

USA TODAY/GALLUP POLL

MAY WAVE 1

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted May 12-15, 2011 with a random sample of **-1,024—**adults, aged 18+, living in all 50 U.S. states and the District of Columbia.

For results based on the total sample of national adults, one can say with **95%** confidence that the margin of error is **±4** percentage points.

For results based on the sample of **-897—** registered voters, the maximum margin of sampling error is **±4** percentage points.

For results based on the sample of **-484—** adults employed full- or part-time, the maximum margin of sampling error is **±5** percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, and phone status (cell phone only/landline only/both, having an unlisted landline number, and being cell phone mostly). Demographic weighting targets are based on the March 2010 Current Population Survey figures for the age 18+ non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

10. Thinking about the cost of gasoline, do you think the current rise in gas prices represents – [ROTATED: a temporary fluctuation in prices, or a more permanent change in prices]?

	<u>Temporary</u>	<u>More permanent</u>	<u>No opinion</u>
2011 May 12-15	43	54	3
2008 May 2-4	19	78	3
2005 Sep 8-11	36	62	2
2004 Jun 3-6	43	56	1
2004 May 21-23 ^	48	50	2
2004 Mar 26-28 ^	42	55	3
2003 Aug 25-26	65	33	2
2003 Feb 17-19 ^	62	36	2
2001 May 7-9 ^	40	56	4
2000 Jun 22-25 ^	57	39	4
2000 May 23-24 ^	45	50	5
2000 Mar 30-Apr 2 ^	60	37	3
2000 Mar 10-12 ^	63	34	3

^ Asked of a half sample.

11. Have recent price increases in gasoline caused any financial hardship for you or your household?

	<u>Yes, caused hardship</u>	<u>No, have not caused hardship</u>	<u>No opinion</u>
2011 May 12-15	67	32	1
2009 Jun 14-17	56	44	*
2008 May 2-4	71	29	*
2008 Mar 14-16	63	37	*
2005 Sep 26-28	61	38	1
2005 Sep 12-15 ^	72	28	*
2005 Aug 28-30	69	31	*
2005 May 20-22	59	41	*
2005 Apr 1-2	58	42	*
2004 Mar 26-28	47	53	*
2003 Feb 17-19	35	65	*
2001 May 7-9	47	53	*
2000 Jun 22-25	44	56	*
2000 May 23-24	36	64	*
2000 Mar 30-Apr 2	39	61	*
2000 Mar 10-12	41	59	*
2000 Feb 14-15 †	40	60	*

^ Asked of a half sample.

† WORDING: Have recent price increases in gasoline, diesel fuel and home fuel oil caused any financial hardship for you or your household?

12. *(Asked of those who say gas prices have caused a hardship for them)* Is that a severe hardship that affects your ability to maintain your current standard of living, or is it a moderate hardship that affects you somewhat but does not jeopardize your current standard of living?

COMBINED RESULTS (Q.11/12): BASED ON FULL SAMPLE

	<u>Severe hardship</u>	<u>Moderate hardship</u>	<u>No hardship</u>	<u>No opinion</u>
2011 May 12-15	21	46	32	1
2009 Jun 14-17	12	44	44	*
2008 May 2-4	25	46	29	*
2008 Mar 14-16	19	44	37	*
2005 Sep 26-28	16	45	38	1
2005 Sep 12-15 ^	21	51	28	*
2005 Aug 28-30	18	51	31	*
2005 Apr 1-2	15	43	42	*

^ Asked of a half sample.

13. About how much would you say you currently pay for a gallon of gasoline?

	<u>Under \$3.75</u>	<u>\$3.75- \$3.99</u>	<u>\$4.00- \$4.24</u>	<u>\$4.25- \$4.99</u>	<u>\$5.00 or more</u>	<u>No opinion</u>	<u>Mean</u>	<u>Median</u>
2011 May 12-15	11	37	36	13	1	3	\$4.00	\$4.00

For comparison: Prior Gallup polls

	<u>Mean</u>	<u>Median</u>
2011 Mar 3-6	\$3.45	\$3.43
2009 Jun 14-17	\$2.69	\$2.65
2008 Mar 14-16	\$3.30	\$3.25
2007 May 4-6	\$3.02	\$3.00
2006 Apr 28-30	\$2.93	\$2.95
2005 Aug 28-30	\$2.65	\$2.62

14. How high do you think the price of a gallon of gasoline will go in the area where you live this year?

	<u>Under \$3.75</u>	<u>\$3.75- \$3.99</u>	<u>\$4.00- \$4.24</u>	<u>\$4.25- \$4.99</u>	<u>\$5.00 or more</u>	<u>No opinion</u>	<u>Mean</u>	<u>Median</u>
2011 May 12-15	2	5	27	31	29	6	\$4.52	\$4.50

For comparison: Prior Gallup polls

	<u>Mean</u>	<u>Median</u>
2011 Mar 3-6	\$4.36	\$4.20
2009 Jun 14-17	\$3.39	\$3.25
2008 Mar 14-16	\$3.98	\$4.00
2006 Apr 28-30	\$3.62	\$3.50

