



FATIGUE, ALCOHOL, AND CHILD SAFETY ISSUES EXPECTED TO RISE DRAMATICALLY THIS SUMMER

([PRWEB](#)) June 23, 2000 -- For Immediate Release

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Survey by progressive.com Uncovers The Truth About Summer Driving

Summer is a time for long weekends, relaxation and road trips. But according to a survey by progressive.com, it could be one of the most dangerous times of the year to be on the road and there are specific dangers every driver should be aware of.

Progressive.com's survey showed that fatigue plays a major role in summer driving behavior: 57 percent of respondents said they were more likely to drive when overtired or fatigued while driving home from a weekend getaway. In addition, 59 percent of people reported that they were more likely to drive when they shouldn't have because they wanted to get to a summer getaway in one night.

More than 400 consumers participated in the online survey at progressive.com, one of the most visited auto insurance sites on the Web. The Internet survey was conducted from May 16, 2000 through May 24, 2000.

The survey also found some surprising results regarding drinking and driving: 26 percent of respondents reported driving when they shouldn't due to alcohol consumption at summer barbecues. Twenty-three percent of consumers said they would be more likely to drive after drinking at a summer barbecue if they did not have very far to drive to get home.

"People are stressed out working too many hours each week and traveling for business. So when it comes time for summer, people's attitudes are different - they want to enjoy the outdoors, relax and de-stress," said Alan Bauer, Internet Business Leader, Progressive. "But what we found was that while people go to great lengths to enjoy the summer, they may be pushing the limits of safety and letting their busy lives affect their driving habits. It's extremely important that consumers are aware of the risks that they and their friends and neighbors create when traveling this summer."

The progressive.com study found that more than one-fifth of consumers reported having taken their kids out of their car seats while driving on a summer trip. And it looks like women are more likely to take chances - women were four times more likely than men to break a traffic law (i.e. speed, run a red light, drive on the



shoulder) while stuck in summer traffic with kids in the car. Also, families with children were six times more likely to drive home from a long day trip while fatigued during the summer than those people without children.

Progressive (NYSE: PGR), headquartered in Mayfield Village, Ohio, is one of the nation's largest auto insurance companies and the leading provider of insurance services and products via the Internet. In business since 1937, the company provides all drivers with competitive rates and 24-hour, in-person services. The company sells its products over the phone (1-800-AUTO-PRO), on the Internet at progressive.com and through more than 30,000 independent agents throughout the U.S. More information can be found at progressive.com.

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Alan Bauer is available for interview.

****Full survey results attached.****

Did You Know?

According to a progressive.com Countrywide Survey

Let's Just Get Home: One Piece

Fifty-seven percent of respondents said they were more likely to drive during the summer when over-tired or fatigued while driving home from a weekend getaway.

Driving Distractions

When asked what was most likely to take their attention off the road while driving in the summer, the top five answers were:

1. fatigue 34 percent
2. talking on the cell phone 17 percent
3. singing along with the radio/music playing in the car 16 percent
4. getting angry at other drivers while in heavy traffic 12 percent
5. having children in the car 10 percent

The Price of a Busy Lifestyle

Fifty-nine percent of consumers reported that they were more likely to drive when they shouldn't during the summer because they wanted to get somewhere in one night.

Drinking and Driving

Twenty-six percent of respondents reported they drive when they shouldn't due to alcohol consumption at summer barbecues.

Short, But Dangerous, Distances

Twenty-three percent of consumers said they would be more likely to drive after drinking at a summer barbecue if they did not have very far to drive to get home. In another surprising admission, the number one reason reported for driving with a child out of their car seat during the summer was for driving only a short distance.

Parental Advisory

More than one-fifth of consumers reported taking their kids out of their car seats while driving on a summer



trip.

Women Drivers

Women were four times more likely than men to break traffic laws while stuck in summer traffic with kids in the car. In addition, women were twice as likely as men to drive while overtired on their way home from a long day trip during the summer with kids in the car.

A Child's Influence?

Families with children were six times more likely to drive home from a long day trip while fatigued during the summer than those people without children.

Move Over Sonny, I'm Trying To Get Home

Surprisingly, consumers ages 55 to 64 were twice as likely to speed on a Sunday evening after a weekend getaway during the summer than consumers ages 18 to 24.

Drinking Ages

Respondents ages 55 to 64 were six times more likely to drive after drinking while attending a summer sporting event than respondents ages 18 to 24.

Running Late

Forty-eight percent of consumers reported experiencing road rage while driving to work in rush hour traffic during the summer.

Does Mommy Let You Out Of The Car Seat?

Men were twice as likely as women to drive in the summertime with their child out of their car seat if they were driving only a short distance.

Ahh, the Wisdom of the Ages

The number one age group - 60 percent of people ages 55 to 64 experienced road rage while on their way to work during the summer.

It's Legal To Ride The Shoulder, Isn't It?

Fifty-three percent of respondents were more likely to break a traffic law if caught in summer traffic.

It's Best To Use Your Blinker

Twenty-two percent of respondents said they have experienced road rage if someone cut in front of them without signaling during the summer.

Another Negative Divorce Statistic

Divorced respondents were twice as likely than married respondents to take their child out of their car seat so that they can sleep better/longer on a long car trip during the summer.

Summer Aggravation

Forty-nine percent said the most aggravating time to drive during the summer was on Friday evenings on their way to a weekend getaway, followed by: returning from a trip on Sunday evening (27 percent) and returning from a weekend getaway on Monday morning (19 percent).



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Contact Information

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Online Web 2.0 Version

You can read the online version of this press release [here](#).