



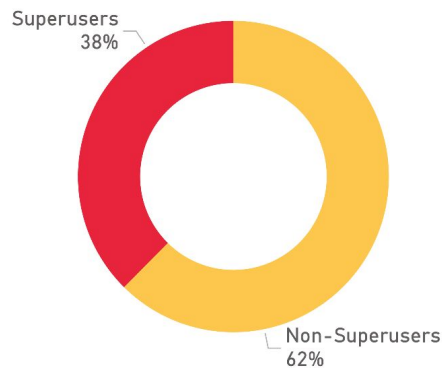
**New Jersey's 449,000 Biggest Gasoline Users Spend 8.5% of Household Income on Gasoline**

**New Jersey Gasoline Facts**

- “Gasoline Superusers” are the top 10% of light-duty vehicle drivers in the U.S. in terms of gasoline consumption. In New Jersey there are 449,000 Gasoline Superusers.
- While Superusers are just 10.8% of New Jersey drivers, collectively they use 38% of the state’s gasoline (851 million gallons/year).
- New Jersey Superusers each burn an average of 1,895 gallons of gasoline a year – 5x more than other drivers.

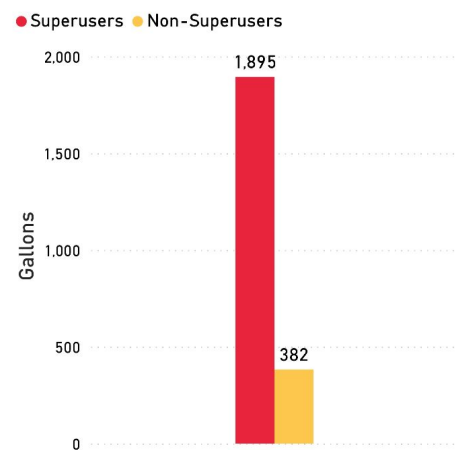
New Jersey Superusers: General facts

Gasoline Consumption Shares



**449K**  
Superusers

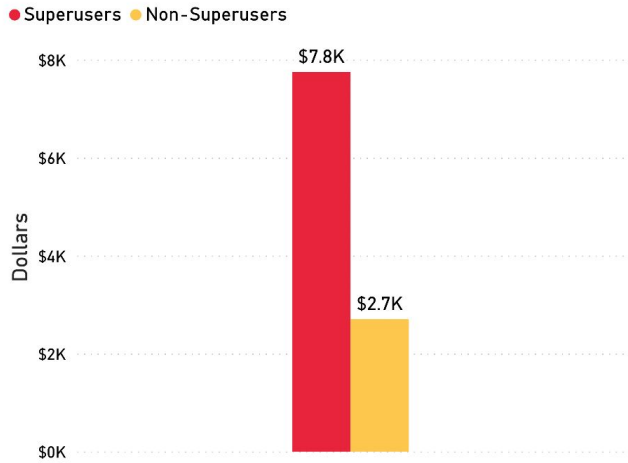
Average Annual Gasoline Consumption



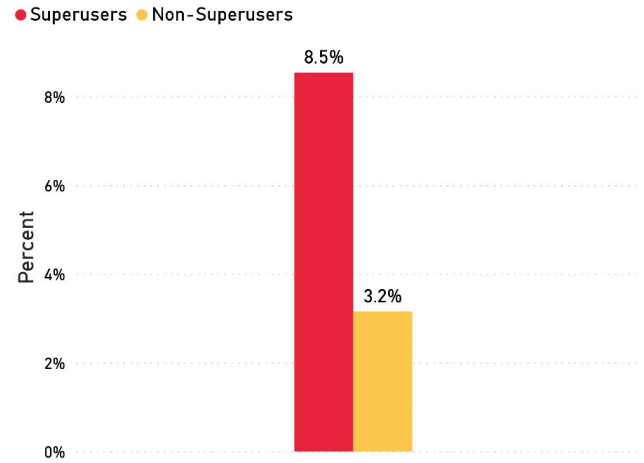
- New Jersey Superuser households spend on average \$7,751 annually on gasoline, representing 8.5% of their income, versus other households at 3.2%.

