



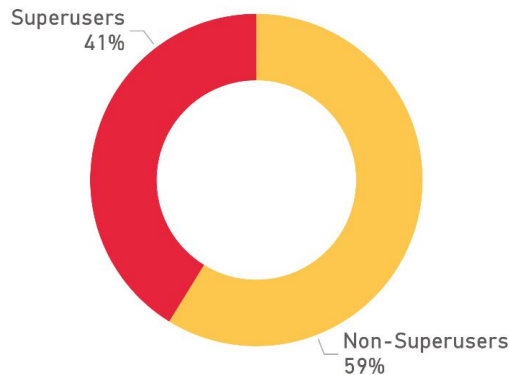
Maine's 118,000 Biggest Gasoline Users Spend 13.6% of Household Income on Gasoline

Maine Gasoline Facts

- "Gasoline Superusers" are the top 10% of light-duty vehicle drivers in the U.S. in terms of gasoline consumption. In Maine there are 118,000 Gasoline Superusers.
- While Superusers are just 14.5% of Maine drivers, collectively they use 41% of the gasoline (223 million gallons/year).
- Maine Superusers burn an average of 1,883 gallons of gasoline a year – 4x more than other drivers.

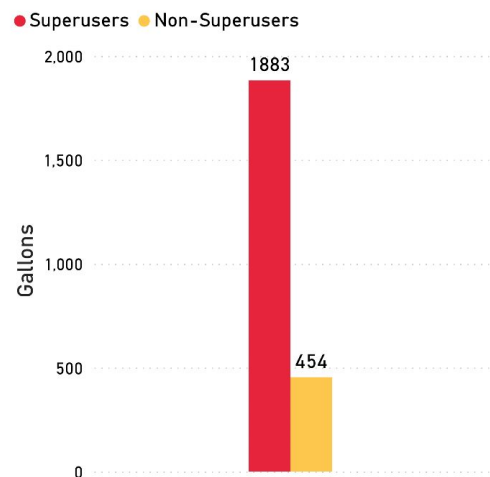
Maine Superusers: General facts

Gasoline Consumption Shares



118K
Superusers

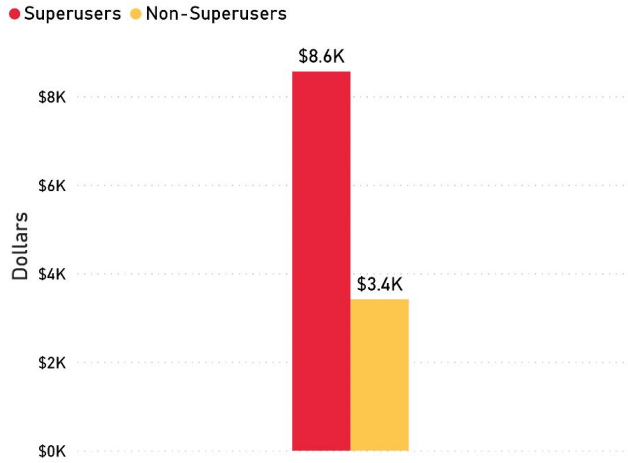
Average Annual Gasoline Consumption



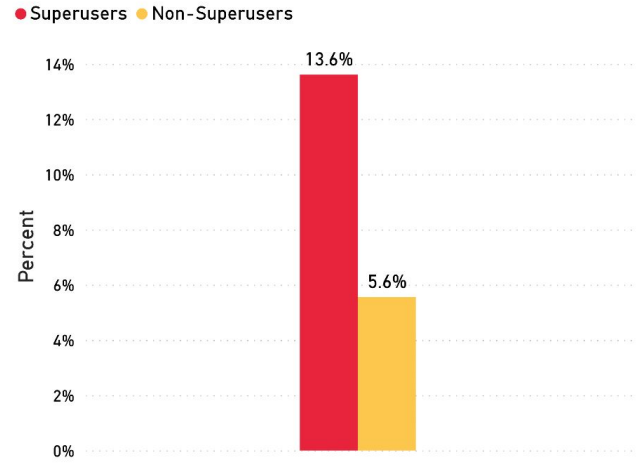
- Maine Superuser households spend on average \$8,562 annually on gasoline, representing 13.6% of their income, versus other households at 5.6%.

