

Background & Methodology

Conducted 400 surveys among residents in Georgia

- Fielding took place July 11 - 14, 2025
- Utilized a proprietary online research panel
- Weighted by age and gender

Key Measures

- Driving habits and speeding

1. Which of the following do you personally consider speeding? (Select all that apply)

	Base (n=)	400
Driving over the posted speed limit		35%
Driving 5 mph over the speed limit		50%
Driving 10 mph or more over the speed limit		88%
Driving too fast for road, traffic, or weather conditions, even if under the speed limit		55%
Driving faster than surrounding traffic		35%
None of the above		3%

2. In what speed limit range do you typically drive? - Excludes residents who do not drive

	Base (n=)	373
Speed Limit		26%
1-5 mph over the limit		40%
5-10 mph over the limit		29%
10-15 mph over the limit		3%
15 mph or higher over the limit		2%

3. What are your main reasons for driving over the speed limit? (Select all that apply) - Asked of residents who typically drive over the speed limit

	Base (n=)	275
Driving with traffic flow		71%
Don't think a few miles over the limit is speeding		27%
To get to my destination faster		18%
Not paying attention to speed		16%
Other		1%

4. Do you believe that speeding significantly increases the risk of being severely injured or killed in a traffic crash?

	Base (n=)	400
Yes		87%
No		7%
Unsure		6%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in Georgia from July 11 - 14, 2025. A total of 400 residents completed the survey. The survey results asked for all respondents have a maximum margin of error of $\pm 4.9\%$ points. Responses are weighted by age and gender to ensure a reliable and accurate representation of the adult population (18+) in Georgia.