New Jersey Superusers: Expenditure

Average Household Gasoline Expenditure

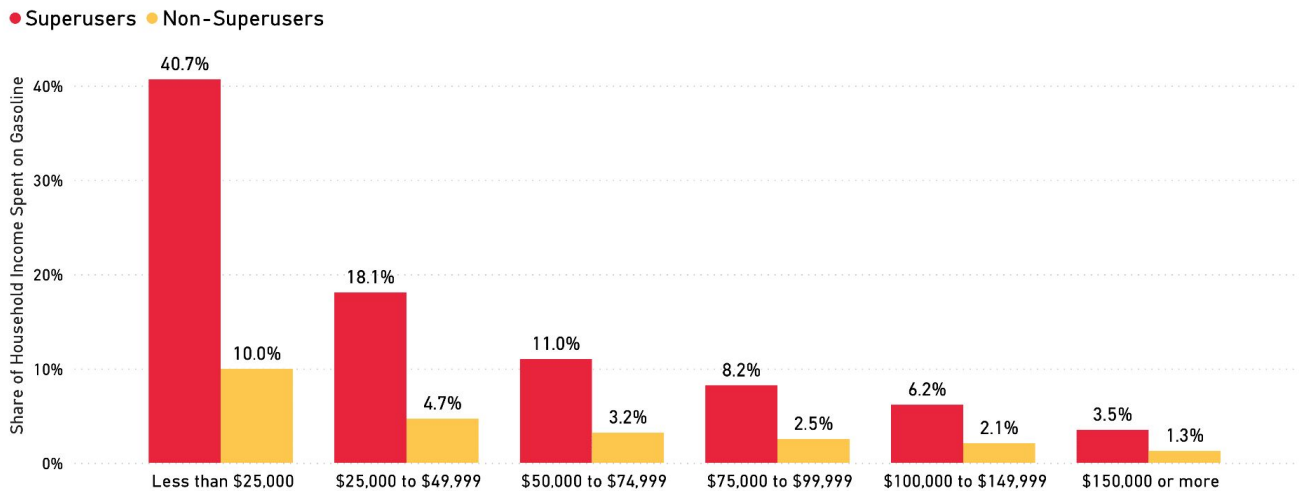


Percent of Household Expenditure Spent on Gasoline



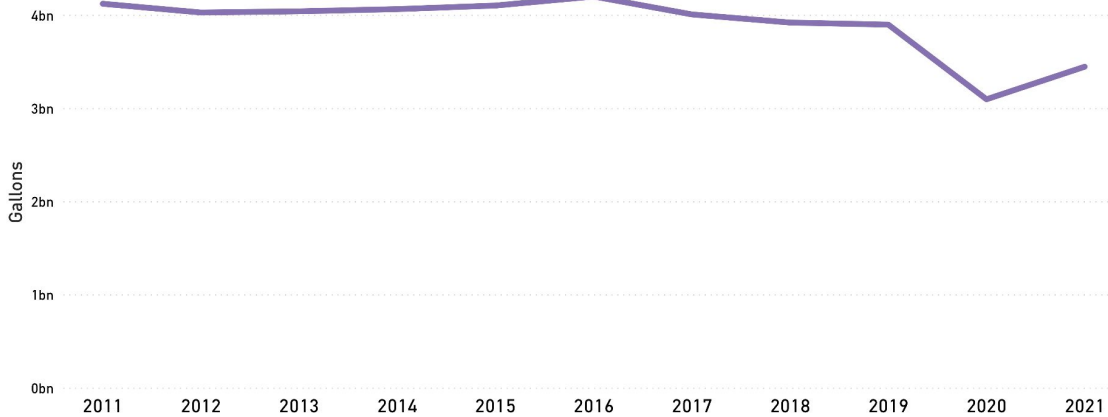
- 32.9% of New Jersey Superuser households earn below the state median income of \$92,340 and spend on average 16.2% of their income on gasoline.

New Jersey: Average share of household income spent on gasoline by income bracket



- 15.3% of New Jersey Superusers live in rural areas.
- New Jersey's gasoline use has stayed largely flat over the last decade, jeopardizing its ability to meet climate goals.

New Jersey gasoline consumption (2011 - 2021)



### Prioritizing Superusers' Switch to EVs

**Climate Benefits:**

- A New Jersey Superuser switching to an EV has 5x the climate impact of other drivers switching, on average.
- Switching all New Jersey Superusers to EVs would cut New Jersey's transportation carbon emissions by 11.9%, and its total carbon emissions by 5.7%.

**Equity Benefits**

- Switching to an EV would save low/mid income NJ Superuser families on average \$374 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 New Jersey's Charge Up EV incentive program to prioritize low/mid income Superusers to maximize climate and economic benefits.

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



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