



Distracted Driving Public Opinion Poll

March, 2016 (Teen Update August, 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 (18+) between March 2nd and March 10th, 2016. An additional sample of 1,005 teens, ages 15 to 17, completed the survey at that time or from May 6th to May 9th.

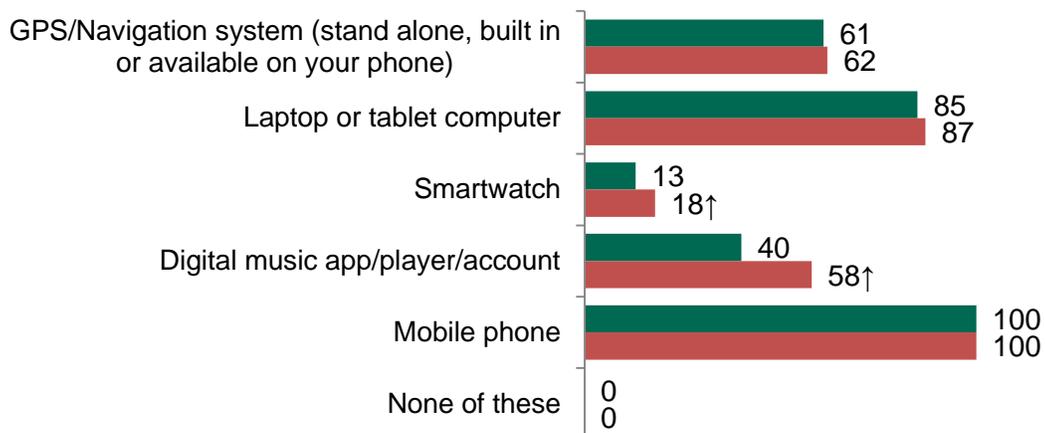
Results for the National interviews (n=2,409) are shown in green and those for the Teens (n=1,005) are in red (unless otherwise indicated). Statistical significance, at the 95% confidence level, is shown using ↓↑ when Teen results differ from the National total.

Questionnaire with results (All numbers are percentages)

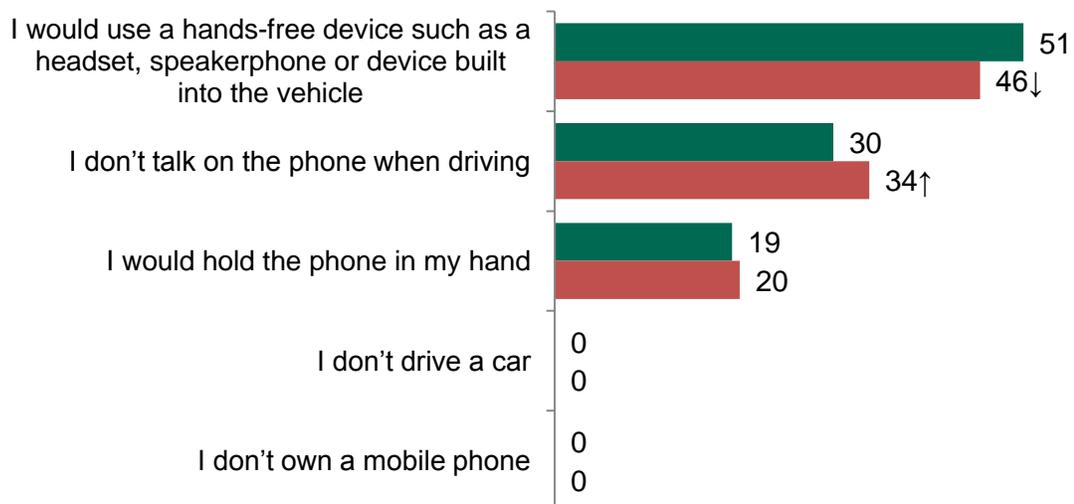
1. Do you have a driver's license? (n=2,409 National and 1,005 Teens)



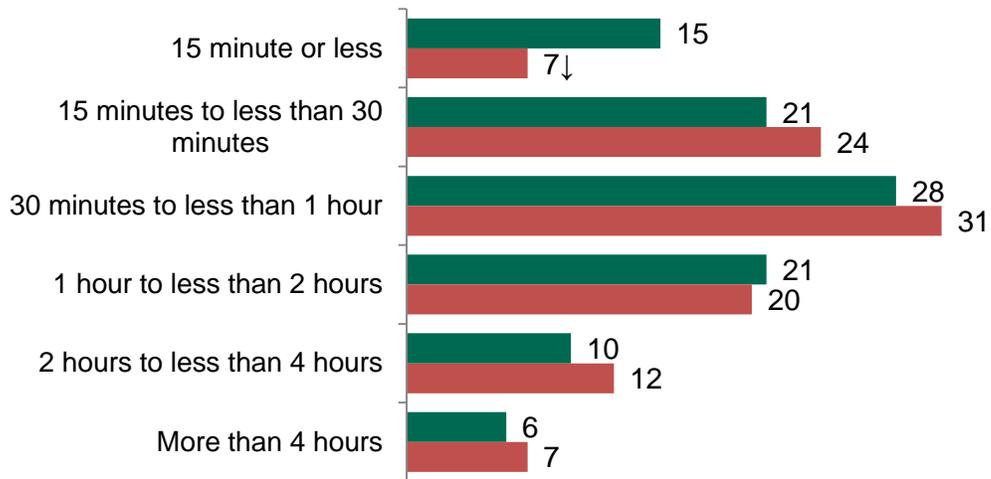
2. Which of the following do you currently own or have built into your vehicle? (n=2,409 National and 1,005 Teens) **(SELECT ALL THAT APPLY)** *.Mobile phone' required to qualify



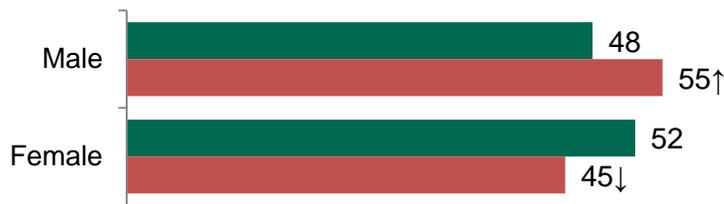
3. Assuming it is legal, which of the following best describes how you personally would talk on the phone when you are driving? (n=2,409 National and 1,005 Teens)



