



Distracted Driving Public Opinion Poll

March, 2016

Objective

The overall objective of this research was to understand the attitudes and behaviors of U.S. drivers and to explore issues related to distraction and other unsafe driving behaviors.

Methodology

This research was conducted by Irwin Broh Research using a national online U.S. consumer panel maintained by Survey Sampling International (SSI). Sample outgo and completes were monitored to ensure returns were balanced according to US Census figures for age, gender, geographic region and annual household income.

To qualify for the study, respondents needed to:

- Have a valid US Driver's License
- Drive a vehicle
- Own a cell phone

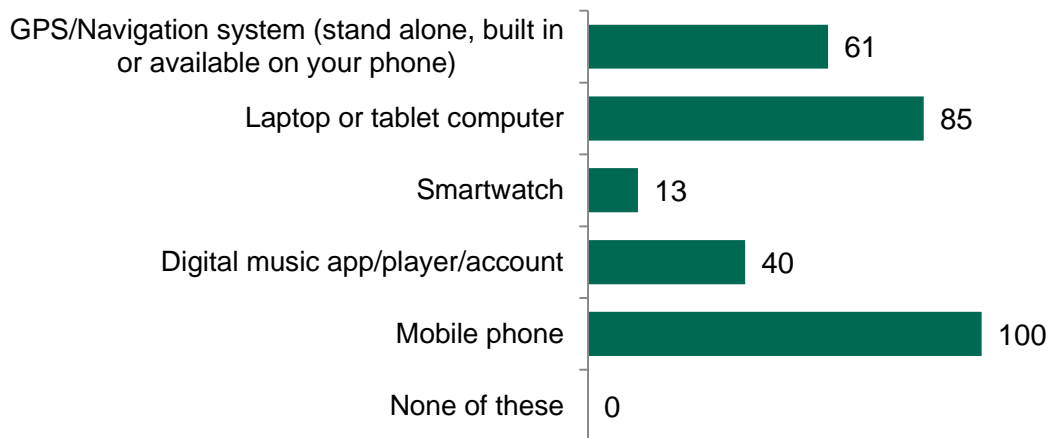
A total of 2,409 surveys were completed with licensed drivers between March 2nd and March 10th, 2016.

Questionnaire with results (All numbers are percentages)

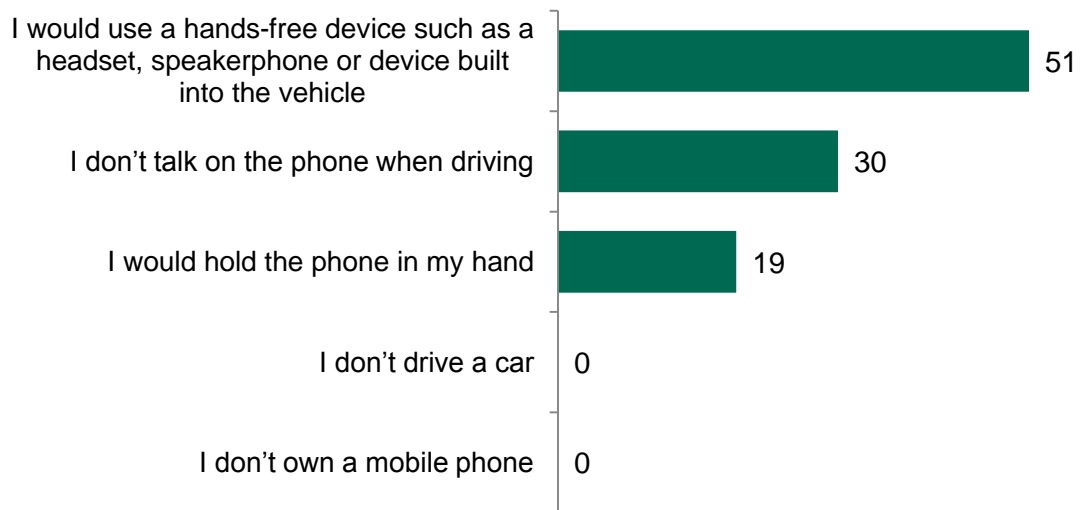
1. Do you have a driver's license? (n=2,409)



