

 Numerator

INSIGHTS FUEL UP

Consumer Reactions to Rising Gas Prices



We asked 600+ consumers to quantify the impact of rising gas prices.

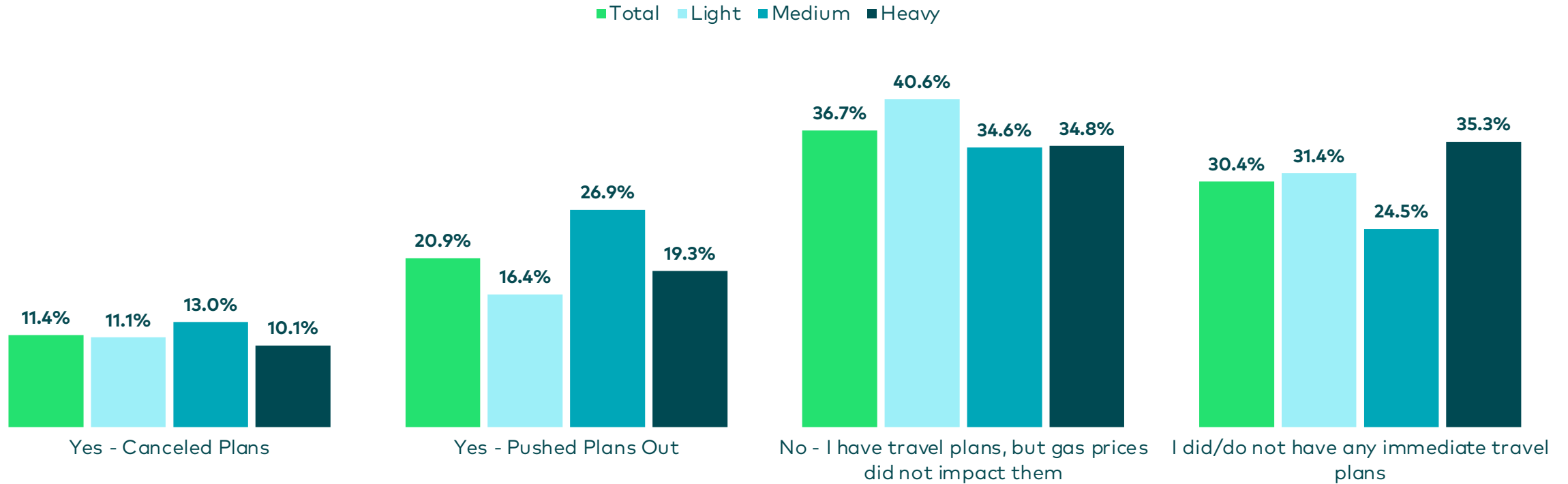
Numerator's Gas & Convenience Quick Pulse survey was fielded between 3/25 and 3/28 to 622 individuals across the economic spectrum. Shoppers were segmented into heavy, medium and light gas & convenience buyers, based on their average spending in the channel, and by various consumer cuts like urbanicity and income level.



Roughly 1 in 3 consumers have modified travel plans due to high gas prices.

Light Gas & Convenience shoppers were least likely to allow inflated gas prices to impact their plans, while Heavy Gas & Convenience shoppers were most likely to not have immediate travel plans.

