

GAS PRICES: AUTOMAKERS NOT THE CAUSE, BUT...

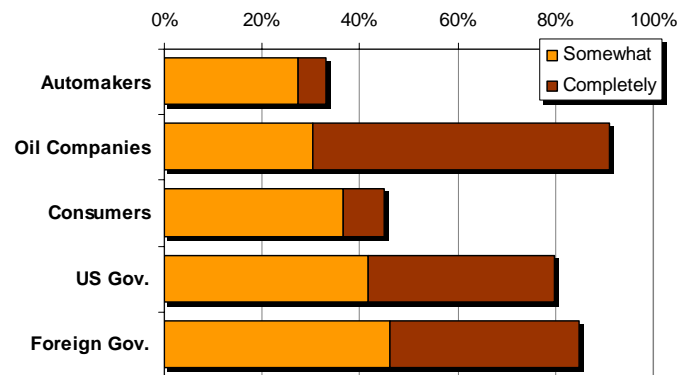
With gas prices at historic highs, consumers are paying more every time they fill up. TNS Automotive asked 2,500 consumers to rate who is responsible for the *increase* in gas prices, as well as who is responsible for *combating* these increases.

Consumers report that **oil companies** are the most responsible, though governments—US and foreign—are not far behind (top chart). Despite much press about automakers' reliance on SUVs, consumers report **automakers** are the **least responsible**. In fact, consumers say they are more responsible than automakers.

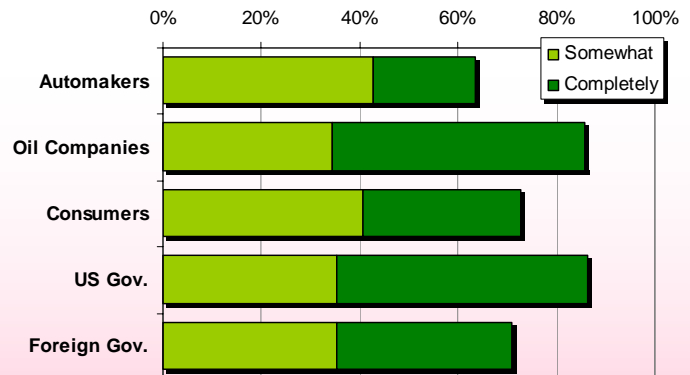
Consumer responses are **more uniform** in terms of who should address higher gas prices, including looking in the mirror (bottom chart). They report consumers are **1.6 times as responsible** for combating higher prices than they are for causing them (comparing results between the two charts, see table). Automakers are nearly **twice as responsible** for addressing higher gas prices than they are for causing them.

Based on these results, oil companies may want to consider **outreach** efforts that address consumer perceptions. Automakers should note that while consumers do not hold them responsible for the problem, they are turning to them for solutions. This represents both **a risk and an opportunity**.

Responsible for price increases



Responsible for combating price increases



	Ratio
Automakers	1.9
Oil Companies	0.9
Consumers	1.6
US Gov.	1.1
Foreign Gov.	0.8