

September 2008

Quick Tips

- Don't text or use a cell phone while driving or operating any type of equipment or machinery.
- Avoid being distracted by rummaging through purses, backpacks or clothing. Complete attention should be given to the task at hand.
- Ignore the call or message if it might interfere with concentration during critical activities that require attention. Better yet, turn off the device beforehand during times when incoming calls or messages might prove to be a dangerous or even simply embarrassing or annoying interference.
- Be mindful of the distraction and corresponding reflex-response delay that texting can cause, and don't text in any environments in which excessive inattention can cause safety concerns, such as while sitting alone at night, waiting for a bus, or in a crowded area, where one could easily become a victim of a personal theft.

The bottom line is—it can wait until you get where you are going!

Risk Services Notes

Multitasking Can Hurt You

You see people everywhere these days—driving, crossing streets, buying groceries or ordering coffee. Each with their head bent over, buried in their cell phone, as their fingers frantically jostle along their keypads. Worst of all, these “texters” are completely unaware of the world around them. So worrisome is the new threat of unwary texters, that an alert was issued by the American College of Emergency Physicians on the dangers and how more serious accidents are to come.

Recently there have been two confirmed deaths due to this ever increasing fad. A San Francisco woman was killed by a pickup truck when she stepped off a curb while texting, and a Bakersfield man was killed last year by a car while crossing the street and texting.

New Jersey Assemblyman Paul Moriarty believes that it is bad enough that Americans eat, apply makeup or shave in their car. Now some drivers have turned these 2,800 pound machines into home offices.

Democratic and Republican legislators across the country, including Moriarty, say these extreme multi-taskers have gone to far.

This year, nine states have considered legislation specifically banning driving while texting, or DWT. Washington became the first state to pass a law, which takes effect in January 2009, making DWT a crime with a \$101 fine.

The U.S. Consumer Product Safety Commission has no national estimate on how common texting related injuries are. Yet among the reports they have received are of a 15-year-old girl that fell off her horse while texting suffering head and back injuries. Also, a 13-year-old girl suffered burns to more than half of her body after texting her boyfriend while cooking.

Unfortunately, the dangers of texting didn't become front-page news until one of Barack Obama's advisors, Valerie Jarrett, was so preoccupied with her BlackBerry that she walked right off a curb in Chicago. “I didn't see the

sidewalk and twisted my ankle,” she said. “It was a nice wake up call for me to be a lot more careful in the future, because I clearly wasn't paying attention and I should have.”

It appears that Great Britain has a different strategy to the dangers of texting, padded lampposts. Brick Lane, a street in East London, is soon to become the first street in the United Kingdom to have padded lampposts. This is to stop the one in 10 Brits who bang in to them and sustain injuries. As absurd as that sounds, a survey done in Great Britain found that almost two thirds of responders had lost their peripheral vision while texting, and more than 25% actually wanted lines on the pavement to create routes for texters to walk while using their phones.

If fatal injuries or the possibility that you may run square into a pole isn't enough to deter you from texting, then the possibility of developing Repetitive Strain Injury, or RSI, may do the trick. Andrew Chadwick, director of the British RSI Association, considers text messages a perfect way for the condition to occur: “We're talking about people making hundreds of tiny repeated movements as they use the mobile keypad. Because the movements are small they do not cause the blood to circulate, and that means the fingers are acting like an engine without oil.” The effects include the painful swelling and inflammation of the fingers and thumb.

More than 12 percent of the population admits that they send up to 20 messages daily, while 10 percent exceed 100 messages per day. Thus, it is not surprising that many people suffer from RSI. A survey conducted by Virgin Mobile revealed that there are about 3.8 million people per year affected by thumb and wrist pain due to the writing of text messages.

Please see the attached 17- page statistical report compiled by Nationwide Insurance from a telephone survey conducted in April of 2008 of 1,500 drivers.

Customer Insights

Customer Insights

Driving While Distracted Public Relations Research

May 2008



Nationwide[®]
On Your SideSM

Introduction

BACKGROUND/ OBJECTIVE:

Nationwide is interested in learning more about the use of cell phones and other distractions while driving to use in the development of a public relations piece.

The key objective of this research is to report the opinions and claimed driving behavior of drivers in various age groups. The driver age groups include: Teens (16-17 years), Gen Y (18-30 years), Gen X (31-44 years), and Boomers (45-61 years). Secondly, any themes or telling differences by gender or ethnicity are also reported.

METHODOLOGY/ DATES OF INTERVIEWING

This research was conducted via telephone interviewing.

A national random digit dialed (RDD) sample and age targeted sample was utilized to generate calls to respondents within the 48 contiguous states. All interviewing was conducted from MRSI's national phone facility which is located in Cincinnati, OH.

Interviews were completed from April 15 – April 24, 2008.

RESPONDENT QUALIFICATIONS

Respondents were screened to meet the following criteria:

- Be 16 to 61 years of age
- Currently drive any type of vehicle, including a car, truck or motorcycle

QUOTAS/ WEIGHTING

Interviews were divided among the age groups as follows, with an even split by gender in each group.

