



March 2023

Nationwide Agency Forward Driving Behaviors Survey Findings: Ohio Spotlight

METHODOLOGY



Audience

General Consumers
U.S. adults who own cars

Ohio Consumers
Ohio adults who own cars



Sample Size



N=1,000



N=100



Methodology

10 - Minute
Online Survey



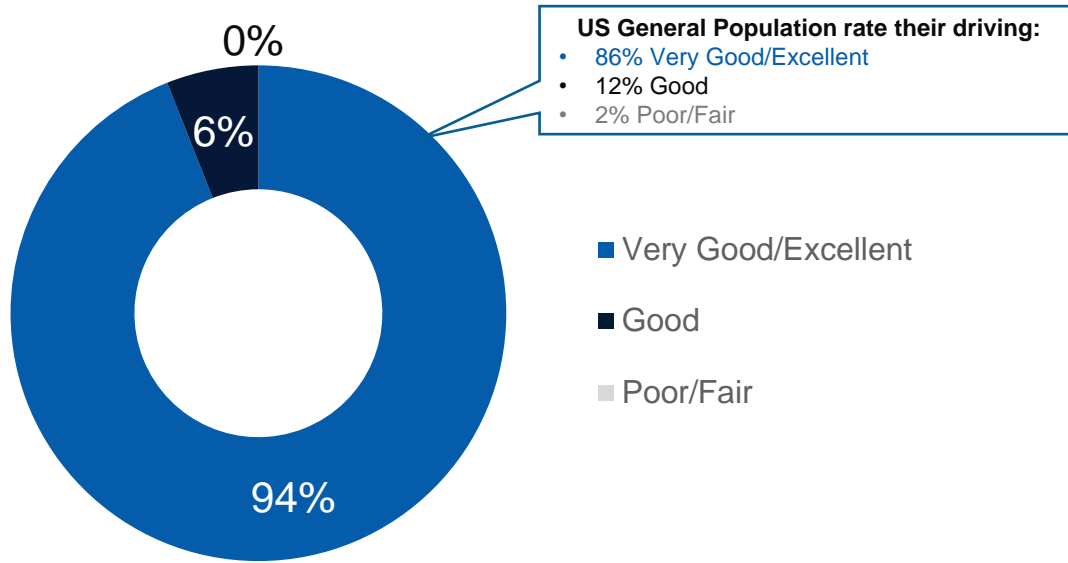
Timing

Survey fielded
February 17th – 22nd
2023

Note: Insights presented in this report are sourced from the n=100 oversample of Ohio car-owning consumers collected as part of a broader national survey commissioned by Nationwide in February 2023.

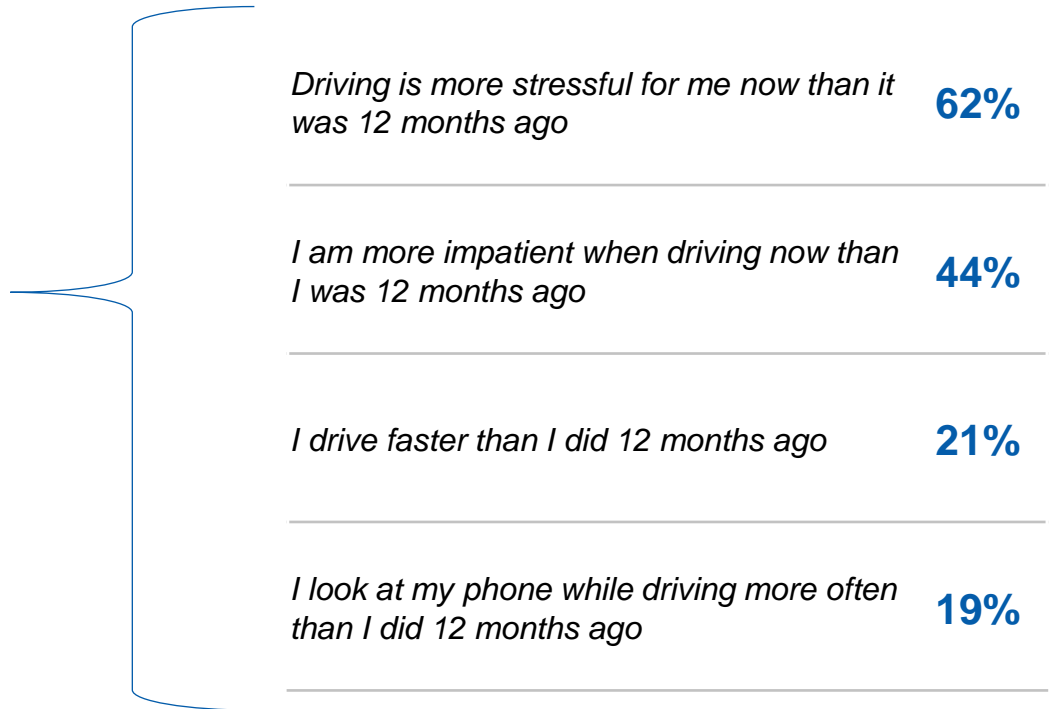
Ohioans overwhelmingly believe they personally are good drivers, higher than the general driving population, but more than 6 in 10 Ohioans say driving has become more stressful in the past year