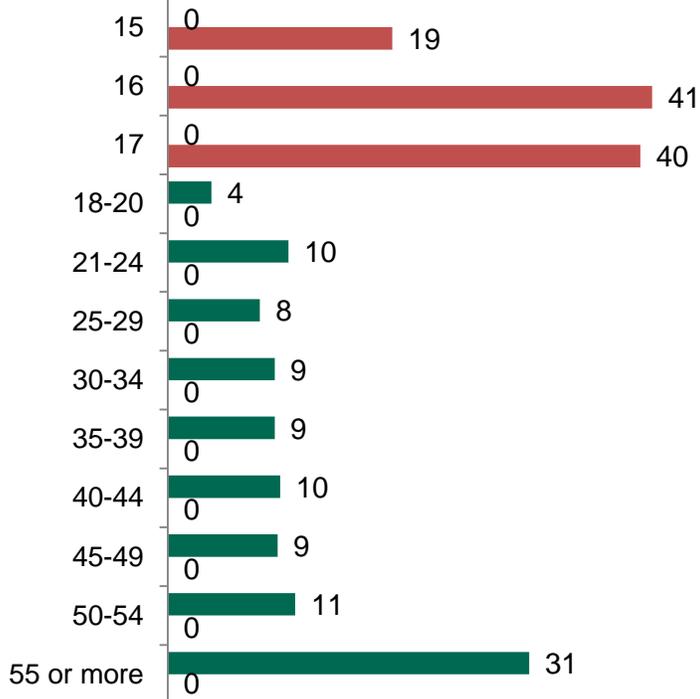
4. On average, how much time do you spend in total driving on a typical weekday? (n=2,409 National and 1,005 Teens)



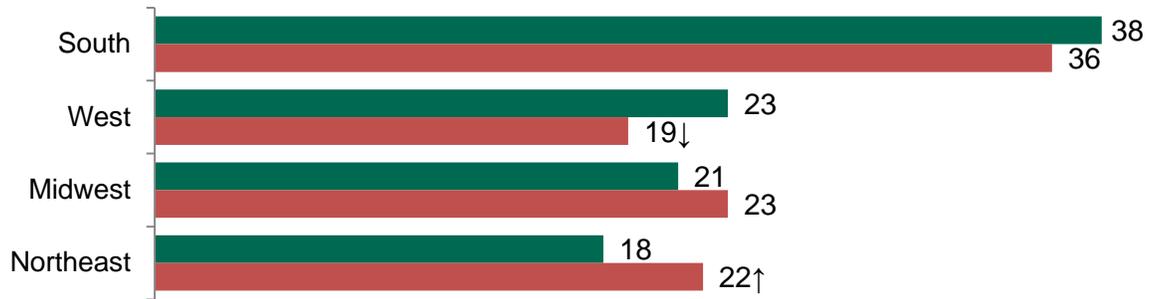
5. Are you...? (n=2,409 National and 1,005 Teens)



6. How old are you? (n=2,409 National and 1,005 Teens)



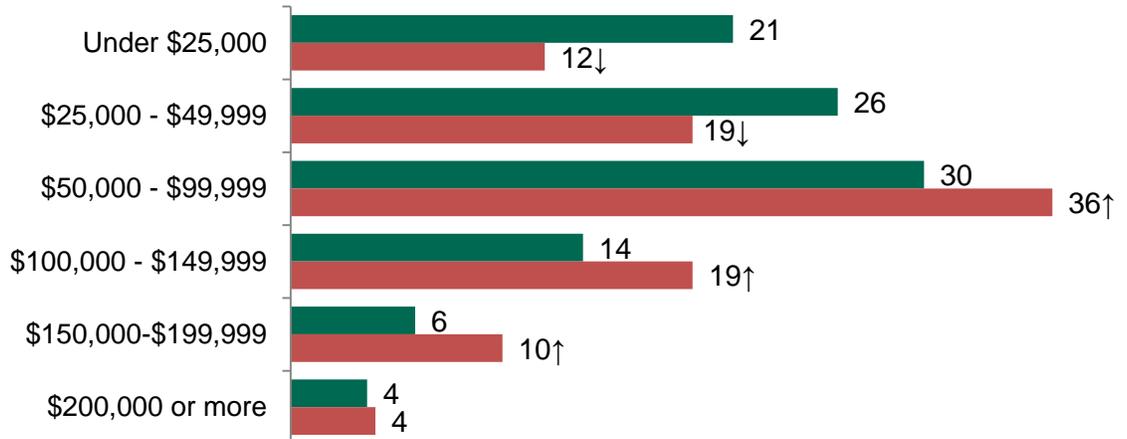
7. What state do you live in? (n=2,408 National and 1,005 Teens)



7a. What is your zip code? (n=2,409 National and 1,005 Teens)

RESPONSES NOT SHOWN

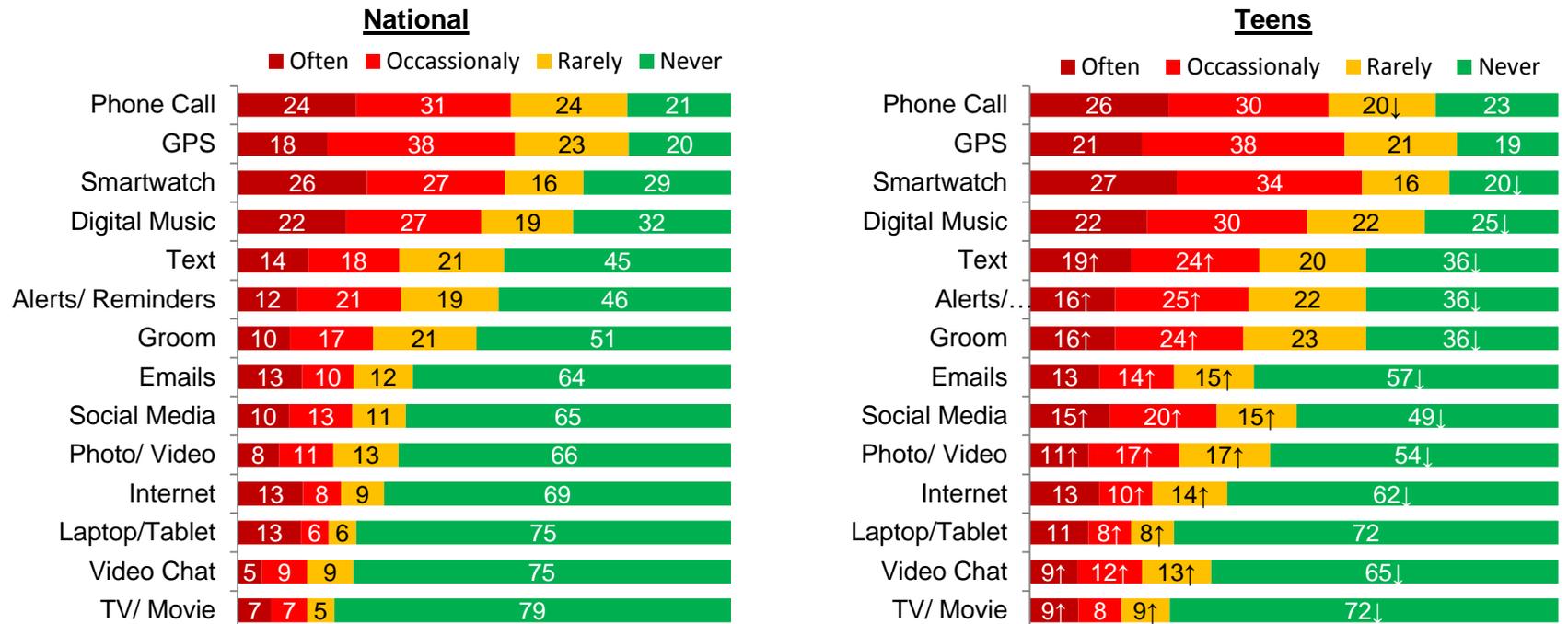
8. Which of the following categories best describes your total annual household income before taxes? (n=2,382 National and 932 Teens, excludes non-answers)



