

### Background & Methodology

**Conducted 1,216 surveys among Florida, Georgia, and Tennessee residents**

- Fielding took place January 26, 2015 – February 4, 2015
- Utilized a proprietary online research panel
- Total is weighted by age and gender within state

### Key Measures

- Attitudes Regarding Lower Gas Prices
- Gas Price Impact on Driving Behaviors and Travel Plans

### 1. Are you more inclined to purchase a less fuel efficient vehicle (like a sport utility vehicle) now that gas prices are cheaper?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	405	405	406	1,216
Yes	20%	21%	22%	21%
No	80%	79%	78%	79%

### 2. At what price point does gasoline have to reach before you would lose interest in buying a lesser fuel efficient vehicle? [If Q1 = Yes]

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	78	85	83	246
\$2.00-\$2.50 a gallon	20%	19%	28%	21%
\$2.50-\$3.00 a gallon	16%	27%	30%	21%
\$3.00-\$3.50 a gallon	26%	27%	19%	25%
\$3.50-\$4.00 a gallon	38%	27%	23%	32%

### 3. Are you more likely to take an extended road trip this year now that gasoline prices are cheaper?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	405	405	406	1,216
Yes	51%	56%	50%	52%
No	49%	44%	50%	48%

### 4. Are you more likely to consider driving instead of flying to a destination due to low gasoline prices?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	385	386	377	1,148
Yes	46%	60%	58%	52%
No	54%	40%	42%	48%

### 5. Are you less concerned about fuel efficient driving habits now that gasoline prices are lower?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	405	405	406	1,216
Yes	14%	18%	15%	15%
No	67%	62%	62%	65%
Not concerned when prices were higher	19%	20%	23%	20%

**6. Who or what do you feel is responsible for the low gas prices? (Select all that apply)**

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	405	405	406	1,216
Increased oil supply due to “fracking” in the United States	37%	36%	33%	36%
Lower global demand for oil	30%	29%	29%	29%
OPEC (Organization of Petroleum Exporting Countries)	25%	25%	29%	26%
Oil companies	18%	23%	26%	21%
Oil cartels	19%	17%	17%	18%
The President	11%	9%	10%	10%
Commodity speculators	9%	7%	7%	8%
Democratic Party	6%	6%	8%	6%
Republican Party	4%	7%	8%	6%
Gas stations	2%	5%	4%	3%
Environmentalists	2%	3%	2%	2%
Other	7%	6%	6%	6%
None of the above	15%	12%	14%	14%

**7. Which of the following best describes your current attitude toward buying gasoline?**

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	405	405	406	1,216
I still look for the gas station with the cheapest price	58%	64%	57%	60%
Prices are so low, I no longer care what gas station I go to	7%	5%	4%	6%
I have not changed my habits toward buying gasoline	35%	31%	39%	34%

**8. What, if anything, are you spending the money you save from lower gas prices towards? (Select all that apply)**

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	405	405	406	1,216
Bills	32%	43%	38%	36%
Savings account	27%	32%	30%	29%
Dining	13%	14%	14%	13%
Shopping	11%	13%	13%	12%
Travel	11%	10%	11%	11%
New vehicle	4%	3%	3%	3%
Other	4%	2%	3%	3%
Nothing, I don't feel like I have more money because of lower gas prices	29%	24%	27%	27%

### Respondent Profile

Gender				
	Florida	Georgia	Tennessee	Total
Base (n=)	405	405	406	1,216
Male	48%	48%	48%	48%
Female	52%	52%	52%	52%

Age				
	Florida	Georgia	Tennessee	Total
Base (n=)	405	405	406	1,216
18-34	27%	30%	29%	28%
35-44	16%	18%	17%	17%
45-54	18%	19%	18%	18%
55-64	16%	16%	17%	16%
65 or older	23%	17%	19%	21%

### Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in the Southern Region of The Auto Club Group (Florida, Georgia, and Tennessee) from January 26, 2015 – February 4, 2015. A total of 1,216 residents completed the survey. Overall survey responses are weighted by gender and age within state to ensure reliable and accurate representation of the adult population (18+) in Florida, Georgia, and Tennessee.

	Base (N=)	Maximum Margin of Error
Florida	405	± 4.9 percentage points
Georgia	405	± 4.9 percentage points
Tennessee	406	± 4.9 percentage points
Total	1,216	± 2.8 percentage points