Self-Rating of Driving Skills/Habits
(Shown % Select)



94% of Ohio consumers rate their own driving as excellent or very good.

Perceptions of Driving Behavior vs. 12 months ago
(Shown % Select, T2B "Agree")



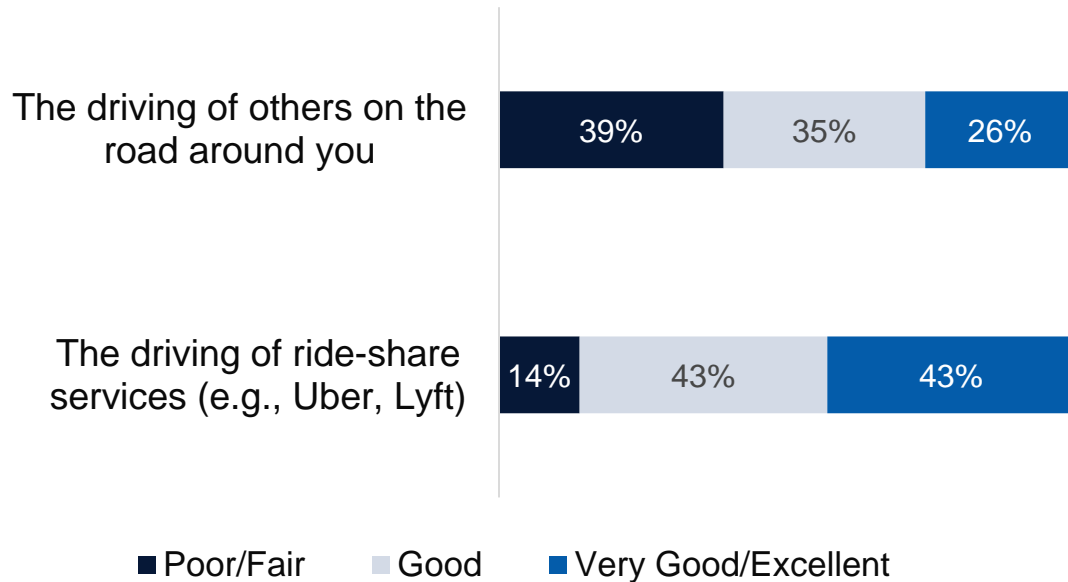
Q1. How would you rate... Base: Ohio Consumers (n=100)

Q3. Now thinking about yourself and your own driving, how much do you agree or disagree with the following statements? Base: Ohio Consumers (n=100)

