



Georgia's 667,000 Biggest Gasoline Users Spend 13% of Household Income on Gasoline

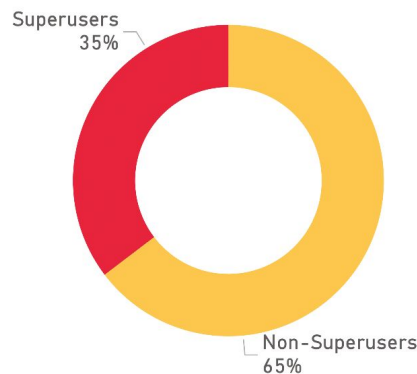
Georgia Gasoline Facts

- "Gasoline Superusers" are the top 10% of light-duty vehicle drivers in the U.S. in terms of gasoline consumption. In Georgia there are 667,000 Gasoline Superusers.
- While Superusers are just 10.8% of Georgia drivers, collectively they use 35% of the state's gasoline (1.3 billion gallons/year).
- Georgia Superusers each burn an average of 1,876 gallons of gasoline a year – 4.5x more than other drivers.

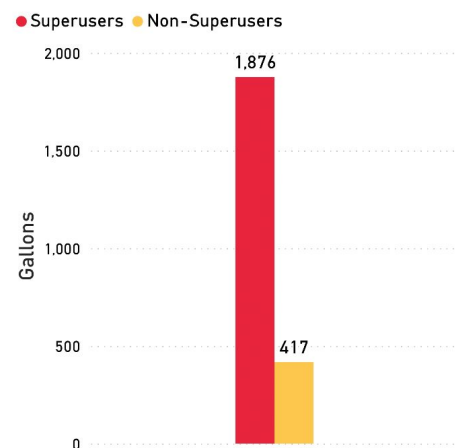
Georgia Superusers: General facts

Gasoline Consumption Shares

667K
Superusers



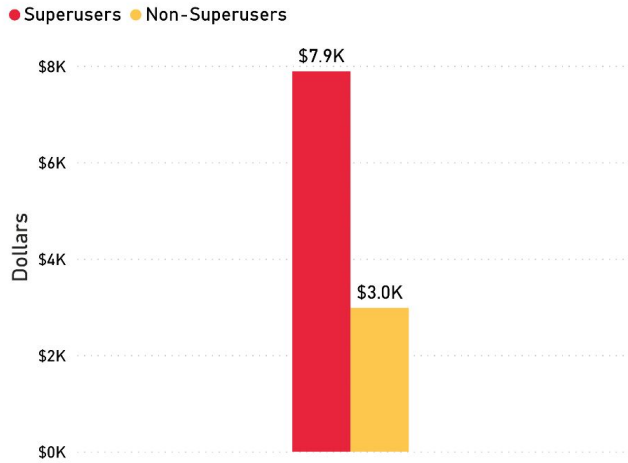
Average Annual Gasoline Consumption



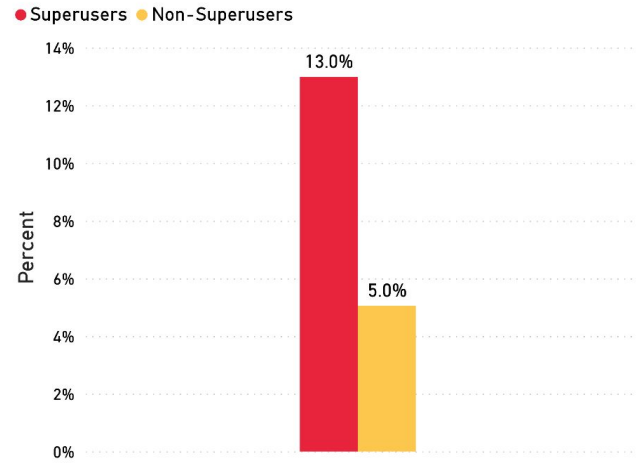
- Georgia Superuser households spend on average \$7,882 annually on gasoline, representing 13% of their income, versus other households at 5%.