2. Which of the following do you currently own or have built into your vehicle? (n=2,409)
(SELECT ALL THAT APPLY) *.Mobile phone' required to qualify



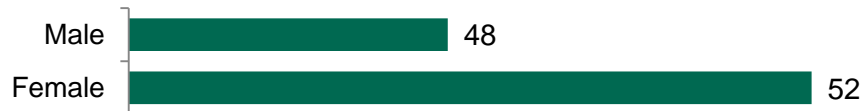
3. Assuming it is legal, which of the following best describes how you personally would talk on the phone when you are driving? (n=2,409)



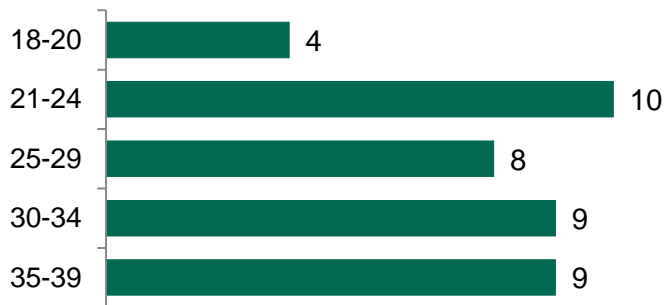
4. On average, how much time do you spend in total driving on a typical weekday? (n=2,409)



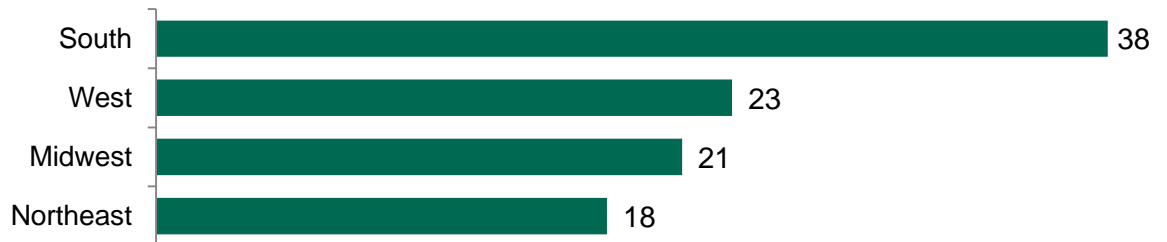
5. Are you...? (n=2,409)



6. How old are you? (n=2,409)



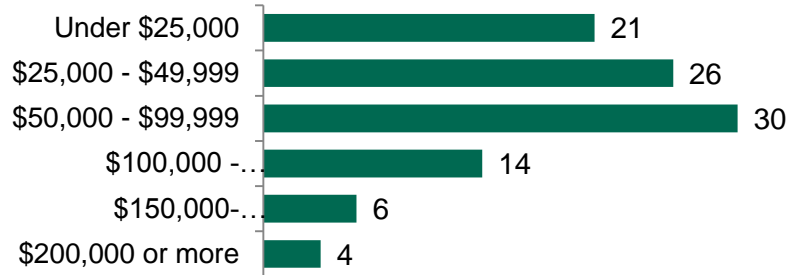
7. What state do you live in? (n=2,409)



7a. What is your zip code? (n=2,409)

RESPONSES NOT SHOWN

8. Which of the following categories best describes your total annual household income before taxes? (n=2,382 excludes non-answers)



9. Assuming there were no laws governing behavior while driving, how often would you do the following while driving? (n=2,409, first four alternatives limited by ownership, respective n sizes are 1,469, 2,056, 307, 962)

(RANDOMIZE)

Note: Please remember that “while driving” does not mean just when the car is moving. It includes the time you spend as the driver while stopped at stop signs, stoplights or in traffic and any other situation when you are behind the wheel and not parked.