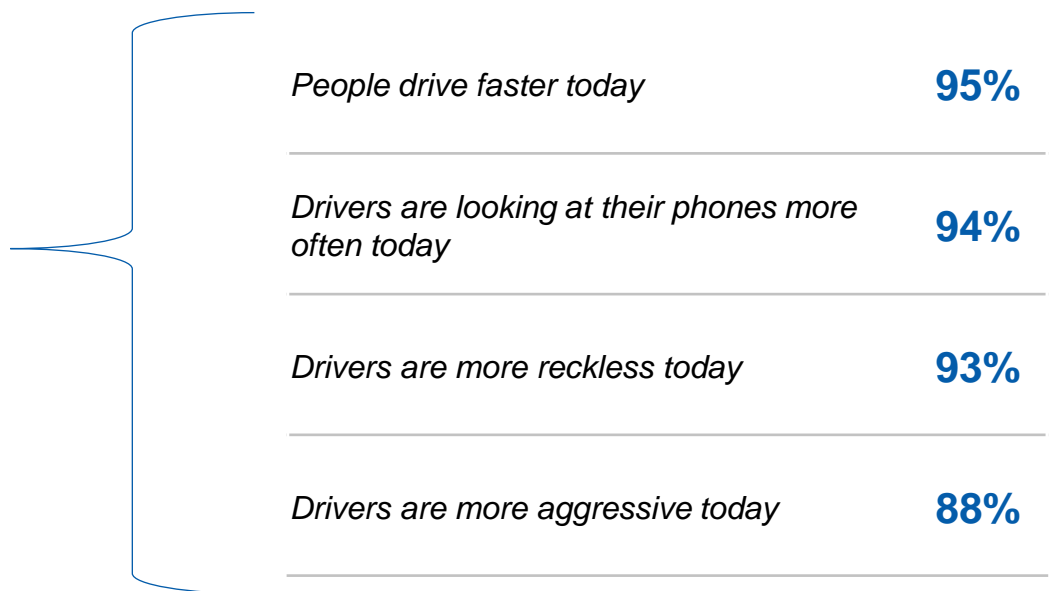
Views are much less positive of others on the road, with reports of aggression and reckless driving increasing in the past year

Roughly 2 in 5 (39%) would rate the driving of others on the road around them as poor or just fair. This is likely due to more dangerous behavior on the road today, as there is virtually unanimous agreement drivers are looking at their phones more often and drive faster today than they did 12 months ago.

Rating of Others' Driving
(Shown % Select)



Perceptions of Driving Behavior vs. 12 months ago
(Shown % Select, T2B "Agree")



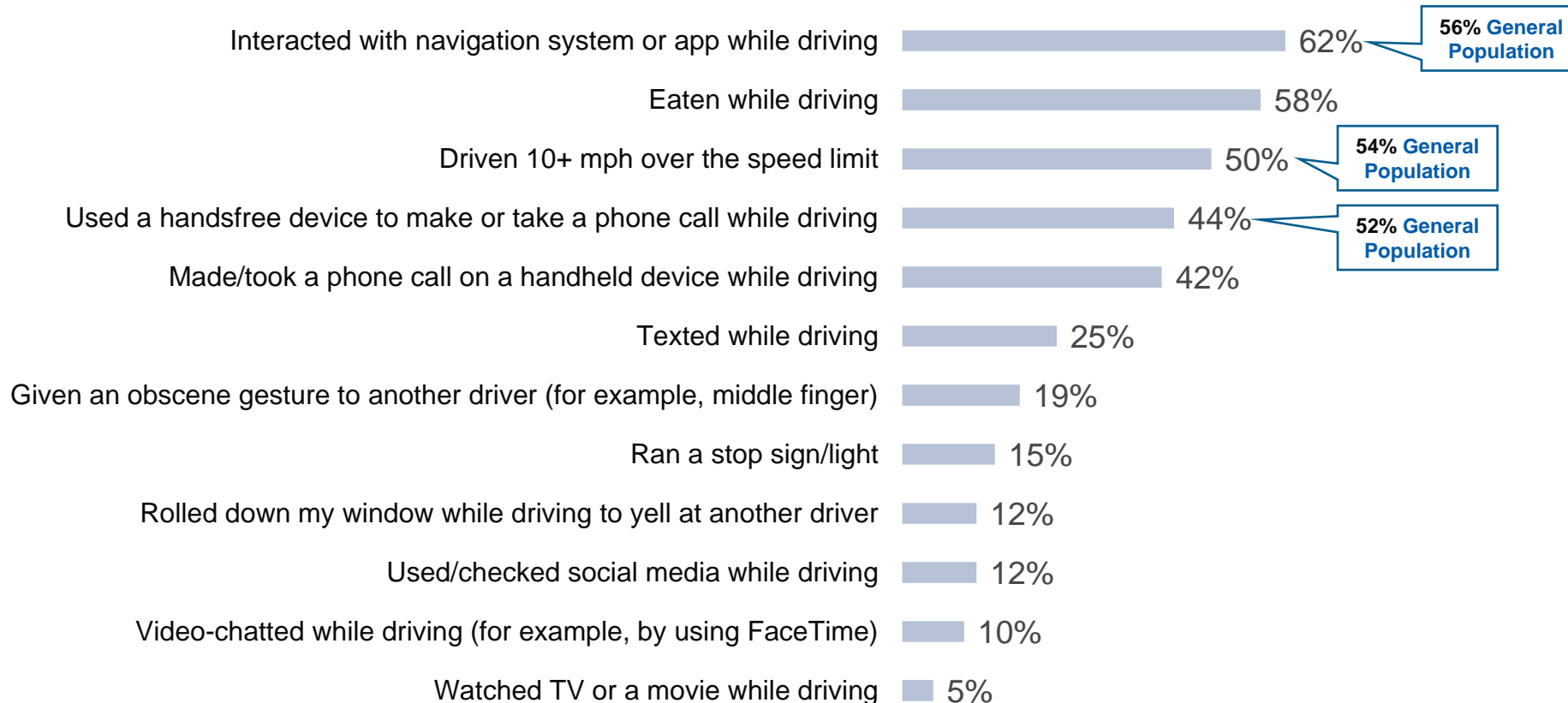
Q1. How would you rate... Base: Ohio Consumers (n=100)

