

Fuel Price Impact Study (FPIS)

Since 2005, AutoPacific has conducted a bi-monthly internet survey designed to measure the impact of fuel prices on consumers' vehicle purchase decisions and driving behavior. The Fuel Price Impact Study puts years of trend data to work to understand how consumers react to fluctuating fuel prices and how the impact has changed over time.



Methodology

- Bi-monthly online survey
- Uses AutoPacific's proprietary automotive survey panel comprised of more than 10,000 U.S. vehicle owners
- Sample size approx. 600 per survey wave

Issues Covered in Survey

- Current vehicle segment owned vs future consideration
- Current powertrain owned vs future consideration
- Current price paid and future expected fuel price
- Psychographic statements
- Impact of fuel prices on spending and driving habits

Study Table of Contents

- Executive Summary: Key findings since September 2005
- Total U.S. sales and price of fuel
- High fuel prices drive demand for alternatives
- Fuel price impact on segment consideration
- Fuel price impact on powertrain consideration
- Future expected fuel price vs with present price paid
- Driving behavior with fuel price paid
- Other issues

Deliverables

- Annual subscription to trend report
- Bi-monthly report of findings in PDF format
- Raw survey data in Excel format

