

State Farm's Driver Feedback™

State Farm's Driver Feedback™ is a mobile app that helps drivers of all ages assess their driving behavior. The app is free and available to everyone, not just State Farm customers.

Driver Feedback measures how quickly drivers accelerate, how well they use the brakes, and how safely they turn corners. State Farm does not collect driving data used by the app so it cannot impact anyone's insurance rates.

State Farm is looking for ways to improve this app so drivers can be safer on the road. We are looking for teenage drivers just starting out and a parent who is helping them to learn to drive safely to participate in focus group. The focus groups will be held Monday evening, May 2nd at 4:30 P.M. at a research facility in Oakbrook, Illinois.

Teens and parents will be participating in separate focus groups with their peers. All participants will be paid \$120 (Visa gift card) for the 90 minute session.

If you are interested in being a part of this research, please contact:
Steve Brown (steve.brown.bk24@statefarm.com) or
Brian Fields (brian.fields.i606@statefarm.com).