Q2. How much do you agree or disagree with the following statements about driving today compared to 12 months ago? Base: Ohio Consumers (n=100)

Over half of Ohioans admit to speeding or eating while driving, and 1 in 4 have texted while behind the wheel in the past year

Actions Taken While Driving Over the Past 12 Months

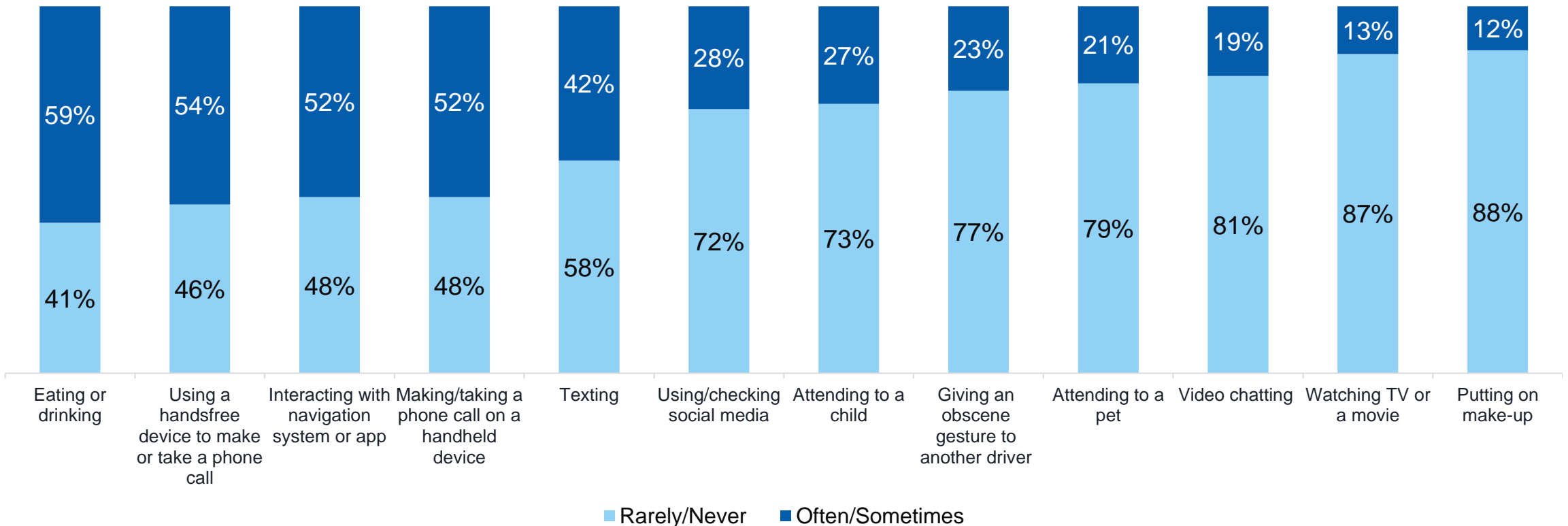
(Shown: % Select, "Yes")



