



March 2023

Nationwide Agency Forward Driving Behaviors Survey Findings: 2023

METHODOLOGY



Audience

General Consumers
U.S. adults who own cars



Sample Size



N=1,100



Methodology

10 - Minute
Online Survey



Timing

Survey fielded
February 17th – 22nd
2023

KEY FINDINGS

1

Americans overwhelmingly see themselves as good drivers, but their actions tell a different story again

86% of drivers rate their own driving as very good or excellent, but this belies some concerning behaviors. 38% say they are more impatient behind the wheel now than they were 12 months ago. Many admit to eating while driving (56% - a 3-point uptick since 2022) or driving 10+ mph over the speed limit (54%) during the past 12 months. And more than 1 in 5 (22%) report texting while driving or giving obscene gestures to other drivers (21%) during the same time period. Additionally, 17% admitted to running a stop sign or red light and 13% said they have video-chatted while driving.

2

Driving has become more stressful as unsafe road habits increase

9-in-10 or more say other drivers on the road are more aggressive, more reckless, and drive faster than they did a year ago, up significantly since 2022. And, just 23% would rate other Americans' driving as very good or excellent. Unsurprisingly, 61% say driving has become more stressful for them since last year.

3

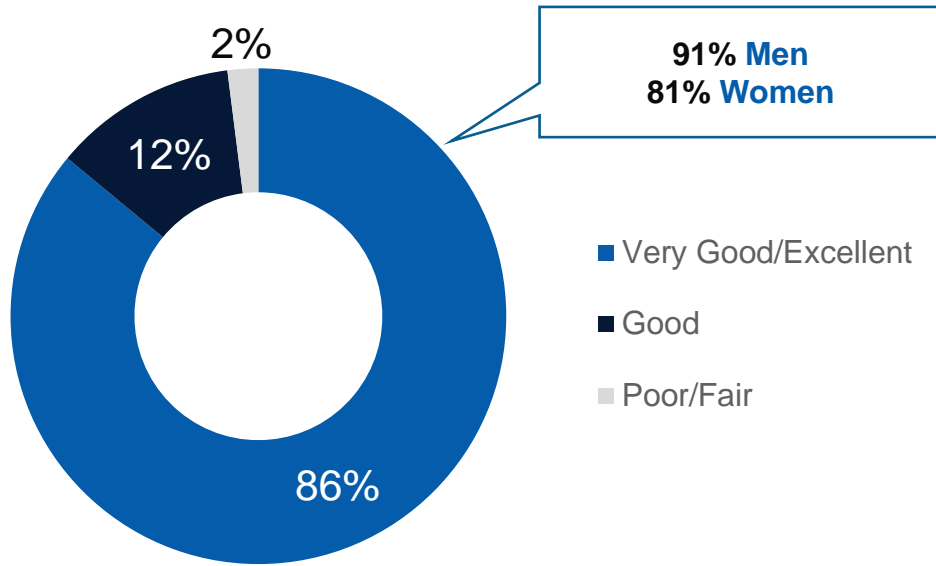
More than 1 in 10 have been involved in an accident in the past year, with aggressive driving most to blame

14% of Americans say they have been in an accident as the driver within the past year. Younger drivers are considerably more likely than older generations to do so (34% Gen Z; 23% Millennials). The most common reasons cited for accidents are aggressive or reckless driving practices, such as unsafe lane changing (18%), tailgating (15%), running red lights (12%), and road rage (9%).

Most Americans believe they are good drivers – but many report being more stressed, impatient, and driving faster than they did a year ago

Gen Z consumers are more likely than older generations to report being more impatient, driving faster, and using their phones while driving more often compared to one year ago.

Self Rating of Driving
(Shown % Select)



