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 2\textsuperscript{nd} and March 10\textsuperscript{th}, 2016.
**Questionnaire with results** *(All numbers are percentages)*

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

   - Yes: 100%
   - Yes, restricted teen driver license: 0%

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

   - GPS/Navigation system (stand alone, built in or available on your phone): 61%
   - Laptop or tablet computer: 85%
   - Smartwatch: 13%
   - Digital music app/player/account: 40%
   - Mobile phone: 100%
   - None of these: 0%

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)*

   - I would use a hands-free device such as a headset, speakerphone or device built into the vehicle: 51%
   - I don’t talk on the phone when driving: 30%
   - I would hold the phone in my hand: 19%
   - I don’t drive a car: 0%
   - I don’t own a mobile phone: 0%
4. On average, how much time do you spend in total driving on a typical weekday? (n=2,409)

- 15 minute or less: 15
- 15 minutes to less than 30: 21
- 30 minutes to less than 1 hour: 28
- 1 hour to less than 2 hours: 21
- 2 hours to less than 4 hours: 10

5. Are you…? (n=2,409)

- Male: 48
- Female: 52

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

- 18-20: 4
- 21-24: 10
- 25-29: 8
- 30-34: 9
- 35-39: 9

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

- South: 38
- West: 23
- Midwest: 21
- Northeast: 18

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)

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<th>Income Category</th>
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<td>$200,000 or more</td>
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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
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)

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

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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)

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

(SEEK ALL THAT APPLY)

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<th>n size</th>
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<th>Family</th>
<th>Friends / Social</th>
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*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)

- Very stressful: 8
- Somewhat stressful: 47
- Not at all stressful: 45

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)

- Much better: 24
- About the same: 72
- Much worse: 5

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)

- Felt you were at risk because another driver was distracted by technology: Yes 67, No 33
- Your distraction by technology put yourself or others at risk: Yes 25, No 75
17. Please indicate your level of agreement with each of the following statements. (*~2,403-7, excludes no answers *)

(RANDOMIZE)

- **A hands-free solution is safer than holding the phone in your hand while driving.**
  - Strongly agree: 38
  - Somewhat agree: 36
  - Neither agree nor disagree: 16
  - Somewhat disagree: 6
  - Strongly disagree: 4

- **There is no safe way to make a phone call while driving a car.**
  - Strongly agree: 23
  - Somewhat agree: 24
  - Neither agree nor disagree: 25
  - Somewhat disagree: 20
  - Strongly disagree: 9

- **If car companies build hands-free devices in cars, they must be safe for drivers to use.**
  - Strongly agree: 24
  - Somewhat agree: 26
  - Neither agree nor disagree: 26
  - Somewhat disagree: 14
  - Strongly disagree: 10

- **Drivers can talk on the phone safely, as long as they pay attention to the road.**
  - Strongly agree: 14
  - Somewhat agree: 30
  - Neither agree nor disagree: 24
  - Somewhat disagree: 17
  - Strongly disagree: 16

- **If there is no law against it, talking on the phone while driving is perfectly okay.**
  - Strongly agree: 9
  - Somewhat agree: 20
  - Neither agree nor disagree: 22
  - Somewhat disagree: 21
  - Strongly disagree: 28

- **New safety features make it safe for drivers to make phone calls**
  - Strongly agree: 15
  - Somewhat agree: 30
  - Neither agree nor disagree: 31
  - Somewhat disagree: 12
  - Strongly disagree: 11

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

- Democrat: 36
- Republican: 28
- Independent: 27
- Other: 1
- None: 6
- Prefer not to answer: 2

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

- Yes: 69
- No: 28
- Prefer not to answer: 3
20. What is your overall attitude toward state or federal regulation around driver behavior or safety? (2,409)

- Generally believe more regulation is a good idea: 50%
- Generally believe less regulation is a good idea: 19%
- Don’t know/not sure: 29%
- Prefer not to answer: 2%

21. Do you have…? (2,409)

- Children under 18 living at home: 29%
- Teenage children (ages 15 to 19) living at home: 13%
- No children under 19: 69%

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

- Yes: 19%
- No: 81%
23. What is the highest level of education you have completed or the highest degree you have received? (2,409)

- Less than high school: 1
- High school graduate or equivalent (e.g. GED): 17
- Some college, but no degree: 24
- Associates degree: 13
- College graduate (e.g. BA, AB, BS): 27
- Completed some graduate school, but no degree: 4
- Completed graduate school (e.g. MS, MD, PHD): 13
- Prefer not to answer: 0

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

- Urban areas (inside a city, more congested): 35
- Suburban areas (outside a city, less congested): 65

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