

Background & Methodology

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

- Fielding took place January 26 – 31, 2022
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- Impact of Gas Prices on Driving Behaviors
- Impact of COVID-19 pandemic on vehicle maintenance

1. Which of the following best describes your opinion about the current price of gasoline?

	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
It is too expensive	50%	56%	51%	53%	50%	48%	46%	49%	50%	50%	50%	50%	48%	51%
It is high, but could be worse	43%	38%	43%	41%	42%	46%	47%	46%	42%	47%	42%	44%	48%	43%
It is low enough that I don't worry about it	7%	6%	6%	6%	8%	6%	7%	5%	8%	3%	8%	6%	4%	6%

2. At what price-point would gasoline have to reach to cause you to change your driving behaviors (i.e., driving less, consolidating errands, or carpooling)?

	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
Under \$2.50	11%	11%	10%	10%	13%	9%	6%	8%	13%	10%	13%	13%	10%	11%
\$2.50 – under \$2.75	6%	9%	6%	7%	6%	7%	5%	8%	8%	5%	5%	8%	5%	7%
\$2.75 – under \$3.00	4%	8%	6%	8%	7%	5%	7%	7%	6%	5%	6%	7%	5%	7%
\$3.00 – under \$3.25	10%	6%	10%	6%	9%	9%	8%	12%	10%	9%	13%	10%	8%	8%
\$3.25 – under \$3.50	10%	7%	13%	5%	9%	8%	11%	11%	12%	13%	15%	11%	11%	9%
\$3.50 – under \$3.75	11%	13%	12%	7%	10%	10%	12%	9%	11%	9%	8%	11%	14%	11%
\$3.75 – under \$4.00	12%	11%	11%	13%	10%	13%	12%	8%	10%	12%	9%	9%	9%	11%
\$4.00 and above	23%	17%	17%	27%	19%	23%	21%	20%	15%	23%	14%	15%	18%	19%
None, I would not change my driving habits due to gas prices	13%	18%	15%	17%	17%	16%	18%	17%	15%	14%	17%	16%	20%	17%

3. Which of these things, if any, have you done in the past 3 months because of gas prices? (Select all that apply)

	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
Driving less often	33%	39%	34%	34%	36%	40%	36%	39%	37%	39%	40%	39%	36%	37%
Driving shorter distances	19%	27%	23%	20%	26%	24%	23%	24%	25%	22%	22%	23%	21%	24%
Combined trips	26%	22%	21%	19%	22%	22%	22%	20%	21%	23%	21%	21%	24%	22%
Participated in fuel rewards programs	23%	18%	23%	19%	25%	21%	23%	28%	23%	25%	21%	31%	21%	22%
Drove further to get cheaper gas	15%	13%	15%	19%	9%	13%	9%	12%	15%	10%	15%	14%	13%	14%
Drove at slower speeds to conserve fuel	13%	15%	13%	12%	15%	13%	12%	14%	11%	14%	14%	12%	12%	13%
Turned off engine while in idle to conserve fuel	12%	12%	12%	14%	12%	9%	11%	12%	12%	16%	12%	14%	11%	12%
Paid in cash to save a few cents	7%	11%	14%	12%	8%	12%	8%	12%	11%	15%	14%	9%	10%	11%
Turned off air conditioner to conserve energy	14%	13%	11%	12%	9%	9%	6%	9%	11%	12%	12%	11%	7%	11%
Cancelled road trips	10%	11%	9%	9%	10%	9%	11%	9%	11%	10%	9%	11%	9%	10%
Chose to drive my most fuel efficient vehicle	13%	9%	12%	9%	11%	9%	11%	12%	10%	10%	8%	10%	8%	10%
Avoided abrupt starts and stops	8%	13%	9%	9%	7%	9%	8%	8%	9%	8%	8%	9%	8%	10%
Switched to the lowest grade of gas	11%	9%	9%	11%	10%	6%	6%	13%	12%	14%	10%	10%	8%	9%
Considered buying a more fuel efficient vehicle	10%	10%	7%	7%	7%	7%	5%	7%	10%	11%	7%	9%	7%	8%
Bought a more fuel efficient vehicle	6%	6%	6%	5%	3%	4%	3%	4%	5%	7%	3%	4%	3%	5%
Other	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	0.5%	1%
None of the above	23%	23%	24%	27%	31%	25%	33%	26%	24%	29%	26%	25%	31%	25%

4. Have you postponed any vehicle maintenance/vehicle system checks because of the pandemic (e.g., tire rotation, alignment, vehicle safety checks, oil/fluid changes, etc.)?														
	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	25%	26%	23%	20%	18%	24%	17%	19%	24%	10%	21%	17%	19%	22%
No	75%	74%	77%	80%	82%	76%	83%	81%	76%	90%	79%	83%	81%	78%

5. Which of the following are reason(s) you postponed vehicle maintenance/vehicle system checks? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	103	103	86	78	74	95	68	79	88	22	83	67	73	1,019
Saving money/Couldn't afford maintenance costs	52%	47%	53%	52%	67%	52%	66%	66%	61%	80%	58%	62%	55%	54%
Wanted to avoid in-person interactions	34%	37%	46%	34%	40%	38%	26%	24%	43%	28%	34%	40%	26%	37%
Wasn't driving as much	39%	39%	30%	28%	32%	34%	39%	29%	31%	14%	36%	31%	35%	34%
Other	1%	0%	0%	1%	3%	1%	4%	4%	2%	0%	2%	0%	3%	1%

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 January 26 – 31, 2022. 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+).