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



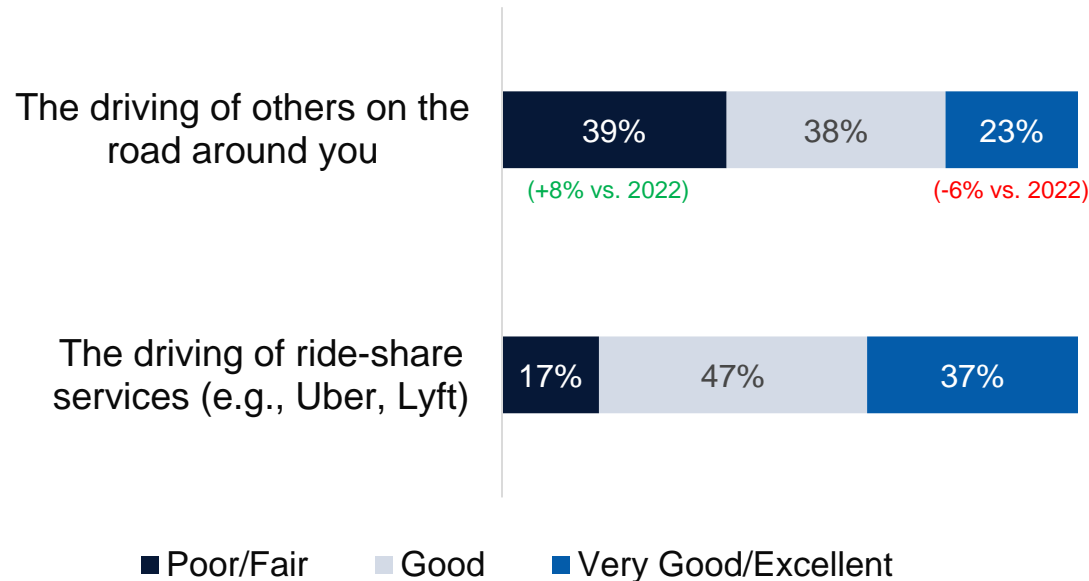
Q1. How would you rate... Base: Consumers (n=1,000), Ohio Consumers (n=100), Men (n=499), Women (n=500)

Q3. Now thinking about yourself and your own driving, how much do you agree or disagree with the following statements? Base: Consumers (n=1,000), Gen Z (n=100)

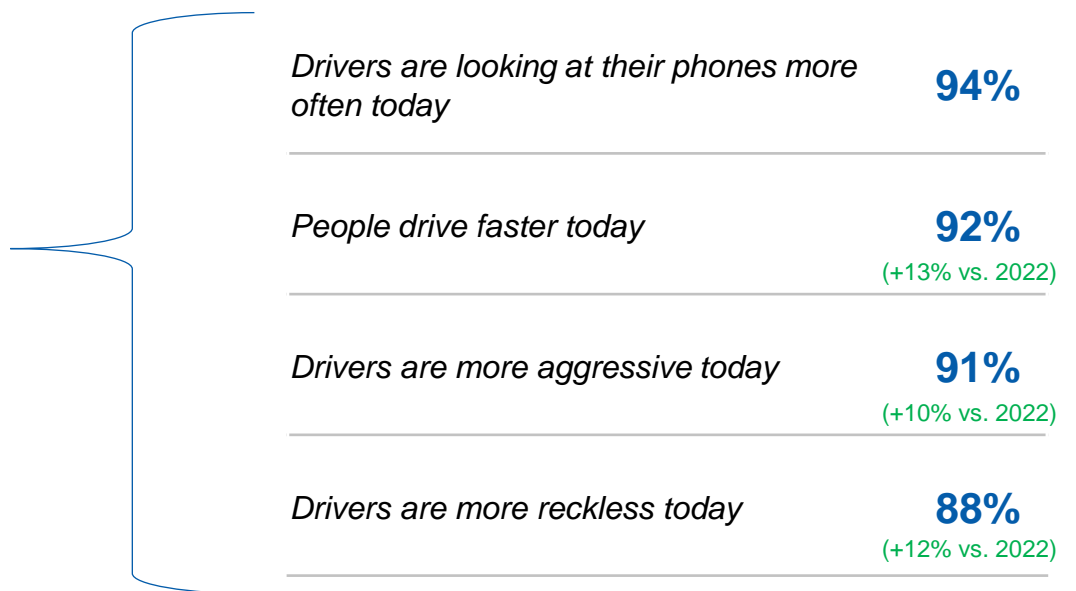
Views are much less positive of others on the road, with reports of aggression and reckless driving increasing in the past year

Roughly 2 in 5 (39%) would rate the driving of others on the road around them as poor or just fair – an 8-point uptick since 2022. This is likely due to more dangerous behavior on the road today, as 9 in 10 agree drivers are looking at their phones more often and driving faster today than they were 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: Consumers (n=1,000), Boomers (n=360)