Program or search for a location or address using a GPS/Navigation system **(IF SELECTED IN Q2)**

Use a laptop or tablet computer **(IF SELECTED IN Q2)**

Use features on a smartwatch **IF SELECTED IN Q2)**

Adjust settings or controls on a digital music device/app **(IF SELECTED IN Q2)**

Watch TV or a movie on your phone

Groom/fix your appearance (such as combing hair, applying lipstick or shaving)

Review or send emails

Review or send text messages

Make or answer phone calls

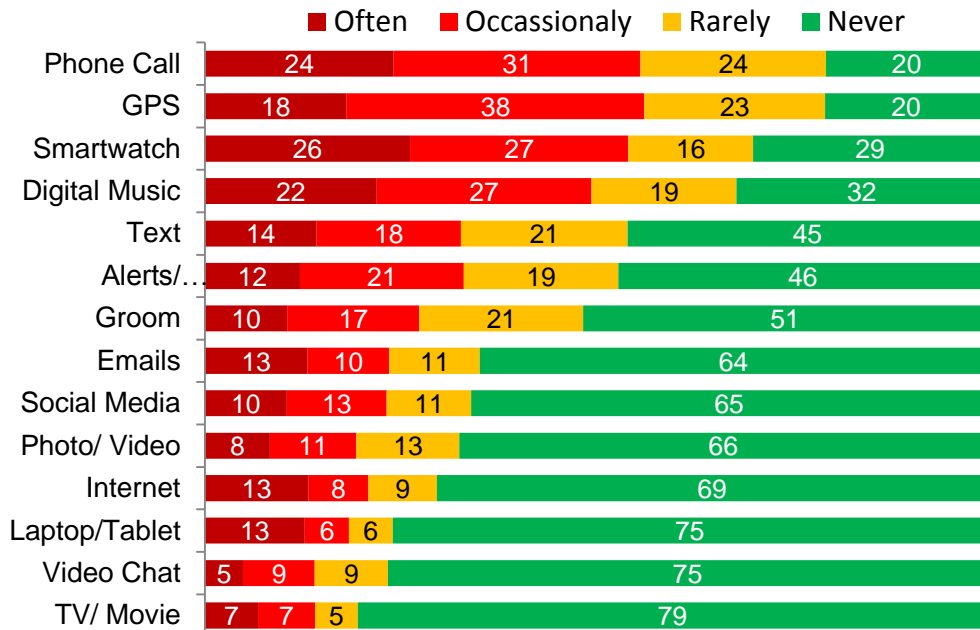
Surf the Internet

Glance at, read or post Social Media messages

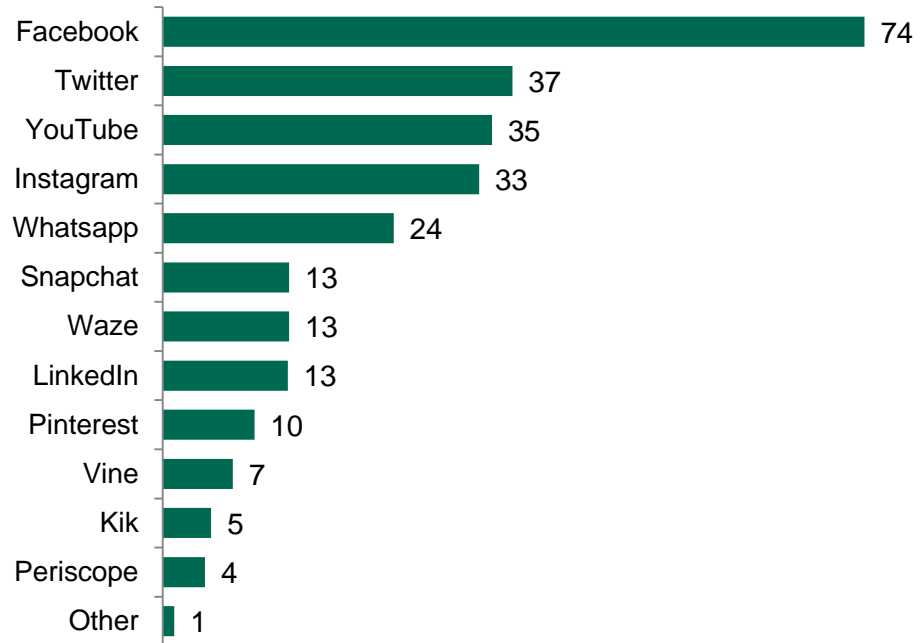
Participate in a video chat

Look at, take or post photos or video (do not include dash cams or body cams)

Glance at or read automatic notifications (such as alarms, reminders, app updates)