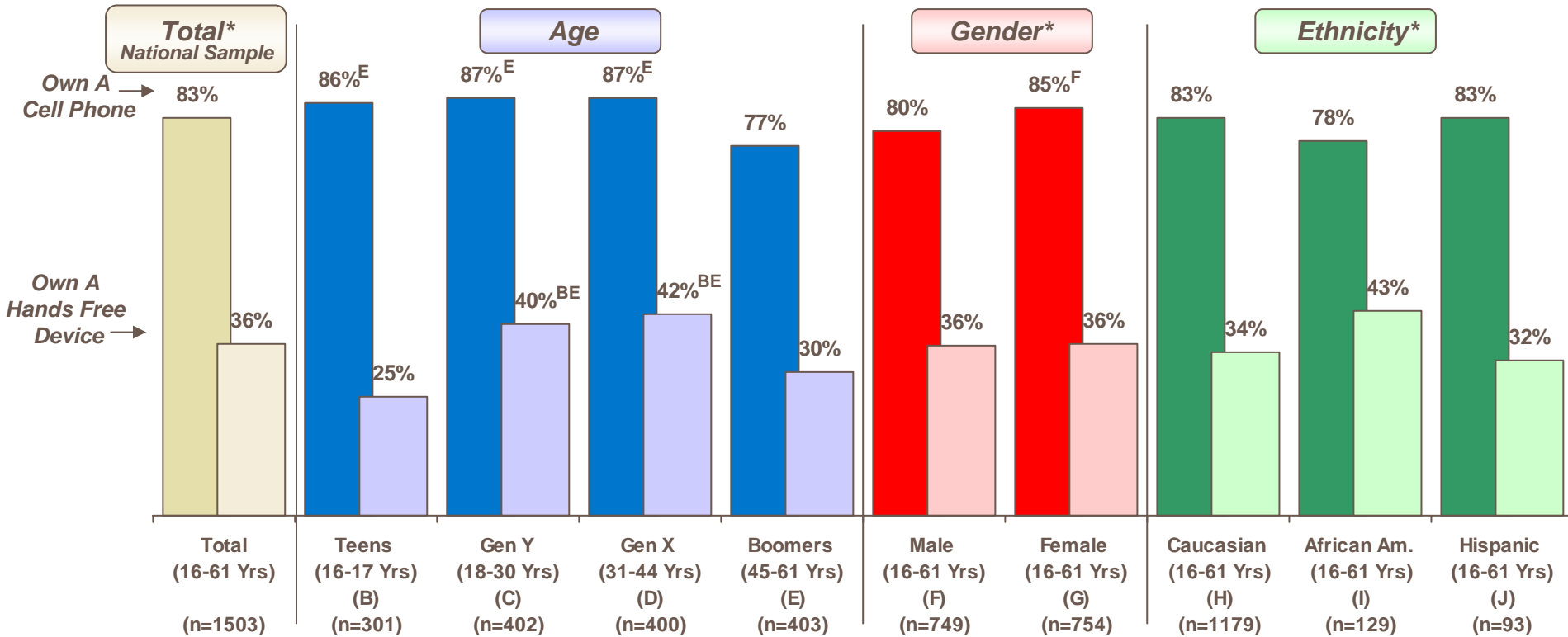
- 301 Teen (aged 16-17 years)
- 402 Gen Y (aged 18-30 years)
- 400 Gen X (aged 31-44 years)
- 403 Boomers (aged 45-61 years)

The data for the Total National Sample and for any sub-groups (e.g, Gender and Race) which have been combined across age groups have been weighted to reflect the 2007 Population estimates of age distributions as forecasted by ESRI (www.esri.com) using the 2000 Census of Population conducted by the U.S. Bureau of the Census.

Target weights are as follows: 16-17 years (5%); 18-30 years (24%); 31-44 years (28%); 45-61 years (43%).

Cell Phone Ownership/ Ownership Of Hands Free Device

- Among the National Sample of drivers 16-61 years of age, over eight in ten (83%) own a cell phone. Cell phone ownership ranges from 86%-87% among Teens, Gen Y and Gen X drivers. Cell phone ownership falls to 77% among Boomers.
- Only about two in five cell phone owners have a hands free device for their cell phone (this translates into 36% of the total National Sample). Ownership of a hands free device is highest for Gen Y and Gen X (40%, 42%) and lowest for Teens and Boomers (25%, 30%).
- Cell phone ownership is higher among Females than Males (85%, 80%). There are no differences noted by ethnicity.



Base: Total

*Data weighted to reflect age distribution within the U.S. Population (2007 projections); See Introduction of this report for target weights.

Letters indicate a significant difference at the 95% confidence level. (B/C/D/E, F/G, H/I/J)

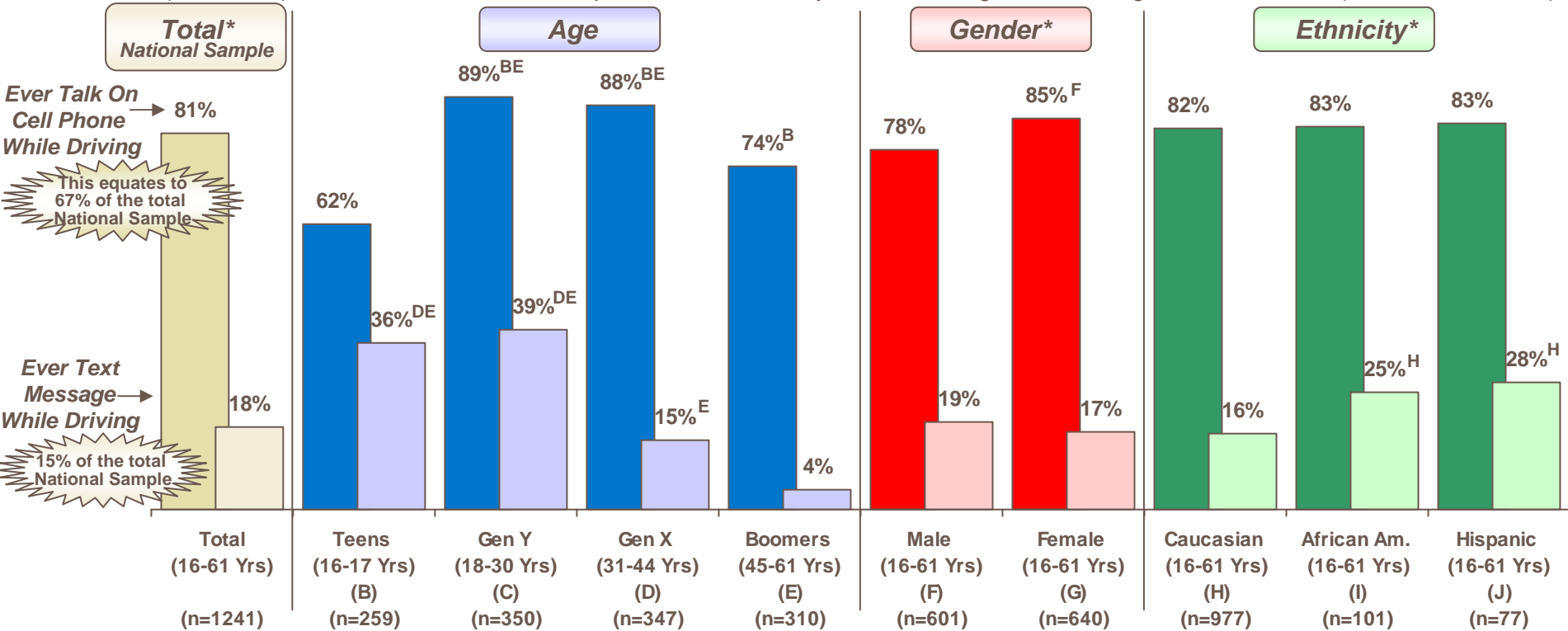
Providing an Integrated Point of View!

Q1. Do you own a cell phone?

Q2. Do you own a hands free device such as a headset, an ear piece, or Blue Tooth device for your cell phone?