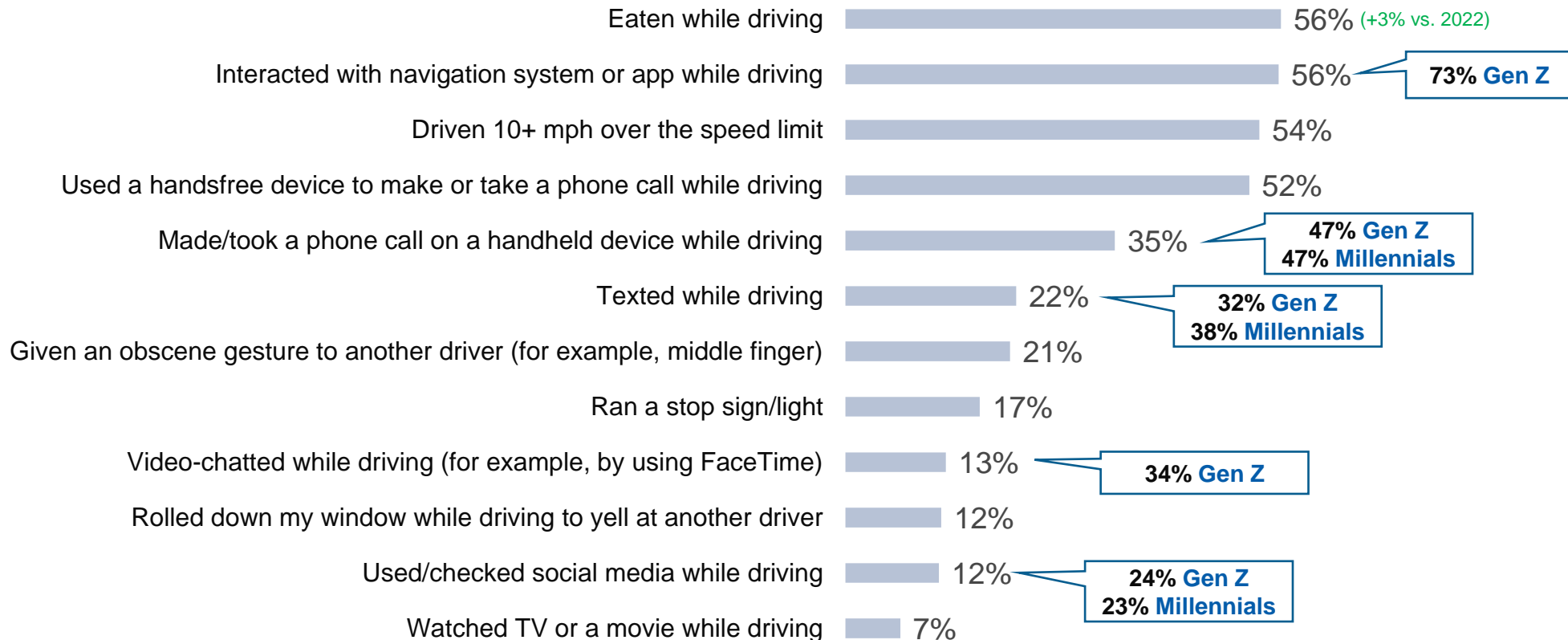
Q2. How much do you agree or disagree with the following statements about driving today compared to 12 months ago? Base: Consumers (n=1,000), Men (n=499), Women (n=500)

Over half of drivers admit to speeding or eating while driving, and 1 in 5 or more have used their phone to text or call while behind the wheel

Gen Z and Millennial consumers are more likely than other generations to use their phones while driving, for calls, texts or social media.

Actions Taken While Driving Over the Past 12 Months

(Shown: % Select, "Yes")

