



INSIGHTS FUEL UP

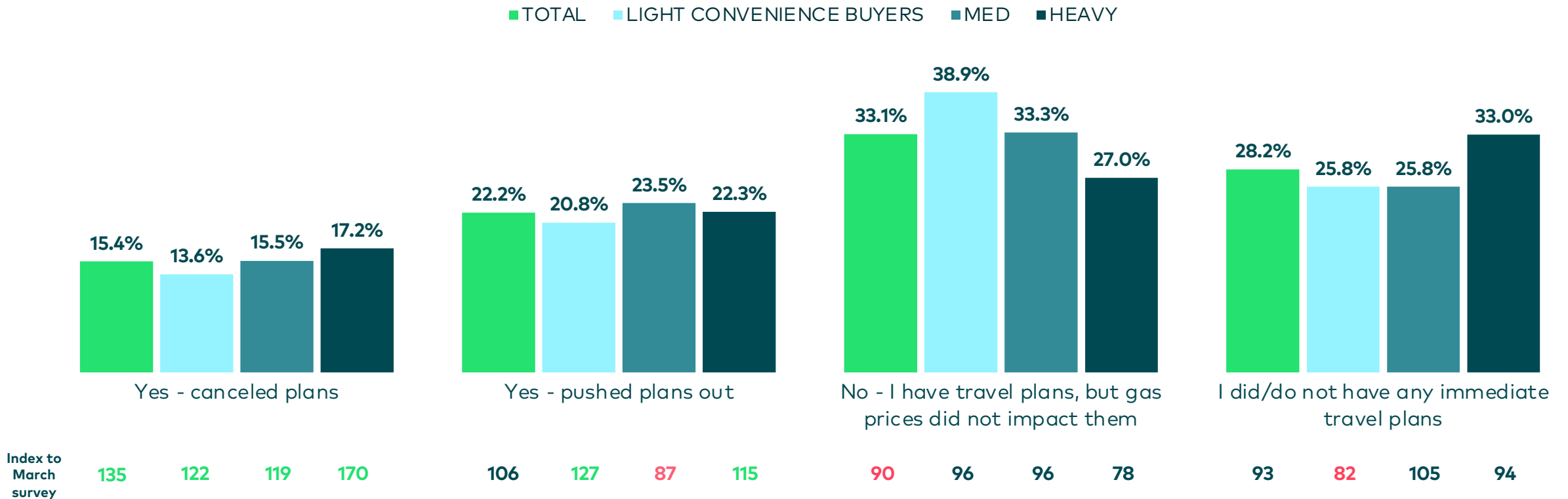
# An Updated Look at Consumer Reactions to High Gas Prices



# Months of high gas prices have shifted consumers' travel intentions

Since our initial March survey on rising gas prices, consumers are **35%** more likely to cancel their travel plans due to high gas prices. Most consumer groups are also more likely to postpone travel plans.

