



## Shell “Healthcar” Survey<sup>1</sup> Fast Facts

*Motorists across the country show connections between personal and vehicle health*

### Personal vs. Vehicle Health

**For the most part, Americans tend to “go out of the way” to maintain their own health and the health of their cars.**

- Seventy-three percent go out of the way to make sure their cars are maintained in tip-top condition and 68 percent go out of the way to keep physically fit through regular exercise.
- Eight percent go out of the way to eat nutritious food while 63 percent go out of the way to make sure their vehicles use only the best parts and accessories.
- Forty percent bring their cars in for maintenance at least once every 5,000 miles while 36 percent go to the doctor once a year for an annual check-up.
- Twenty-four percent go to the doctor only when they are sick and 24 percent bring their cars in for maintenance only when the check engine light comes on, something breaks, or when it starts making a weird noise.
- Americans more often avoid bringing their cars in for maintenance (8 percent) than avoid visiting the doctor “at all costs” (4 percent).
- Seventy-six percent say eating right has a noticeable effect on how healthy they feel, and 73 percent say they can feel it when their vehicle’s engine is clean and responsive.

**Showing a clear connection between perceived health risks for people and their vehicles, drivers see obesity and build-up on engine parts as America’s biggest healthcare and vehicle health maintenance issues.**

- According to respondents, the biggest health threat is seen to be obesity (40 percent) and the biggest maintenance issue as build-up on engine parts caused by low-quality discount gasoline (39 percent).
- Sixty percent of respondents likened build-up in the engine to fat from fried food clogging blood vessels, while 24 percent thought engine build-up was most similar to smoking cigarettes making it hard for one to breathe.

**Sedan drivers tend to maintain both their personal health and the health of their vehicles better than drivers of any other vehicle type.**

- While individuals who drive vans care the least about vehicle health and are less likely to go out of the way to make sure their vehicles are maintained in tip-top condition (64 percent), sedan drivers are more likely to do this (73 percent).
- Sports car drivers care the least about personal health (64 percent), and along with pick-up and motorcycle owners, tend to care more for their vehicle’s health than their own (70 percent).
- The scoreboard below shows how American motorists rank the importance of their personal health vs. vehicle health:

Health Scorecard	National Total	Sedan	SUV	Van	Motorcycle	Pick-up Truck	Sports Car
Personal Health	69%	73%	69%	68%	67%	65%	64%
Vehicle Health	70%	73%	70%	64%	70%	70%	70%

### Vehicle Maintenance Habits

**Across the board, when it comes to vehicle maintenance, American drivers are most likely to have the maintenance done “right away.”**

- When it comes to routine maintenance like checking the tire pressure or changing the filters, American drivers will have the service done “right away” (40 percent). And when it comes to an oil change, 50 percent say they would also get it done “right away.”
- Similarly, drivers nationwide agree that when it comes to more complex maintenance services such as rebuilding an engine or fixing the transmission, the maintenance should be done “right away” (49 percent).

**From region to region<sup>2</sup>, the nation is divided when it comes to having vehicle maintenance done by someone else vs. doing it themselves.**

- Regionally, East Coast drivers – those in New York, 67 percent; Atlanta, 63 percent; and Baltimore/Washington D.C., 67 percent – are most likely to have work on their car done by experts.
- On the other side of the spectrum, drivers in Tucson (51 percent) and Jacksonville (48 percent) are most likely to perform vehicle maintenance on their own and rate the highest on the “Do-It-Yourself (DIY) Index” than the national average (*DIY Index score is determined by the average willingness to perform various types of vehicle maintenance yourself*).
- The scoreboard below shows how the nation ranks on the DIY Index:

DIY Index	
<b>Total</b>	28.3
<b>REGION</b>	
<b>Mountain</b>	36.5
<b>Pacific</b>	33.1
<b>Deep South</b>	31.9
<b>New England</b>	31.8
<b>Outer South</b>	29.6
<b>Great Lakes</b>	26.4
<b>Farm Belt</b>	24.0
<b>Mid-Atlantic</b>	20.2
<b>GENDER</b>	
<b>Male</b>	37.4
<b>Female</b>	19.9
<b>VEHICLE TYPE</b>	
<b>Motorcycle</b>	44.7
<b>Pick-up Truck</b>	39.1
<b>Van</b>	33.7
<b>SUV</b>	28.5
<b>Sports Car</b>	28.1
<b>Sedan</b>	26.9

