

TallahasseeVoices
Gas Prices '05 Survey
September

Kerr & Downs Research

Gas Prices in Leon County

- $\frac{3}{4}$ of local residents think gas prices are too high
- Price gouging by major oil companies is the number one culprit with Hurricane Katrina running second
- 43% blame President Bush for high gas prices

Reactions to High Gas Prices

- Local residents are thinking before getting in their vehicles these days - 4 out of 5 take fewer auto trips because of high gas prices
- We haven't been persuaded to car pool - only 1 in 6 car pools more often
- Some of us are starting to sacrifice - 1 in 10 gave up their Labor Day vacation because of high gas prices
- We're keeping our eyes open - 1 in 7 are looking for more fuel efficient vehicle

Reactions to High Gas Prices

- No one is staying home – not a single person has decided to stay home because of higher gas prices
- TalTran is not benefiting – only 2% take TalTran more often
- Pay me now, or pay me later – 1 in 8 switched to a lower gas grade opening up the possibility of engine problems later on

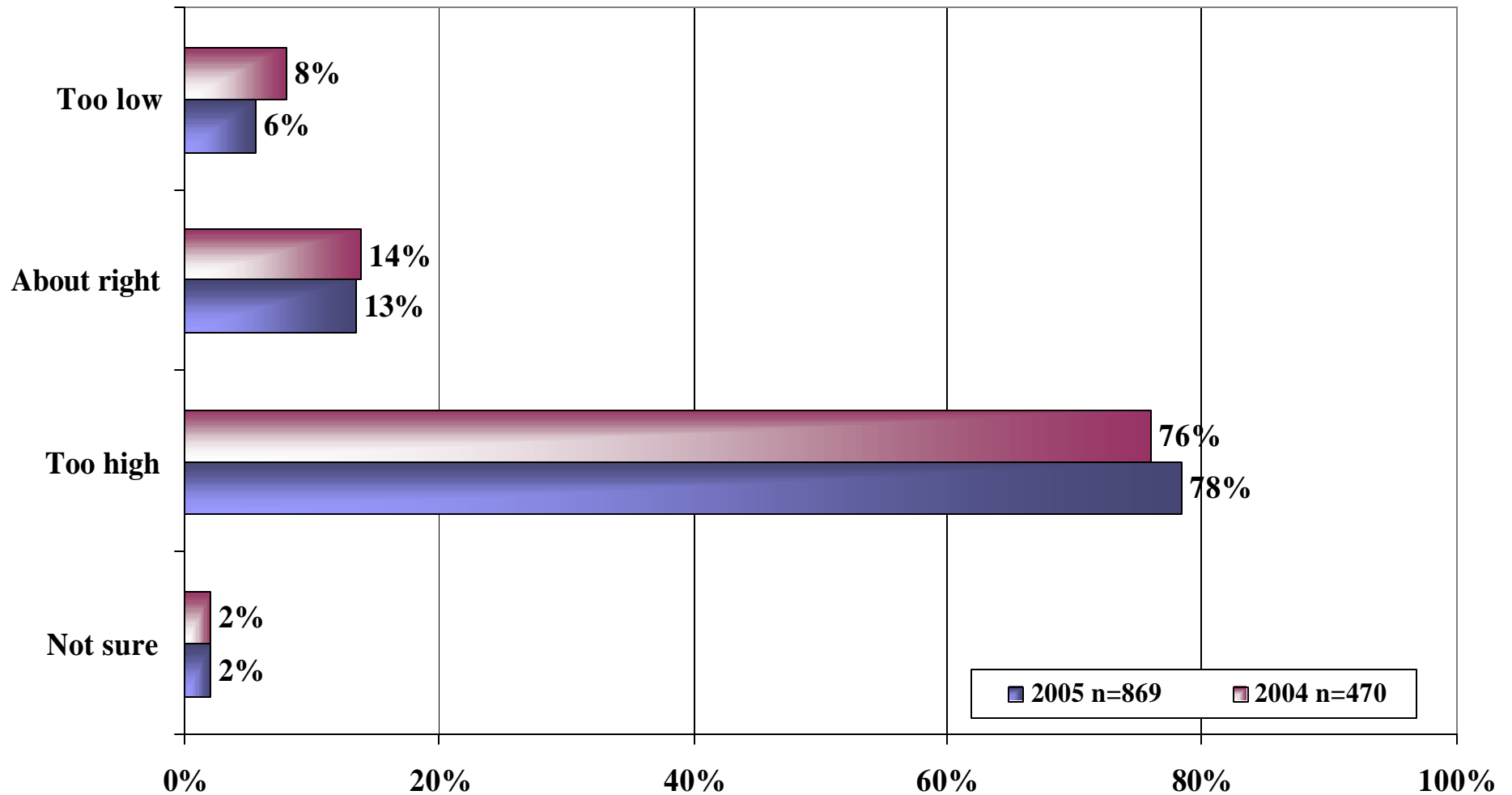
Expectations

- There's no pot of gold at the end of this rainbow
 - 1 in 4 never expect prices to fall
 - 1 in 5 believe prices will not fall unless we change our reliance on imported oil
- It's not the war, stupid – only 5% believe gas prices will return to normal if the US gets out of Iraq

What's Too Expensive?

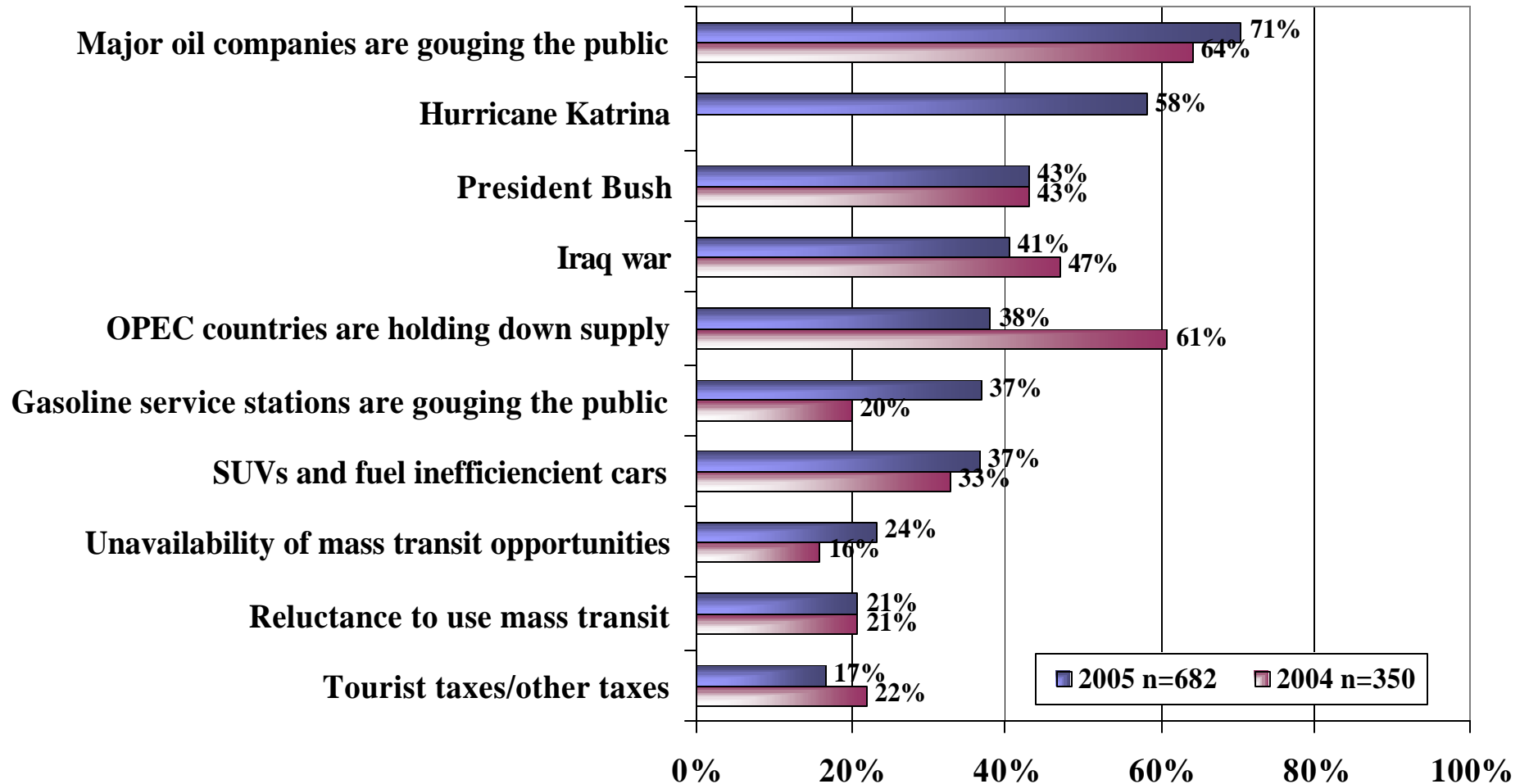
- 7 out of 10 believe gas is already too expensive at \$2.75/gallon
- 1 in 10 believes that gas is not too expensive until it hits \$5/gallon

