

Background & Methodology

Conducted 5,000 surveys among residents in The Auto Club Group territory

- Fielding took place June 16 – 25, 2021
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- Driving habits in school zones and bus stops

1. Does your daily commute or regular driving route take you through <u>school zones</u> ?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	53%	56%	54%	49%	56%	53%	45%	50%	55%	49%	53%	61%	51%	54%
No	43%	40%	41%	42%	41%	41%	50%	46%	38%	44%	42%	35%	42%	41%
Unsure	4%	4%	5%	9%	3%	6%	5%	4%	7%	7%	5%	4%	7%	5%

2. Does your daily commute or regular driving route take you through <u>school bus stops</u> ?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	43%	50%	52%	41%	47%	46%	41%	37%	52%	38%	48%	51%	45%	47%
No	49%	44%	43%	47%	46%	47%	51%	55%	40%	51%	44%	41%	46%	45%
Unsure	8%	6%	5%	12%	7%	7%	8%	8%	8%	11%	8%	8%	9%	8%

3. In general, what do you believe to be the speed limit in an active school zone (with its flashing lights on)?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
10 mph	13%	20%	15%	13%	15%	18%	24%	19%	15%	20%	16%	16%	18%	17%
15 mph	27%	42%	27%	25%	21%	27%	23%	35%	20%	35%	24%	46%	53%	32%
20 mph	41%	24%	13%	36%	17%	10%	28%	17%	12%	27%	10%	18%	12%	20%
25 mph	12%	7%	27%	10%	35%	31%	10%	23%	31%	7%	32%	12%	8%	18%
30 mph	2%	2%	7%	5%	4%	4%	5%	2%	4%	5%	7%	2%	3%	4%
35 mph	1%	2%	4%	3%	2%	3%	1%	1%	8%	1%	5%	2%	2%	3%
Unsure	4%	3%	7%	8%	6%	7%	9%	3%	10%	5%	6%	4%	4%	6%

4A. How often have you seen drivers doing each of the following on the roadways? - Driving over the speed limit while in an active school zone														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Often	27%	33%	28%	24%	28%	26%	21%	31%	25%	24%	28%	28%	33%	28%
Sometimes	38%	35%	40%	41%	39%	40%	32%	31%	42%	38%	36%	35%	37%	38%
Rarely	16%	18%	14%	16%	17%	16%	24%	20%	17%	21%	17%	19%	12%	17%
Never	19%	14%	18%	19%	16%	18%	23%	18%	16%	17%	19%	18%	18%	17%

4B. How often have you seen drivers doing each of the following on the roadways? - Driving around a school bus while its red flashing lights are on														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Often	11%	17%	15%	17%	10%	15%	8%	15%	9%	13%	10%	9%	9%	13%
Sometimes	27%	25%	23%	24%	22%	29%	21%	23%	24%	24%	18%	19%	27%	24%
Rarely	26%	29%	29%	28%	30%	27%	31%	32%	30%	29%	33%	33%	30%	29%
Never	36%	29%	33%	31%	38%	29%	40%	30%	37%	34%	39%	39%	34%	34%

4C. How often have you seen drivers doing each of the following on the roadways? - Using a hand-held cell phone while in an active school zone

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Often	24%	28%	28%	21%	23%	24%	19%	26%	22%	26%	23%	26%	25%	25%
Sometimes	31%	31%	33%	37%	34%	38%	30%	31%	32%	29%	32%	26%	34%	33%
Rarely	17%	18%	15%	17%	14%	15%	20%	19%	23%	18%	19%	26%	15%	18%
Never	28%	23%	24%	25%	29%	23%	31%	24%	23%	27%	26%	22%	26%	24%

4D. How often have you seen drivers doing each of the following on the roadways? - Making an illegal turn during active school zone hours