10. Which social media platforms would you use while driving? (n=810 – Use Social Media in Q.9)
(RANDOMIZE)



REPEAT FOR ITEMS NOT EQUAL TO NEVER SELECTED IN Q9

11. If permitted, in which of these driving situations would you do each of the activities listed in the table below? (*n sizes listed below – excludes non-answers*)
(SELECT ALL THAT APPLY)

- Never [*Not included in percentage table shown below*]
- While driving on the highway (where you drive speeds 55 mph or more)
- While driving on surface streets (where speed are typically 45 mph or less)
- While driving in a parking lot
- While stopped at an intersection (light or stop sign)
- While stopped in traffic
- While parked in a driveway or parking spot

<u>n</u> size	<i>Indicates more than 1/3 (33%) do activity</i>	<u>Driving on/in...</u>			<u>Stopped in/at...</u>		
		<u>Highway</u>	<u>Surface Street</u>	<u>Parking Lot</u>	<u>Intersection</u>	<u>Traffic</u>	<u>Parked</u>
(1,778)	Phone Call	43	46	66	46	47	79
(1,099)	GPS	24	27	63	37	34	81
(183)	Smartwatch	23	22	43	35	28	50
(594)	Digital Music	34	40	58	48	46	74
(1,150)	Text	16	22	56	39	35	77
(1,081)	Alerts/ Reminders	24	29	56	44	41	75
(1,002)	Groom	15	24	53	39	34	75
(662)	Emails	11	15	50	30	29	68
(665)	Social Media	15	19	52	30	32	66
(595)	Photo/ Video	15	18	49	30	29	65
(530)	Internet	10	14	43	21	27	65
(321)	Laptop/Tablet	14	14	43	13	16	56
(389)	Video Chat	16	17	42	19	20	57
(296)	TV/ Movie	13	14	42	15	16	50

REPEAT FOR ITEMS NOT EQUAL TO NEVER IN Q9 – EXCLUDE GROOMING, VIDEO CHAT, LAPTOP/TABLET

12. In your opinion, how would you do each of the following activities listed in the table below when driving? (*n sizes listed below – excludes non-answers*)
(SELECT ALL THAT APPLY)

Would never do this activity while driving [*Not included in percentage table shown below*]

Would use manual controls built into the dashboard of my vehicle

Would use manual controls built into my phone or other device (not built directly into car)

Would use voice activated controls built into the dashboard of my vehicle

Would use voice activated controls built into my phone or other device (not built directly into car)

<u><i>n</i></u> <u><i>size</i></u>	<u><i>Indicates more than</i></u> <u><i>1/3 (33%) selected</i></u>	<u><i>Manual</i></u> <u><i>(Net)</i></u>	<u><i>Manual</i></u> <u><i>Dash</i></u>	<u><i>Manual</i></u> <u><i>Device</i></u>	<u><i>Voice</i></u> <u><i>(Net)</i></u>	<u><i>Voice</i></u> <u><i>Dash</i></u>	<u><i>Voice</i></u> <u><i>Device</i></u>
(1,619)	Phone Call	<u>60</u>	17	52	<u>57</u>	34	41
(1,009)	GPS	<u>65</u>	34	43	<u>55</u>	38	38
(43)	Smartwatch	<u>59</u>	21	45	<u>54</u>	33	30
(552)	Digital Music	<u>75</u>	37	53	<u>44</u>	32	27
(315)	Text	<u>65</u>	15	56	<u>50</u>	28	38
(915)	Alerts/Reminders	<u>72</u>	22	59	<u>41</u>	28	27
(296)	Emails	<u>65</u>	18	54	<u>48</u>	32	29
(554)	Social Media	<u>73</u>	20	60	<u>40</u>	25	24
(428)	Internet	<u>68</u>	18	56	<u>45</u>	27	26
(480)	Photo/Video	<u>74</u>	20	61	<u>38</u>	25	22
(243)	TV/Movie	<u>65</u>	34	40	<u>48</u>	28	29

REPEAT FOR ITEMS NOT EQUAL TO NEVER IN Q9

13. In your opinion what would motivate you to do each of these activities while driving? (*n* sizes listed below – excludes non-answers)
(SELECT ALL THAT APPLY)

