



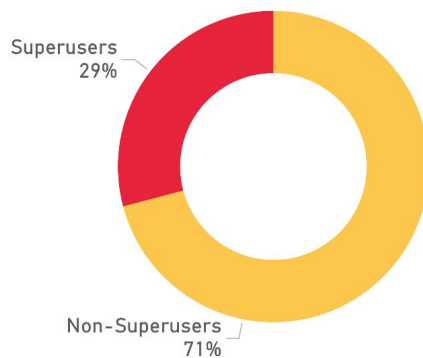
Maryland's 286,000 Biggest Gasoline Users Spend 8.7% of Household Income on Gasoline

Maryland Gasoline Facts

- “Gasoline Superusers” are the top 10% of light-duty vehicle drivers in the U.S. in terms of gasoline consumption. In Maryland there are 286,000 Gasoline Superusers.
- While Superusers are just 8.2% of Maryland drivers, collectively they use 29% of the state's gasoline (515 million gallons/year).
- Maryland Superusers each burn an average of 1,800 gallons of gasoline a year – 4.6x more than other drivers.

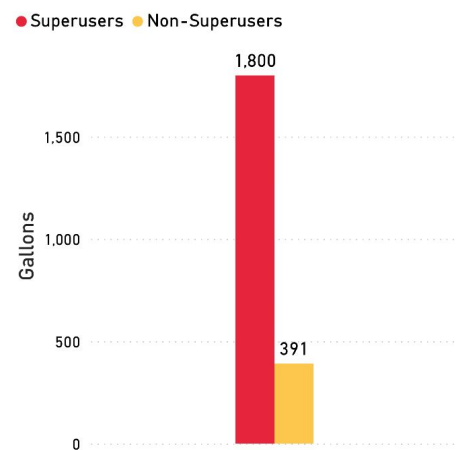
Maryland Superusers: General facts

Gasoline Consumption Shares



286K
Superusers

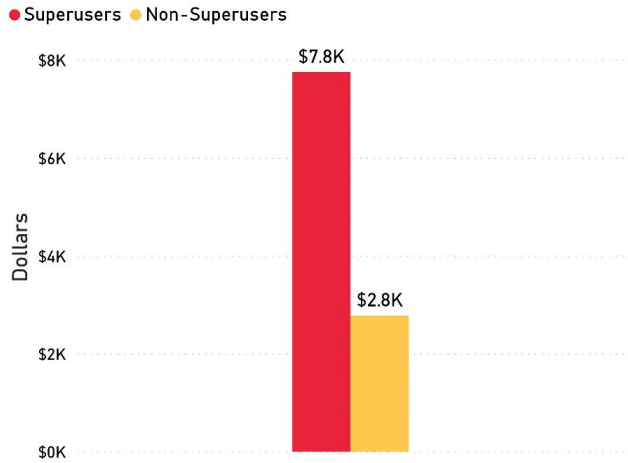
Average Annual Gasoline Consumption



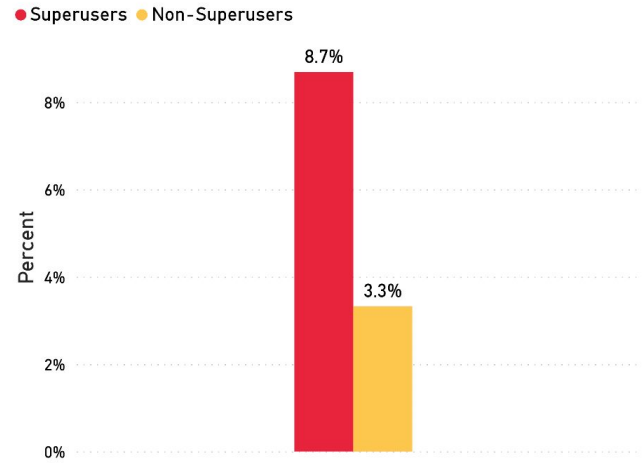
- Maryland Superuser households spend on average \$7,752 annually on gasoline, representing 8.7% of their income, versus other households at 3.3%.

Maryland Superusers: Expenditure

Average Household Gasoline Expenditure

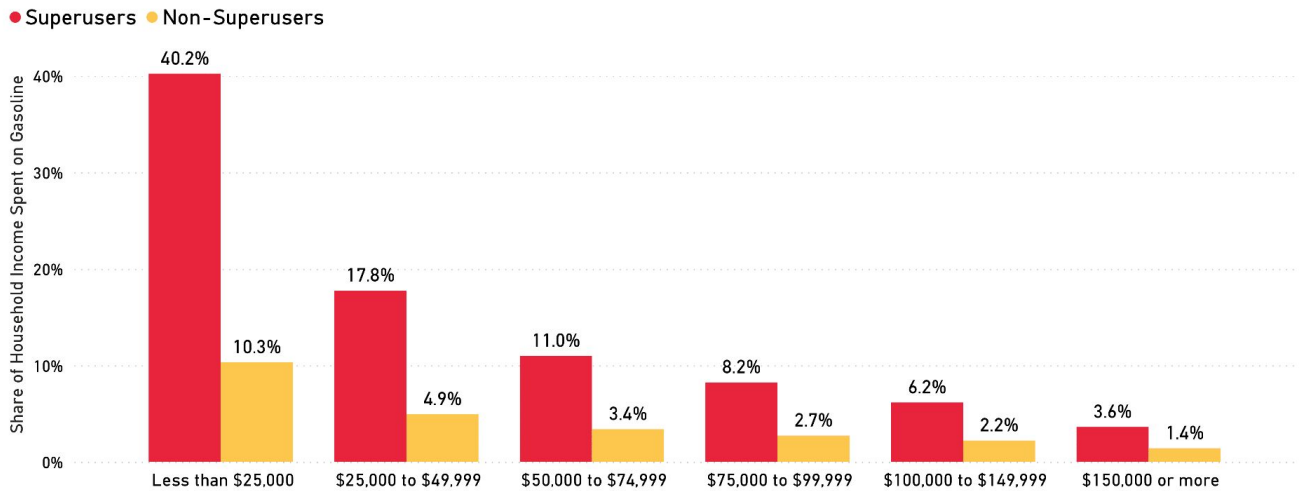


Percent of Household Expenditure Spent on Gasoline



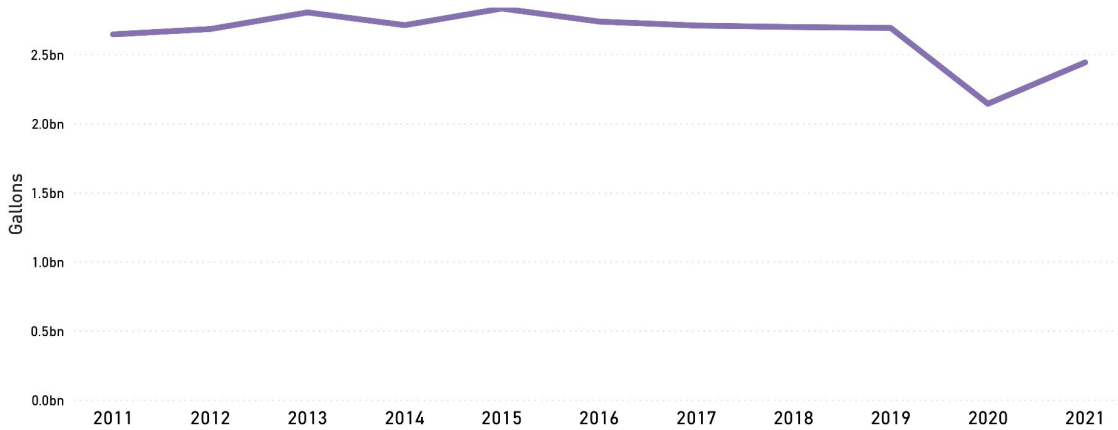
- 43.1% of Maryland Superuser households earn below the state median income of \$108,200 and spend on average 14.2% of their income on gasoline.

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



- 27.9% of Maryland Superusers live in rural areas.
- Maryland gasoline use has stayed largely flat over the last decade, jeopardizing its ability to meet climate goals.

Maryland gasoline consumption (2011 - 2021)



Prioritizing Superusers' Switch to EVs

Climate Benefits:

- A Maryland Superuser switching to an EV has 4.6x the climate impact of other drivers switching, on average.
- Switching all Maryland Superusers to EVs would cut Maryland's transportation carbon emissions by 10.7%, and its total carbon emissions by 5.6%.

Equity Benefits

- Switching to an EV would save low/mid income Maryland Superuser families on average \$345 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 low and moderate income Superusers, focusing on the huge savings they could realize by switching to an EV.
- Enact the recommendations of Maryland's [Climate Pollution Reduction Plan](#) to make incentives available at the point of sale, and establish a pilot program to establish an additional EV incentive for replacing vehicles using more than 800 gallons of gasoline a year.

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

