

Background & Methodology

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

- Fielding took place July 11 - 21, 2025
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- Driving habits in school zones and bus stops

1. Do you typically drive past pedestrian students in your daily commute or regular driving route during the school year?

	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	57%	56%	56%	55%	53%	53%	46%	53%	47%	54%	49%	48%	55%	53%
No	43%	44%	44%	45%	47%	47%	54%	47%	53%	46%	51%	52%	45%	47%

2. Does your daily commute or regular driving route take you through school zones and/or school bus stops?

% 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
School zones	62%	65%	69%	64%	57%	62%	53%	63%	61%	62%	64%	65%	60%	63%
School bus stops	51%	61%	69%	61%	53%	60%	54%	49%	61%	54%	59%	57%	55%	60%

3A. 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 (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
Often	4%	6%	4%	5%	5%	5%	4%	4%	3%	3%	5%	6%	5%	5%
Sometimes	13%	9%	12%	13%	11%	14%	13%	11%	13%	16%	14%	12%	12%	12%
Rarely	35%	24%	25%	22%	33%	27%	24%	31%	24%	28%	24%	25%	29%	25%
Never	48%	61%	59%	60%	51%	54%	59%	54%	60%	53%	57%	57%	54%	58%

3B. 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	3%	4%	5%	4%	3%	5%	4%	2%	3%	4%	3%	5%	3%	4%
Sometimes	8%	8%	7%	6%	4%	9%	7%	7%	6%	5%	5%	7%	6%	7%
Rarely	10%	5%	6%	6%	5%	6%	5%	7%	6%	6%	6%	4%	5%	6%
Never	79%	83%	82%	84%	88%	80%	84%	84%	85%	85%	86%	84%	86%	83%

3C. 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 (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
Often	6%	6%	6%	5%	4%	4%	3%	4%	3%	2%	5%	5%	5%	5%
Sometimes	11%	9%	9%	7%	10%	12%	9%	10%	12%	11%	13%	10%	6%	10%
Rarely	18%	15%	13%	16%	18%	17%	14%	20%	17%	16%	18%	15%	18%	16%
Never	65%	70%	72%	72%	68%	67%	74%	66%	68%	71%	64%	70%	71%	69%

4. Do you know the laws for passing a school bus when its red flashing lights are activated?

	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	87%	89%	87%	90%	91%	87%	93%	86%	90%	88%	86%	88%	89%	89%
No	8%	6%	7%	5%	4%	7%	3%	8%	6%	7%	8%	6%	6%	6%
Unsure	5%	5%	6%	5%	5%	6%	4%	6%	4%	5%	6%	6%	5%	5%

5. Do you believe distracted driving near school zones poses a major risk to children's safety?

	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	95%	96%	94%	95%	93%	94%	96%	96%	94%	94%	94%	95%	96%	95%
No	5%	4%	6%	5%	7%	6%	4%	4%	6%	6%	6%	5%	4%	5%

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 July 11 - 21, 2025. A total of 5,000 residents completed the survey. Survey results 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+).