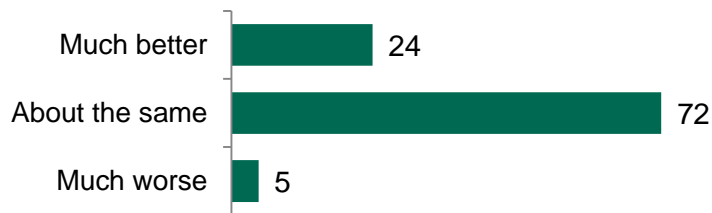
<u><i>n</i></u> <u><i>size</i></u>	<u><i>Indicates more than 1/3</i></u> <u><i>(33%) selected</i></u>	<u>Work</u>	<u>Family</u>	<u>Friends</u> <u>/ Social</u>	<u>Personal</u> <u>/Bored</u>
<u>(1,719)</u>	<u>Mention any activity*</u>	<u>54</u>	<u>82</u>	<u>50</u>	<u>57</u>
(1,532)	Phone Call	38	75	37	29
(848)	GPS	47	52	32	36
(169)	Smartwatch	34	47	37	34
(511)	Digital Music	20	31	27	69
(957)	Text	34	65	41	33
(873)	Alerts/ Reminders	34	47	30	46
(819)	Groom	34	30	33	53
(546)	Emails	45	41	31	37
(549)	Social Media	23	39	42	45
(485)	Photo/ Video	22	37	38	51
(425)	Internet	27	38	25	49
(260)	Laptop/Tablet	33	48	27	33
(332)	Video Chat	26	42	42	31
(270)	TV/ Movie	24	42	33	37

*Note: For comparison only, values have been made available from a separate sample of 103 teens ages 15 to 17; six of these teens responses are included in these results and another 97 were recruited as part of a separate over quota sample for analysis in a separate report. Mentions of any activity for these teens were Work:38%, Family 71%, Friends/Social 73% and Personal/Bored 63%.

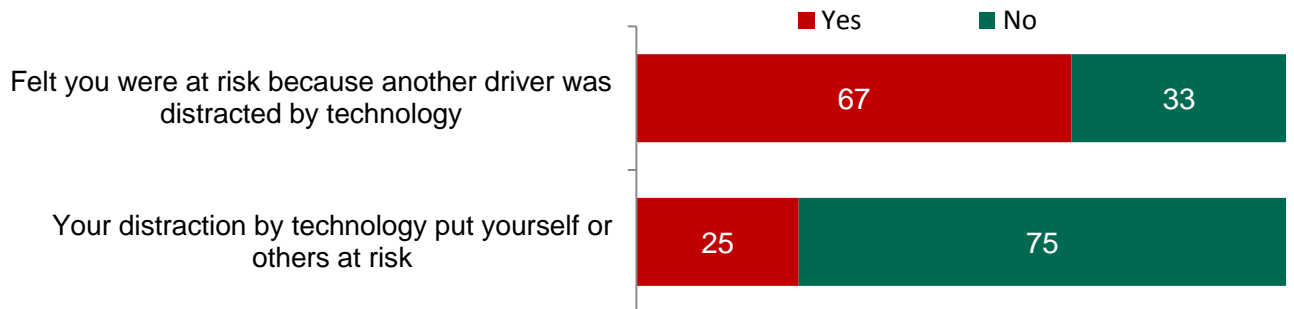
14. Thinking about your typical driving experience, how stressful do you find driving to be? (2,409)



