

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.