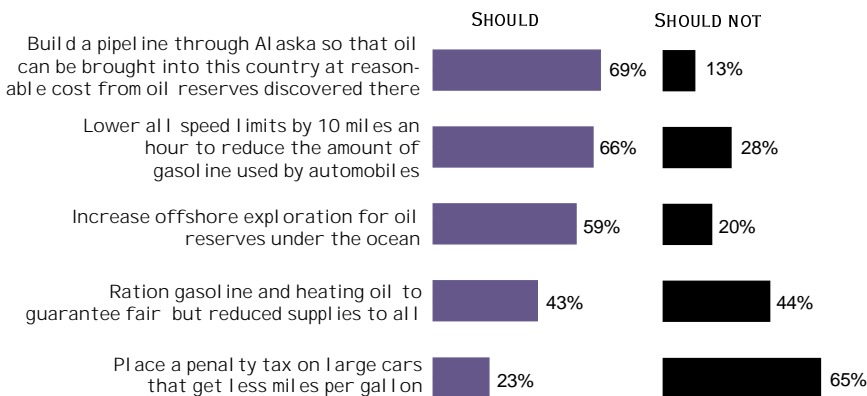


Surveying the Past

The Shortage of '73

Questions:

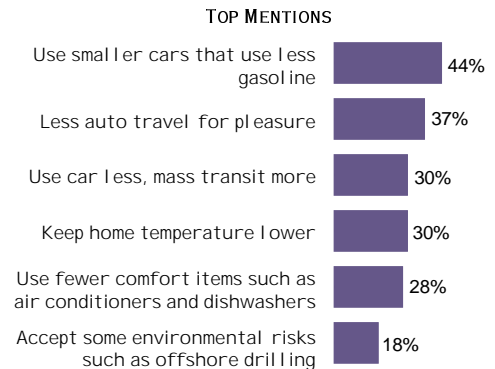
Here is a list of some specific things recently discussed that could help to prevent an energy crisis—some involving some risk according to environmentalists, others involving no risk to the environment but requiring people to cut down on use of energy.... Is... something you think we should start to do now or should not?



Source: Survey by the Roper Organization, September 28-October 6, 1973.

Question:

There have been a number of suggestions made for preventing a continuing energy shortage. If it turns out that there is a shortage, which two or three of these suggestions would you personally be willing to do to help prevent it?



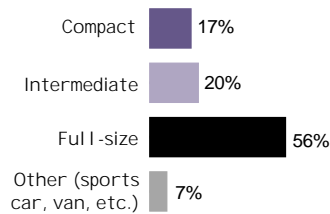
Note: Multiple responses were allowed.

Source: Survey by Opinion Research Corporation, September 8-October 10, 1973.

The price of gasoline averaged 27 cents a gallon in 1949. By early 1973, it had inched upward only to 36 cents. Then came the Yom Kippur War. After Israel, with American help, repulsed its Arab attackers, OPEC retaliated with an oil embargo against the US, and there was panic at the pumps. Prices soared, lines formed, and many stations limited sales or closed on Sundays. Work on the Alaska pipeline was authorized, and the speed limit on interstate highways was lowered to 55 mph. The embargo was lifted in March 1974. Gas prices leveled off at around 53 cents a gallon, and Americans went back to their carefree, gas-guzzling ways...

Questions:

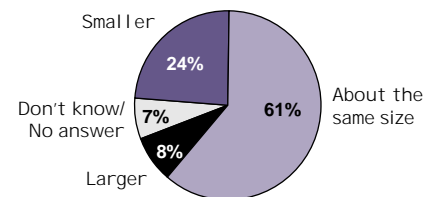
Is [your car or the one you personally use the most] a full-size car, an intermediate, or a compact?



Note: Asked of those who have a car in the family (91%).

Source: Survey by the Roper Organization, September 28-October 6, 1973.

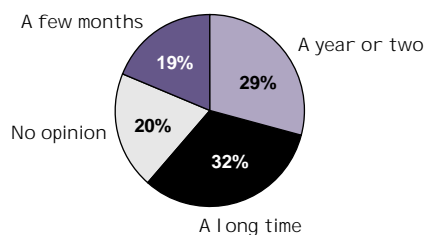
When you replace that car, do you think you will get a larger car than that, a smaller car, or one about the same size?



Just How Short?

Question:

How long do you think the energy shortage will last—would you say a few months, a year or two, or do you expect it to last a long time?

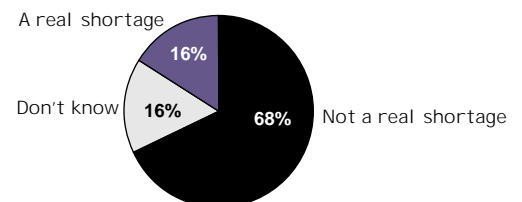


Note: Asked of those who have heard or read about energy shortage (96%).

Source: Survey by Opinion Research Corporation, September 8-October 10, 1973.

Question:

In addition to the reports of a gasoline shortage, there is now talk of a fuel shortage this winter. Some people say there is a real shortage of gasoline and fuel oil because demand has outrun the supply. Others say there really isn't a shortage... and the big companies are holding it back for their own advantage. What do you think—that there is or is not a real shortage...?