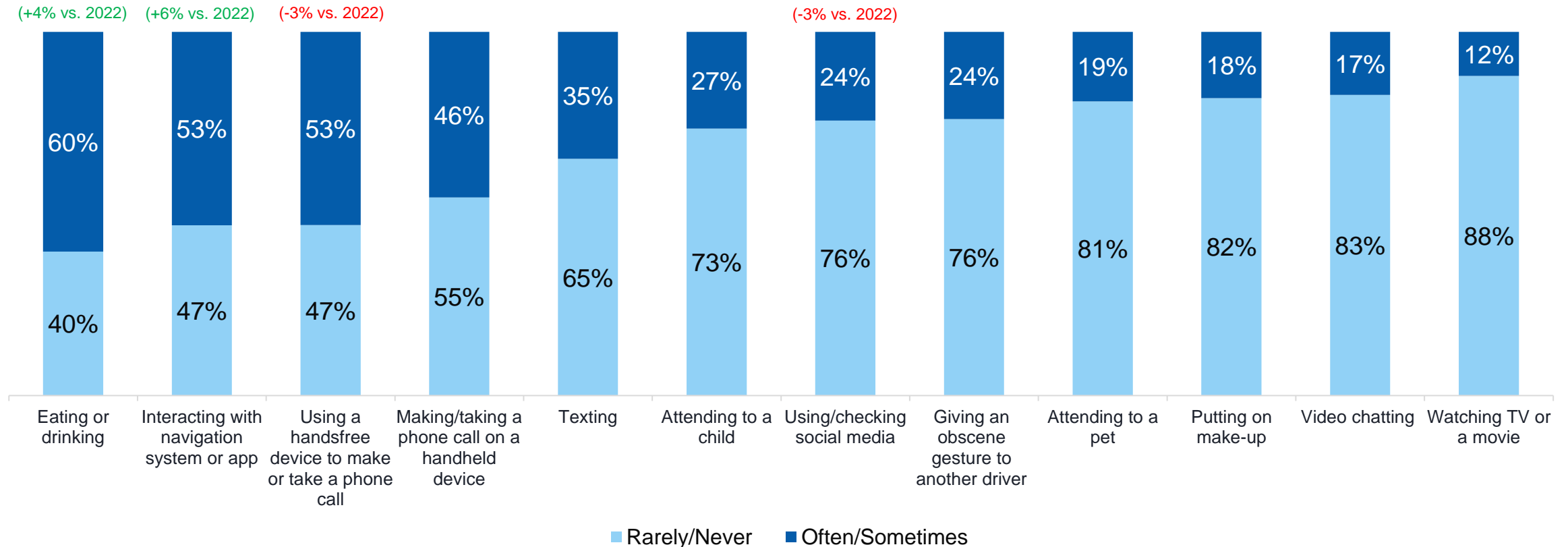


Passengers say drivers eating or drinking, texting, and checking social media are all common occurrences

Over a third (35%) have been a passenger in a car where the driver was texting, and nearly 1 in 5 (17%) report witnessing a driver video chat while behind the wheel.

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

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



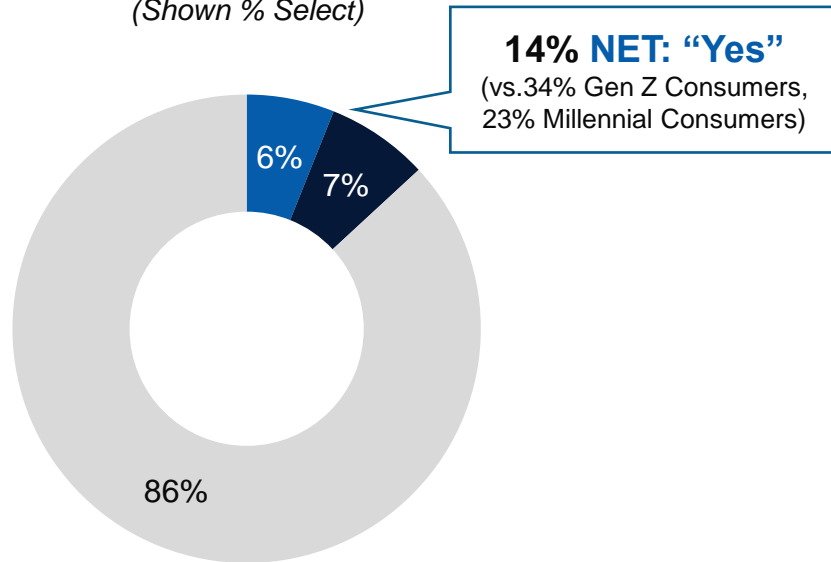
Q5: Over the past 12 months, how often have you been a passenger in a car where you saw the driver doing each of the following actions at least once while driving? Base: Consumers (n=1,000)

14% of drivers have been in an accident in the past year

More than a third of Gen Z and almost a quarter of Millennial drivers have been involved in an accident, significantly more than older generations.