Georgia Superusers: Expenditure

Average Household Gasoline Expenditure

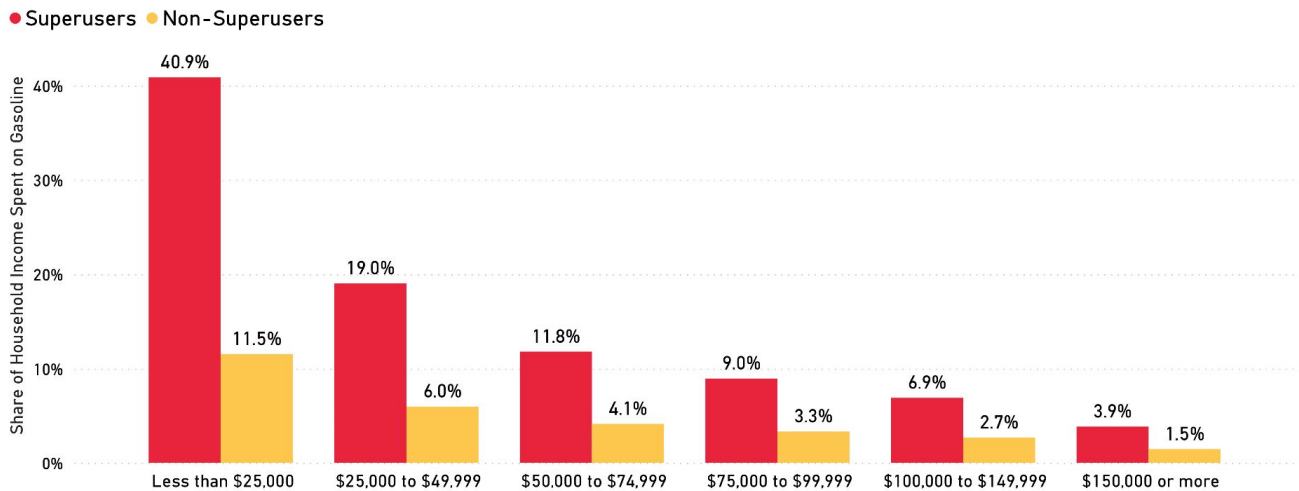


Percent of Household Expenditure Spent on Gasoline



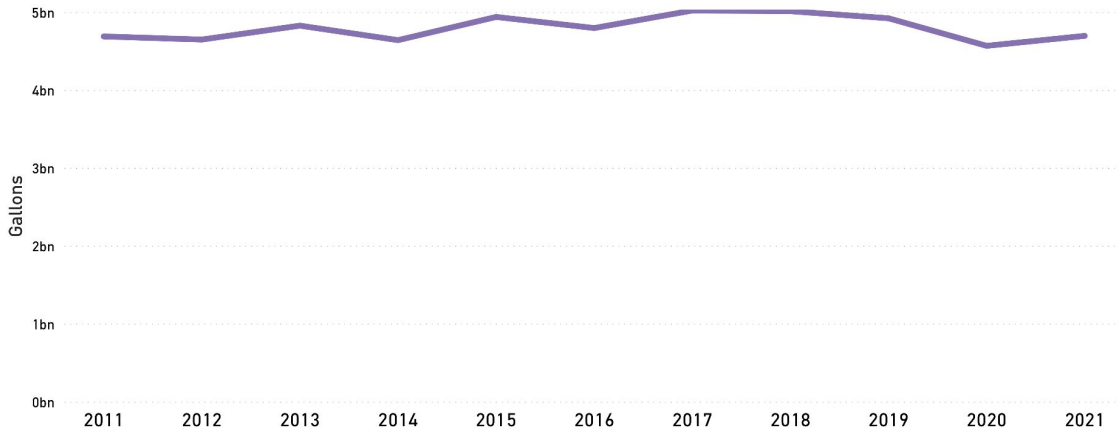
- 39.3% of Georgia Superuser households earn below the state median income of \$67,730 and spend on average 22.2% of their income on gasoline.

Georgia: Average share of household income spent on gasoline by income bracket



- 46.7% of Georgia Superusers live in rural areas.
- Georgia's gasoline use has stayed largely flat over the last decade, jeopardizing its ability to meet climate goals.

Georgia gasoline consumption (2011 - 2021)



Prioritizing Superusers' Switch to EVs

Climate Benefits:

- A Georgia Superuser switching to an EV has 4.5x the climate impact of other drivers switching, on average.
- Switching all Georgia Superusers to EVs would cut Georgia's transportation carbon emissions by 12.8%, and its total carbon emissions by 6.1%.

Equity Benefits

- Switching to an EV would save low/mid income Georgia Superuser families on average \$410 a month on fuel (gasoline savings minus electricity expenditures) and hundreds more on maintenance.
- These monthly savings are often sufficient to cover the monthly payments on the EV.

Policies for helping Superusers switch to EVs

- Target EV education and outreach to Superusers, focusing on the huge savings they could realize by switching to an EV.
- Establish state and utility EV incentive programs and prioritize Superusers – especially lower/middle income drivers.

For demos of more gasoline data and insights available for your state, visit Coltura's [Gasoline Data Insights](#) and [Gasoline Consumption Map](#).