Maine Superusers: Expenditure

Average Household Gasoline Expenditure

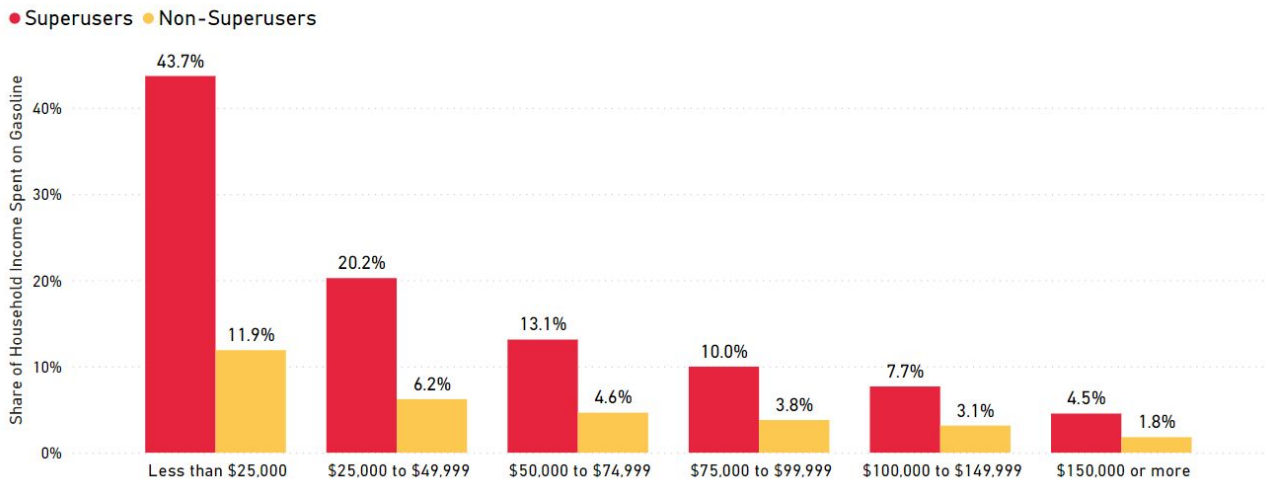


Percent of Household Expenditure Spent on Gasoline



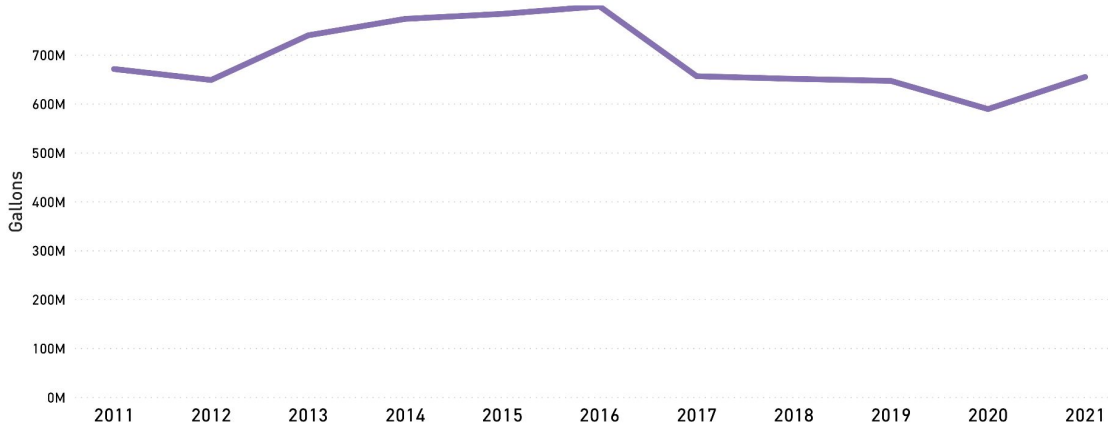
- 44.3% of Maine Superuser households earn below the state median income of \$75,160 and spend on average 21.2% of their income on gasoline.

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



- 81.5% of Maine Superusers live in rural areas.
- Maine's gasoline use has stayed largely flat over the last decade, jeopardizing its ability to meet climate goals.

Maine gasoline consumption (2011 - 2021)



Prioritizing Superusers' Switch to EVs

Climate Benefits:

- A Maine Superuser switching to an EV has 4x the climate impact of other drivers switching, on average.
- Switching all Maine Superusers to EVs would cut Maine's transportation carbon emissions by 18.9%, and its total carbon emissions by 9.3%.

Equity Benefits

- Switching to an EV would save low/mid income Maine Superuser families on average \$255 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.
- Modify Maine's EV rebate program to prioritize low/moderate income drivers who are also Superusers.

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



More on: www.coltura.org

Follow us on our social media:

