

Parents of Teen Drivers Public Opinion Poll

OBJECTIVES

The overall objective of this research was to collect attitudes and views of the GDL process and teen driving habits, among parents of teen drivers.

METHODOLOGY

Irwin Broh Research conducted the research on behalf of National Safety Council.

Members of a national online consumer research panel were sent email invitations with a link to an online survey. The outgoing sample was balanced to U.S. Census figures for gender, geographic region, and ethnicity.

Survey was fielded September 17th thru 23rd, 2014.

To qualify for the study, respondents had to have a teen in the household between 15 and 19, who had at least started the driver's licensing process.

A total of 1,998 panelists attempted to complete the survey, yielding 1,010 completes.

- 707 were disqualified for not having a teen driver (ages 5 to 19) in their household.
- 281 were disqualified for having a teen, but not yet starting the driver's licensing process (asked a short series of questions)

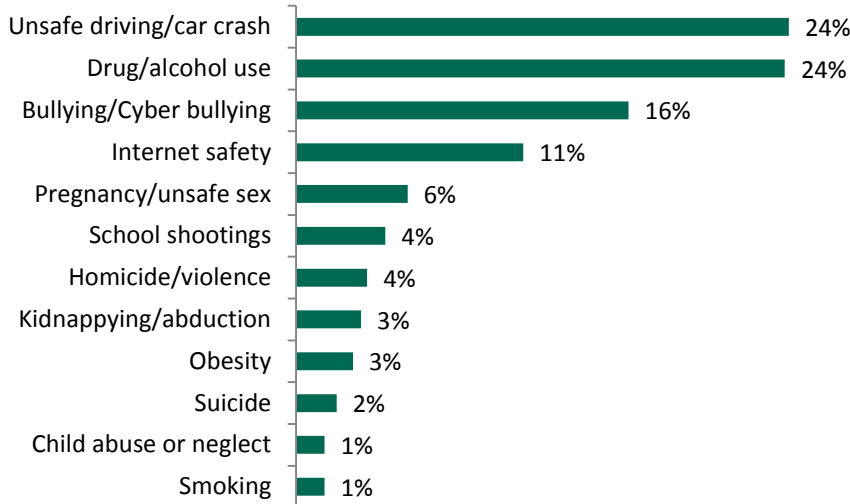
KEY FINDINGS

1. Most parents (76%) underestimate the risk of teens being involved in car crashes (only 24% selected unsafe driving/car crashes as biggest concerns among teens)
2. Parents that drive distracted do not change their behavior when driving with their kids (91% who talk on phone when alone also do so when driving with children in the car) despite being one of their child's most important driving teachers (88%).
3. Too many parents allow new teen drivers to carpool. [60% allow/encourage teen to drive younger siblings and 43% allow/encourage teen to drive friends]
4. Majority support extending GDL to new drivers younger than 21. [34% strongly agree and 30% somewhat agree]
5. Driving curfew suggest parents don't understand night-time risks as almost half allow their teen's curfew to drive till 10 pm or later as according to NSC research, 40% of all fatal accidents occur after 10pm[23% 10pm, 12% 11pm, 4% 12am, and 6% no curfew]

SUPPORT FOR KEY FINDINGS*

**Note: Excludes questionnaire results that are not relevant to the current release*

Which of the following is your biggest safety concern for your teens (ages 15 to 19) currently living at home? (n=1,010)



Which of the following best describes how you personally talk on the phone when you are driving a car...?

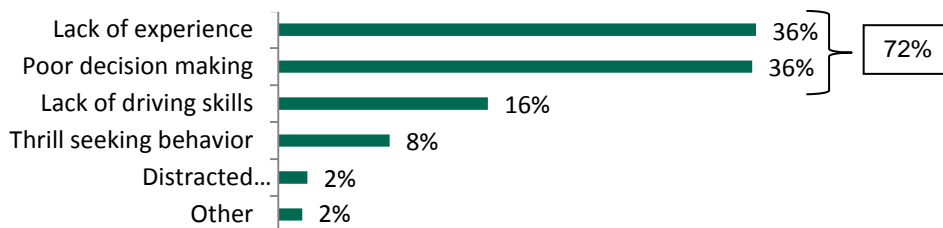
(n=936 – Started licensing process at 15, 16 or 17)

	Alone	With a Child or Teen as a Passenger
<u>Distracted by Phone</u>	<u>55%</u>	<u>50%</u>
I use a hands-free device built into my car	37%	33%
I hold the phone in my hand	18%	17%
<u>Not Distracted by Phone</u>	<u>45%</u>	<u>50%</u>
I don't talk on the phone while driving	40%	45%
I don't own a cell phone	3%	3%
I never drive a car	2%	2%

