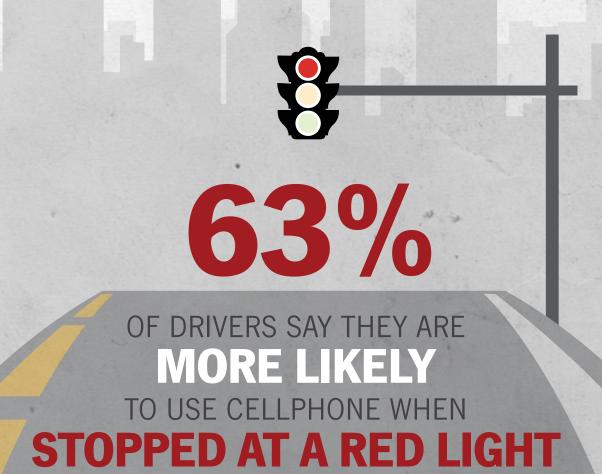
DRIVERS ADMIT TO USING THEIR PHONE WHEN BEHIND THE WHELL



NEXT EXIT 20 MILES 30%

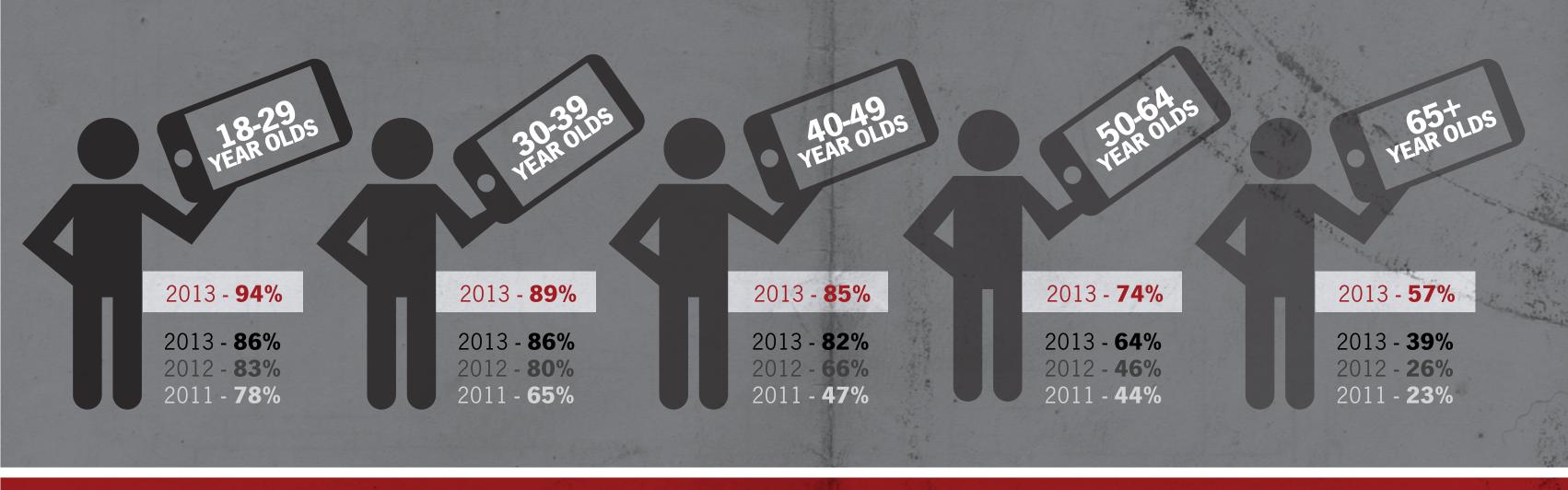
OF DRIVERS SAY THEY ARE
MORE LIKELY
TO USE CELLPHONE WHEN
ON AN OPEN HIGHWAY

MAXIMUM **55** MPH

DRIVERS ARE LESS LIKELY TO USE CELLPHONE UNDER THESE CONDITIONS

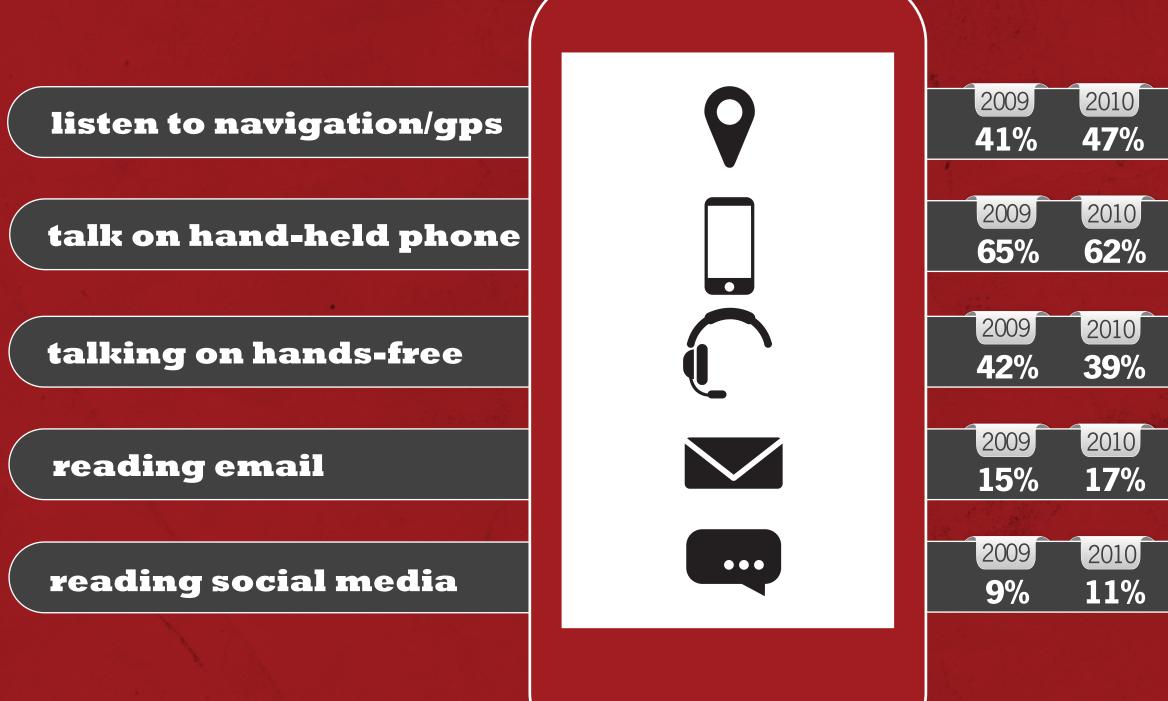


PERCENTAGE OF DRIVERS WHO OWN A SMARTPHONE



HOW DRIVERS USE PHONES WHILE DRIVING

NUMBERS REFLECT PERCENTAGE OF DRIVERS WHO REPORTED ENGAGING IN THE ACTIVITY WHILE DRIVING



	41 %	47 %	53 %	56 %	65 %	70 %	
1							
	2009	2010	2011	2012	2013	2014	
	65 %	62 %	58 %	57 %	57 %	55 %	
				1			
	2009	2010	2011	2012	2013	2014	
	42 %	39 %	41 %	38 %	50 %	51 %	
		Robert State	The state of the s			·	1
	2009	2010	2011	2012	2013	2014	
	15 %	17 %	21 %	22 %	24 %	25 %	
2						The state of the s	
	2009	2010	2011	2012	2013	2014	
	9%	11 %	14 %	15 %	17 %	20 %	
		3300400-34		4-14-12-13-13-13-13-13-13-13-13-13-13-13-13-13-	380 PF - 3	20 m 1 m 1 m 1 m	

2012

2013

2011

From 2009-2014, the State Farm® Strategic Resources conducted an online survey with approximately 1,000 US consumers each year.

Source: http://st8.fm/distracted

2014