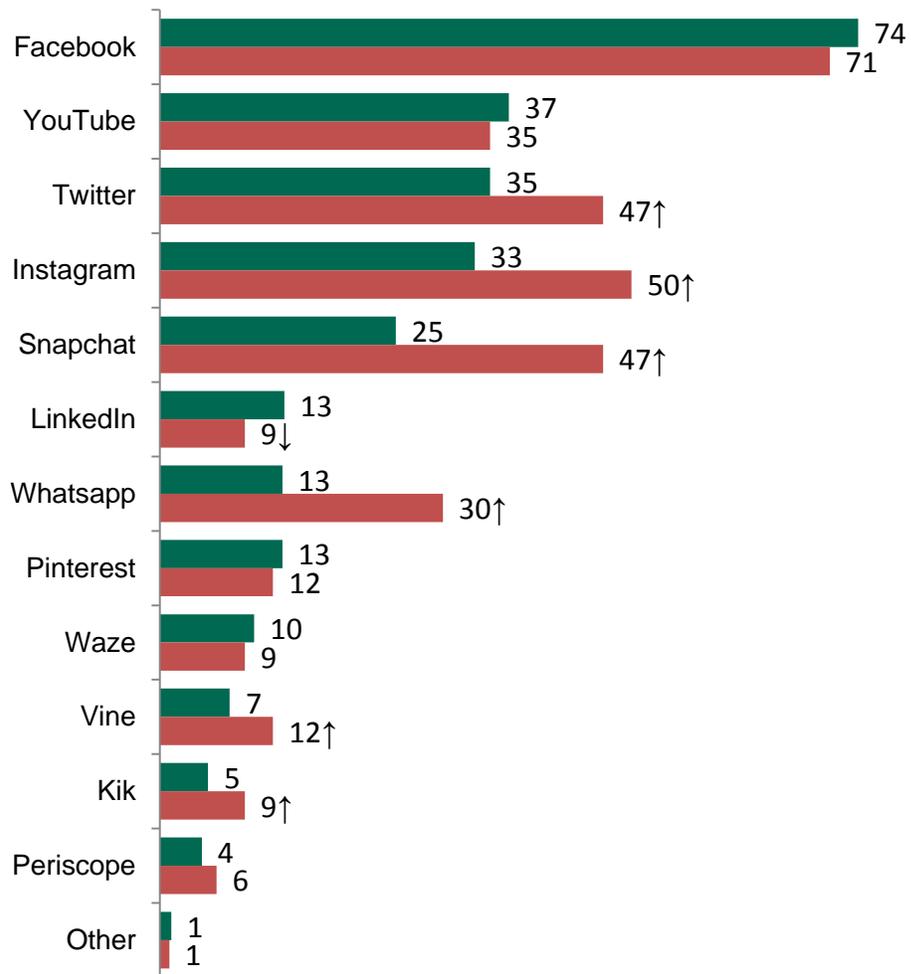
9. Assuming there were no laws governing behavior while driving, how often would you do the following while driving? (n=2,409 National and 1,005 Teens) *Note: Some alternatives limited by ownership; GPS 1,469 National / 625 Teens, Laptop/Tablet 2,056 National / 873 Teens, Smartwatch 307 National / 176 Teens and Digital Music Device 962 National / 578 Teens) (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 National and 504 Teens – 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

| NATIONAL | | | | | | | |
|----------|---|------------------|----------------|-------------|------------------|---------|--------|
| n size | Indicates more than 1/3 (33%) do activity | Driving on/in... | | | Stopped in/at... | | |
| | | Highway | Surface Street | Parking Lot | Intersection | Traffic | Parked |
| 1,778 | Phone Call | 44 | 46 | 66 | 46 | 47 | 79 |
| 1,099 | GPS | 24 | 27 | 63 | 37 | 35 | 81 |
| 183 | Smartwatch | 23 | 22 | 43 | 35 | 28 | 50 |
| 594 | Digital Music | 34 | 40 | 58 | 49 | 46 | 74 |
| 1,150 | Text | 16 | 22 | 56 | 39 | 36 | 77 |
| 1,081 | Alerts/Reminders | 24 | 29 | 56 | 44 | 41 | 75 |
| 1,002 | Groom | 15 | 24 | 53 | 39 | 34 | 75 |
| 662 | Emails | 12 | 15 | 50 | 30 | 29 | 68 |
| 665 | Social Media | 15 | 19 | 52 | 30 | 33 | 66 |
| 595 | Photo/Video | 15 | 18 | 49 | 30 | 29 | 65 |
| 530 | Internet | 10 | 14 | 43 | 21 | 27 | 66 |
| 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 |

| TEENS | | | | | | |
|--------|------------------|----------------|-------------|------------------|---------|--------|
| n size | Driving on/in... | | | Stopped in/at... | | |
| | Highway | Surface Street | Parking Lot | Intersection | Traffic | Parked |
| 722 | 31↓ | 42 | 60↓ | 43 | 42↓ | 69↓ |
| 476 | 19↓ | 23 | 59 | 32↓ | 25↓ | 72↓ |
| 126 | 18 | 21 | 37 | 33 | 29 | 41 |
| 405 | 28↓ | 40 | 58 | 47 | 41 | 65↓ |
| 587 | 15 | 23 | 56 | 36 | 33 | 71↓ |
| 573 | 20↓ | 30 | 58 | 44 | 37 | 68↓ |
| 588 | 15 | 27 | 59↑ | 39 | 34 | 67↓ |
| 362 | 11 | 17 | 48 | 29 | 28 | 59↓ |
| 469 | 20↑ | 26↑ | 53 | 38↑ | 37 | 63 |
| 382 | 16 | 20 | 50 | 31 | 31 | 63 |
| 310 | 11 | 17 | 42 | 27 | 27 | 55↓ |
| 177 | 12 | 16 | 29↓ | 18 | 20 | 50 |
| 270 | 14 | 17 | 41 | 25 | 28↑ | 53 |
| 195 | 15 | 15 | 33↓ | 20 | 21 | 47 |