Involvement in a Car Accident Within the Past 12 Months – Themselves

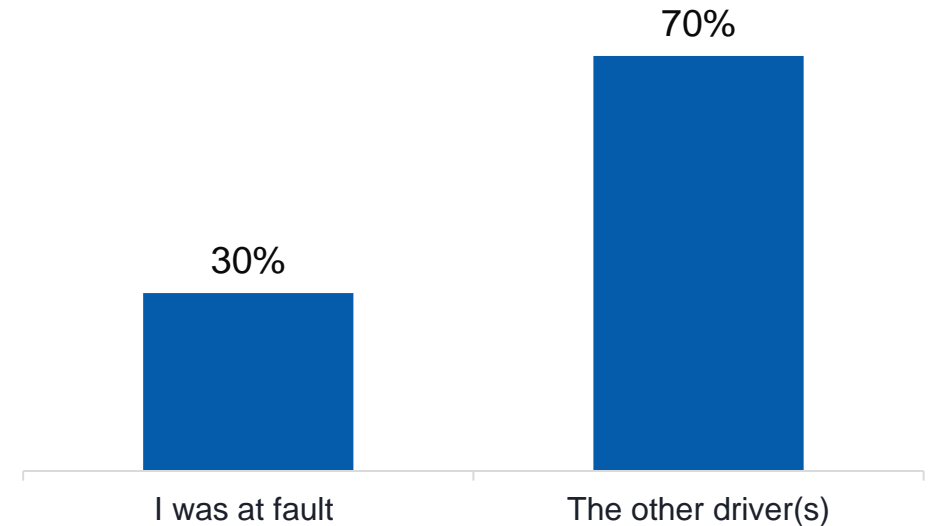
(Shown % Select)



- Yes- it was a major accident with moderate to extensive damage
- Yes- it was a minor accident with minimal damage
- No

Who Was at Fault

(Shown % Select, Among Those Who Have Been Involved in a Car Accident Within the Past 12 Months)



Q6. Have you been involved in a car accident, as the driver, within the past 12 months? Base: Consumers (n=1,000), Ohio Consumers (n=100), Gen Z (n=100), Millennial (n=281)

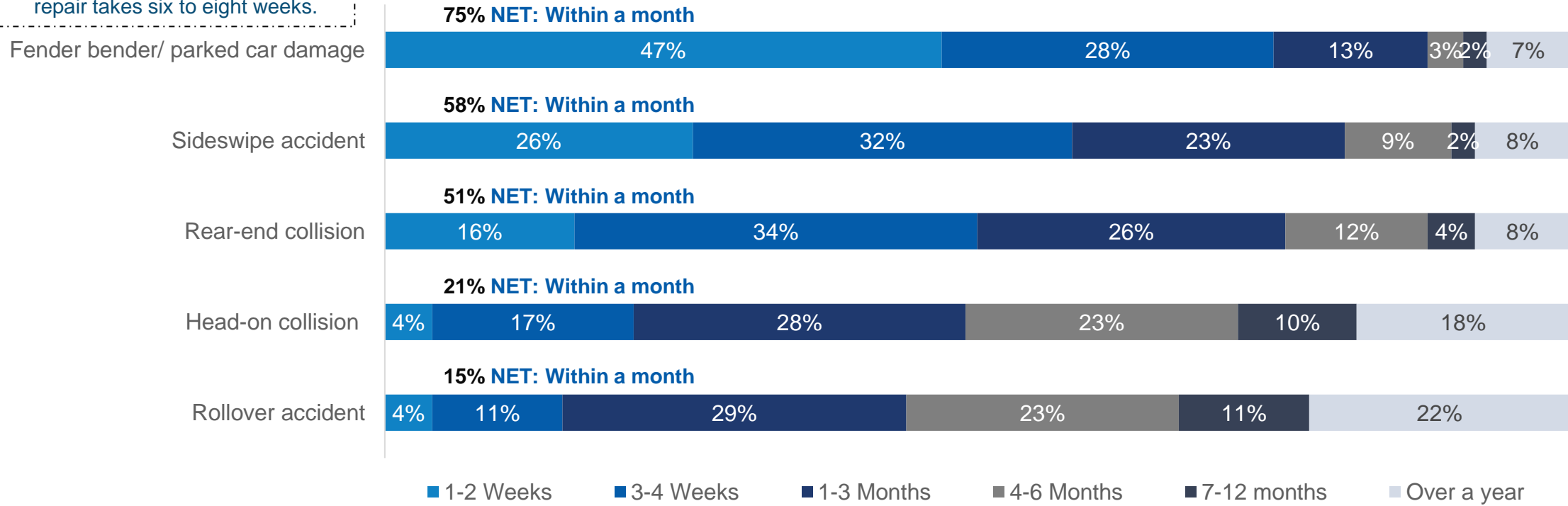
Q7. You mentioned you were involved in a car accident. Which party was at-fault? Base: Consumers who have been involved in a car accident within the past 12 months (n=138)

