Source: BIGresearch, CIA May 2007

N = 8353, 5/2 - 5/9/07	**Adults 18+**	**Men**	**Women**	**<$50K**	**$50K+**	**18-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**NE**	**MW**	**South**	**West**
Will increased gas prices impact your spending for Memorial Day?															
Yes	43.2%	43.5%	42.9%	49.0%	36.9%	43.6%	44.5%	42.5%	46.3%	44.0%	37.8%	37.3%	47.1%	43.6%	43.2%
No	56.8%	56.5%	57.1%	51.0%	63.1%	56.4%	55.5%	57.5%	53.7%	56.0%	62.2%	62.7%	52.9%	56.4%	56.8%
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%
How have fluctuating gas prices impacted your spending? (Check all that apply)															
Delayed major purchase such as car, TV, furniture	20.1%	18.6%	21.4%	25.2%	19.3%	20.3%	22.8%	20.4%	23.1%	20.8%	12.4%	17.8%	21.0%	21.5%	18.9%
Reduced dining out	31.1%	28.4%	33.6%	38.7%	30.1%	35.5%	32.5%	31.3%	34.1%	29.7%	23.5%	26.6%	32.7%	33.0%	30.8%
Decreased vacation/travel	32.6%	30.8%	34.3%	38.7%	32.8%	34.5%	30.3%	31.2%	37.5%	34.2%	28.2%	27.9%	34.0%	34.5%	32.6%
Increased carpooling	6.7%	6.6%	6.7%	7.4%	7.5%	15.4%	9.3%	4.9%	5.5%	4.1%	2.6%	5.2%	7.8%	6.8%	6.5%
I will be driving less	40.0%	36.8%	43.0%	47.9%	40.3%	39.0%	35.6%	36.9%	43.2%	43.9%	42.5%	33.7%	42.7%	41.1%	41.5%
Spending less on groceries	15.5%	12.0%	18.9%	22.9%	12.1%	16.9%	17.0%	16.5%	17.2%	15.9%	9.5%	13.0%	18.7%	15.6%	14.3%
Spending less on clothing	24.1%	19.1%	28.7%	32.5%	20.9%	27.5%	26.7%	23.7%	25.7%	23.1%	17.7%	20.5%	27.2%	24.6%	23.3%
Other	5.8%	5.5%	6.0%	7.4%	5.3%	5.0%	7.5%	6.1%	6.4%	5.4%	3.8%	4.4%	7.5%	5.4%	5.7%
No major impact	25.8%	26.9%	24.8%	23.6%	33.2%	21.1%	22.4%	24.8%	24.3%	28.3%	34.3%	30.9%	23.1%	25.6%	24.8%
Percent Impacted by Gas Prices	**74.2%**	**73.1%**	**75.2%**	**76.4%**	**66.8%**	**78.9%**	**77.6%**	**75.2%**	**75.7%**	**71.7%**	**65.7%**	**69.1%**	**76.9%**	**74.4%**	**75.2%**

*The sum of the % totals is greater than 100% because the respondents can select more than one answer.

As a result of fluctuating gas prices, are you doing any of the following? (Check all that apply)															
Buying more store brand/generic products	22.2%	19.7%	24.6%	29.4%	20.3%	25.0%	24.4%	22.0%	23.8%	21.0%	17.2%	17.5%	25.7%	24.0%	20.3%
Doing more comparative shopping online	16.8%	17.4%	16.2%	17.6%	20.1%	19.1%	18.9%	17.4%	18.7%	15.8%	10.5%	16.0%	17.6%	16.8%	16.6%
Doing more comparative shopping with ad circulars/newspapers	23.3%	19.4%	26.9%	28.1%	23.7%	18.2%	22.4%	22.6%	27.0%	26.4%	22.1%	21.4%	25.5%	24.2%	20.9%
Shopping closer to home	37.9%	33.3%	42.2%	44.8%	39.2%	36.1%	33.8%	36.4%	41.2%	42.3%	38.1%	33.8%	38.5%	40.7%	36.9%
Shopping for sales more often	30.7%	24.9%	36.3%	38.2%	29.8%	32.0%	29.7%	29.6%	32.4%	32.1%	29.1%	28.7%	33.6%	31.3%	28.6%
Shopping more online	13.3%	14.1%	12.6%	12.8%	16.3%	15.0%	15.2%	12.9%	14.8%	13.1%	9.1%	13.8%	12.3%	14.5%	12.4%
Taking fewer shopping trips	40.2%	34.5%	45.6%	47.0%	42.5%	37.4%	34.5%	37.6%	44.9%	44.5%	42.6%	34.2%	43.0%	43.0%	38.3%
Using coupons more	23.5%	18.6%	28.1%	29.1%	23.1%	20.0%	24.3%	23.0%	26.5%	23.9%	21.9%	22.4%	24.8%	24.8%	21.2%
Other:	4.6%	4.5%	4.8%	4.9%	5.3%	2.1%	4.1%	4.1%	5.1%	5.4%	6.6%	5.2%	4.4%	4.0%	5.6%

