	15.3%	25.6%	20.4%	18.8%	21.5%	25.6%	21.3%
Reduced dining out	36.2%	80,748,612	34.0%	38.3%	40.2%	36.5%	38.6%	39.7%	36.5%	25.9%	42.0%	33.3%	34.0%	35.3%	40.0%	35.2%
Decreased vacation/travel	37.2%	83,035,422	35.9%	38.5%	35.0%	36.1%	37.9%	42.5%	40.9%	31.1%	41.5%	36.1%	32.2%	38.8%	39.5%	38.3%
Increased carpooling	7.3%	16,297,720	7.3%	7.3%	11.2%	10.2%	8.1%	7.4%	4.4%	2.1%	7.2%	8.0%	7.2%	7.0%	7.9%	7.2%
I will be driving less	44.8%	99,800,929	40.6%	48.6%	38.4%	39.1%	43.9%	49.9%	50.6%	47.3%	49.6%	43.5%	40.0%	43.5%	48.3%	47.6%
Spending less on groceries	18.7%	41,723,488	14.6%	22.5%	17.6%	19.7%	20.6%	22.5%	17.7%	12.7%	24.6%	13.3%	17.0%	20.8%	19.9%	17.6%
Spending less on clothing	27.2%	60,545,074	22.8%	31.2%	27.1%	28.2%	27.9%	32.1%	28.7%	18.7%	33.3%	22.7%	24.8%	27.9%	30.2%	25.3%
Other	7.1%	15,836,523	7.8%	6.5%	8.5%	8.7%	7.7%	7.8%	6.5%	3.1%	8.4%	6.4%	7.0%	7.3%	7.3%	6.3%
No major impact	24.0%	53,615,951	27.5%	20.8%	18.8%	21.2%	24.5%	21.4%	25.5%	32.4%	22.0%	30.7%	27.7%	22.6%	22.6%	23.8%
*The sum of the % totals is greater than 100% because the respondents can select more than one answer.																
Percent of Consumers Impacted	76.0%	169,324,469														
Will increased gas prices impact your																
Yes	45.3%	101,090,754	44.1%	46.5%	42.7%	41.7%	46.6%	49.6%	50.0%	41.8%	49.1%	39.7%	39.4%	47.0%	48.0%	46.7%
No	54.7%	121,849,666	55.9%	53.5%	57.3%	58.3%	53.4%	50.4%	50.0%	58.2%	50.9%	60.3%	60.6%	53.0%	52.0%	53.3%
Total	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%