Ever Use Cell Phone While Driving (Talk Or Text Message)

- Roughly eight in ten (81%) cell phone owners report that they talk on their cell phone while driving. Comparatively, about one in five (18%) cell phone owners report that they send text messages while driving.
- Across all age groups, Gen Y has the highest incidence of both talking and texting while driving (89%, 39%), while Boomers have among the lowest incidence of both talking and texting while driving (74%, 4%). Teens, although the least likely to talk while driving, are among the most likely to text message while driving (62%, 36%).
- A couple of differences exist by gender and ethnicity. Females are more likely to talk on their cell phone while driving than Males (85%, 78%). African Americans and Hispanics are more likely to text message while driving than Caucasians (25%, 28% vs. 16%).



Base: Cell phone owner

*Data weighted to reflect age distribution within the U.S. Population (2007 projections); See Introduction of this report for target weights.

Letters indicate a significant difference at the 95% confidence level. (B/C/D/E, F/G, H/I/J)

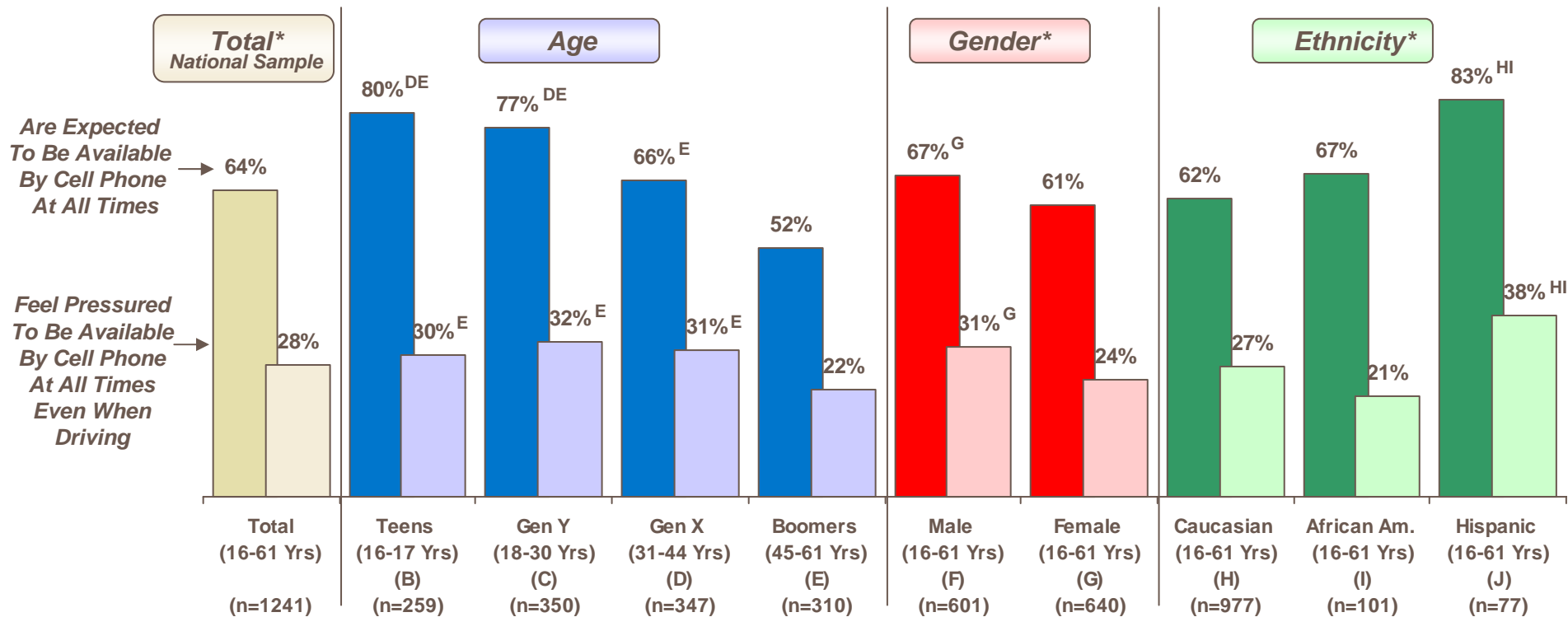
Providing an Integrated Point of View!

Q3. Have you ever talked on your cell phone while driving?

Q4. Have you ever text messaged while driving?

Expectations/ Pressure To Be Available By Cell Phone At All Times

- Over six in ten (64%) cell phone owners in the National Sample of drivers report that they are expected to be available by cell phone at all times, with 28% feeling pressured to be available by cell phone at all times, even when driving.
- The younger age groups (Teens and Gen Y), along with Males and Hispanics, are more likely to report that they are expected to be available by cell phone. They are also among the most likely to express feelings of being pressured to be available.



Base: Cell phone owner

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Letters indicate a significant difference at the 95% confidence level. (B/C/D/E, F/G, H/I/J)

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Q6. Do people such as colleagues, friends and/or family expect you to be available by cell phone or other electronic communication device at all times?

Q7. Do you feel pressure to be available by cell phone or other electronic communication device at all times, whether you are driving a vehicle or not?

Situation When Talk/ Text Most Often While In Vehicle

- Among the National Sample, “Driving on city or neighborhood roads” and “Driving on the highway” are the most common times or situations that cell phone users talk or text while in their vehicles (25% and 24%, respectively).
- Teens are unique in that they are more likely to report that they use their cell phone “When parked” or “At a stop light” (21% and 32%, respectively).