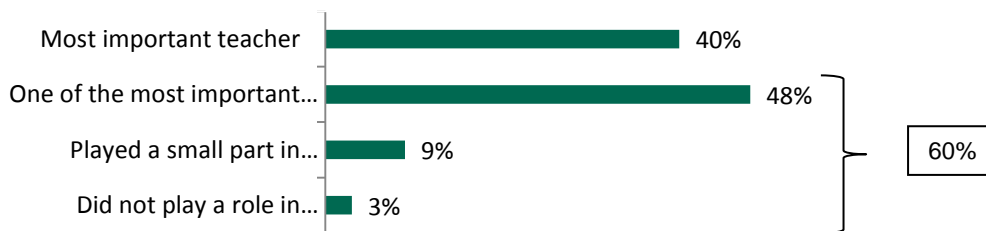
91% do both

SUPPORT FOR KEY FINDINGS (continued)

Which of the following is the most likely cause of car crashes among teens? (*n=936 – Started licensing process at 15, 16 or 17*)



How important of a role did you or will you play in teaching your teen to drive? (*n=936 – Started licensing process at 15, 16 or 17*)



The following questions focus on the first year your teen can legally drive alone. This is the time after their permit, when they have their license but special restrictions still apply. In that first year, did/do/will you allow or encourage your teen driver to...?

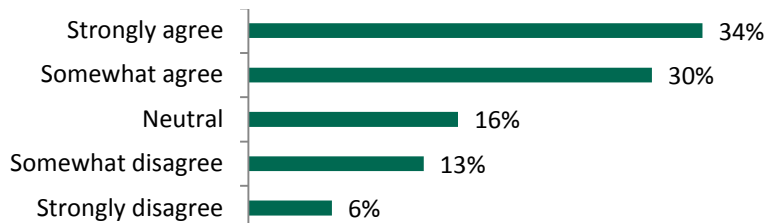
(*n=936 – Started licensing process at 15, 16 or 17*)

	Not Allowed	Allowed Teen if Interested	Encouraged Teen to do so
Drive younger siblings to/from school or other activities*	40%	37%	23%
Drive friends (i.e. carpool) to school or other activities	57%	36%	7%

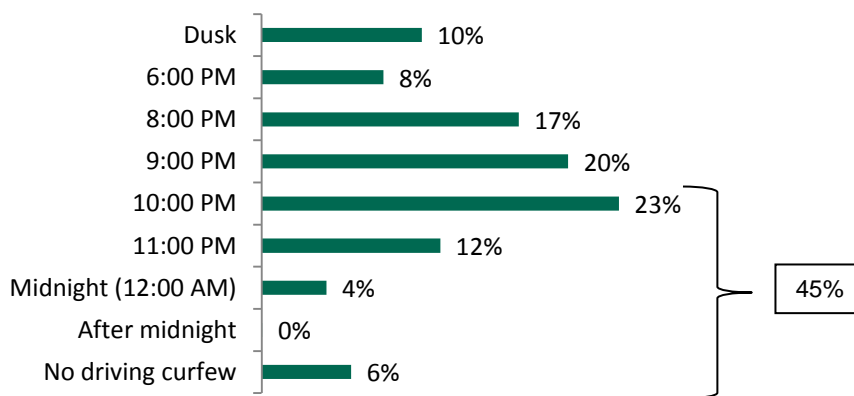
*Note - Excluded 210 responses who selected 'does not apply' and re-based

SUPPORT FOR KEY FINDINGS (continued)

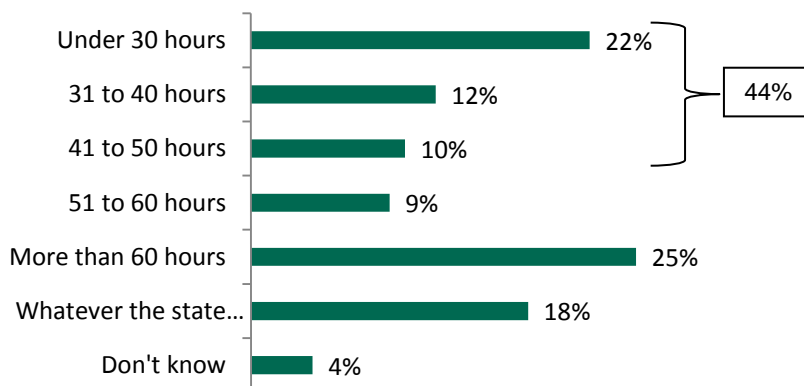
How strongly do you agree or disagree with the suggestion that the three step licensing process (permit, restricted license, and a full license) should be put into place, in some form for all drivers under the age of 21? Would you say you...?
(n=936 – Started licensing process at 15, 16 or 17)



What driving curfew do/did/will you impose during the first year your teen can legally drive alone? **(n=936 – Started licensing process at 15, 16 or 17)**

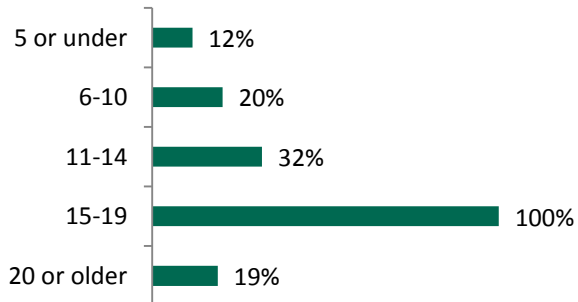


In the year leading up to your teen getting their restricted license, how many hours of supervised driving did your teen complete? **(n=936 – Started licensing process at 15, 16 or 17)**