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)

| NATIONAL | | | | | |
|------------------|--|------------------------|--------------------------|-----------------------|-------------------------|
| <i>n</i> size | <i>Indicates more than 1/3 (33% selected</i> | <u>Manual Dash</u> | <u>Manual Device</u> | <u>Voice Dash</u> | <u>Voice Device</u> |
| 1,619 | Phone Call | 17 | 52 | 34 | 41 |
| 1,009 | GPS | 34 | 43 | 38 | 38 |
| 168 | Smartwatch | 21 | 45 | 33 | 30 |
| 552 | Digital Music | 37 | 53 | 32 | 27 |
| 315 | Text | 15 | 56 | 28 | 38 |
| 972 | Alerts/ Reminders | 22 | 59 | 28 | 27 |
| 296 | Emails | 18 | 54 | 32 | 29 |
| 533 | Social Media | 20 | 60 | 25 | 24 |
| 428 | Internet | 18 | 56 | 27 | 26 |
| 480 | Photo/Video | 20 | 62 | 25 | 22 |
| 243 | TV/Movie | 34 | 40 | 28 | 29 |

| TEENS | | | | |
|------------------|------------------------|--------------------------|-----------------------|-------------------------|
| <i>n</i> size | <u>Manual Dash</u> | <u>Manual Device</u> | <u>Voice Dash</u> | <u>Voice Device</u> |
| 671 | 17 | 44↓ | 37 | 50↑ |
| 446 | 28↓ | 42 | 44↑ | 45↑ |
| 115 | 18 | 44 | 34 | 24 |
| 368 | 29↓ | 51 | 36 | 37↑ |
| 502 | 17 | 50↓ | 29 | 41 |
| 493 | 20 | 57 | 33 | 33↑ |
| 309 | 17 | 46↓ | 34 | 33 |
| 398 | 19 | 53↓ | 30 | 31↑ |
| 257 | 20 | 47↓ | 29 | 30 |
| 324 | 16 | 57 | 29 | 32↑ |
| 159 | 37 | 31 | 28 | 31 |

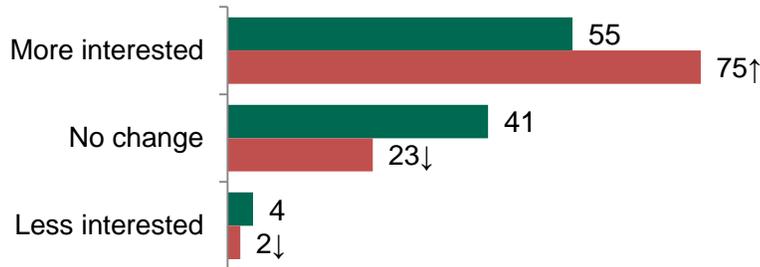
REPEAT FOR ITEMS NOT EQUAL TO NEVER IN Q9

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)

| NATIONAL | | | | | | TEENS | | | | |
|-------------------------|--|-------------|---------------|-----------------------------------|----------------------------------|-------------------------|-------------|---------------|-----------------------------------|----------------------------------|
| <u>n</u> <u>size</u> | <u>Indicates</u> <u>more than</u> <u>1/3 (33%</u> <u>selected</u> | <u>Work</u> | <u>Family</u> | <u>Friends</u> <u>/ Social</u> | <u>Personal</u> <u>/Bored</u> | <u>n</u> <u>size</u> | <u>Work</u> | <u>Family</u> | <u>Friends</u> <u>/ Social</u> | <u>Personal</u> <u>/Bored</u> |
| 1,532 | Phone Call | 38 | 75 | 37 | 29 | 659 | 27 | 63↓ | 53↑ | 30 |
| 848 | GPS | 47 | 53 | 32 | 36 | 398 | 37↓ | 47 | 43↑ | 32 |
| 169 | Smartwatch | 34 | 47 | 37 | 34 | 114 | 25 | 40 | 40 | 28 |
| 511 | Digital Music | 20 | 31 | 27 | 69 | 355 | 13↓ | 28 | 41↑ | 60↓ |
| 957 | Text | 34 | 65 | 41 | 33 | 519 | 19↓ | 47↓ | 57↑ | 36 |
| 873 | Alerts/ Reminders | 34 | 47 | 30 | 46 | 484 | 19↓ | 39↓ | 51↑ | 43 |
| 819 | Groom | 34 | 30 | 33 | 53 | 515 | 22↓ | 24↓ | 47↑ | 47↓ |
| 546 | Emails | 45 | 41 | 31 | 37 | 329 | 22↓ | 35 | 44↑ | 37 |
| 549 | Social Media | 23 | 39 | 42 | 45 | 417 | 15↓ | 29↓ | 59↑ | 40 |
| 485 | Photo/ Video | 22 | 37 | 38 | 51 | 335 | 14↓ | 34 | 54↑ | 40↓ |
| 425 | Internet | 27 | 38 | 25 | 49 | 272 | 18↓ | 30↓ | 39↑ | 42 |
| 260 | Laptop/ Tablet | 34 | 49 | 27 | 33 | 166 | 21↓ | 42 | 39↑ | 30 |
| 332 | Video Chat | 26 | 42 | 42 | 31 | 243 | 17↓ | 37 | 56↑ | 28 |
| 270 | TV/ Movie | 24 | 42 | 33 | 37 | 178 | 19 | 33↓ | 43↑ | 30 |

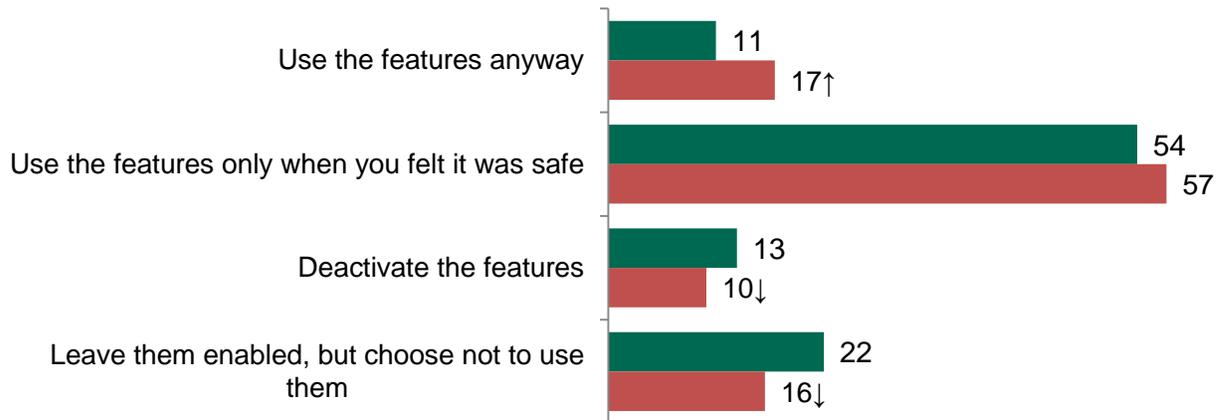
14. Automakers continue to create new systems designed to allow drivers more access to their phones, the internet and other applications. One major feature being promoted now is voice controls that allow the driver to access features without using their hands or looking directly at the controls.

