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severe weather alert

Sticker Shock At The Pump



By: Channing Barker

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With prices up by twenty cents in just a week, that averages out to a pretty penny a day in this month alone. Drivers in NWA are seeing their green guzzle away.

"It really hits my pocket," said one driver.

"I'm actually driving to Birmingham this morning, so it's going to be an expensive drive," said another.

There is still some good news, even though prices are increasing.

"California has hit five dollars a gallon, so we are still doing far better than either coast," said Jeff Cooperstein, an economist at UA. He said one of the reasons for high prices is due to the nations finances doing well.

"The United States economy is doing better so as our economy does better, it means that people are demeaning more gas. More people are feeling more comfortable about going on vacations," he said.

As the U.S. bounces back, you might want to think twice about your next ride.