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Often	16%	19%	14%	15%	11%	14%	9%	16%	14%	9%	12%	12%	16%	15%
Sometimes	28%	26%	29%	28%	26%	31%	23%	26%	24%	31%	19%	22%	22%	26%
Rarely	19%	26%	22%	22%	27%	21%	29%	27%	27%	27%	27%	28%	27%	25%
Never	37%	29%	35%	35%	36%	34%	39%	31%	35%	33%	42%	38%	35%	34%

4E. How often have you seen drivers doing each of the following on the roadways? - Cutting off a school bus because it is driving too slow

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Often	15%	21%	21%	14%	11%	15%	11%	13%	14%	13%	13%	12%	13%	16%
Sometimes	22%	26%	20%	30%	24%	27%	22%	23%	25%	20%	23%	17%	22%	24%
Rarely	25%	21%	26%	22%	28%	26%	29%	31%	27%	25%	26%	30%	28%	25%
Never	38%	32%	33%	34%	37%	32%	38%	33%	34%	42%	38%	41%	37%	35%

5A. In the past 3 months, how often have you caught yourself doing any of the following, whether it was accidentally or intentionally? - Driving over the speed limit while in an active school zone

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Often	8%	8%	10%	9%	6%	8%	3%	3%	9%	4%	6%	8%	8%	8%
Sometimes	12%	14%	15%	12%	12%	14%	11%	9%	10%	14%	11%	8%	11%	12%
Rarely	18%	15%	17%	15%	21%	18%	15%	20%	19%	20%	19%	16%	17%	17%
Never	62%	63%	58%	64%	61%	60%	71%	68%	62%	62%	64%	68%	64%	63%

5B. In the past 3 months, how often have you caught yourself doing any of the following, whether it was accidentally or intentionally? - Driving around a school bus while its red flashing lights are on

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Often	6%	10%	9%	7%	4%	6%	5%	3%	6%	5%	6%	5%	5%	7%
Sometimes	8%	10%	12%	11%	8%	12%	5%	4%	9%	7%	5%	5%	8%	9%
Rarely	6%	8%	8%	10%	7%	8%	7%	7%	8%	6%	8%	6%	5%	8%
Never	80%	72%	71%	72%	81%	74%	83%	86%	77%	82%	81%	84%	82%	76%

5C. In the past 3 months, how often have you caught yourself doing any of the following, whether it was accidentally or intentionally? - Using a hand-held cell phone while in an active school zone

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Often	8%	11%	9%	8%	6%	8%	3%	3%	6%	6%	7%	6%	6%	8%
Sometimes	11%	14%	13%	14%	14%	13%	9%	7%	14%	13%	9%	8%	10%	12%
Rarely	11%	10%	13%	8%	12%	11%	13%	15%	13%	13%	14%	10%	10%	11%
Never	70%	65%	65%	70%	68%	68%	75%	75%	67%	68%	70%	76%	74%	69%

5D. In the past 3 months, how often have you caught yourself doing any of the following, whether it was accidentally or intentionally? - Making an illegal turn during active school zone hours

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Often	6%	9%	10%	8%	5%	8%	3%	3%	6%	9%	5%	5%	5%	7%
Sometimes	8%	12%	12%	12%	8%	9%	8%	6%	10%	5%	6%	5%	9%	10%
Rarely	9%	7%	8%	9%	6%	8%	9%	8%	10%	10%	8%	6%	5%	8%
Never	77%	72%	70%	71%	81%	75%	80%	83%	74%	76%	81%	84%	81%	75%

5E. In the past 3 months, how often have you caught yourself doing any of the following, whether it was accidentally or intentionally? - Cutting off a school bus because it is driving too slow

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Often	5%	9%	9%	9%	4%	8%	3%	2%	7%	6%	6%	3%	6%	7%
Sometimes	8%	11%	12%	11%	8%	11%	8%	6%	7%	10%	8%	7%	8%	9%
Rarely	9%	8%	9%	8%	9%	6%	10%	7%	8%	4%	7%	5%	6%	8%
Never	78%	72%	70%	72%	79%	75%	79%	85%	78%	80%	79%	85%	80%	76%

6. How do you react when approaching a school bus with overhead red flashing lights?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Go around the bus like you would any other vehicle	6%	11%	13%	11%	7%	13%	4%	4%	11%	8%	6%	6%	9%	10%
Slow down and pass with caution	11%	10%	13%	16%	10%	12%	12%	10%	9%	10%	9%	8%	9%	11%
Stop and wait until the lights have been turned off to proceed	83%	79%	74%	73%	83%	75%	84%	86%	80%	83%	85%	86%	82%	79%

7. Do you notice any of the following more on the roadways during the summer months while schools are on summer break (June - August)?