Assuming you were considering purchasing a new car, and ignoring all other factors such as price, configuration or model, how would your interest change if the vehicle offered these types of voice controlled features? (n=2,409 National and 1,005 Teens)



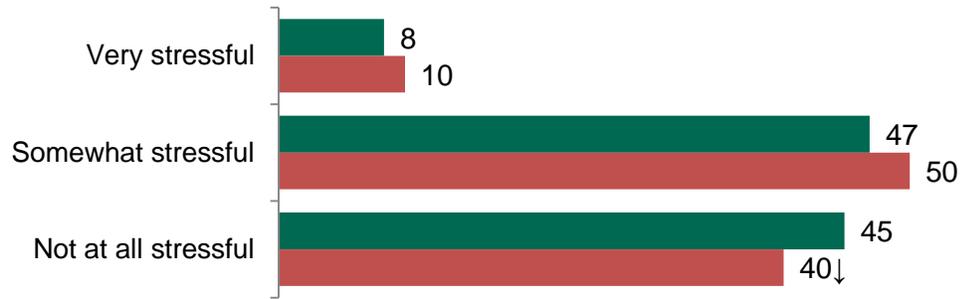
15. Why do you say that? (OPEN-END - RESPONSES NOT SHOWN)

16. Assuming these features were legal and available and you were shown credible research from a trustworthy organization that showed that the use of these types of voice controlled features is significantly distracting to the driver, would you...? (n=2,409 National and 1,005 Teens)

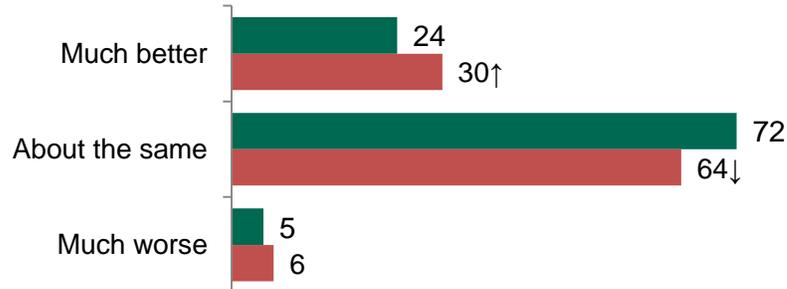


17. Why do you say that? (OPEN-END - RESPONSES NOT SHOWN)

18. Thinking about your typical driving experience, how stressful do you find driving to be? (n=2,409 National and 1,005 Teens)



19. 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? (n=2,409 National and 1,005 Teens)



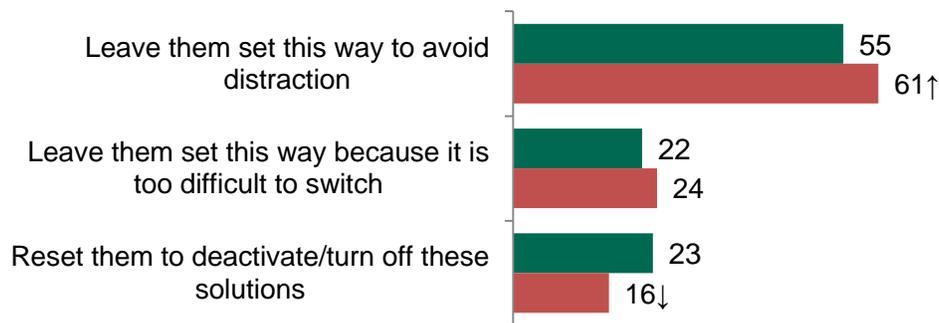
20. Why do you feel it would be much better? What benefit would you gain from removing these technologies? **(OPEN-END) RESPONSES NOT SHOWN**

21. Why would you feel it would be much worse? What would be the cost of removing these technologies? **(OPEN-END) RESPONSES NOT SHOWN**

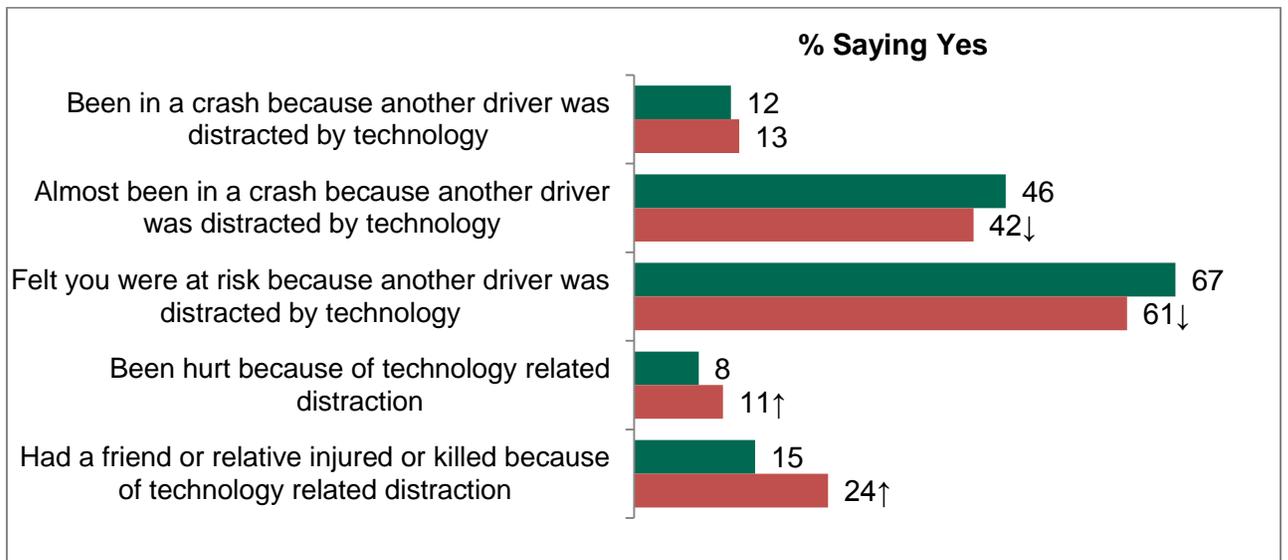
22. Solutions have been developed to try to help drivers eliminate potential distractions from communications technology use while driving. These include:

- Locking the device screen for drivers when the car is moving
- Allowing emergency calls and access to your music
- Limiting some usage of GPS navigation
- Limiting or prohibiting access to all or most of the device’s communication features (such as calls, texts, emails, etc.
- Blocking auto alerts from social media, calendars or other applications
- Auto responding to incoming calls, texts or emails to say the driver is unavailable

