### The Shortage of '73

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?

<table>
<thead>
<tr>
<th>Should</th>
<th>Should Not</th>
</tr>
</thead>
<tbody>
<tr>
<td>61%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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

### Just How Short?

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?

- A few months: 19%
- A year or two: 29%
- A long time: 20%
- No opinion: 32%

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

### Top Mentions

Top 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?

- Use smaller cars that use less gasoline: 44%
- Less auto travel for pleasure: 37%
- Use car less, mass transit more: 30%
- Keep home temperature lower: 30%
- Use fewer comfort items such as air conditioners and dishwashers: 28%
- Accept some environmental risks such as offshore drilling: 18%

Note: Multiple responses were allowed.

### The Price of Gasoline

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 U.S., 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...

### 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?

- Smaller: 24%
- Larger: 8%
- About the same size: 61%
- Don't know/No answer: 7%

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

*The Sequel of ’79*

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...

<table>
<thead>
<tr>
<th>Group</th>
<th>MAJOR BLAME</th>
<th>SOME BLAME</th>
<th>NO BLAME AT ALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>The oil companies</td>
<td>72%</td>
<td>21%</td>
<td>4%</td>
</tr>
<tr>
<td>The Arab countries</td>
<td>51%</td>
<td>37%</td>
<td>6%</td>
</tr>
<tr>
<td>The [Carter] administration</td>
<td>38%</td>
<td>51%</td>
<td>7%</td>
</tr>
<tr>
<td>The Congress</td>
<td>34%</td>
<td>52%</td>
<td>7%</td>
</tr>
<tr>
<td>American consumers</td>
<td>23%</td>
<td>52%</td>
<td>19%</td>
</tr>
<tr>
<td>Israel</td>
<td>17%</td>
<td>38%</td>
<td>29%</td>
</tr>
<tr>
<td>The environmentalists</td>
<td>15%</td>
<td>46%</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

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?

![Diagram showing car choices]


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

- Under $1.00: 6%
- $1.00-1.49: 24%
- $1.50-1.99: 23%
- $2.00-2.99: 35%
- $3.00 and over: 12%

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

There is a very real oil shortage and the problem will get worse during the next 5 to 10 years

There is a real oil shortage but it will be solved in the next year or two

There was a short-term problem but it has been largely solved and there is no real problem any longer

There never was any real oil shortage—it was contrived for economic and political reasons

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

The Real Deal