In your opinion, are gasoline prices too low, about right, or too high?



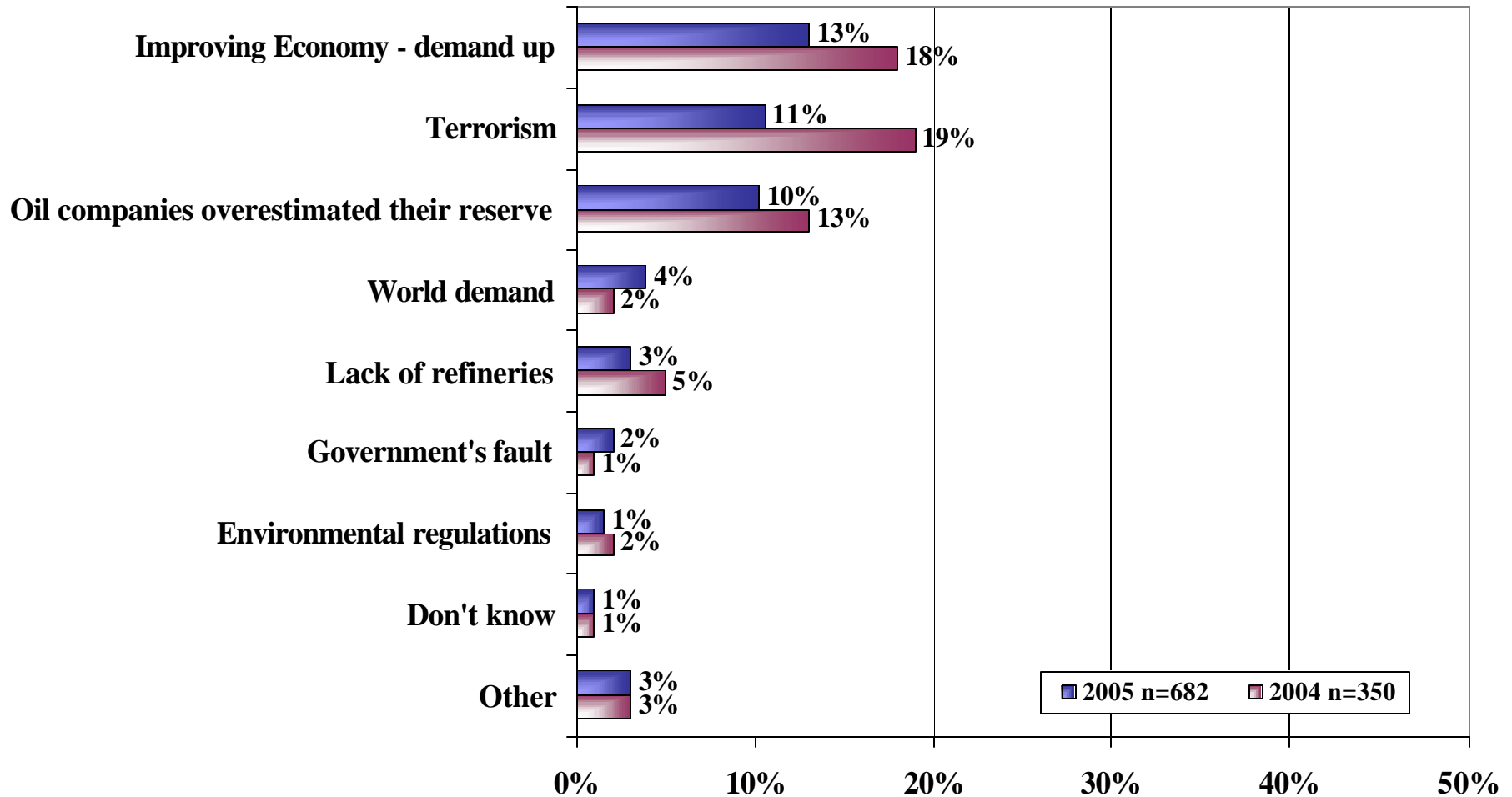
Why do you think gasoline prices are high?

