

Background & Methodology

Conducted 400 surveys per state

- Fielding took place September 30, 2015 – October 20, 2015
- Utilized proprietary online research panel
- State results are weighted by age and gender

Key Measures

- Winter Driving Behaviors
- Concerns When Driving in Poor Weather Conditions

1. Do you drive during the fall and winter months (October – March)?

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base (n=) | 400 | 400 | 400 | 400 | 400 | 400 | 400 | 400 | 400 | 400 |
| Yes | 93% | 93% | 90% | 96% | 95% | 97% | 96% | 95% | 97% | 94% |
| No | 3% | 3% | 3% | 1% | 2% | 2% | 1% | 2% | <1% | 2% |
| Not applicable/don't have a vehicle | 4% | 4% | 7% | 3% | 3% | 1% | 3% | 3% | 3% | 4% |

2. During the winter months, do you normally do any of the following? (Select all that apply)

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|---------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base (n=) | 372 | 373 | 360 | 385 | 378 | 389 | 384 | 379 | 386 | 376 |
| Check your tire pressure | 48% | 68% | 59% | 72% | 73% | 71% | 69% | 68% | 68% | 65% |
| Check your tire tread | 32% | 53% | 42% | 59% | 59% | 58% | 59% | 56% | 61% | 57% |
| Get vehicle maintenance before winter | 25% | 49% | 61% | 66% | 60% | 61% | 62% | 65% | 50% | 65% |
| Test your battery | 19% | 29% | 27% | 33% | 30% | 27% | 32% | 35% | 34% | 32% |
| Keep a blanket in vehicle | 17% | 46% | 60% | 72% | 62% | 75% | 69% | 87% | 54% | 70% |
| Keep a winter driving kit in vehicle | 8% | 21% | 39% | 55% | 42% | 57% | 52% | 77% | 28% | 51% |
| None of the above | 41% | 16% | 11% | 6% | 9% | 3% | 8% | 2% | 12% | 7% |

3. How do you change your driving habits while driving in winter weather? (Select all that apply)

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base (n=) | 372 | 373 | 360 | 385 | 378 | 389 | 384 | 379 | 386 | 376 |
| Drive slower | 30% | 56% | 76% | 81% | 81% | 81% | 87% | 87% | 70% | 84% |
| Greater following distance | 24% | 47% | 75% | 81% | 77% | 80% | 81% | 80% | 64% | 80% |
| Stop further from other vehicles | 19% | 46% | 69% | 75% | 76% | 72% | 74% | 76% | 60% | 77% |
| Avoid certain roads | 14% | 32% | 39% | 49% | 41% | 34% | 45% | 45% | 50% | 40% |
| Drive less | 10% | 19% | 27% | 28% | 31% | 22% | 33% | 25% | 24% | 30% |
| Avoid certain bridges | 4% | 13% | 10% | 11% | 10% | 10% | 13% | 14% | 24% | 11% |
| Other | 4% | 1% | 1% | 2% | 2% | 3% | 1% | 2% | 2% | 3% |
| None, do not change my driving habits in winter weather | 53% | 24% | 5% | 4% | 4% | 4% | 1% | 4% | 10% | 2% |

4. Do you think having 4-wheel drive helps vehicles stop faster?

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base (n=) | 372 | 373 | 360 | 385 | 378 | 389 | 384 | 379 | 386 | 376 |
| Yes | 40% | 37% | 43% | 29% | 33% | 31% | 34% | 38% | 34% | 31% |
| No | 60% | 63% | 57% | 71% | 67% | 69% | 66% | 62% | 66% | 69% |

5. What are you most concerned about when driving in poor weather conditions, such as rain or snow? (Select all that apply)

