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# Survey shows gas price impacts

The Business Journal of the Greater Triad Area

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A survey conducted by Truliant Federal Credit Union of 850 of its members finds majorities cutting back on driving and driving more conservatively in the face of high gas prices, but little shift to public transportation.

About 79 percent of the survey respondents said they are driving less because of gas prices, and 67 percent were slowing down, which increases the fuel efficiency of cars and trucks.

But only 5.3 percent of the survey respondents said they were using public transportation. Other alternatives to the one-person, one-car lifestyle were also relatively unpopular, with 10.7 percent saying they were walking or riding a bike and 13 percent said they were carpooling.

The Winston-Salem-based Truliant conducted the survey to gauge the potential impact of high gas prices on its online banking services programs. About 44 percent of respondents said they would be using such services more often, and Truliant Senior Vice President Ginger Salt said she's expecting more growth.

"Most sign up because of the ease of use, but as our survey indicates, I anticipate that a growing number of our member-owners will choose to use our online channel to offset increased costs associated with driving to do business," Salt said.

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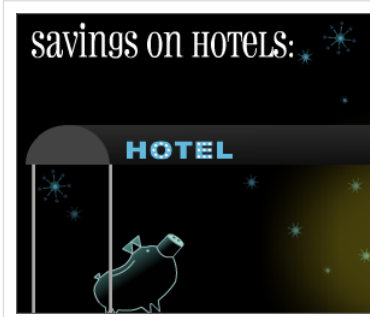
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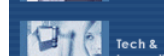
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