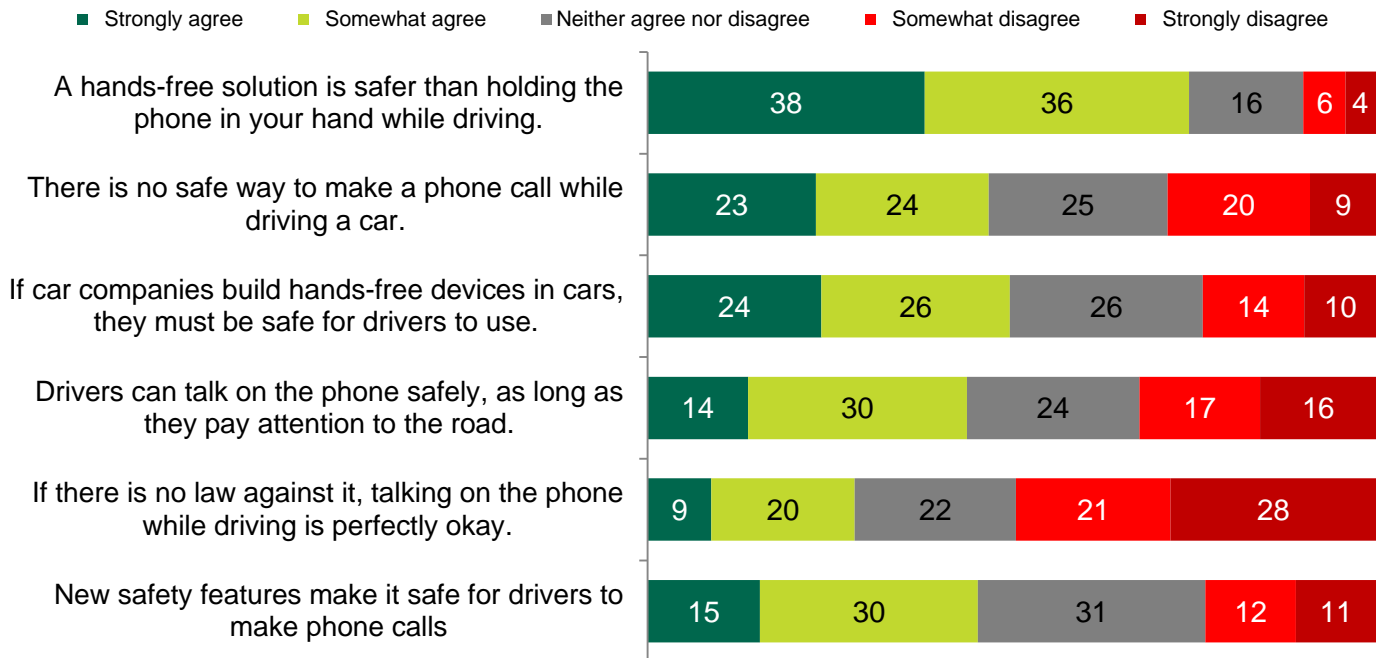
15. Imagine your typical driving experience, but now it is impossible to use any technological devices not directly related to driving your vehicle. By that I mean no email, no texting, no cameras or video, no social media or anything similar that is not directly related to the task of driving the car. Now how would you describe your driving experience? (2,409)



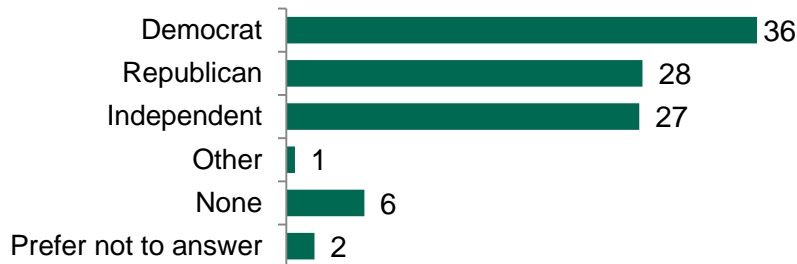
16. The following question asks about driving distractions from technology such as phone calls, texts, emails, social media and automatic alerts. Keeping in mind that your responses will be completely confidential and never shared, have you ever...? (2,404 excludes no answers)
(RANDOMIZE)



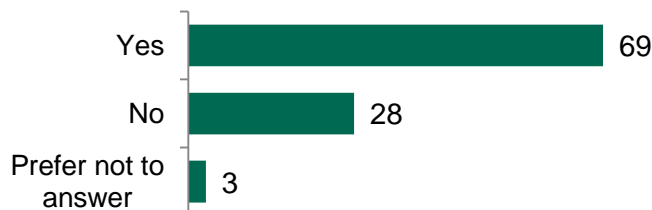
17. Please indicate your level of agreement with each of the following statements. (~2,403-7, excludes no answers)
(RANDOMIZE)