Passengers say drivers eating or drinking, texting, and checking social media are all common occurrences

Driving Actions Consumers Have Witnessed as a Passenger Over the Past 12 Months

(Shown % Select, T2B "Often/Sometimes", B2B "Rarely/Never")

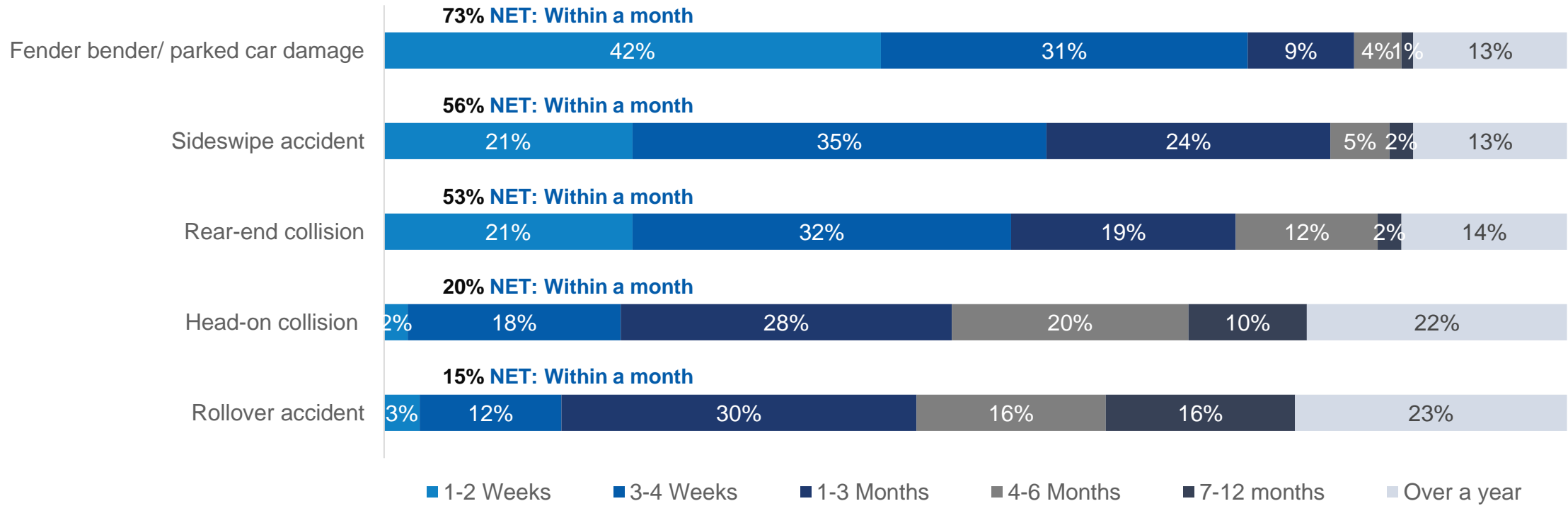


Most Ohioans underestimate the time required to repair their vehicle after an accident

According to Nationwide claims data, the average fender bender repair takes six to eight weeks.

Respondents' Estimated Vehicle Repair Time by Accident Type

(Shown: % Selected)



Similarly, they often underestimate the repair cost for common accident types

According to Nationwide claims data, the average cost for a fender bender repair is nearly \$4,000.

Respondents' Estimated Vehicle Repair Cost by Accident Type

(Shown: % Selected)