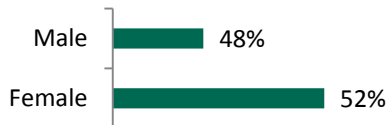


DEMOGRAPHIC SUMMARY

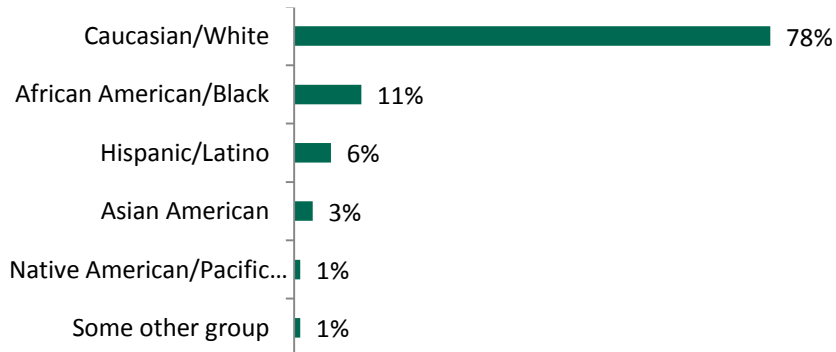
Are you the parent or guardian of children living in your home that are age...?
(Select all that apply) (n=1,010)



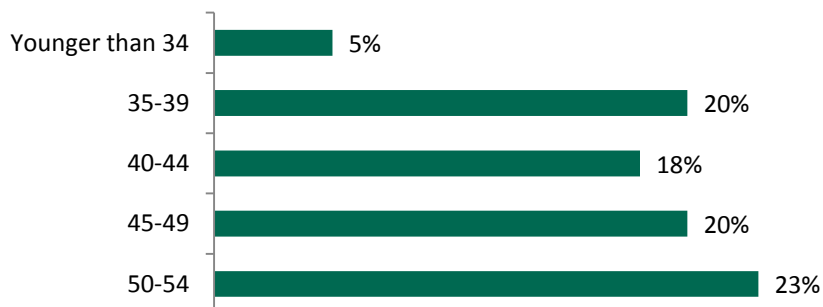
Are you...? (n=1,010)



Which of the following best describes your ethnic origin? (n=1,010)

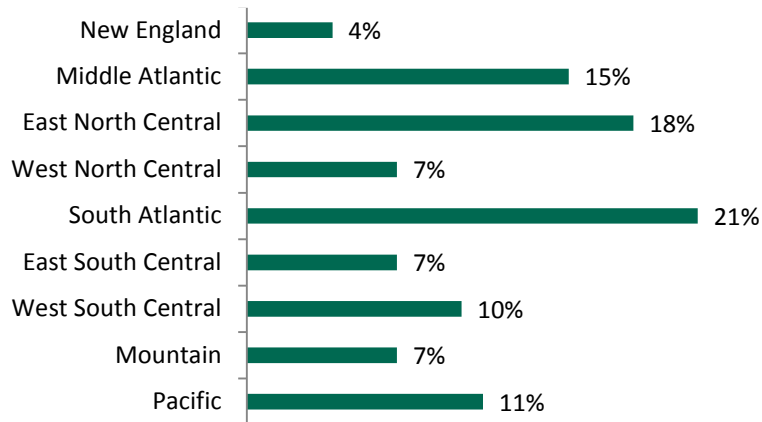


How old are you? (n=1,010)

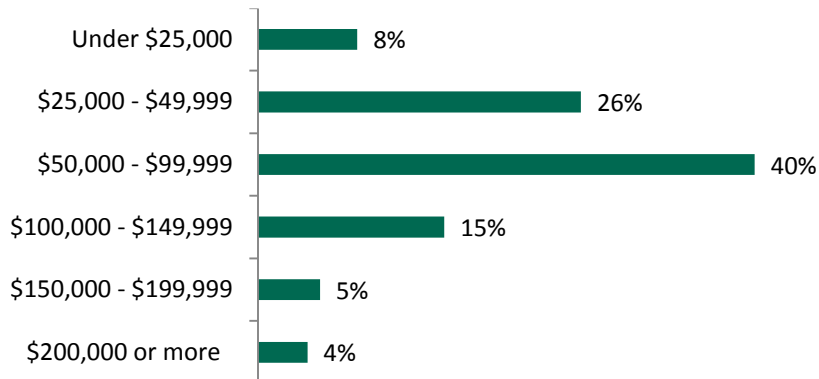


DEMOGRAPHIC SUMMARY (continued)

What state do you live in? (*n=1,010*) [Results shown within Census Region]



Which of the following categories best describes your total annual household income before taxes? (*n=1,010*)



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