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42% OF THE DRIVERS WOULD QUIT USING THEIR CARS IF FUEL PRICE WERE TO GO UP TO 7 LEI

Car use

85% of those who own a car use it at least once a week. Out of these, 42% use the car to go outside the city at least 1-2 times a week.

Those who use the car more often are men, residents of large cities (more than 250.000 inhabitants), persons aged 18 to 29 and those with higher education. Persons aged 40 to 49 use the car less to go outside the city.

Perception on fuel cost

An increase in the gasoline/ diesel fuel price up to 7 lei would make 42% of those who use the car to think about quitting driving it. If fuel price were to reach 9-10 lei, approximately 80% of the drivers would think about giving up using their cars.

Those who would quit using their car due to the high price of the fuel would largely choose public means of transportation (46% would use only the public means of transportation, while 30% would use the public means of transportation as well as other options such as walking or splitting the costs of using the car with an acquaintance).

Highway toll

76% of those who use the car at least once a week would agree to pay a highway toll if they benefitted from modern highways, at European standards, or if this cost was invested in building new highways. 56% of those who use the car would agree to pay a highway toll if they benefitted from modern highways, like those from other European states. If at least 500 kilometers of highway were built per year, 48% of the drivers would be willing to pay a highway toll. The percentage of those who would pay the highway toll drops if 300 kilometers of highway were built per year but it would remain at a significantly high level (42%).

If they benefitted from the improvement of the traffic conditions on highways or if more investments were made in building new highways, those who would be rather willing to pay a highway toll are Bucharest and Oltenia drivers as well as drivers from large cities, those with higher education or with high incomes.

A highway access cost of 40 lei for 100 kilometers would be accepted by only 10% of those who would be willing to pay a highway toll (8% of the total number of drivers who use their personal cars at least once a week). A cost of 20 lei for 100 kilometers would be paid by approximately half of the persons open to paying for access to highway. If highway access were to cost 5 lei for 100 kilometers, approximately 62% of the drivers would agree to pay this toll.

** The information included in this press release is the property of ISRA Center and refers to the population in medium and large cities (over 50.000 inhabitants).*

Trust in the development of the highway network in Romania

Drivers are generally quite pessimistic about the finish of the works for the highway tying Bucharest and the Hungarian border. Only 11% of them think that the highway could be finished in the next 4 years, while 1 in 5 believes that there are chances to use this highway in 2020. 40% of the drivers consider that finishing this highway will take more than 10 years. A bit more optimistic are drivers from Bucharest, 23% of them think that the highway could be finished sometime in the next 4 years.

Bucharest-Ploiesti highway

Almost half of the drivers would choose A3 highway if they had to go from Bucharest to Ploiesti, while one third would choose to take DN1. Those who would rather choose the highway are Bucharest residents (83%), drivers with higher education (63%) and those with a high income (68%). Drivers from Muntenia and drivers with lower education would rather take the DN1.

On the survey

The research was conducted on a sample of 400 respondents who own a car, representative for the urban population (cities with over 50,000 residents), aged 18 to 64. The maximum sampling error is $\pm 4.9\%$, at a probability level of 95%. Data were collected via face-to-face interviews, at respondent's home, during November 9 – 26, 2012. The survey was conducted and entirely sponsored by ISRA Center.

ISRA Center

ISRA Center is a top marketing research company in Romania and has an experience of over 10 years on the Romanian market, having an important portfolio of clients and research solutions.

The research performance and standards were also acknowledged by ISRA Center being chosen as exclusive representative of IriS international network on the Romanian market in 2010. IriS is the most important international network of independent market research companies, with members in over 30 countries, thus reuniting local and international expertise.

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