



From dropping off the kids at school, to rushing over to the office in time for the big meeting, then trying to squeeze in a couple errands on your way home – commuting and spending time stuck in traffic have become a fact of life and a routine part of the day.

But for many Americans, their commute is having a negative impact on their daily lifestyle.

A recent national study conducted by Ford Motor Company shows that the majority of drivers have a less-than-positive commute which is affecting their stress levels, relationships and everyday health and wellness.

Ford's Pursuit of a Happy Commute will help put you back in the driver's seat of your life by helping to de-stress and improve parts of your commute, while enhancing the overall driving experience.

With smart, convenient and entertaining features available in Ford vehicles, getting from point A to B can be less stressful, efficient and enjoyable, too – helping you find the *work-life-commute* balance that you've been looking for.



Go Further

## THE STUDY

McGuire Research, an independent research company, conducted the Ford Commuter Survey on behalf of Ford Motor Company via phone (70% landline, 30% mobile phone). Interviews were conducted between January 6 and January 11, 2014, among a nationally representative audience of 800 U.S. adults who commute to work with their personal vehicles or via carpool. The margin of error for this poll is +/- 3.5%.



## THE FINDINGS

### Drive time is eating into our time.

- Besides the time spent with family and friends and watching TV or movies, Americans are spending a large amount of time commuting to and from work.
- Two-thirds of Americans spend at least 30 minutes commuting, roughly the same amount they are reading books, newspapers, or magazines and more than they are exercising.

### Sometimes just getting to work can be a job in and of itself.

- More than two-thirds of commuters say they experience traffic at least occasionally.
- Almost half of all commuters say they always or very frequently encounter traffic while commuting.
- Only three-in-ten rarely experience traffic.

### Commuters are not happy campers, so they multi-task.

- To pass time, most commuters listen to the news, radio, podcasts, or e-books.
- Many multi-task in other ways – two-in-five make personal or work-related phone calls, nearly a quarter grab a snack or a meal while on the road and some even put on cosmetics or fix their hair.

### Most of us don't think of our commute as our happy place.

- More than half of commuters feel that their commute has little positive impact on their lives, including meeting work expectations.
- The routine trek to and from work takes away from:
  - > maintaining a regular exercise routine
  - > decreasing stress levels
  - > spending quality time with family and friends
  - > pursuing personal interests or hobbies
  - > supporting overall health goals such as eating healthfully or maintaining a healthy weight



### Thanks to Ford, "happy" and "commute" don't have to be mutually exclusive.

- Nearly all commuters say that better gas mileage would enhance their commute.
- Strong majorities say other features like improved sound insulation, remote keyless entry and climate controlled seats would also improve their routine drive.



## THE GRIDLOCKED



### It's enough to make them want to live off the grid.

- 42 percent of survey respondents are considered The Gridlocked.
- The Gridlocked are commuters who always or very frequently encounter traffic while commuting.
- The Gridlocked are more likely to live in the city as opposed to the suburbs and use their personal vehicle for the commute.
- Because they spend more time in gridlock, drivers describe their commutes as frustrating, stressful, unpredictable and long.
- Being gridlocked has negatively impacted nearly every aspect of the driver's life, and lists stress as the top negative effect of their commute.

### Gridlocked Gals

- 47 percent of commuters are female and two-in-five of them are gridlocked.
- The top description of their commute is "unpredictable" and, as a result, they are more likely to say that better gas mileage, advanced navigation and climate-controlled seats would help enhance their daily drive.
- For the Gridlocked Gals, the top negative impacts of commuting include maintaining a regular exercise routine, decreasing stress levels and spending quality time with family and friends.



#HappyCommute