Top Responses



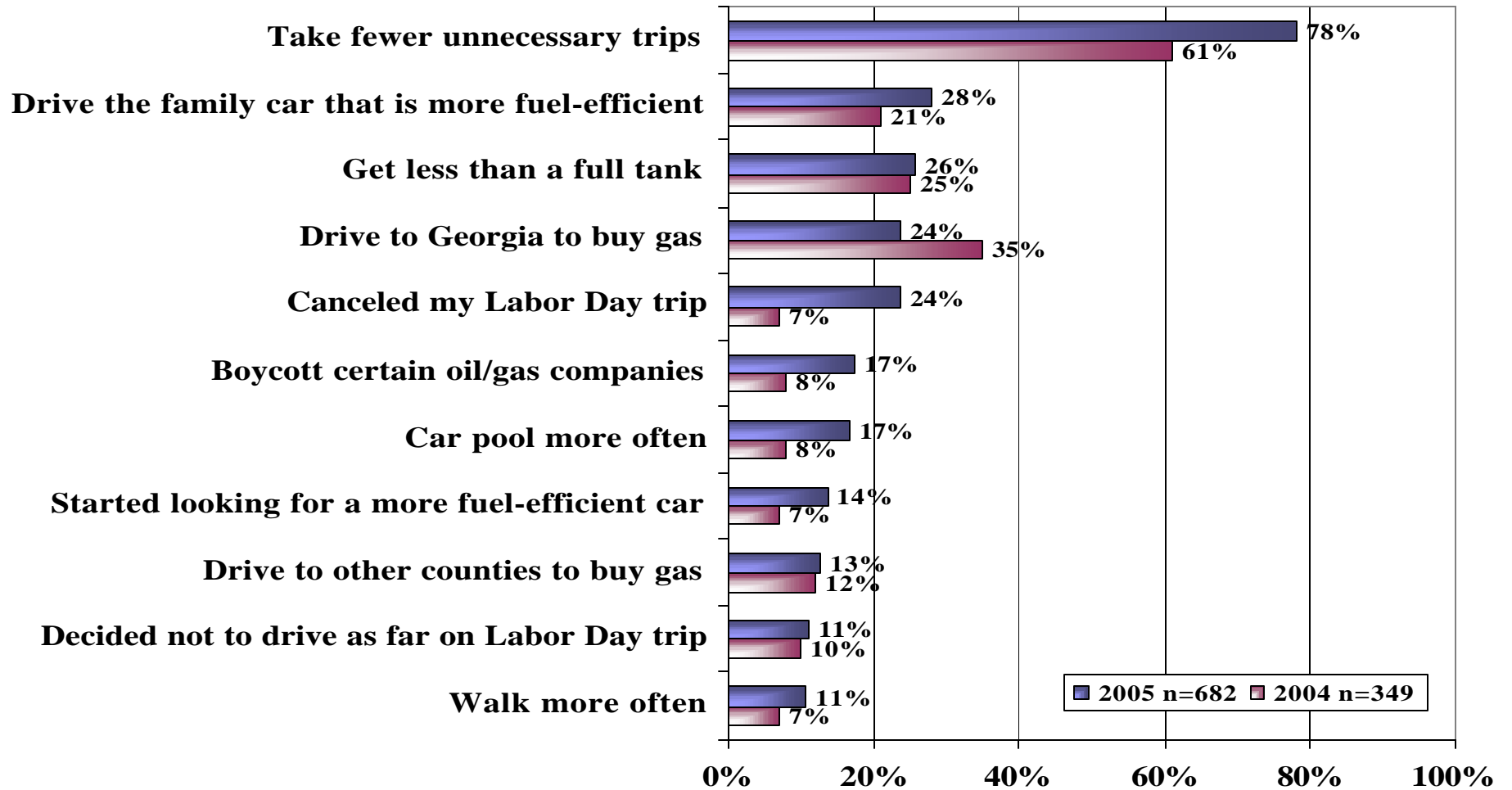
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Other Responses