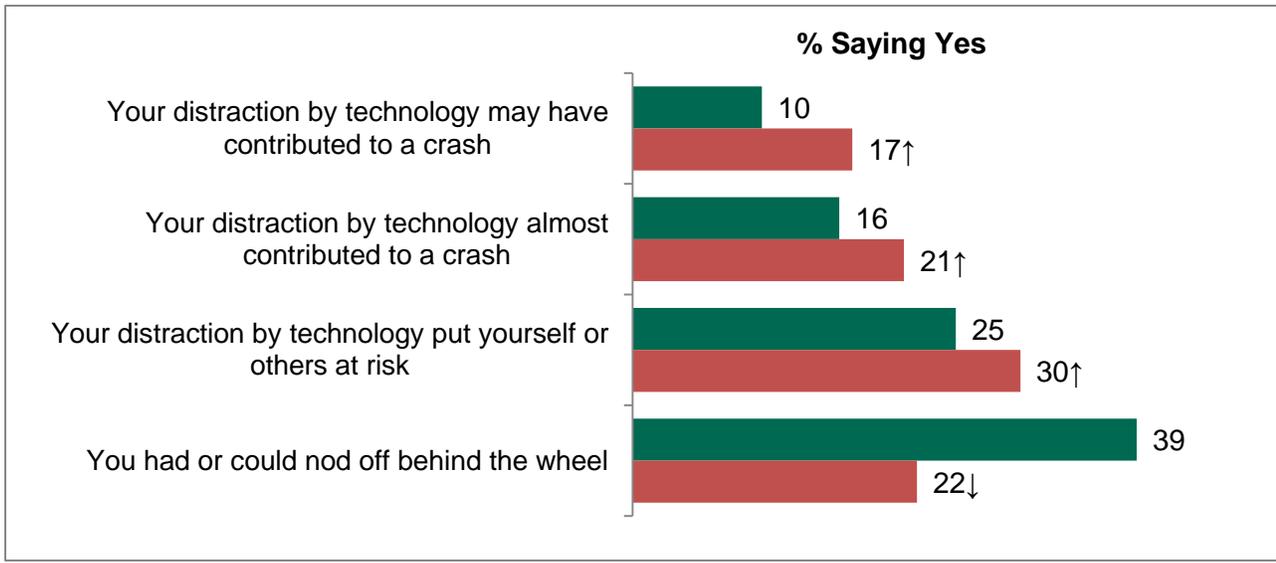
If your automobile, mobile device or other types of devices came pre-set to use these types of solutions to eliminate potential distractions from technology use while driving, would you...? (n=2,409 National and 1,005 Teens)



23. The following question asks about driving distractions by another driver 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...? (~2,404-5 National, ~1,001-3 Teens; excludes no answers) **(RANDOMIZE)**



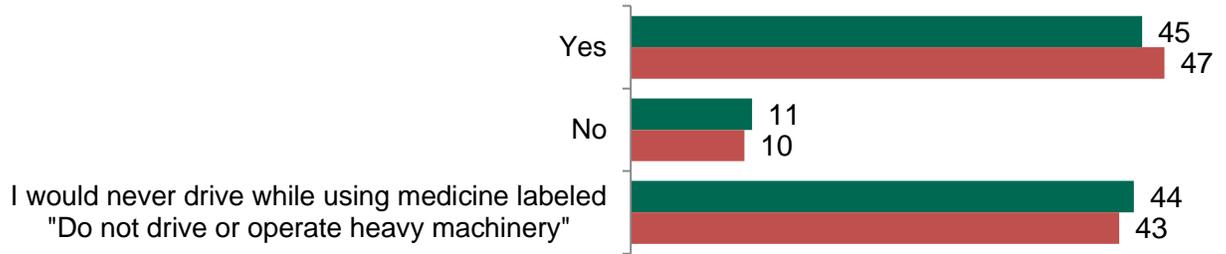
23b. In your opinion as a driver, have you ever felt...? (~2,403-5 National ~1002-4 Teens; excludes no answers)



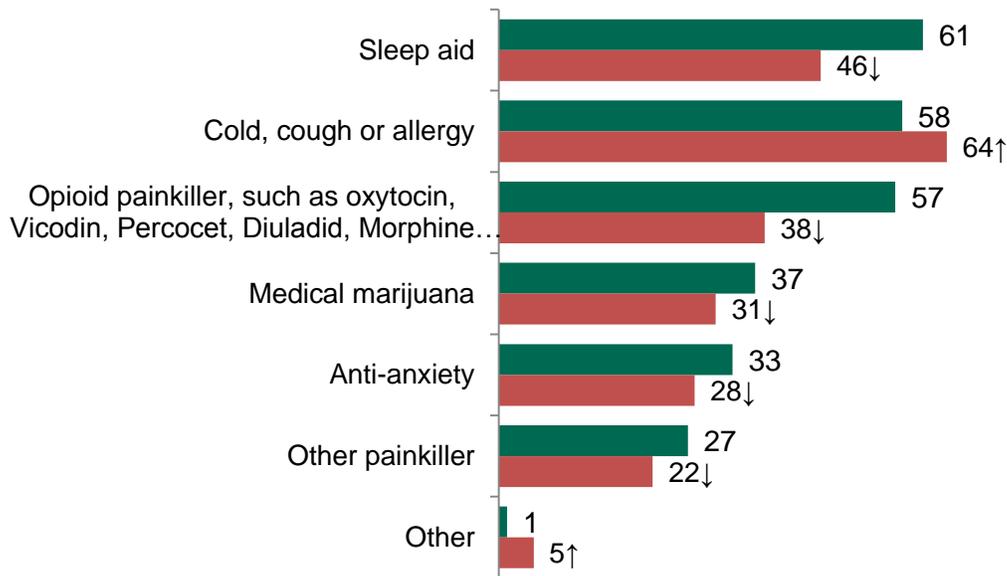
24. Please indicate your level of agreement with each of the following statements. **(RANDOMIZE)**

| <u><i>n</i></u> <u><i>size</i></u> | <u><i>Statement</i></u> | <u>NATIONAL</u> | | | <u><i>n</i></u> <u><i>size</i></u> | <u>TEENS</u> | | |
|---------------------------------------|--|---|---|--|---------------------------------------|---|---|--|
| | | <u>Strongly/ Somewhat Agree</u> | <u>Neither Agree Nor Disagree</u> | <u>Strongly/ Somewhat Disagree</u> | | <u>Strongly/S omewhat Agree</u> | <u>Neither Agree Nor Disagree</u> | <u>Strongly/ Somewhat Disagree</u> |
| 2,407 | A hands-free solution is safer than holding the phone in your hand while driving. | 74 | 16 | 10 | 1,002 | 81↑ | 12↓ | 7↓ |
| 2,406 | If car companies build hands-free devices in cars, they must be safe for drivers to use. | 50 | 26 | 24 | 1,005 | 62↑ | 22↓ | 16↓ |
| 2,406 | There is no safe way to make a phone call while driving a car. | 47 | 25 | 29 | 1,004 | 46 | 24 | 30 |
| 2,407 | New safety features make it safe for drivers to make phone calls | 45 | 31 | 23 | 1,002 | 60↑ | 23↓ | 17↓ |
| 2,403 | Drivers can talk on the phone safely, as long as they pay attention to the road. | 44 | 24 | 33 | 1,005 | 52↑ | 21 | 27↓ |
| 2,405 | If there is no law against it, talking on the phone while driving is perfectly okay. | 28 | 22 | 49 | 1,003 | 38↑ | 20 | 42↓ |