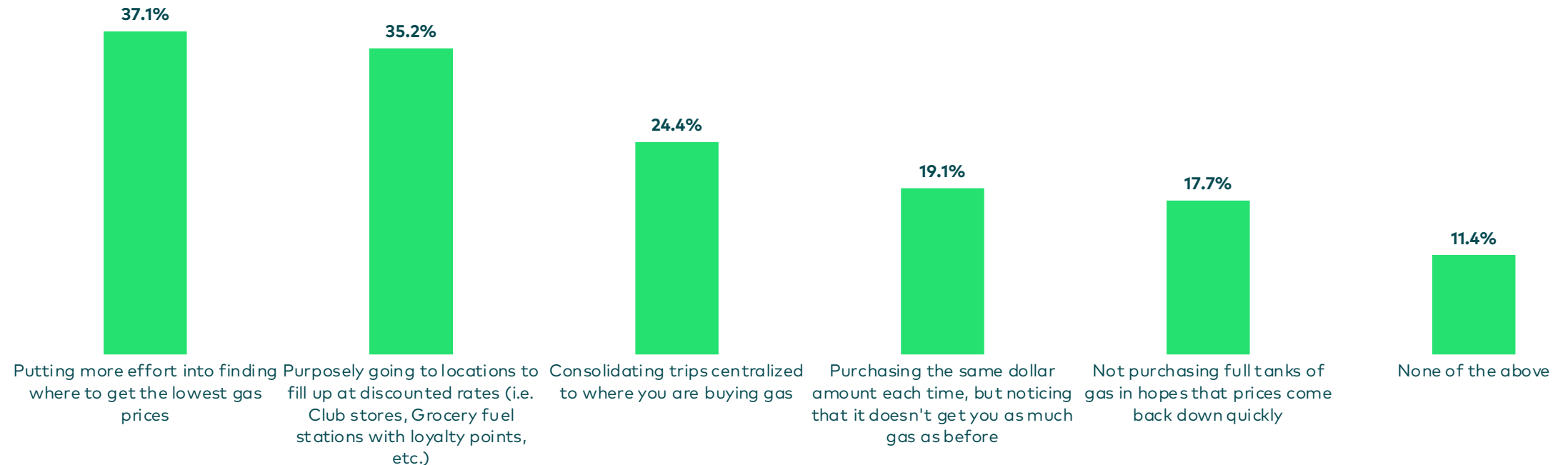
GAS PRICE IMPACT ON TRAVEL PLANS



Consumers are actively seeking out the lowest prices at the pump.

More than 1 in 3 consumers have purposefully visited locations to fill up their tanks at discounted rates.

IMPACT ON GAS PURCHASING HABITS

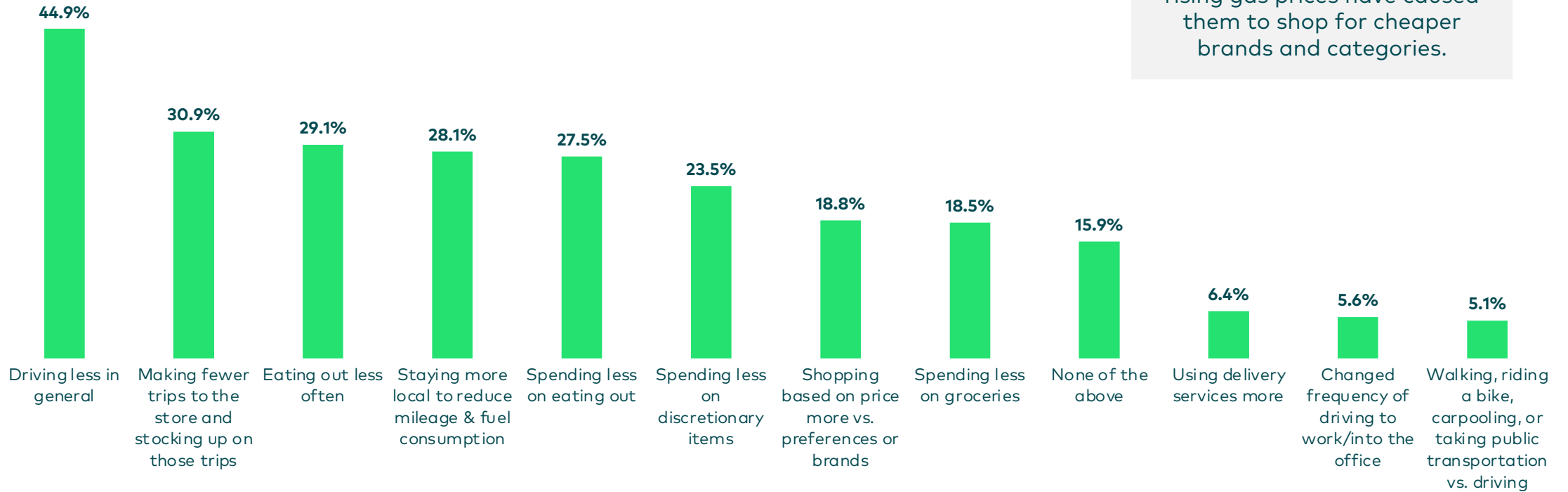


Due to rising gas prices, consumers are driving and eating out less.

In response to rising gas prices, consumers are attempting to drive less, opting to stock up during less frequent store visits. They're also cutting back on non-essential spending like eating out and discretionary purchases.

IMPACT ON DAILY SPENDING BEHAVIOR

BRAND CALL-OUT
Less than 1 in 5 respondents say rising gas prices have caused them to shop for cheaper brands and categories.



AT LEAST

34%

OF EACH CONSUMER GROUP
REPORTED DRIVING LESS DUE
TO INCREASED GAS PRICES.



Low-income rural consumers are the most likely to change behaviors.

Rural consumers were overall the most likely to change behavior due to increased gas prices, regardless of income. 35% of high income rural respondents have consolidated trips based on where they buy gas.