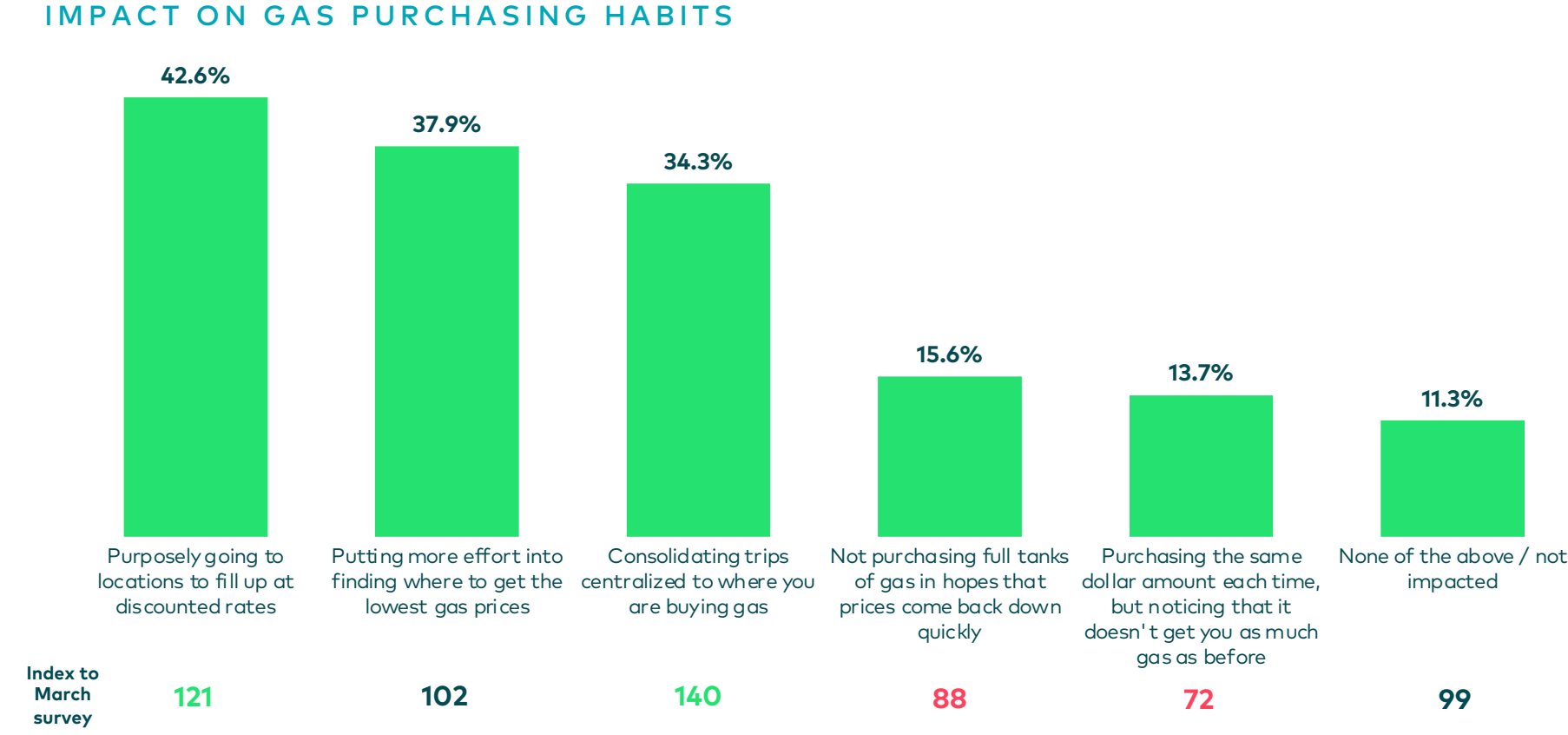
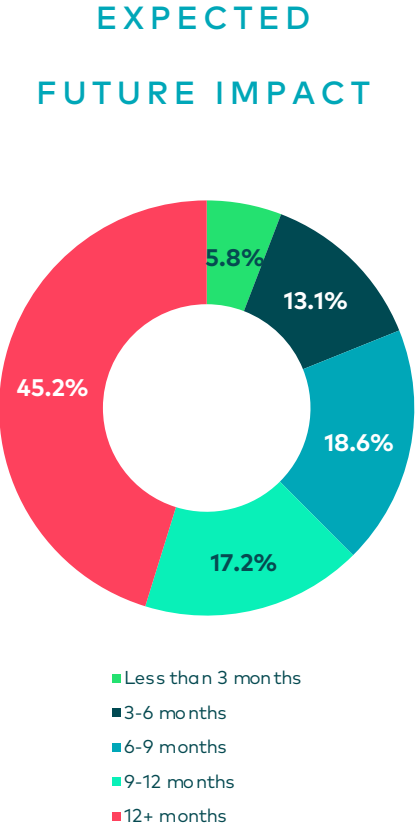
## GAS PRICE IMPACT ON TRAVEL PLANS



Numerator Quick Pulse Survey, 7/1/22 – 7/8/22, HML determined by Total Spend in Gas & Convenience Channel  
 Did you, or do you plan to modify travel plans due to the increase in gas prices?

# Consumers are shifting from short-term hopes to long-term plans

Almost half state it will take over a year for gas prices to return to 2021 levels. In the meantime, consumers are saving by visiting locations to fill up at discounted rates and consolidating trips to where they are buying gas.

