

**Background & Methodology**

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

- Fielding took place July 11 - 16, 2024
- 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 passed 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	56%	44%	51%	47%	47%	45%	45%	48%	40%	51%	42%	43%	50%	46%
No	44%	56%	49%	53%	53%	55%	55%	52%	60%	49%	58%	57%	50%	54%

**2. Does your daily commute or regular driving route take you through school zones 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	60%	57%	70%	61%	59%	57%	55%	59%	60%	59%	59%	62%	58%	60%	
School bus stops	52%	55%	66%	54%	54%	53%	58%	46%	61%	49%	55%	54%	52%	56%	

**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**

	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	7%	7%	5%	6%	3%	4%	6%	3%	4%	3%	6%	8%	4%	6%
Sometimes	15%	13%	14%	14%	10%	12%	14%	10%	12%	14%	13%	11%	17%	13%
Rarely	29%	16%	22%	19%	28%	24%	20%	23%	23%	23%	22%	23%	25%	21%
Never	49%	64%	59%	61%	59%	60%	60%	64%	61%	60%	59%	58%	54%	60%

**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	7%	4%	5%	5%	1%	3%	3%	2%	3%	2%	6%	3%	3%	4%
Sometimes	6%	7%	8%	7%	3%	6%	9%	5%	7%	6%	5%	8%	4%	7%
Rarely	7%	8%	6%	6%	5%	5%	3%	4%	5%	6%	4%	6%	5%	6%
Never	80%	81%	81%	82%	91%	86%	85%	89%	85%	86%	85%	83%	88%	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**

	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	7%	6%	7%	5%	2%	4%	5%	3%	5%	3%	6%	5%	4%	5%
Sometimes	11%	9%	8%	10%	7%	8%	13%	8%	14%	11%	11%	12%	9%	10%
Rarely	16%	12%	15%	15%	18%	14%	9%	17%	14%	18%	16%	15%	17%	14%
Never	66%	73%	70%	70%	73%	74%	73%	72%	67%	68%	67%	68%	70%	71%

**3D. How often have you caught yourself doing any of the following, whether it was accidentally or intentionally? - Making an illegal turn during active school zone hours**

	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	5%	3%	6%	4%	1%	3%	5%	3%	2%	1%	5%	5%	3%	4%
Sometimes	8%	9%	9%	9%	4%	7%	7%	3%	9%	7%	5%	8%	5%	8%
Rarely	12%	9%	8%	9%	11%	9%	8%	12%	8%	11%	11%	10%	11%	9%
Never	75%	79%	77%	78%	84%	81%	80%	82%	81%	81%	79%	77%	81%	79%

**3E. How often have you caught yourself doing any of the following, whether it was accidentally or intentionally? - Cutting off a school bus because it is driving too slow**

	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	5%	4%	5%	4%	1%	3%	5%	2%	2%	1%	5%	4%	2%	4%
Sometimes	7%	9%	9%	9%	4%	6%	7%	4%	9%	3%	6%	8%	7%	8%
Rarely	9%	7%	9%	7%	7%	7%	4%	7%	7%	11%	8%	6%	7%	7%
Never	79%	80%	77%	80%	88%	84%	84%	87%	82%	85%	81%	82%	84%	81%

**4. How confident are you that 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
Very confident	76%	73%	75%	68%	78%	77%	80%	72%	76%	74%	75%	74%	77%	74%
Somewhat confident	19%	23%	21%	28%	19%	19%	17%	24%	20%	23%	21%	22%	21%	22%
Not at all confident	5%	4%	4%	4%	3%	4%	3%	4%	4%	3%	4%	4%	2%	4%

**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	51%	49%	48%	49%	50%	49%	50%	50%	48%	51%	48%	48%	50%	49%
Female	49%	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
18-34	31%	26%	30%	29%	29%	29%	28%	30%	29%	33%	28%	29%	28%	28%
35-44	19%	15%	17%	17%	16%	15%	17%	18%	17%	18%	16%	16%	16%	17%
45-54	15%	15%	17%	16%	15%	15%	15%	14%	16%	12%	15%	16%	15%	16%
55-64	15%	17%	16%	16%	16%	17%	17%	16%	16%	15%	17%	17%	17%	16%
65 or older	20%	27%	20%	22%	24%	24%	23%	22%	22%	22%	24%	22%	24%	23%

**Statistical Statement:**

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from July 11 - 16, 2024. A total of 5,000 residents completed the survey. Survey results 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+).