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base (n=) | 372 | 373 | 360 | 385 | 378 | 389 | 384 | 379 | 386 | 376 |
| Being hit by another driver | 65% | 76% | 77% | 80% | 82% | 75% | 79% | 78% | 79% | 80% |
| Poor visibility | 60% | 63% | 61% | 61% | 59% | 60% | 58% | 65% | 59% | 63% |
| Skidding/losing control of vehicle | 57% | 69% | 81% | 74% | 78% | 77% | 81% | 75% | 76% | 82% |
| Drivers speeding | 45% | 52% | 44% | 45% | 54% | 52% | 53% | 49% | 56% | 47% |
| Hitting another driver | 27% | 36% | 40% | 37% | 42% | 42% | 40% | 44% | 39% | 39% |
| Getting stuck | 14% | 32% | 37% | 39% | 44% | 39% | 43% | 45% | 36% | 40% |
| Vehicle breaking down/not starting | 13% | 28% | 26% | 23% | 25% | 23% | 25% | 28% | 24% | 20% |
| Other | 2% | 1% | <1% | 2% | 1% | <1% | 1% | <1% | 1% | 1% |
| None, am not concerned about driving in winter weather | 5% | 1% | 1% | 1% | 1% | 1% | 0% | 0% | 1% | <1% |

6. [Florida Only] Have you ever driven in an area affected by brush fire/smoky conditions?

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|-----------|-----|----|----|----|----|----|----|----|----|----|
| Base (n=) | 372 | - | - | - | - | - | - | - | - | - |
| Yes | 44% | - | - | - | - | - | - | - | - | - |
| No | 56% | - | - | - | - | - | - | - | - | - |

7. What actions do you take when driving in areas prone to brush fire/smoky conditions?

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|--|-----|----|----|----|----|----|----|----|----|----|
| Base (n=) | 160 | - | - | - | - | - | - | - | - | - |
| Reduce speed | 86% | - | - | - | - | - | - | - | - | - |
| Put windows up | 62% | - | - | - | - | - | - | - | - | - |
| Use low beams | 55% | - | - | - | - | - | - | - | - | - |
| Use flashers | 34% | - | - | - | - | - | - | - | - | - |
| Find another route | 33% | - | - | - | - | - | - | - | - | - |
| Make sure window and mirrors are clean | 17% | - | - | - | - | - | - | - | - | - |
| Use high beams | 5% | - | - | - | - | - | - | - | - | - |
| Roll windows down | 3% | - | - | - | - | - | - | - | - | - |
| Pull off the road | 2% | - | - | - | - | - | - | - | - | - |
| Other | 1% | - | - | - | - | - | - | - | - | - |
| None of the above | 1% | - | - | - | - | - | - | - | - | - |

Respondent Profile

| Gender | | | | | | | | | | |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
| Base (n=) | 400 | 400 | 400 | 400 | 400 | 400 | 400 | 400 | 400 | 400 |
| Male | 48% | 48% | 48% | 49% | 48% | 49% | 49% | 51% | 48% | 49% |
| Female | 52% | 52% | 52% | 51% | 52% | 51% | 51% | 49% | 52% | 51% |

| Age | | | | | | | | | | |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
| Base (n=) | 400 | 400 | 400 | 400 | 400 | 400 | 400 | 400 | 400 | 400 |
| 18-34 | 27% | 32% | 30% | 28% | 29% | 30% | 29% | 33% | 29% | 29% |
| 35-44 | 16% | 18% | 17% | 14% | 15% | 16% | 16% | 15% | 17% | 16% |
| 45-54 | 17% | 18% | 19% | 16% | 18% | 18% | 17% | 16% | 18% | 18% |
| 55-64 | 16% | 15% | 16% | 19% | 18% | 17% | 17% | 17% | 17% | 18% |
| 65 or older | 24% | 17% | 19% | 23% | 20% | 19% | 21% | 19% | 19% | 19% |

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from September 30, 2015 – October 20, 2015. A total of 400 residents in each state completed the survey. State results have a margin of error of ± 4.9 percentage points. Responses are weighted by gender and age to ensure reliable and accurate representation of the adult population (18+) among each state.