Source: Survey by the Roper Organization, September 28-October 6, 1973.

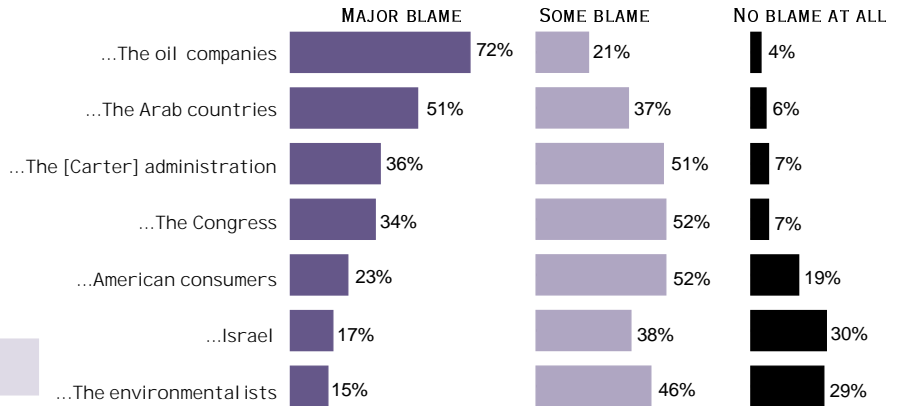
The Sequel of '79

...Until 1979. The overthrow of the shah of Iran and conflict between Iran and Iraq left their oil fields idle. Other Middle Eastern producers reduced output, driving the cost up further. Gasoline in the US broke the dollar-a-gallon barrier for keeps. Lines of thirsty motorists stretched for blocks, if you could find an open station. Some states implemented odd-even sales based on license plate numbers. Inflation was in double digits.

And what of the future? In 1973, America imported 36% of its oil. By 1979, that grew to almost 46%. Today, the figure is around 58%. And the Middle East remains as unstable as ever.

Questions:

Here is a list of groups who have been mentioned in one way or another as being to blame for the current energy crisis here in the United States. ...[F]or each one, tell me whether you think they deserve major blame for the energy crisis, some blame, or no blame at all...

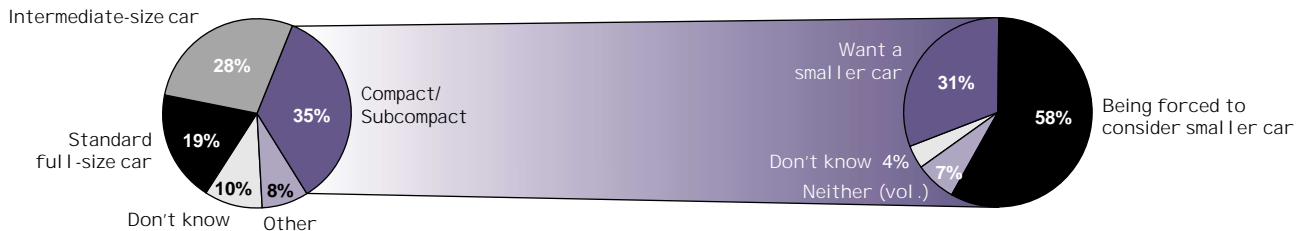


Source: Survey by the Roper Organization, June 2-9, 1979.

Questions:

If you did buy a car, what type of car or vehicle would you buy—a standard full-size car, a pickup, intermediate-size car, other truck [or] motorized recreational vehicle, compact-size car, moped [or] motorcycle, subcompact-size car, a van, [or] more than one of the above?

Are you thinking about buying a smaller size car because you really want one or do you feel that you are being forced to consider a smaller size car because of energy problems?

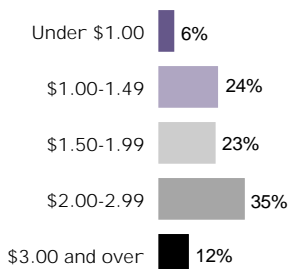


Source: Survey by Cambridge Reports/Research International, July 1979.

How High Is Up?

Question:

...How much will a gallon of regular gasoline cost [three years from now]?

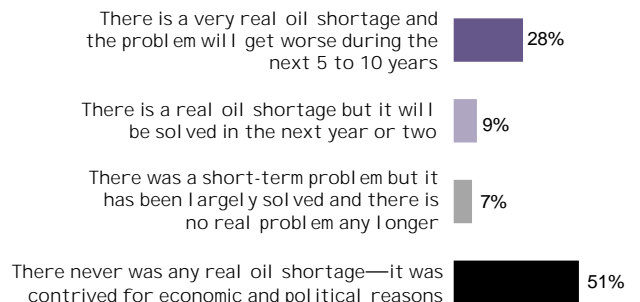


Source: Survey by Cambridge Reports/Research International, April 1979.

The Real Deal

Question:

...Which one of those statements comes closest to expressing your opinion [about the gasoline and oil shortage]?



Source: Survey by the Roper Organization, September 22-29, 1979.