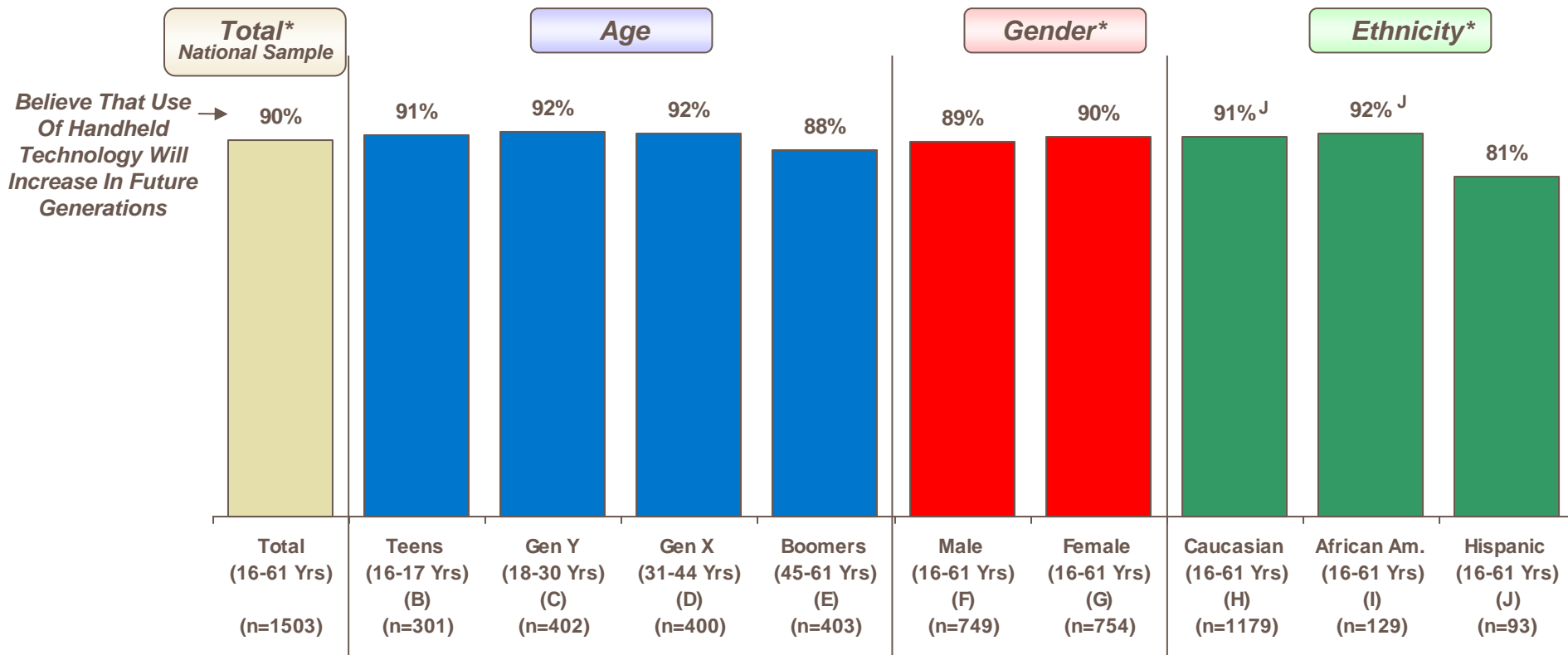
	Total* National Sample (16-61 Yrs)	Age				Gender*		Ethnicity*		
		Teens (16-17 Yrs)	Gen Y (18-30 Yrs)	Gen X (31-44 Yrs)	Boomers (45-61 Yrs)	Male (16-61 Yrs)	Female (16-61 Yrs)	Caucasian (16-61 Yrs)	African Am. (16-61 Yrs)	Hispanic (16-61 Yrs)
Base: Cell phone owner	(1241)	(259) % (B)	(350) % (C)	(347) % (D)	(310) % (E)	(601) % (F)	(640) % (G)	(977) % (H)	(101) % (I)	(77) % (J)
Driving On City Or Neighborhood Roads	25	17	26 ^B	27 ^B	23	23	26	24	27	25
Driving On The Highway	24	6	27 ^B	27 ^B	21 ^B	27 ^G	20	25	24	17
When Parked	17	21 ^{CD}	13	13	21 ^{CD}	16	17	17	12	15
When Stuck In Traffic	11	9	13	15 ^{BE}	9	9	14 ^F	11	12	21 ^H
At A Stop Light	10	32 ^{CDE}	13 ^{DE}	8	6	9	11	10	10	10
Do Not Use Cell Phone In Vehicle	11	14 ^{CD}	4	7	18 ^{CD}	13 ^G	9	10	14	12

*Data weighted to reflect age distribution within the U.S. Population (2007 projections); See Introduction of this report for target weights.
Boxes are for highlighting purposes only.
Letters indicate a significant difference at the 95% confidence level. (B/C/D/E, E/F, H/I/J)

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Perceptions Of Whether Use Of Handheld Technology Will Increase In Future Generations

- Nine in ten (90%) of the total National Sample believe that the use of handheld technology while driving will increase in future generations. This is consistent across all age groups and by gender. However, Hispanics are less likely to agree with this statement (81%), than either Caucasians or African Americans.

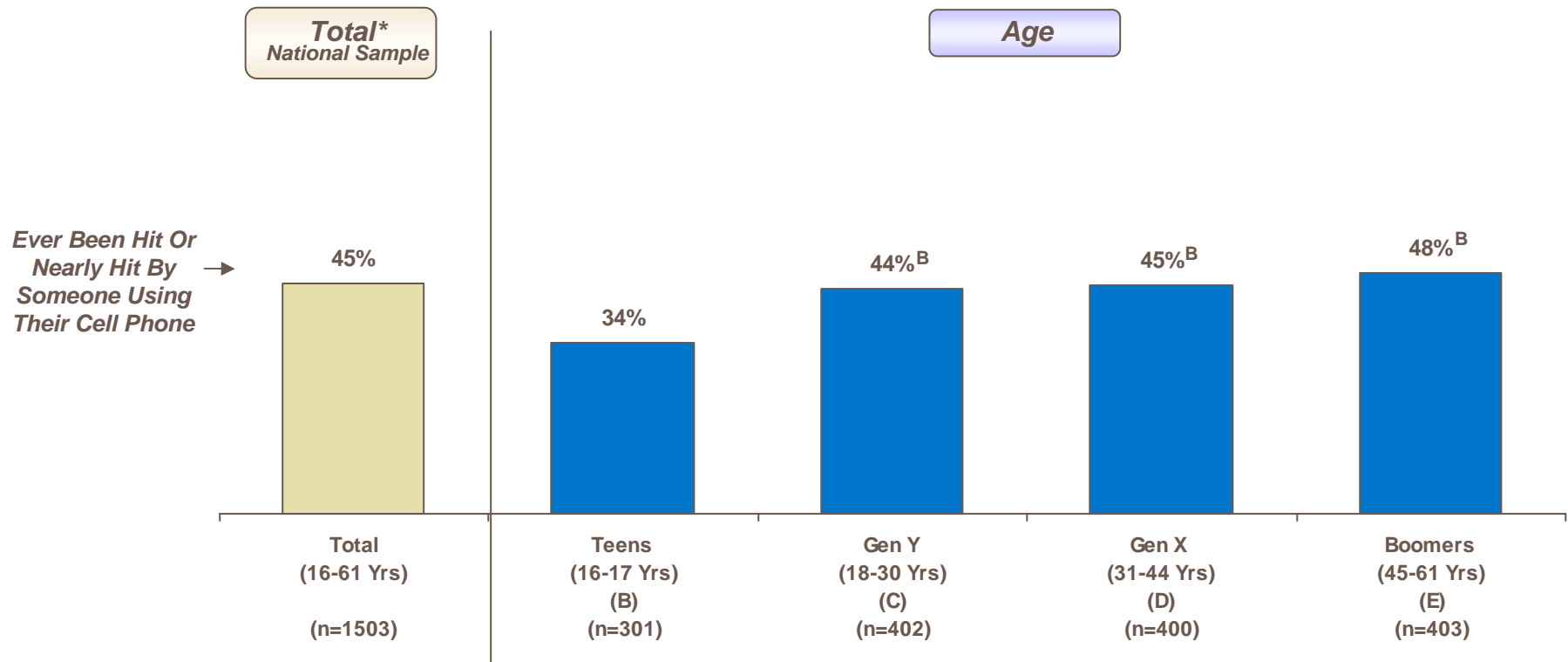


Base: Total

*Data weighted to reflect age distribution within the U.S. Population (2007 projections); See Introduction of this report for target weights. Letters indicate a significant difference at the 95% confidence level. (B/C/D/E, F/G, H/I/J)

