

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

- Impact of Fuel Prices on Driving Habits

1. At what price point would fuel have to reach to cause you to change your driving behaviors (for example, driving less, combining trips, or using alternative transportation)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Under \$3.50 per gallon	8%	7%	10%	9%	10%	5%	8%	7%	11%	10%	13%	10%	10%	9%
\$3.50–\$3.99 per gallon	13%	9%	16%	8%	16%	14%	19%	17%	16%	17%	16%	19%	14%	13%
\$4.00–\$4.49 per gallon	29%	26%	25%	19%	29%	31%	29%	26%	26%	24%	27%	24%	30%	26%
\$4.50–\$4.99 per gallon	15%	16%	13%	16%	14%	15%	13%	17%	14%	15%	12%	13%	13%	14%
\$5.00 or more per gallon	17%	24%	16%	29%	17%	16%	19%	16%	16%	18%	16%	16%	16%	20%
None, I would not change my driving habits based on fuel prices	18%	18%	20%	19%	14%	19%	12%	17%	17%	16%	16%	18%	17%	18%

2. How, if at all, have higher fuel prices changed the way you drive or buy fuel? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I combine trips or errands to reduce driving	38%	35%	33%	30%	39%	43%	41%	36%	38%	32%	39%	36%	39%	36%
I drive less overall for day-to-day activities	30%	32%	29%	32%	32%	38%	34%	31%	38%	25%	34%	34%	31%	33%
I use fuel rewards or loyalty programs	38%	26%	26%	24%	36%	35%	31%	29%	35%	31%	35%	35%	31%	30%
I keep my vehicle properly maintained to improve fuel efficiency, such as checking tire pressure or staying current on routine service	21%	21%	21%	20%	24%	25%	24%	22%	21%	21%	26%	25%	20%	22%
I seek out cheaper gas prices, even if it means driving farther	25%	18%	24%	24%	17%	28%	19%	18%	23%	19%	24%	20%	21%	22%
I drive more efficiently to conserve fuel, such as reducing speeding, hard braking, or rapid acceleration	19%	19%	21%	17%	19%	22%	18%	20%	23%	17%	22%	23%	18%	20%
I choose my most fuel-efficient vehicle	13%	14%	12%	11%	16%	14%	16%	14%	14%	20%	15%	13%	15%	14%
I opt to pay in cash instead of a credit card if it's cheaper	9%	11%	14%	10%	9%	13%	7%	10%	9%	4%	13%	12%	7%	11%
I carpool or use ride share more often	8%	8%	7%	7%	7%	8%	5%	6%	6%	7%	4%	10%	7%	7%
Other	3%	2%	2%	2%	1%	2%	1%	1%	0%	2%	1%	1%	1%	1%
None, I have not changed my driving or fuel purchasing behaviors because of fuel prices	17%	21%	22%	23%	17%	16%	19%	22%	23%	20%	19%	19%	21%	20%

3. Does the recent spike in fuel prices make you more interested in buying an electric or hybrid vehicle?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	36%	34%	30%	36%	23%	29%	26%	26%	32%	18%	28%	29%	23%	31%
No	50%	54%	56%	47%	63%	57%	56%	60%	54%	65%	56%	58%	63%	55%
Unsure	14%	12%	14%	17%	14%	14%	18%	14%	14%	17%	16%	13%	14%	14%

4. When fuel prices increase, do you wait until your gas tank is closer to empty than usual before filling up?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
<i>Base (n=)</i>	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	53%	47%	42%	47%	46%	47%	43%	46%	46%	42%	46%	44%	43%	46%
No	47%	53%	58%	53%	54%	53%	57%	54%	54%	58%	54%	56%	57%	54%

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 ± 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+).