Most consumers agree fender benders, sideswipe accidents and rear-end collisions can be repaired within a month, while many feel head-on collisions and rollover accidents can take over 6 months to repair

Roughly 1 in 5 consumers think that head-on collisions (18%) and rollover accidents (22%) can take over a year to repair.

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

Average Vehicle Repair Time Across Various Types of Accidents
(Shown: % Selected)



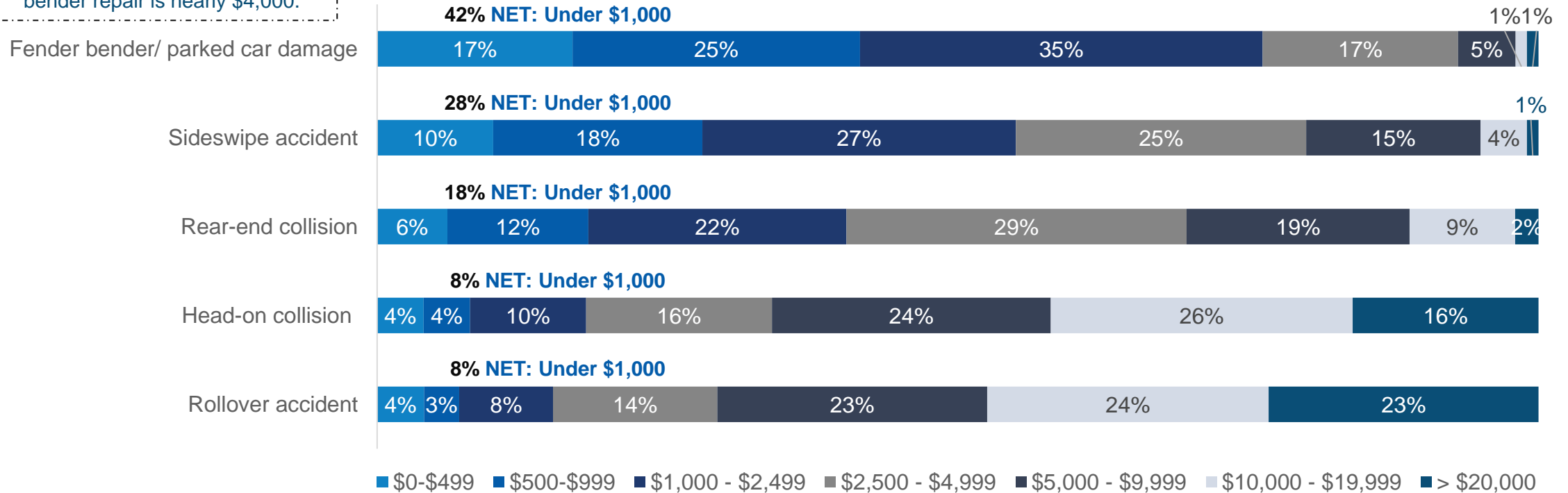
Consumer perceptions of repair costs also vary by accident type, with fender benders and sideswipes perceived as least expensive, and head-on collisions and rollover accidents as most expensive

In fact, over 4 in 10 consumers feel that that head-on collisions (42%) and rollover accidents (47%) can cost \$10,000 or more to repair.

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

Average Vehicle Repair Cost Across Various Types of Accidents

(Shown: % Selected)



Aggressive or reckless driving practices, such as unsafe lane changing, tailgating, and running red lights, are the top reported causes of accidents

Additional factors include vehicle maintenance problems, hazardous weather, and road hazards.

Primary Cause of Accident

(Shown: % Select, Among Those Who Have Been Involved in a Car Accident Within the Past 12 Months)

