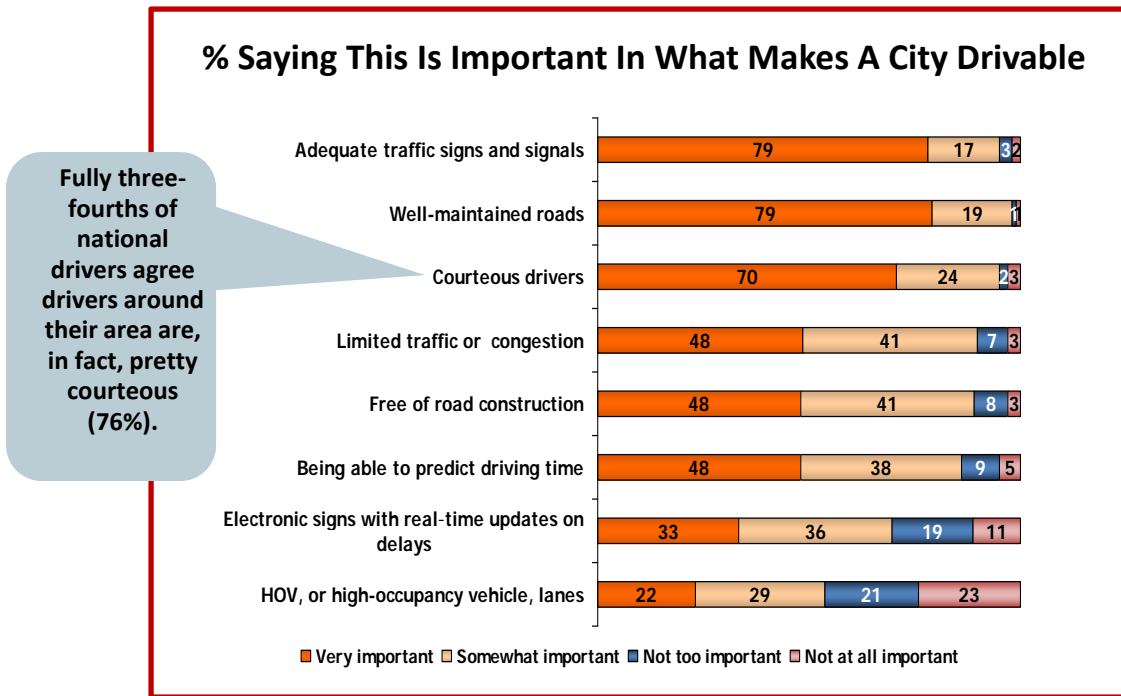




## The Hartford 2009 Drivability Survey

The Hartford 2009 Drivability Survey, conducted by GfK Roper for The Hartford, focuses on the “drivability” of American cities and towns. Going beyond official statistics about traffic congestion, average commute times and similar factors, the study empowered American drivers to define “drivability” for themselves and to tell the stories of the road from a human perspective.

The survey found that Americans generally believe their cities are “drivable” and think their city officials do a good job keeping roads in repair. Overall, American drivers want to feel safe, competent and welcome when they leave the comfort of home to hit the road.



In Memphis, half of drivers rate their city as “very drivable” – one of the lowest ratings among seven metropolitan areas studied in detail. Near-majority choose better road conditions as the top way to improve Memphis’s drivability. No other option is selected by more than one in five Memphis drivers.