25. Driving while taking medications labeled 'Do not drive or operate heavy machinery' is illegal. In your opinion, do you feel your driving could be impaired by use of these types of medications? (2,408 National and 1,003 Teens, excludes no answers)



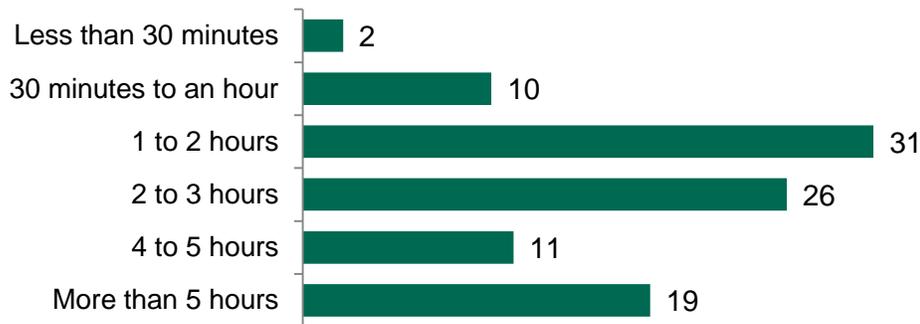
26. Which medications that you have taken do you feel could impair your driving? (1,239 National and 562 Teens, Yes in Q.25)



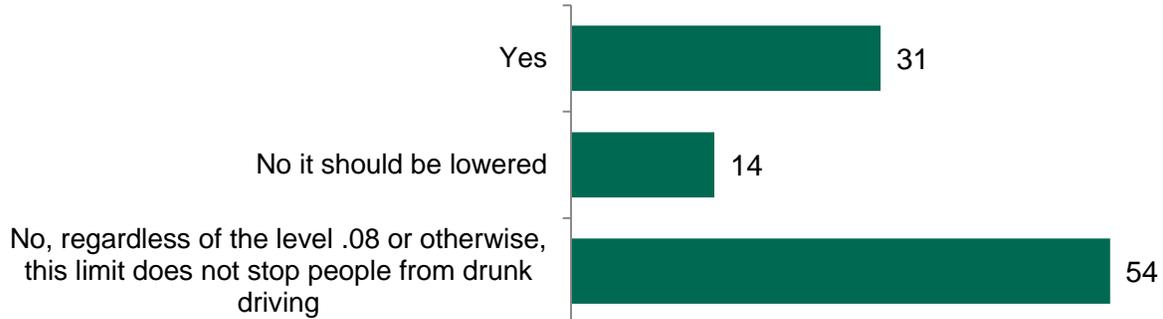
27. Which of the following best describes the way you drink alcohol? (2,317, 21 or older)



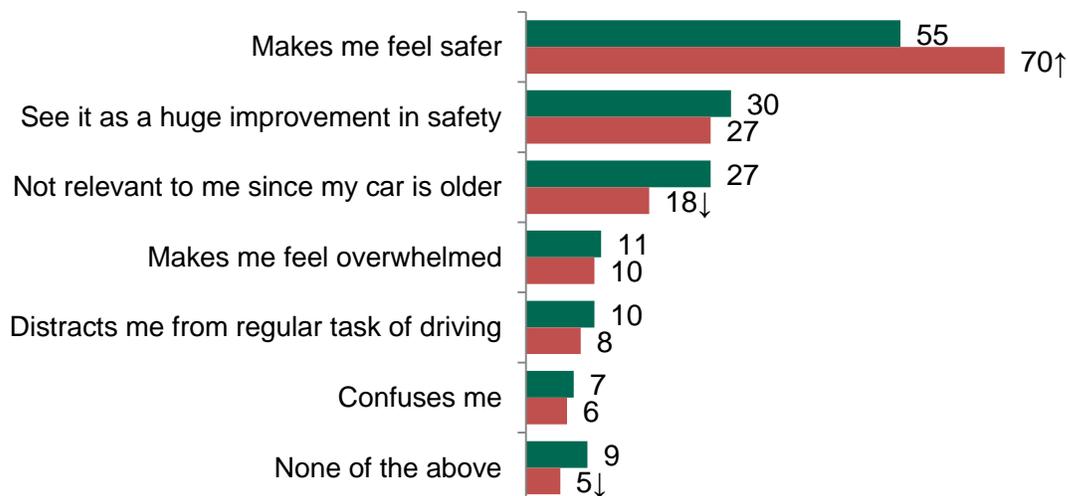
28. How long do you feel someone should wait after they finish drinking before they drive a car? (1,591, Not 'Never' in Q.27)



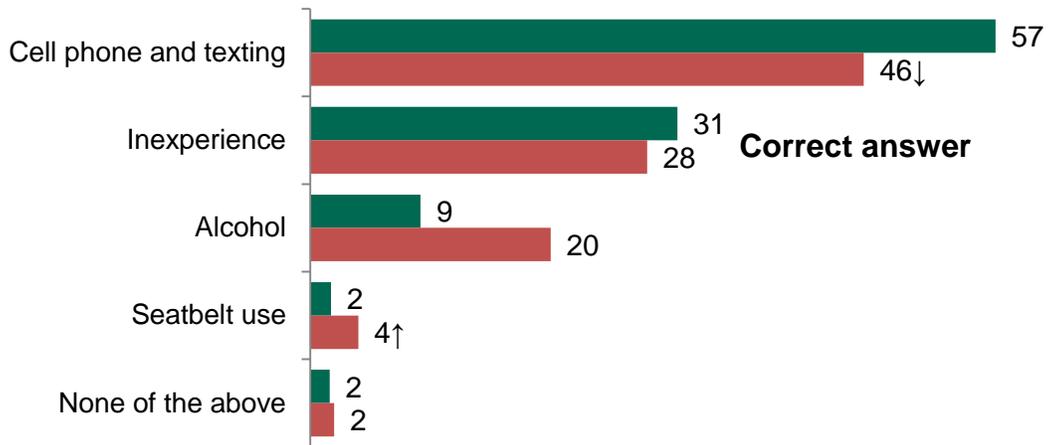
29. Do you feel the current blood alcohol content (BAC limit of 0.08 is adequate to keep drunk drivers off the road? (2,313, 21 or older)



