

Background & Methodology

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

- Fielding took place April 17 – 26, 2026
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- Opinions about E-Bike/E-Scooter Usage and Safety

1. How often do you see people riding electric bikes (e-bikes) or electric scooters (e-scooters) in your community?

	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
Very often	33%	36%	21%	27%	21%	16%	18%	22%	14%	13%	25%	16%	19%	24%
Somewhat often	37%	32%	28%	34%	35%	37%	44%	33%	35%	29%	25%	28%	35%	33%
Not very often	24%	22%	34%	29%	35%	34%	29%	32%	34%	46%	31%	35%	35%	30%
Never	4%	6%	13%	7%	8%	11%	7%	10%	14%	10%	16%	19%	9%	10%
Not sure	2%	4%	4%	3%	1%	2%	2%	3%	3%	2%	3%	2%	2%	3%

2. Based on what you see, which of the following best describes your opinion on helmet use among e-bike or e-scooter riders?

	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
Most riders wear helmets	31%	30%	41%	29%	27%	29%	34%	28%	41%	28%	30%	40%	28%	33%
Not enough riders wear helmets	59%	59%	43%	60%	59%	56%	55%	53%	43%	53%	53%	41%	58%	53%
Not sure	10%	11%	16%	11%	14%	15%	11%	19%	16%	18%	17%	19%	14%	14%

3. Do you think children under age 16 should be allowed to ride e-bikes or e-scooters that can go faster than a standard bicycle?

	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%	28%	30%	23%	35%	33%	33%	38%	25%	34%	36%	33%	30%	30%
No	70%	72%	70%	77%	65%	67%	67%	62%	75%	66%	64%	67%	70%	70%

4. Have you seen any teens or children riding an e-bike or e-scooter without wearing a helmet?

	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	71%	66%	52%	67%	72%	55%	68%	69%	50%	65%	56%	46%	63%	60%
No	29%	34%	48%	33%	28%	45%	32%	31%	50%	35%	44%	54%	37%	40%

5. Do you think the state should require all e-bike and e-scooter riders to wear helmets?

	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	83%	83%	83%	82%	79%	78%	79%	76%	88%	72%	81%	83%	74%	82%
No	17%	17%	17%	18%	21%	22%	21%	24%	12%	28%	19%	17%	26%	18%

6. Do you think parents underestimate the safety risks when their children ride e-bikes or e-scooters?

	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	77%	77%	71%	79%	75%	72%	68%	70%	74%	68%	72%	69%	71%	74%
No	8%	11%	12%	8%	11%	12%	10%	9%	10%	12%	10%	12%	9%	10%
Not sure	15%	12%	17%	13%	14%	16%	22%	21%	16%	20%	18%	19%	20%	16%

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%	49%	48%	49%	50%	49%	50%	50%	48%	51%	48%	48%	50%	49%
Female	50%	51%	52%	51%	50%	51%	50%	50%	52%	49%	52%	52%	50%	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
18-29	21%	17%	21%	20%	21%	20%	19%	21%	20%	24%	19%	20%	20%	19%
30-39	20%	16%	18%	18%	16%	16%	17%	17%	17%	18%	16%	17%	16%	17%
40-49	17%	15%	17%	16%	16%	15%	16%	17%	16%	15%	15%	16%	15%	16%
50-59	14%	16%	16%	17%	15%	16%	15%	14%	16%	13%	16%	16%	16%	16%
60-69	14%	17%	15%	15%	16%	17%	17%	16%	16%	15%	17%	16%	17%	16%
70+	14%	19%	13%	14%	16%	16%	16%	15%	15%	15%	17%	15%	16%	16%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from April 17 - 26, 2026. A total of 5,000 residents completed the survey. Survey results asked of all respondents have a maximum margin of error of $\pm 1.4\%$ points. For individual states (except ND), the maximum margin of error is $\pm 4.9\%$ points. Responses are weighted by age and gender within state to ensure reliable and accurate representation of the adult population (18+).