Ever Been Hit Or Nearly Hit By Someone Using Their Cell Phone

- Just under half (45%) of drivers in the National Sample report that they have been hit or nearly hit by someone who was using their cell phone. Being newer drivers, only about one-third (34%) of Teens report that they have been hit or nearly hit by someone in this same situation.



Base: Total

*Data weighted to reflect age distribution within the U.S. Population (2007 projections); See Introduction of this report for target weights.

Letters indicate a significant difference at the 95% confidence level. (B/C/D/E)

What Would Be Most Successful At Preventing Cell Phone Use While Driving

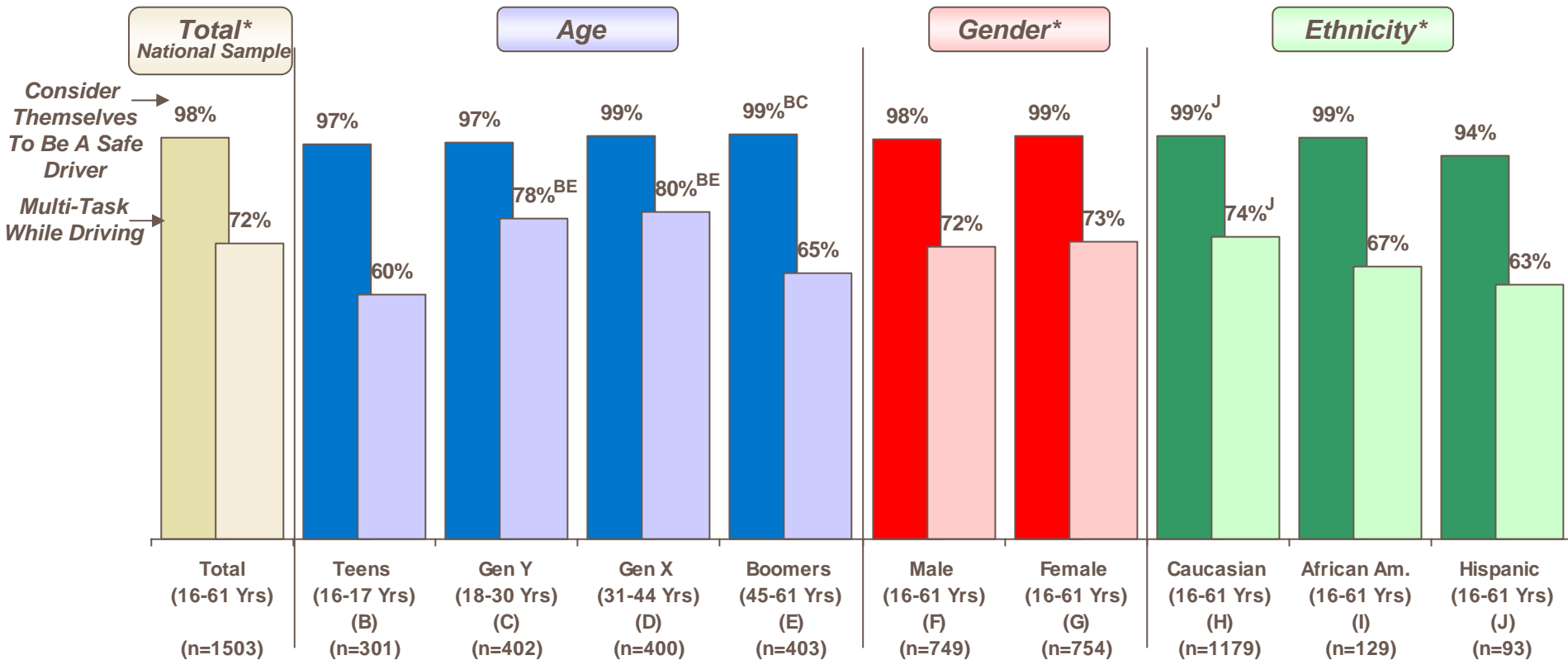
- Two ideas top the list as possible ideas of what would be most successful at preventing cell phone use while driving: “Technological advances that would prevent devices from working in a vehicle” (43%) and “A law making it illegal” (42%).
- While these two ideas top this list for all age groups, more Teens and those in the Gen Y age groups claim that “Less pressure from friends, family and work to be available all the time” would also be helpful, relative to the Gen X and Boomers.

	Total* National Sample (16-61 Yrs)	Age				Gender*		Ethnicity*		
		Teens (16-17 Yrs)	Gen Y (18-30 Yrs)	Gen X (31-44 Yrs)	Boomers (45-61 Yrs)	Male (16-61 Yrs)	Female (16-61 Yrs)	Caucasian (16-61 Yrs)	African Am. (16-61 Yrs)	Hispanic (16-61 Yrs)
Base: Total	(1503)	(301)	(402)	(400)	(403)	(749)	(754)	(1179)	(129)	(93)
		%	%	%	%	%	%	%	%	%
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Technological Advances That Would Prevent Devices From Working In A Vehicle	43	39	42	43	43	44	41	44	40	44
A Law Making It Illegal	42	41	38	43	43	39	45 ^F	41	49	42
Less Pressure From Friends, Family And Work To Be Available All The Time	13	20 ^{DE}	16 ^{DE}	11	11	13	12	13	10	14

*Data weighted to reflect age distribution within the U.S. Population (2007 projections); See Introduction of this report for target weights.
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Letters indicate a significant difference at the 95% confidence level. (B/C/D/E, E/F, H/I/J)

Whether Or Not Consider Themselves To Be A Safe Driver/ Ever Multi-Task While Driving

- The vast majority of (98%) drivers 16-61 years of age in the National Sample consider themselves to be a safe driver. However, nearly three-quarters (72%) of these drivers report that they perform other tasks (e.g., use cell phone, eat) while driving.
- Gen Y and Gen X drivers are significantly more likely to multi-task, than either Teens or Boomers.
- Caucasians are more likely to multi-task, than Hispanics. There are no differences in multi-tasking while driving by gender.