BEHAVIOR OF LOW INCOME RURAL CONSUMERS



55%

Driving less in general



41%

Making fewer, larger trips



39%

Spending less on discretionary items



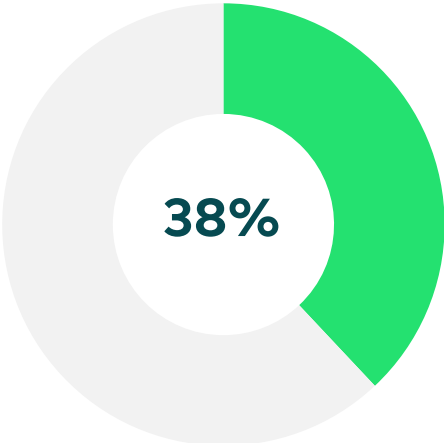
33%

Shopping closer to home to reduce fuel consumption

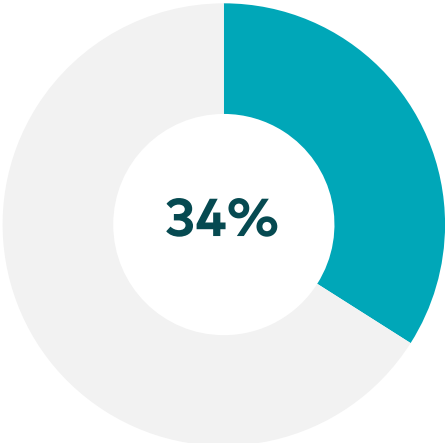
Middle-income suburban consumers also display price sensitivity.

At least 1 in 3 middle-income suburban have dined out less often or reduced fuel consumption by shopping local or making fewer trips.

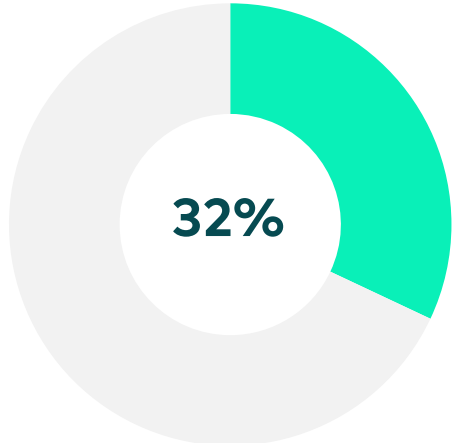
STOCKED UP ON FEWER TRIPS



SHOPPED LOCAL TO REDUCE FUEL CONSUMPTION



ATE OR DINED OUT LESS OFTEN

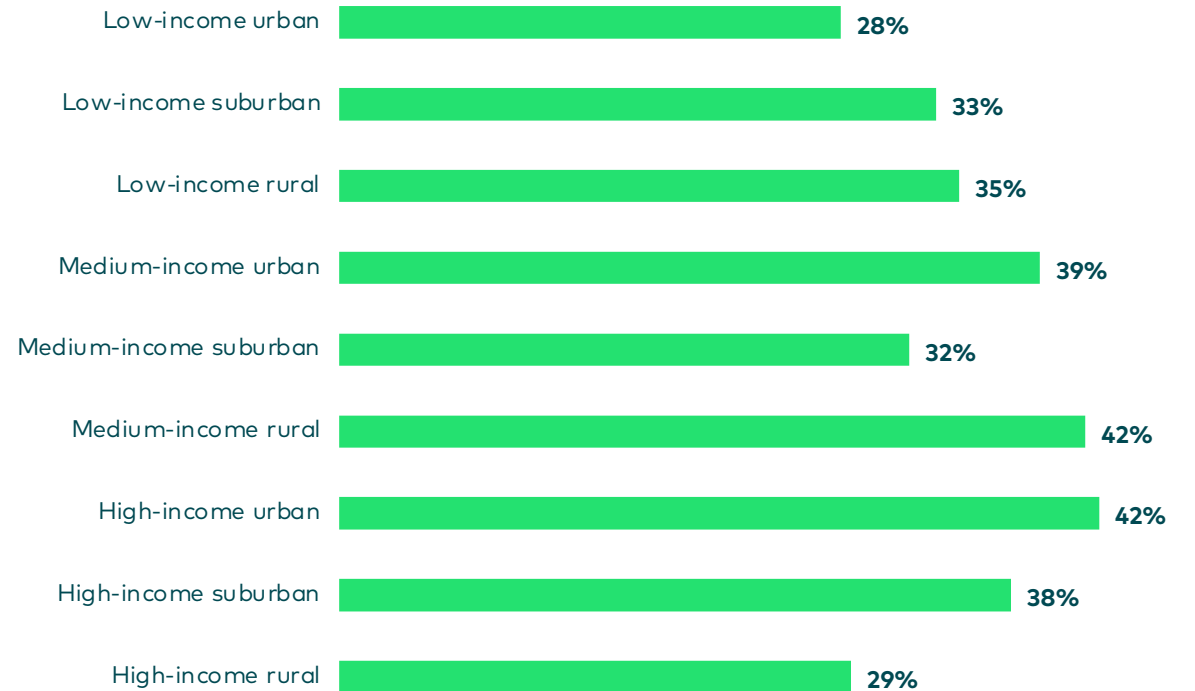


Consumers are selecting retailers based on gas discounts.

Across all urbanities and income levels, at least **28%** of consumers shopped at stores with discounted gas prices, including the Club channel and grocers with loyalty card perks.

Narrowing in on the two consumer groups least likely to visit retailers for gas discounts, high-income urban shoppers (**29%**) are facing less severe gas prices on average, while low-income urban consumers (**28%**) are likely to have access to more robust public transportation networks.

SHOPPED AT CERTAIN STORES FOR GAS DISCOUNTS





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