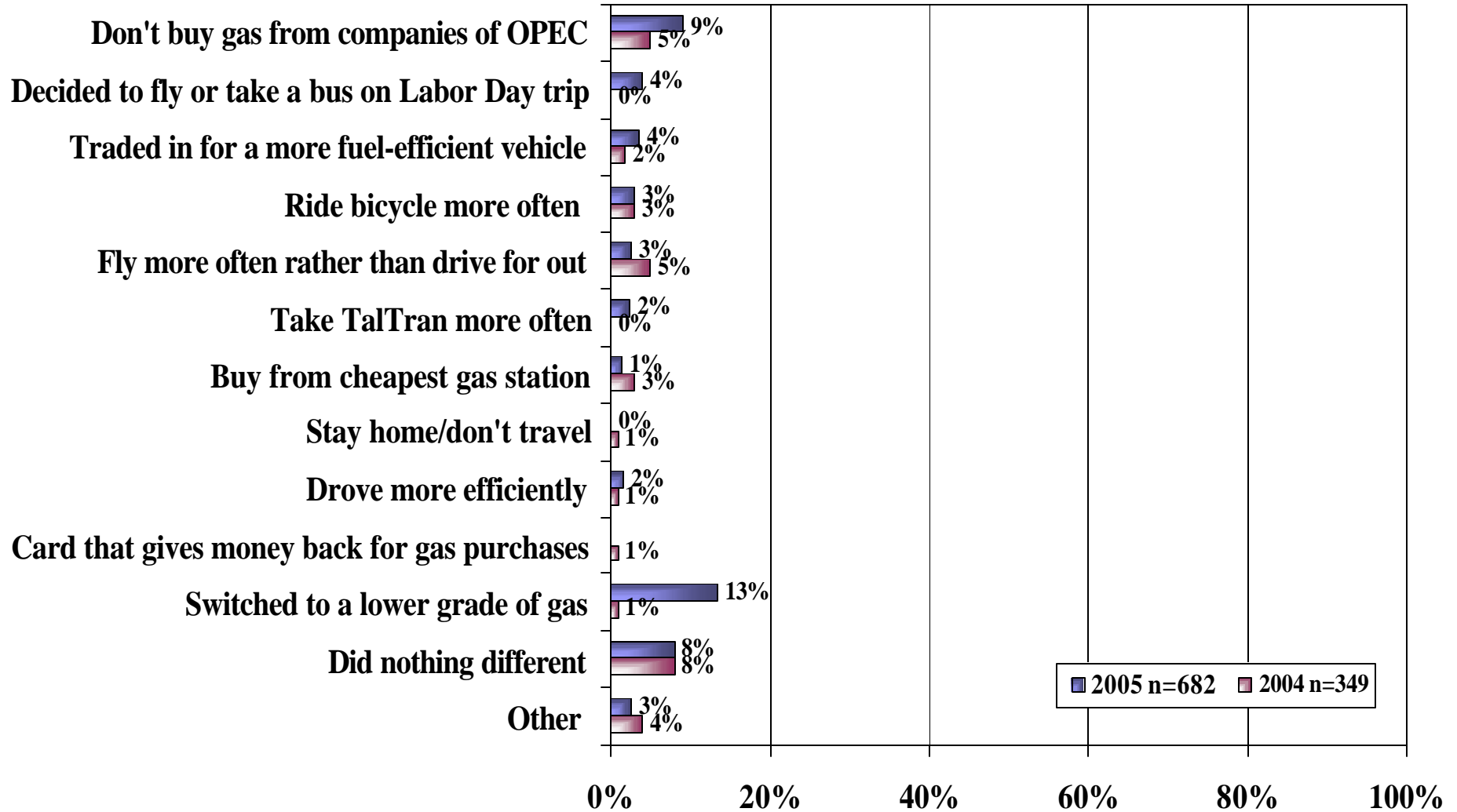
Reaction to High Gas Prices

Top Responses

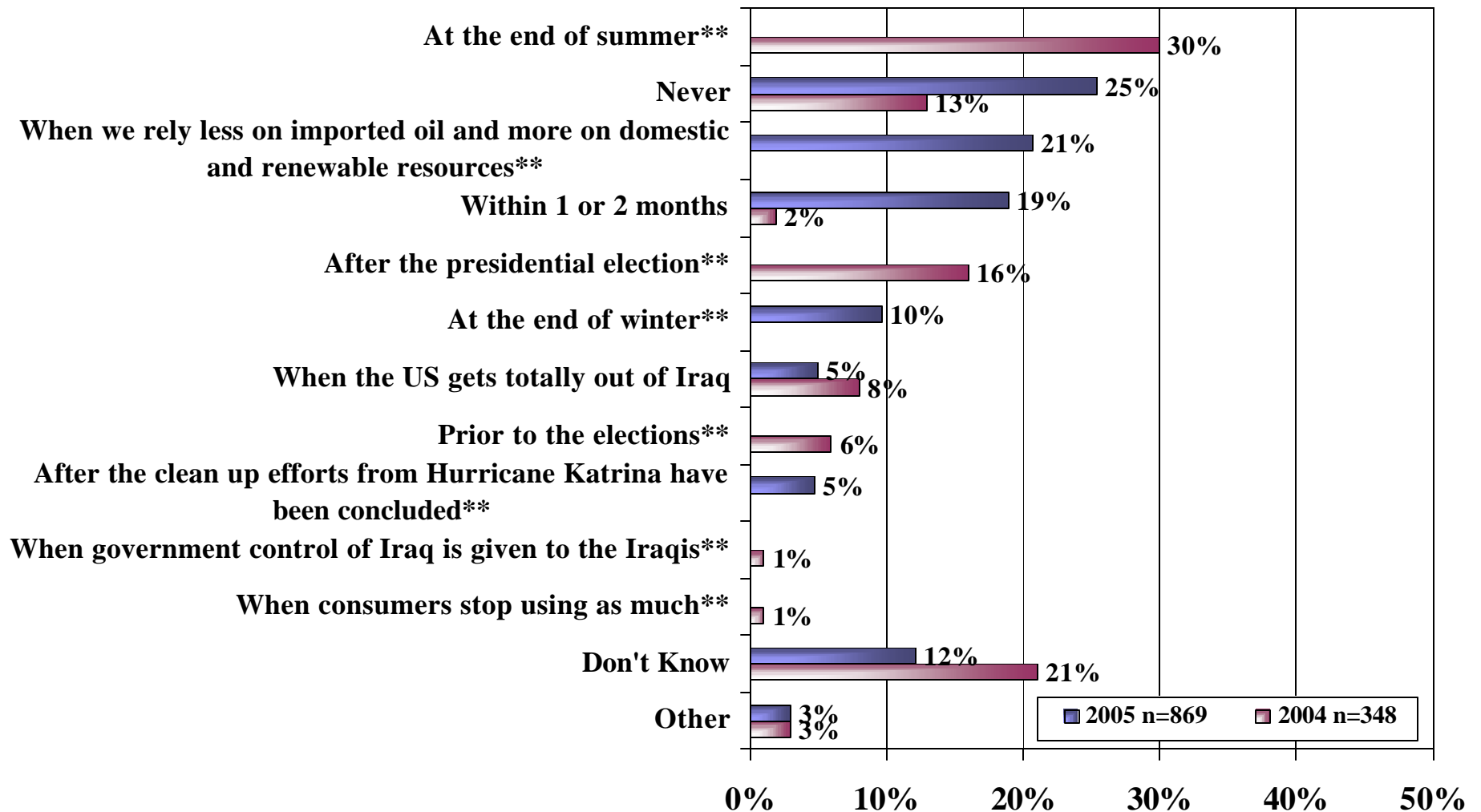


Reaction to High Gas Prices

Other Responses