Base: Total

*Data weighted to reflect age distribution within the U.S. Population (2007 projections); See Introduction of this report for target weights. Letters indicate a significant difference at the 95% confidence level. (B/C/D/E, F/G, H/I/J)

Providing an Integrated Point of View!

Q16. Do you consider yourself to be a safe driver?

Q17. Do you ever do other tasks while driving such as using a cell phone, eating, or drinking?

Reasons For Multi-Tasking While Driving

- Those who claim to multi-task while driving were read a list and asked to select the reasons why they multi-task while driving. Among the National Sample, the two most common reasons include: “To address urgent work or school matters” (48%) and “To stay connected with work or school” (41%). The third most common reason is “To stay connected socially” (33%) which was mentioned more by Teens and Gen Y, than by Gen X and Boomers. Boomers tend to have other reasons for multi-tasking that were not asked about.

	Total* National Sample (16-61 Yrs)	Age				Gender*		Ethnicity*		
		Teens (16-17 Yrs)	Gen Y (18-30 Yrs)	Gen X (31-44 Yrs)	Boomers (45-61 Yrs)	Male (16-61 Yrs)	Female (16-61 Yrs)	Caucasian (16-61 Yrs)	African Am. (16-61 Yrs)	Hispanic (16-61 Yrs)
		(180) %	(315) %	(321) %	(263) %	(538) %	(550) %	(873) %	(86) %	(58) %
Base: Do other task while driving	(1088)	(180)	(315)	(321)	(263)	(538)	(550)	(873)	(86)	(58)
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Reasons (Net)	70	76^E	84^{BDE}	74^E	57	70	70	71	75	80
To Address Urgent Work Or School Matters	48	52 ^E	56 ^E	52 ^E	38	50	46	48	54	46
To Stay Connected With Work Or School	41	42 ^E	49 ^E	44 ^E	32	45 ^G	36	41	40	49
To Stay Connected Socially	33	47 ^{DE}	48 ^{DE}	31 ^E	22	30	35	32	32	49 ^{HI}
To Accomplish Routine Tasks Such As Calling My Bank Or Scheduling A Doctor Appointment	26	27 ^E	38 ^{BE}	31 ^E	14	24	29	25	38 ^H	23
None Of These	30	24^C	16	26^C	43^{BCD}	30	30	29	25	20

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Whether Actions Caused Unexpected Change In Normal Driving Behavior (e.g., swerve or apply brakes)

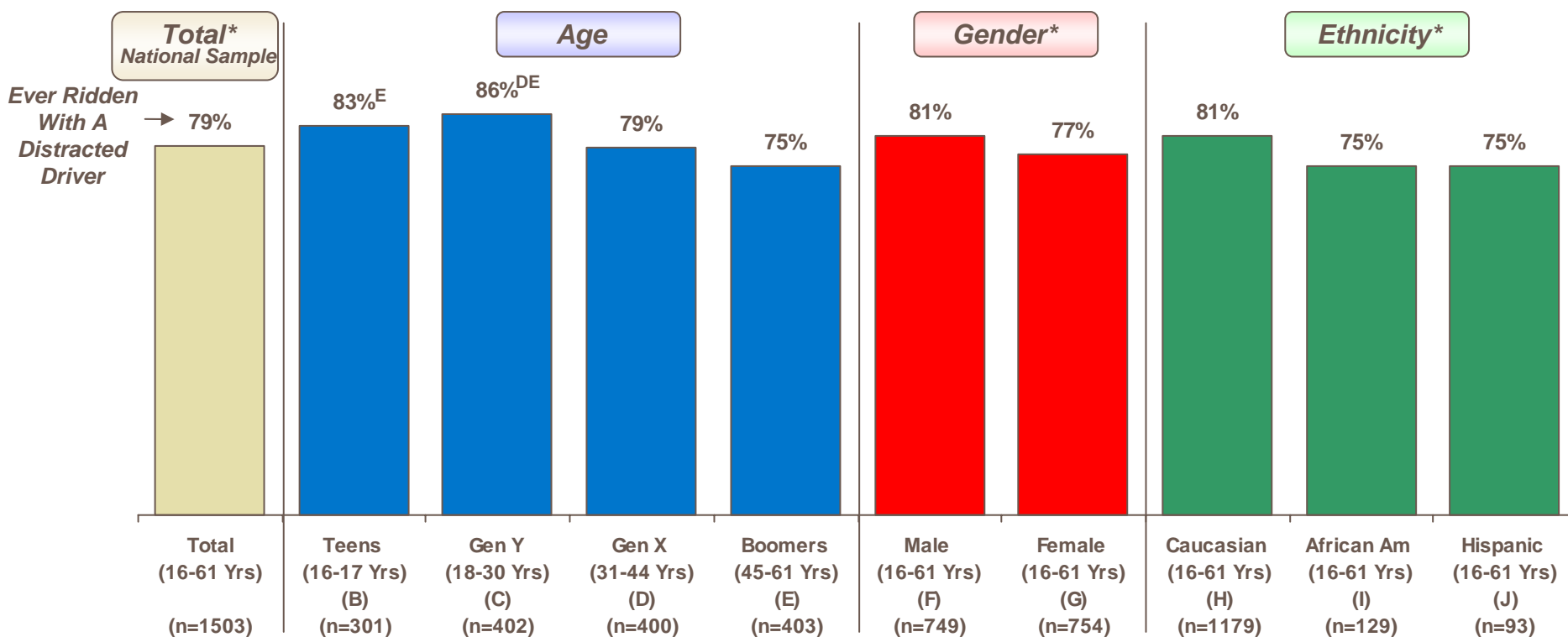
- The majority (86%) of drivers in the National Sample claim that they had to swerve or apply their brakes because “Of the actions of another driver.” Roughly one-third report that they had to swerve or apply their brakes because “(They) were talking to someone else in the car” (34%) or “(They) were caught daydreaming” (33%).
- A couple of technology-related reasons were also given. Less than one-third (29%) mention “(They) were adjusting the radio or inserting/changing a CD/DVD or using an MP3 player” and 16% mention “(They) were using technology such as a cell phone or e-mail or electronic device” (highest for Gen Y-26%, lowest for Boomers-9%).
- Only 6% of the total National Sample mention they had to swerve or apply their brakes because “(They) were using hands free technology” of some type.