*The sum of the % totals is greater than 100% because the respondents can select more than one answer.

Do you believe the price of gas will be more, the same or less through Father's Day (June 17th)?															
More	81.7%	79.7%	83.6%	81.6%	82.1%	76.3%	77.4%	79.0%	84.4%	86.5%	86.6%	81.4%	80.7%	81.5%	83.6%
Same	15.4%	16.4%	14.4%	15.3%	15.1%	20.5%	18.6%	17.5%	13.3%	11.1%	11.0%	15.6%	15.5%	16.0%	13.7%
Less	3.0%	4.0%	2.0%	3.1%	2.8%	3.2%	3.9%	3.5%	2.3%	2.3%	2.3%	3.0%	3.8%	2.5%	2.7%
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%
At what price per gallon do you think the price of gas will be on Father's Day (June 17th)?															
Less than $2.00	0.4%	0.4%	0.4%	0.5%	0.3%	0.6%	0.5%	0.5%	0.2%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%
$2.00	0.4%	0.3%	0.5%	0.5%	0.3%	0.8%	0.4%	0.5%	0.4%	0.3%	0.1%	0.6%	0.4%	0.4%	0.2%
$2.25	0.7%	0.8%	0.6%	0.8%	0.6%	2.0%	0.9%	0.6%	0.5%	0.3%	0.1%	0.3%	0.7%	0.9%	0.8%
$2.50	1.9%	2.4%	1.5%	2.1%	1.8%	2.7%	3.7%	1.9%	1.3%	1.0%	1.1%	2.6%	1.7%	2.3%	0.6%
$2.75	5.4%	5.9%	4.9%	4.8%	5.6%	8.0%	6.7%	5.8%	4.8%	4.4%	2.9%	6.4%	4.7%	7.4%	2.5%
$3.00	21.1%	20.7%	21.4%	22.0%	19.2%	21.7%	22.5%	20.4%	19.9%	19.0%	22.9%	23.2%	15.0%	33.7%	7.0%
$3.25	28.5%	28.7%	28.3%	27.6%	30.4%	30.7%	24.7%	28.9%	27.1%	30.1%	30.5%	31.5%	30.4%	32.4%	18.8%
$3.50	19.7%	20.1%	19.4%	19.2%	20.4%	17.8%	19.7%	18.9%	21.6%	21.4%	18.8%	18.7%	24.3%	13.0%	25.7%
$3.75	11.0%	10.7%	11.3%	10.6%	11.5%	9.1%	10.5%	11.4%	11.9%	11.3%	11.5%	7.9%	11.3%	4.7%	23.0%
$4.00	10.8%	10.0%	11.6%	11.9%	9.9%	6.6%	10.4%	11.1%	12.5%	11.7%	11.8%	8.6%	11.0%	5.1%	21.0%
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%
Average	$ 3.32	$ 3.31	$ 3.33	$ 3.32	$ 3.33	$ 3.24	$ 3.29	$ 3.32	$ 3.36	$ 3.36	$ 3.36	$ 3.28	$ 3.36	$ 3.19	$ 3.53