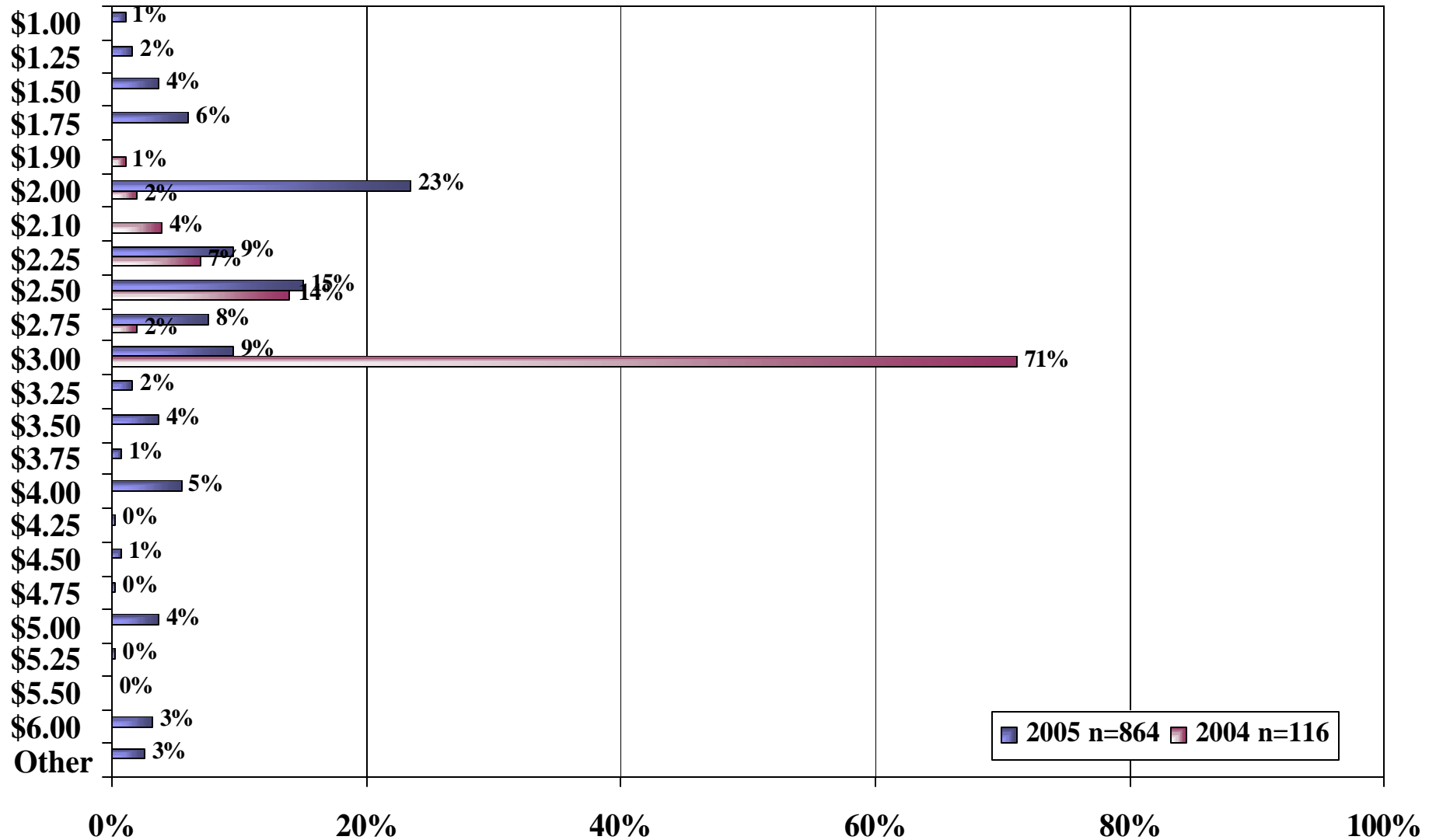
Expect Gas Prices to Drop*



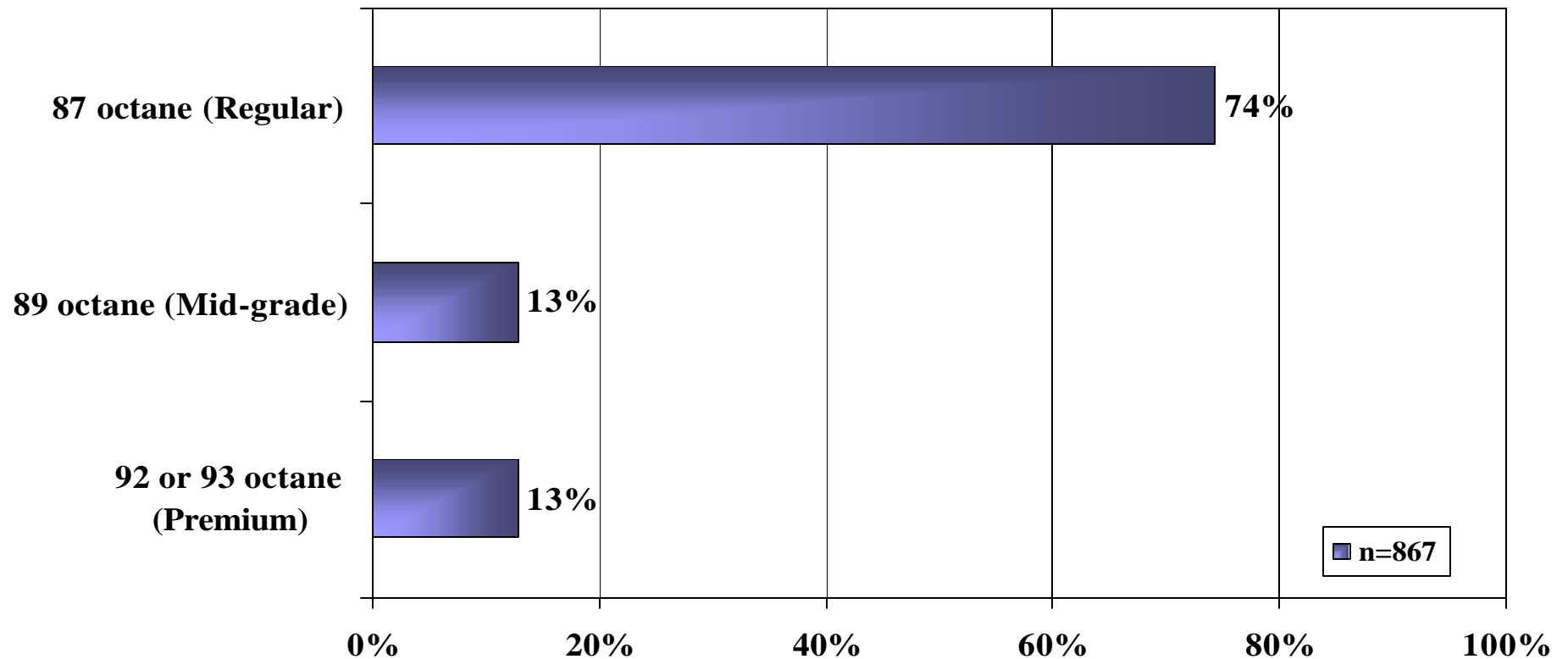
*When do you expect gasoline prices to come down significantly. Say by 15 to 20 cents per gallon?

**The 2004 survey was administered in May 2004, and the 2005 survey was administered in Sept. 2005. This will account for some of the differences in response options.

At what price per gallon do you feel that gas is “too expensive”?



What grade of gas do you normally purchase for your vehicle?



Have you changed the grade of gas due to the price of gas?