% Yes	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Increased traffic on the roadways	71%	71%	64%	69%	73%	68%	66%	73%	70%	72%	73%	72%	74%	70%
Drivers speeding more frequently	66%	62%	61%	61%	64%	59%	63%	67%	61%	65%	60%	65%	67%	62%
Erratic driving behaviors (e.g., racing, impaired, road rage)	63%	61%	54%	58%	54%	55%	57%	57%	58%	53%	52%	55%	60%	58%
More teens on the roadways	59%	57%	58%	57%	64%	55%	54%	60%	58%	62%	55%	56%	58%	57%

8. Do you have any children currently in enrolled in elementary through high school?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	30%	30%	31%	28%	27%	27%	22%	31%	28%	22%	24%	27%	27%	28%
No	70%	70%	69%	72%	73%	73%	78%	69%	72%	78%	76%	73%	73%	72%

9. Regarding traffic safety, are you comfortable or uncomfortable letting your child(ren) use the following methods to get to school? - Asked of respondents with children

% Comfortable	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	112	125	126	110	100	112	85	120	114	40	101	100	114	1,359
Take a school bus	79%	68%	71%	68%	79%	67%	83%	73%	64%	73%	72%	65%	76%	70%
Walk	63%	62%	46%	70%	69%	65%	55%	61%	57%	65%	38%	40%	66%	58%
Ride a bicycle	56%	51%	42%	60%	64%	60%	58%	53%	52%	71%	41%	38%	59%	52%

10. Which of the following best describes if the COVID-19 pandemic has influenced whether or not you let your child(ren) ride the bus to school? - Asked of respondents with children														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	112	125	126	110	100	112	85	120	114	40	101	100	114	1,359
I no longer let my children ride the bus to school	16%	22%	22%	17%	16%	26%	15%	10%	27%	15%	16%	26%	18%	21%
I limit how much my children ride the bus to school	20%	23%	28%	25%	16%	24%	21%	22%	22%	16%	19%	17%	20%	22%
The COVID-19 pandemic has not influenced my decision to let my children ride bus to school	29%	29%	31%	32%	38%	28%	39%	18%	26%	20%	37%	24%	25%	30%
Not applicable, my children do not ride the bus to school	35%	26%	19%	26%	30%	22%	25%	50%	25%	49%	28%	33%	37%	27%

Respondent Profile

Gender														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Male	50%	48%	48%	48%	49%	49%	49%	49%	48%	51%	48%	48%	49%	49%
Female	50%	52%	52%	52%	51%	51%	51%	51%	52%	49%	52%	52%	51%	51%

Age Range														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
18-34	32%	26%	31%	30%	29%	29%	29%	30%	29%	34%	28%	29%	28%	29%
35-44	18%	15%	17%	17%	16%	15%	17%	17%	16%	16%	16%	16%	16%	16%
45-54	15%	16%	17%	16%	15%	16%	16%	15%	17%	13%	16%	16%	16%	16%
55-64	16%	17%	16%	17%	17%	18%	17%	17%	17%	16%	17%	17%	18%	17%
65 or older	19%	26%	19%	20%	23%	22%	21%	21%	21%	21%	23%	22%	22%	22%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from June 16 – 25, 2021. A total of 5,000 residents completed the survey. Survey results asked of all respondents have a maximum margin of error of ± 1.4% points. For individual states (except ND), the maximum margin of error is ± 4.9% points. Responses are weighted by age and gender within state to ensure reliable and accurate representation of the adult population (18+).