### Getting the Most out of Every Tank

**The majority of drivers (64 percent) have changed the way they drive due to the recent cost of gasoline and are savvy about fuel-saving maintenance tips (63 percent).**

- Driving less (59 percent) and taking a single long trip rather than several short trips (29 percent) are the top fuel-saving strategies for drivers nationally.
- The top fuel-saving maintenance techniques practiced across the country include:
  - Keeping your tires filled to the recommended pressure (91 percent)
  - Avoiding heavy acceleration (90 percent)
  - Replacing dirty air filters (89 percent)
  - Having your engine tuned-up (89 percent)

- Additionally, select drivers believe some odd strategies will save fuel, such as:
  - Adding a large spoiler to your car (19 percent)
  - Driving faster so you get to your destination quicker (17 percent)
  - Filling your vehicle’s tires with helium so they weigh less (14 percent)
- Interestingly, the survey shows drivers in Tucson have the highest FuelStretch IQ (68 percent) but score very low in terms of practicing fuel-saving driving techniques in response to rising fuel costs (*FuelStretch IQ is determined by the average percentage of drivers who identify the correct fuel-saving driving techniques, minus the percentage of those who selected the false fuel-saving techniques*).
- The survey also showed drivers with traditionally less fuel-efficient vehicles have the highest FuelStretch IQ. Pick-up truck drivers (69 percent) and SUV drivers (68 percent) rate the highest FuelStretch IQ’s.
- A full listing of the Shell FuelStretch tips can be found by visiting [www.shell.com/us/fuelstretch](http://www.shell.com/us/fuelstretch).

FuelStretch IQ	
<b>Total</b>	63.3
<b>REGION</b>	
<b>Deep South</b>	71.8
<b>Mid-Atlantic</b>	69.8
<b>Farm Belt</b>	68.5
<b>Great Lakes</b>	66.3
<b>Pacific</b>	63.5
<b>Mountain</b>	62.2
<b>New England</b>	55.7
<b>Outer South</b>	47.8
<b>GENDER</b>	
<b>Female</b>	64.0
<b>Male</b>	62.5
<b>VEHICLE TYPE</b>	
<b>Pick-up Truck</b>	69.3
<b>SUV</b>	68.3
<b>Sedan</b>	63.6
<b>Van</b>	61.4
<b>Motorcycle</b>	60.3
<b>Sports Car</b>	57.3

**Take action!**

Understanding the growing importance of keeping America’s vehicles healthy, ASE-certified mechanic and Shell spokesperson Sam Memmolo (known as Dr. FuelGood) and Shell have launched “Americans for a Gunk-Free Nation” (AGFN) to help protect the nation’s engines from gunk. AGFN hopes to educate American consumers about how to improve the state of vehicle health in the U.S.

For additional information on gunk-free living, visit the Americans For a Gunk-Free Nation Web site at [www.shell.us/livegunkfree](http://www.shell.us/livegunkfree) where you can read Dr. FuelGood’s blog, participate in discussion boards and much more!

<sup>1</sup>StrategyOne conducted this nationwide telephone survey on behalf of Shell Oil Products U.S. between April 27 and May 4, 2008 among 1,019 licensed American drivers, ages 16+. Margin of error for the entire sample is ± 3.1 percent. New England: Conn., Maine, Mass., N.H., R.I., Vt.; Mid Atlantic: Del., D.C., Md., N.J., N.Y., Pa., W. Va.; Outer South: Ky., N.C., Okla., Tenn., Texas, Va.; Deep South: Ala., Ark., Fla., Ga., La., Miss., S.C.; Great Lakes: Ill., Ind., Mich.,

Minn., Ohio, Wisc.; Farm Belt: Iowa, Kan., Mo., Neb., N.D., S.D.; Mountain: Ariz., Colo., Idaho, Mont., Nev., N.M., Utah, Wyo.; Pacific: Alaska, Calif., Hawaii, Ore., Wash.

<sup>2</sup>Additionally, StrategyOne conducted regional surveys in 10 U.S. markets among 500 licensed drivers in the following metro areas: Chicago, Los Angeles, New York, Jacksonville, Tucson, Nashville, Cincinnati, Atlanta, Baltimore/Washington D.C. and Dallas. Margin of error for each city is  $\pm 4.4$  percent.