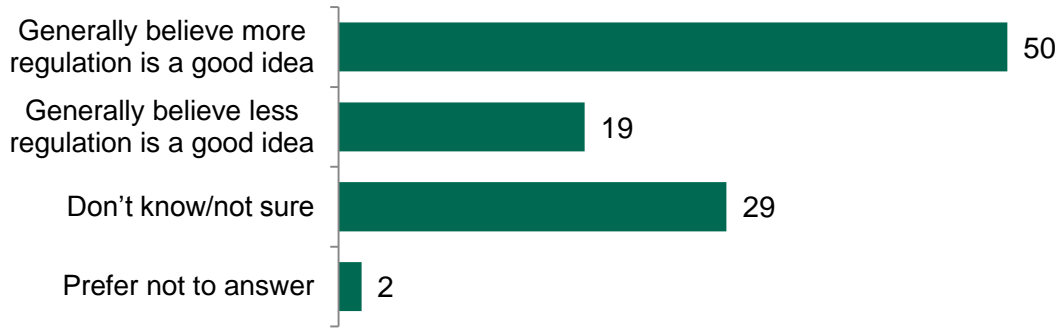
18. What is your political affiliation? (2,409)



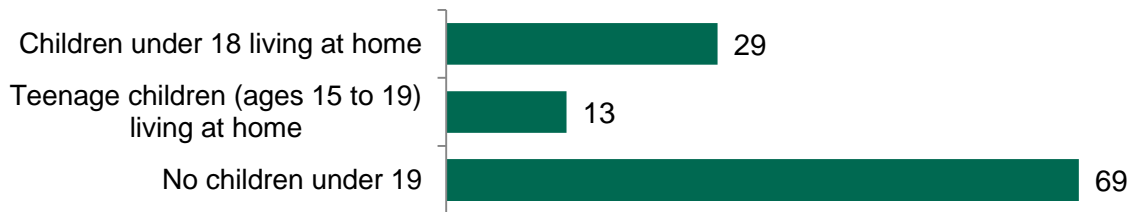
19. Did you vote in the last primary election? (2,407, excludes non-answers)



20. What is your overall attitude toward state or federal regulation around driver behavior or safety? (2,409)



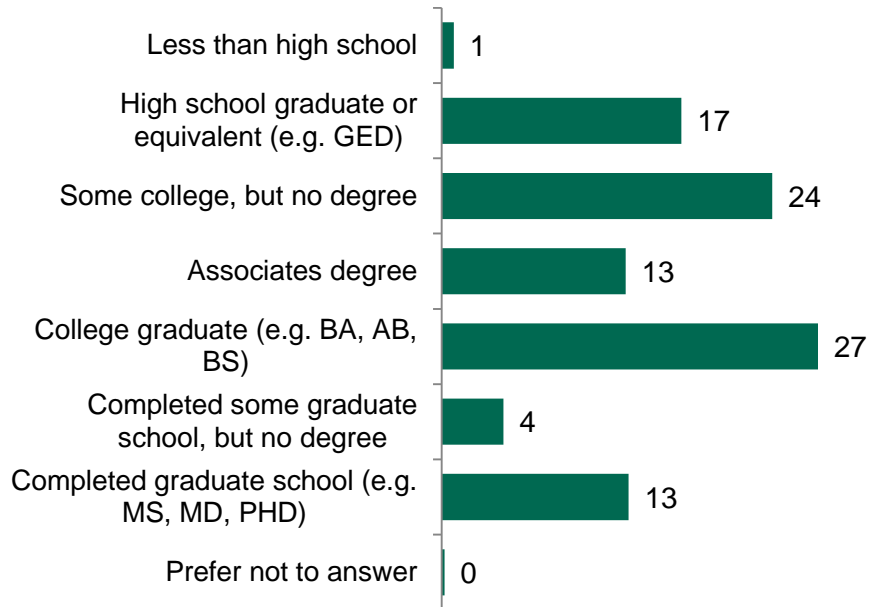
21. Do you have...? (2,409)



22. Does your job or occupation require you to drive, other than getting to and from work? (2,409)



23. What is the highest level of education you have completed or the highest degree you have received?
(2,409)



24. Would you say you drive mostly in ...? (2,409)



If you have additional questions about the content of this summary, please contact the National Safety Council at media@nsc.org.