	Total* National Sample (16-61 Yrs) (1503)	Age				Gender*		Ethnicity*		
		Teens (16-17 Yrs)	Gen Y (18-30 Yrs)	Gen X (31-44 Yrs)	Boomers (45-61 Yrs)	Male (16-61 Yrs)	Female (16-61 Yrs)	Caucasian (16-61 Yrs)	African Am. (16-61 Yrs)	Hispanic (16-61 Yrs)
		(301) % (B)	(402) % (C)	(400) % (D)	(403) % (E)	(749) % (F)	(754) % (G)	(1179) % (H)	(129) % (I)	(93) % (J)
Base: Total	(1503)	(301)	(402)	(400)	(403)	(749)	(754)	(1179)	(129)	(93)
Of The Actions Of Another Driver	86	73	85 ^B	90 ^B	86 ^B	87	85	87	82	83
You Were Talking To Someone Else In The Car	34	35 ^E	41 ^E	38 ^E	27	37 ^G	31	34	34	40
You Caught Yourself Daydreaming	33	24	34 ^B	33 ^B	32 ^B	33	32	35 ^I	25	25
You Were Adjusting The Radio Or Inserting/ Changing A CD/DVD Or Using A MP3 Player	29	38 ^E	37 ^E	32 ^E	21	31	26	29	34	32
You Were Using Technology Such As A Cell Phone Or E-Mail Or Electronic Device	16	19 ^E	26 ^{BDE}	18 ^E	9	17	15	16	22	22
You Were Eating	13	10	17 ^{BE}	14	11	16 ^G	10	13	14	18
You Were Using Hands Free Technology Such As A Cell Phone With A Headset Or Blue Tooth Device	6	4	7	6	5	7 ^G	4	5	7	11 ^H
You Were Reading	4	4	5	4	4	6 ^G	3	4	8 ^H	9 ^H
You Were Using A GPS/Navigational Device	4	4	5	4	4	6 ^G	2	4	5	9 ^H

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Letters indicate a significant difference at the 95% confidence level. (B/C/D/E, F/G, H/I/J)

Whether Or Not Ever Ridden With A Distracted Driver

- Approximately eight in ten (79%) drivers in the National Sample report that they have ever ridden with a distracted driver.
- Across all age groups, the younger ages (Teens, Gen Y) are among the most likely to have experienced riding with a distracted driver (83% and 86%, respectively).



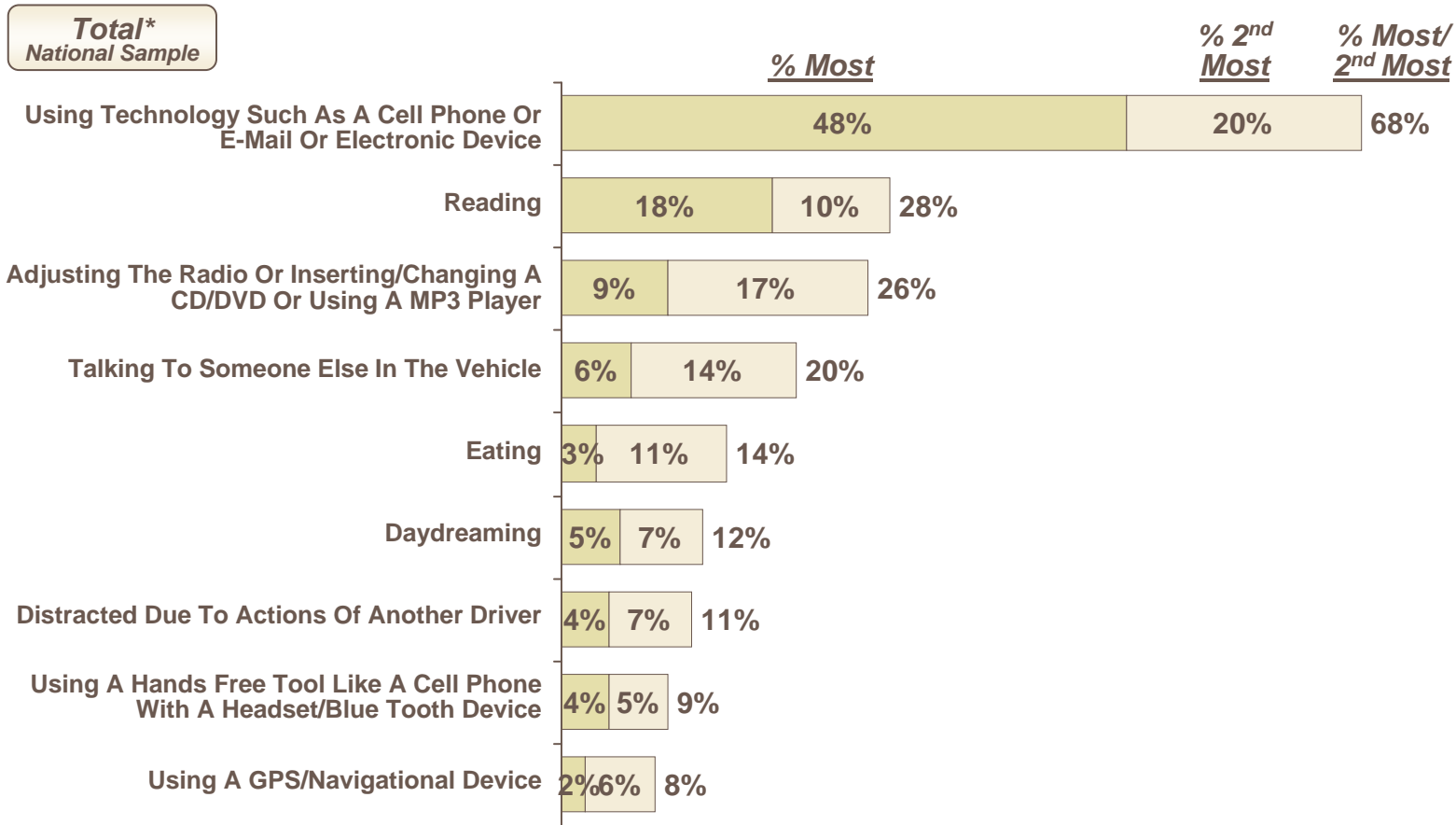
Base: Total

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Letters indicate a significant difference at the 95% confidence level. (B/C/D/E, F/G, H/I/J)

Most Or 2nd Most Dangerous Distractions For Drivers

- Similarly, the most dangerous distraction for drivers is “Using technology such as a cell phone or e-mail or electronic device,” as reported by nearly half (48%) of the National Sample. “Reading” while driving and adjusting music are also considered dangerous distractions (18% and 9%, respectively).



