



## News Release

Media Contact:  
**Georjeane Blumling, Ph.D**  
**Vice President Public Relations**  
757-233-3825  
[Gblum@tidewater.aaa.com](mailto:Gblum@tidewater.aaa.com)

### **AAA Survey Says, Drivers Offset High Gas Prices with Driving and Lifestyle Changes**

*Survey Reveals How Consumers Modify Behavior to Save at the Pump*

Virginia Beach, V.A., (March 12, 2012) – With gas prices already up 45 cents nationally and 51 cents in Hampton Roads since January 1, 2012, people are wondering if there is an end in sight and what they can do to ease the pain at the pump. AAA recently conducted a survey to identify how drivers are changing their behavior to help offset higher prices at the pump. As a result of current gas price increases, 84 percent of respondents have already changed their driving habits or lifestyle in some way. Combining trips and errands was the most commonly reported cost-cutting measure with 60 percent of respondents reporting having already made this adjustment.

Nearly nine in ten (87 percent) respondents would change their driving habits if prices remain at current levels for a sustained period. The ways they would adjust show some interesting differences compared to changes they've already considered or adopted. In particular, the recent increase in gas prices has led 16 percent of respondents to purchase or lease a more fuel-efficient vehicle. Should prices remain at current levels, AAA survey results show that this number would more than double—jumping to 34 percent.

While motorists may have little control over the price of gas, they can control the impact of higher prices by following a few of AAA's recommended tips:

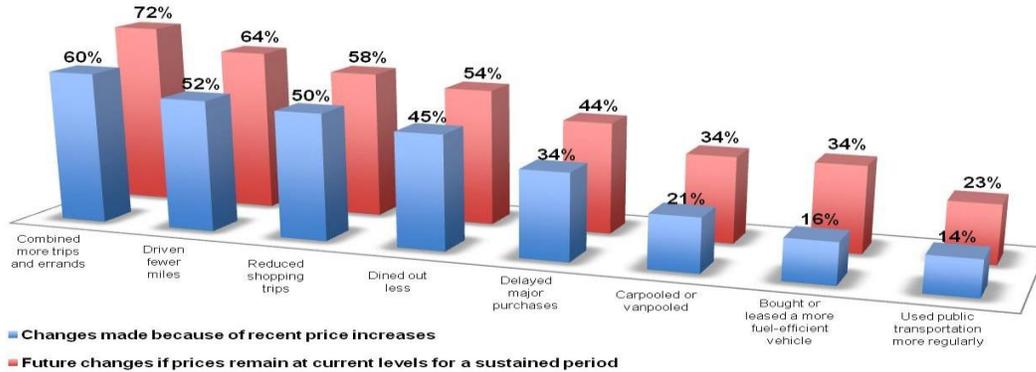
**Let AAA's free app find lowest gas prices** - AAA's TripTik smartphone app also provides motorists with the most current and accurate gas price data available, by drawing on credit card transactions at more than 120,000 stations nationwide. Drivers can find the lowest gas prices close to home or on the road. The AAA app's GPS technology enables users to quickly locate stations on a map and see the price for all available grades of gasoline. Visit [AAA.com/Mobile](http://AAA.com/Mobile).

**Plan trips in advance-** When running errands, try to combine multiple tasks into one trip. Several short trips starting with a cold engine each time can use twice as much gas as a longer multipurpose trip covering the same distance when the engine is warm. Also, plan the route in advance to drive the fewest miles. Online mapping tools such as AAA's TripTik Travel Planner are available to help plan routes and are free to all motorists at [AAA.com](http://AAA.com).

AAA's telephone survey consisted of 1,024 adults and was conducted March 1-4, 2012.

- More -

### How Do Rising Gas Prices Impact Driving Habits and Lifestyle?



Source: AAA

As part of North America’s largest motoring and leisure travel organization, AAA Tidewater Virginia provides its more than 325,000 members with travel, insurance, financial and automotive-related services. Since its founding AAA Tidewater Virginia has been a leader and advocate for the safety and security of all travelers. For more information, visit [AAA.com](http://AAA.com) and follow us on Twitter at [Twitter.com/AAATWnews](https://twitter.com/AAATWnews).

AAA news releases, high resolution images, broadcast-quality video, fact sheets and podcasts are available on the AAA NewsRoom at [AAA.com/news](http://AAA.com/news).

Stay connected with AAA on the web via:

[Twitter.com/AAAnews](https://twitter.com/AAAnews)

[Twitter.com/AAASafety](https://twitter.com/AAASafety)

[Twitter.com/AAAauto](https://twitter.com/AAAauto)

[YouTube.com/AAA](https://www.youtube.com/AAA)

[MySpace.com/AAAeveryday](https://myspace.com/AAAeveryday)

[Facebook.com/AAAFanPage](https://facebook.com/AAAFanPage)

###