

Appendix A:

For the purpose of clarity, the following appendix displays only those metrics which showed a significant variance between individual demographics at the .03 alpha level. All non-significant results have been omitted. For a full report of all statistics (significant and non-significant), please contact NBRI. Contact information can be found at www.nbrii.com.

Gasoline Prices

Gasoline prices affect my travel plans.

| | Yes | No |
|----------------------|-----|-----|
| Gender | | |
| Men | 86% | 14% |
| Women | 88% | 12% |
| Education | | |
| High School Graduate | 91% | 9% |
| Some College | 91% | 9% |
| College Graduate | 86% | 14% |
| Income | | |
| \$25,000 - 34,999 | 91% | 9% |
| \$35,000 - 49,999 | 91% | 9% |
| \$50,000 - 74,999 | 92% | 8% |
| \$75,000 or more | 83% | 17% |

Gasoline prices will fall in the next year.

| | Yes | No |
|------------------------------|-----|-----|
| Gender | | |
| Men | 47% | 53% |
| Women | 41% | 59% |
| Age | | |
| 25 - 34 | 33% | 67% |
| 45 - 54 | 44% | 56% |
| Marital Status | | |
| Married | 46% | 54% |
| Divorced/Widowed/Separated | 39% | 61% |
| Political Affiliation | | |
| Democratic | 35% | 65% |
| Republican | 49% | 51% |

Gasoline prices are artificially inflated by big oil companies.

| | Yes | No |
|------------------------------|------------|-----------|
| Gender | | |
| Men | 66% | 34% |
| Women | 86% | 14% |
| Age | | |
| 25 - 34 | 86% | 14% |
| 45 - 54 | 76% | 24% |
| 65 and over | 71% | 29% |
| Education | | |
| High School Graduate | 90% | 10% |
| Some College | 79% | 21% |
| College Graduate | 75% | 25% |
| Marital Status | | |
| Married | 75% | 25% |
| Divorced/Widowed/Separated | 82% | 18% |
| Income | | |
| \$25,000 - 34,999 | 84% | 16% |
| \$35,000 - 49,999 | 85% | 15% |
| \$50,000 - 74,999 | 82% | 18% |
| \$75,000 or more | 72% | 28% |
| Political Affiliation | | |
| Democratic | 89% | 11% |
| Republican | 69% | 31% |
| Independent | 74% | 26% |
| Libertarian | 46% | 54% |

The following questions had no significant variance.

- Gasoline prices are affecting the U.S. economy. (No Significant Differences)
- Gasoline prices are affecting the World economy. (No Significant Differences)

Buying Habits

I can afford to buy gasoline for my vehicle.

| | Yes | No |
|------------------------------|-----|-----|
| Gender | | |
| Men | 84% | 16% |
| Women | 77% | 23% |
| Age | | |
| 25 - 34 | 77% | 23% |
| 55 - 64 | 81% | 19% |
| Marital Status | | |
| Married | 83% | 17% |
| Divorced/Widowed/Separated | 71% | 29% |
| Political Affiliation | | |
| Democratic | 78% | 22% |
| Republican | 89% | 11% |

I now spend less for other needs in order to afford gasoline.

| | Yes | No |
|----------------------------|-----|-----|
| Gender | | |
| Men | 56% | 44% |
| Women | 69% | 31% |
| Age | | |
| 25 - 34 | 70% | 30% |
| 45 - 54 | 66% | 34% |
| Education | | |
| Some College | 73% | 27% |
| College Graduate | 59% | 41% |
| Marital Status | | |
| Married | 61% | 39% |
| Divorced/Widowed/Separated | 69% | 31% |

I intend to purchase a more fuel efficient vehicle due to gasoline prices.

| | Yes | No |
|------------------------------|-----|-----|
| Gender | | |
| Men | 51% | 49% |
| Women | 46% | 54% |
| Marital Status | | |
| Civil Union | 75% | 25% |
| Divorced/Widowed/Separated | 43% | 57% |
| Political Affiliation | | |
| Democratic | 56% | 44% |
| Republican | 41% | 59% |
| Independent | 52% | 48% |

I use alternative fuels due to gasoline prices.