Base: Total (n=1503)

*Data weighted to reflect age distribution within the U.S. Population (2007 projections); See Introduction of this report for target weights.

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Q28. Which of the following do you feel is the MOST dangerous distraction for people while driving?

Q28A. And, which of the following do you feel is the MOST/SECOND MOST dangerous distraction for people while driving?

Why Distracted Driving Is So Common

- Limited time, fast paced lifestyles and the availability of technology to communicate while driving are the top reasons cited by the National Sample when asked why they felt distracted driving was so common today. These same themes are volunteered by all age gender and ethnic groups.

	Total* National Sample (16-61 Yrs)	Age				Gender*		Ethnicity*		
		Teens (16-17 Yrs)	Gen Y (18-30 Yrs)	Gen X (31-44 Yrs)	Boomers (45-61 Yrs)	Male (16-61 Yrs)	Female (16-61 Yrs)	Caucasian (16-61 Yrs)	African Am. (16-61 Yrs)	Hispanic (16-61 Yrs)
Base: Total	(1503)	(301)	(402)	(400)	(403)	(749)	(754)	(1179)	(129)	(93)
		%	%	%	%	%	%	%	%	%
		(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Distractions (Net)	42	50^{DE}	43	40	41	41	42	40	48	48
Internal Car Distractions (Sub-Net)	37	41	37	37	36	36	38	35	45^H	44
Technology (Sub-Sub-Net)	35	38	34	35	35	33	36	34	37	37
(Access To/Ability To Use) Cell Phone/ Text Messaging	21	22	19	21	23	19	24 ^F	21	24	22
(Availability Of/Access To) (Too Much) (Advanced) Technology	15	16	15	16	13	15	14	14	18	17
(Access To/Ability To Use) Adjust/Change/ CD Player/Radio/DVD/TV	4	4	3	6 ^C	5	4	5	4	6	1
General Internal Car Distractions (Sub-Sub-Net)	7	6	6	8	7	7	7	6	15^H	11^H
General Distractions (Sub-Net)	7	12^{DE}	8	5	7	7	7	7	4	5
Too Many (Opportunities For) Distractions/ Things/Options To Do While Driving/In A Car	7	12 ^{DE}	8	5	7	7	7	7	4	4
Society Lifestyles (Sub-Net)	35	35	37	38	33	34	37	36	30	37
(Society) Fast Paced/Busy Lifestyle	12	10	13	15 ^E	10	10	14 ^F	13 ^I	5	12
Too Much On People's Mind/Many Things Going On	12	13	10	13	11	10	13 ^F	12	13	10
(Pressure) To Be Available/(People Think They Need To Be) Connected All The Time	5	9 ^{DE}	6	4	4	5	5	4	5	5

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Boxes are for highlighting purposes only.

Letters indicate a significant difference at the 95% confidence level. (B/C/D/E, F/G, H/I/J) Mentions with 4% or higher are shown.

Providing an Integrated Point of View!

Why Distracted Driving Is So Common - continued

	Total* National Sample (16-61 Yrs)	Age				Gender*		Ethnicity*		
		Teens (16-17 Yrs)	Gen Y (18-30 Yrs)	Gen X (31-44 Yrs)	Boomers (45-61 Yrs)	Male (16-61 Yrs)	Female (16-61 Yrs)	Caucasian (16-61 Yrs)	African Am. (16-61 Yrs)	Hispanic (16-61 Yrs)
		(301)	(402)	(400)	(403)	(749)	(754)	(1179)	(129)	(93)
Base: Total	(1503)	(301)	(402)	(400)	(403)	(749)	(754)	(1179)	(129)	(93)
		% (B)	% (C)	% (D)	% (E)	% (F)	% (G)	% (H)	% (I)	% (J)
Lack Of Time (Net)	30	22	28	33^B	30^B	24	36^F	33^I	21	24
Multi-Tasking/So Much To Do In So Little Time/ Try To Accomplish Things While Driving	22	17	24 ^B	26 ^{BE}	19	18	26 ^F	24 ^I	14	19
In A Hurry/(Always) Rush(ed/ing)	10	6	6	10	13 ^{BC}	8	12 ^F	11	6	7
Driver Profile (Net)	16	14	16	13	17	18^G	13	15	17	18
Driver Behavior (Sub-Net)	11	11	13^D	8	12	12	10	11	9	17
Driver Experience (Sub-Net)	3	2	2	3	4	4^G	2	3	7^{HJ}	1
Lack Of Attention (Net)	14	15	14	13	15	14	15	14	22^H	15
All Mentions Of Not Paying Attention (To/ Focusing On Driving/The Road/Traffic)	14	15	14	13	15	14	15	13	22 ^H	15
Commuting Conditions (Net)	8	3	9^B	9^B	7^B	10^G	6	8^I	3	8
(More) Traffic/A Lot Of Drivers/Vehicles On The Road/Nobody Car Pools	4	2	4	6 ^B	4	6 ^G	3	4	2	1

*Data weighted to reflect age distribution within the U.S. Population (2007 projections); See Introduction of this report for target weights.
Boxes are for highlighting purposes only.
Letters indicate a significant difference at the 95% confidence level. (B/C/D/E, F/G, H/I/J) Mentions with 4% or higher are shown.

Providing an Integrated Point of View!

Disclaimer:

- The information contained in the preceding study was based on a telephone survey of 1,500 drivers across the United States between the ages of 16 and 61 conducted by an independent third party from April 15-24, 2008, using MRSI. A national random digit dialed (RDD) sample and age targeted sample was used to generate calls to respondents within the 48 contiguous states. The driver age groups include: Teens (16-17 years), Gen Y (18-30 years), Gen X (31-44 years), and Boomers (45-61). The data for the Total National Sample and age groups have been weighted to reflect the 2007 Population estimates of age distributions as forecasted by ESRI (www.esri.com) using the 2000 Census of Population conducted by the U.S. Bureau of the Census. The survey is believed to have a margin of error of +/- 2.5 percentage points. Information on which the survey results were based were not audited or verified. Although care was taken to ensure data quality, Nationwide as the party that commissioned the survey, does not guarantee the accuracy or completeness of the survey or of any information presented. The information is presented without warranty, express or implied. Nationwide assumes no liability for loss or damage as a result of errors or omissions in the information presented; or for damages resulting from use or misuse of survey data. Neither Nationwide nor its affiliates shall be liable to the user or any other entity or individual for any loss of profits, revenues, trades, data or for any direct, indirect, special, punitive, consequential or incidental loss or damages.