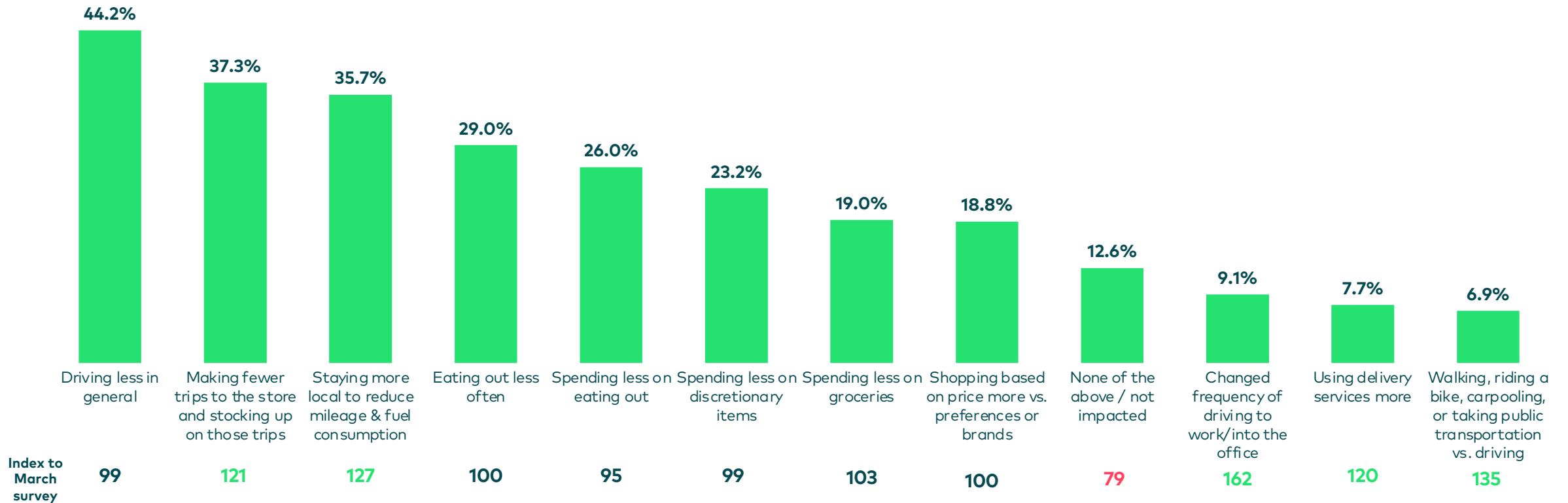


Numerator Quick Pulse Survey, 7/1/22 – 7/8/22, HML determined by Total Spend in Gas & Convenience Channel; Future Impact: Approximately how long do you expect it to be before gas prices return to 2021 levels? Impact on Gas Purchasing Habits: How has the increase in gas prices impacted your gas-purchasing habits?

# Consumers are increasingly likely to moderate their fuel consumption

More consumers are feeling the impact of high gas prices. They're coping by staying local (**162** index to our March survey), using alternative transportation (**135**) or making fewer and shorter distance trips (**121**), and using delivery services (**120**).

## IMPACT ON DAILY SPENDING BEHAVIOR



Numerator Quick Pulse Survey, 7/1/22 – 7/8/22, HML determined by Total Spend in Gas & Convenience Channel  
How has the increase in gas prices impacted your day-to-day spending & purchase behavior?

# Takeaways

To cope with high gas prices, more consumers are **making lifestyle changes that may stick after gas prices go down**: staying local, using alternative transportation, and using delivery services.

Understand how **key consumer segments are reacting to high gas prices** to reach them in the channels and stores that meet their needs now.

A greater percentage of consumers (37.3%) are visiting **specific retail locations to take advantage** of discounted fuel rates or perks.

Retailers, promote your fuel discounts and perks **in the channels that resonate** with your loyal and prospective customers.

Brands, understand **how retail promotions and discounts are impacting** your consumers— and provide your retail partners with insights on store or channel switching.

Since our initial survey on rising gas prices, consumers are **not cutting back on groceries, name brands, or discretionary any more** than they originally were in March.

Focus on **identifying and amplifying the right assortment at the right retailers**— those that consumers are shifting to as they save on fuel by staying local, consolidating trips, or trying delivery services.



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