| | Yes | No |
|--------------|------------|-----------|
| State | | |
| AK | 14% | 86% |
| AL | 4% | 96% |
| AZ | 12% | 88% |
| CA | 8% | 92% |
| CO | 7% | 93% |
| CT | 11% | 89% |
| DE | 0% | 100% |
| FL | 10% | 90% |
| GA | 13% | 87% |
| IA | 63% | 37% |
| IL | 18% | 82% |
| IN | 11% | 89% |
| KS | 11% | 89% |
| KY | 15% | 85% |
| LA | 7% | 93% |
| MA | 17% | 83% |
| ME | 14% | 86% |
| MI | 6% | 94% |
| MN | 14% | 86% |
| MO | 19% | 81% |
| MS | 5% | 95% |
| MT | 10% | 90% |
| NH | 0% | 100% |
| NV | 8% | 92% |
| NY | 7% | 93% |
| OH | 10% | 90% |
| OK | 11% | 89% |
| OR | 10% | 90% |
| PA | 14% | 86% |
| SC | 10% | 90% |
| TN | 13% | 87% |
| TX | 8% | 92% |
| VA | 9% | 91% |
| WA | 6% | 94% |
| WI | 11% | 89% |
| WV | 20% | 80% |

I use public transportation due to gasoline prices.

| | Yes | No |
|----------------------------|-----|-----|
| Gender | | |
| Men | 87% | 13% |
| Women | 92% | 8% |
| Age | | |
| 25 - 34 | 87% | 13% |
| 55 - 64 | 91% | 9% |
| Education | | |
| High School Graduate | 98% | 2% |
| College Graduate | 94% | 6% |
| Marital Status | | |
| Married | 89% | 11% |
| Divorced/Widowed/Separated | 92% | 8% |

U.S. Government

The U.S. Government should buy less oil from the Middle East.

| | Yes | No |
|----------------------------|-----|-----|
| Gender | | |
| Men | 87% | 13% |
| Women | 92% | 8% |
| Age | | |
| 25 - 34 | 87% | 13% |
| 55 - 64 | 91% | 9% |
| Education | | |
| HS Graduate | 98% | 2% |
| College Graduate | 94% | 6% |
| Marital Status | | |
| Married | 89% | 11% |
| Divorced/Widowed/Separated | 92% | 8% |

The U.S. Government should pay for part of my gasoline expenses.

| | Yes | No |
|------------------------------|-----|-----|
| Gender | | |
| Men | 18% | 82% |
| Women | 32% | 68% |
| Age | | |
| 25 - 34 | 35% | 65% |
| 35 - 44 | 28% | 72% |
| 45 - 54 | 26% | 74% |
| 55 - 64 | 17% | 83% |
| 65 and over | 19% | 81% |
| Education | | |
| High School Graduate | 39% | 61% |
| Some College | 31% | 69% |
| College Graduate | 22% | 78% |
| Marital Status | | |
| Married | 23% | 77% |
| Divorced/Widowed/Separated | 33% | 67% |
| Single | 32% | 68% |
| Income | | |
| \$25,000 - 34,999 | 44% | 56% |
| \$34,000 - 49,999 | 38% | 62% |
| \$50,000 - 74,999 | 28% | 72% |
| \$75,000 or more | 18% | 82% |
| Voting Status | | |
| Registered Voter | 25% | 75% |
| Not Registered | 49% | 51% |
| Political Affiliation | | |
| Democratic | 34% | 66% |
| Republican | 19% | 81% |
| Independent | 22% | 78% |

The U.S. Government should invest in alternative energy sources.

| | Yes | No |
|------------------------------|-----|-----|
| Gender | | |
| Male | 92% | 8% |
| Female | 95% | 5% |
| Political Affiliation | | |
| Democratic | 98% | 2% |
| Republican | 89% | 11% |
| Independent | 95% | 5% |

The U.S. Government should cap gasoline prices.

| | Yes | No |
|------------------------------|-----|-----|
| Gender | | |
| Men | 42% | 58% |
| Women | 72% | 28% |
| Age | | |
| 25 - 34 | 67% | 33% |
| 45 - 54 | 61% | 39% |
| 55 - 64 | 53% | 47% |
| 65 and over | 55% | 45% |
| Education | | |
| High School Graduate | 81% | 19% |
| Some College | 69% | 31% |
| College Graduate | 52% | 48% |
| Marital Status | | |
| Married | 56% | 44% |
| Divorced/Widowed/Separated | 61% | 39% |
| Income | | |
| < \$15,000 | 80% | 20% |
| \$25,000 - 34,999 | 80% | 20% |
| \$34,000 - 49,999 | 70% | 30% |
| \$50,000 - 74,999 | 68% | 32% |
| \$75,000 or more | 50% | 50% |
| Political Affiliation | | |
| Democratic | 71% | 29% |
| Republican | 53% | 47% |
| Independent | 52% | 48% |