SUMMARY TABLE (Q.13-14): EXPECTED INCREASE IN GAS PRICES PER GALLON

	<u>2011 May 12-15</u>	<u>2011 Mar 3-6</u>	<u>2009 Jun 14-17</u>	<u>2008 Mar 14-16</u>	<u>2006 Apr 28-30</u>
Current price is the high for the year	9	1	3	2	4
Increase of \$0.01 to less than \$0.25	19	3	11	9	18
Increase of \$0.25 to less than \$0.50	21	12	24	17	20
Increase of \$0.50 to less than \$0.75	17	26	21	30	19
Increase of \$0.75 or more	27	50	35	35	34
No opinion	8	8	6	7	6
<i>Mean increase</i>	+0.52	+\$0.91	+\$0.70	+\$0.67	+\$0.65
<i>Median increase</i>	+0.40	+\$0.76	+\$0.55	+\$0.65	+\$0.53

15. Next, we'd like you to think about how higher gas prices have affected you personally. Have you made any major changes to deal with rising gas prices, or not?

	<u>Yes, have</u>	<u>No, have not</u>	<u>No opinion</u>
2011 May 12-15	53	46	1

16. **(Asked of those who have made major changes)** What are some of the specific major changes you have made? [OPEN-ENDED]

BASED ON -516—ADULTS WHO HAVE MADE MAJOR CHANGES TO DEAL WITH HIGH GAS PRICES; ±5 PCT PTS

2011 May 12-15

Drive less/Stay home more	32
Less travel/vacations	16
Getting a more fuel efficient car	15
Be more practical about errands/trips (fewer, closer to home)	15
Less leisure driving	12
Cut back on other expenses	12
Car pool	8
Change employer/school	6
Use public transportation	4
Walk more	3
Use a bicycle	3
Cut back on energy usage	2
Driving slower/less aggressively	1
Move to a more convenient location	1
Other	6
No opinion	1

Percentages add to more than 100% due to multiple responses

17. **(Asked of those who have made major changes)** If gas prices stay at least as high as they are now, do you think you will eventually have to make other major changes, or not?

BASED ON –516—ADULTS WHO HAVE MADE MAJOR CHANGES TO DEAL WITH HIGH GAS PRICES; ±5 PCT PTS

	<u>Yes, will have to</u>	<u>No, will not have to</u>	<u>No opinion</u>
2011 May 12-15	74	24	1

18. **(Asked of those who will have to make other major changes if gas prices stay high)** What are some of the other specific major changes you think you might have to make? **[OPEN-ENDED AND TYPE VERBATIM] [ALLOW THREE RESPONSES]**

BASED ON –358—ADULTS WHO WILL HAVE TO MAKE OTHER MAJOR CHANGES IF GAS PRICES STAY HIGH; ±6 PCT PTS

2011 May 12-15

Get a more fuel efficient car	26
Cut back on other expenses	17
Change employer/school	11
Drive less/Stay home more	9
Less travel/vacations	9
Cut back on energy usage	7
Less leisure driving	5
Use public transportation	5
Use a bicycle	5
Walk more	4
Car pool	4
Be more practical about errands/trips (fewer, closer to home)	3
Move to a more convenient location	2
Other	10
No opinion	6

Percentages add to more than 100% due to multiple responses

19. **(Asked of those who have not made major changes)** If gas prices stay at least as high as they are now, do you think you will eventually have to make major changes, or not?

BASED ON –508—ADULTS WHO HAVE NOT MADE MAJOR CHANGES TO DEAL WITH HIGH GAS PRICES; ± 5 PCT PTS

	<u>Yes, will have to</u>	<u>No, will not have to</u>	<u>No opinion</u>
2011 May 12-15	40	58	2

20. **(Asked of those who will have to make major changes if gas prices stay high)** What are some of the specific major changes you think you might have to make? [OPEN-ENDED]

BASED ON –196—ADULTS WHO HAVE MADE MAJOR CHANGES TO DEAL WITH HIGH GAS PRICES; ± 9 PCT PTS

2011 May 12-15

Drive less/Stay home more	22
Get a more fuel efficient car	18
Less travel/vacations	17
Less leisure driving	14
Cut back on other expenses	11
Use public transportation	8
Be more practical about errands/trips (fewer, closer to home)	8
Change employer/school	6
Car pool	5
Walk more	3
Use a bicycle	2
Cut back on energy usage	1
Move to a more convenient location	1
Other	5
No opinion	9

Percentages add to more than 100% due to multiple responses

SUMMARY TABLE (Q.15/19): CHANGES TO DEAL WITH HIGH GAS PRICES (BASED ON NATIONAL ADULTS)

2011 May 12-15

Have made major changes	53
Have not made major changes	46
<i>Will eventually have to if gas prices stay high</i>	<i>(19)</i>
<i>Will not have to if gas prices stay high</i>	<i>(27)</i>
No opinion	1