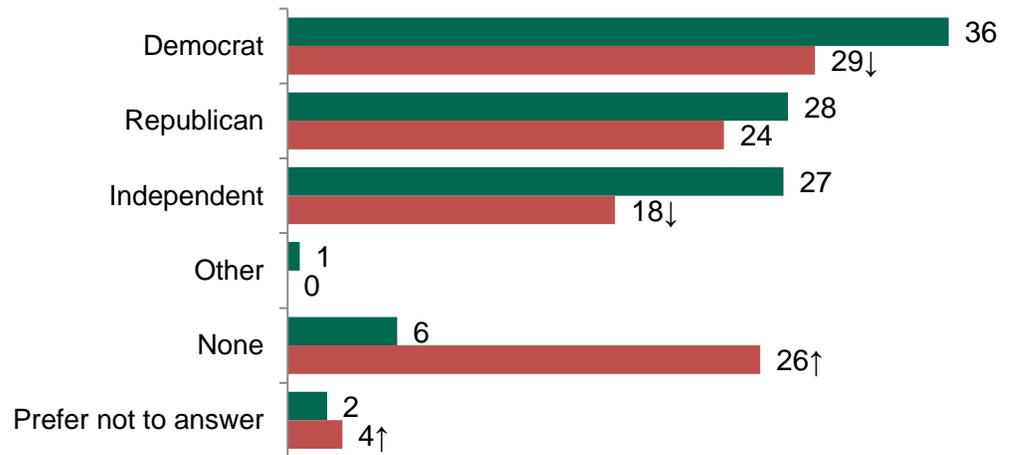
30. Recently automakers have added many new safety features to help drivers detect or respond to risks. These include features such as back-up cameras, auto emergency braking, blind spot monitoring, lane departure warnings and many others. How would you describe your reaction to the increase of safety features in vehicles? (n=2,409 National and 1,005 Teens) (SELECT ALL THAT APPLY)



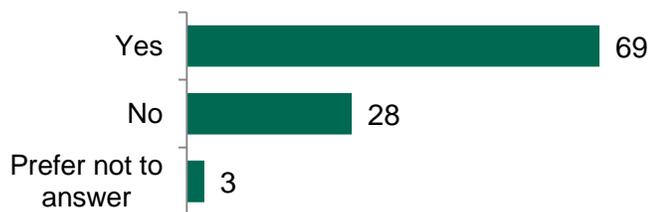
31. What do you think is the biggest safety risk to teen drivers? (n=2,409 National and 1,005 Teens)



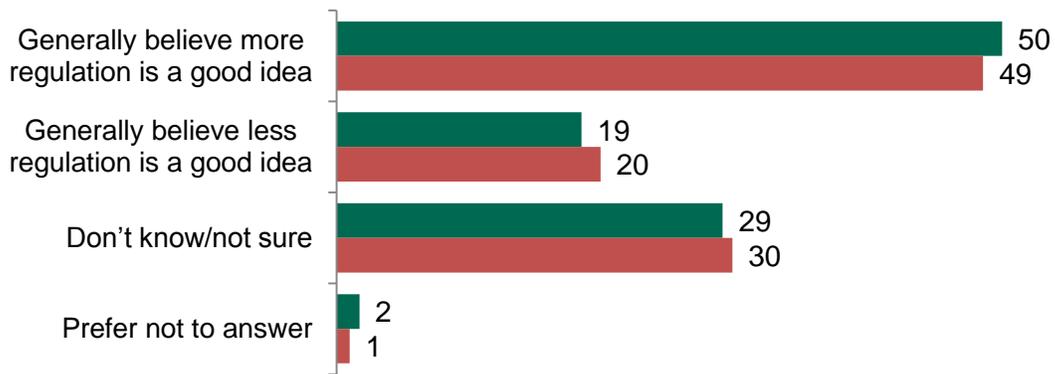
32. What is your political affiliation? (n=2,409 National and 1,005 Teens)



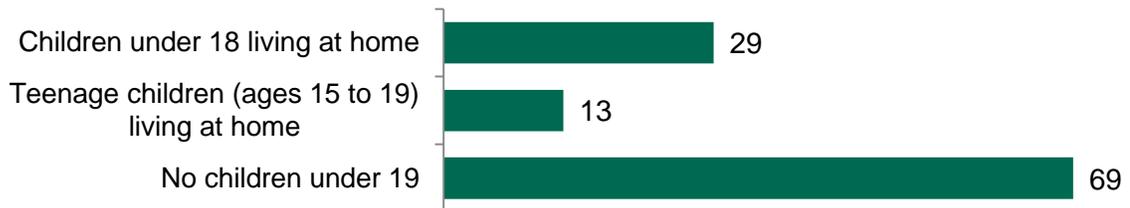
33. Did you vote in the last primary election? (2,407, excludes non-answers)



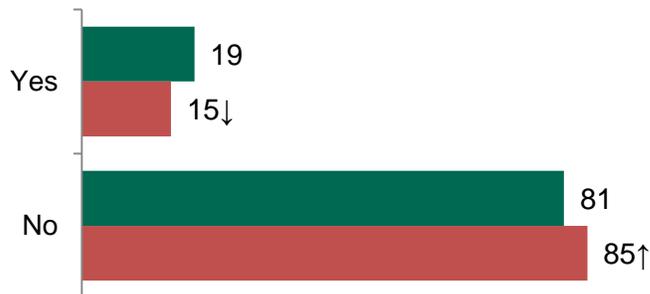
34. What is your overall attitude toward state or federal regulation around driver behavior or safety?
(n=2,409 National and 1,005 Teens)



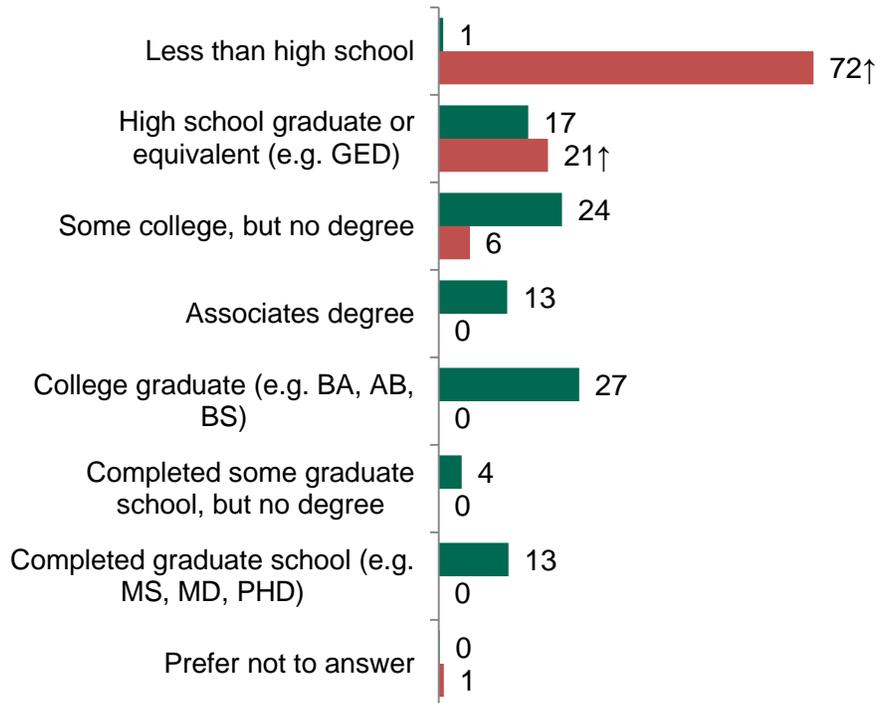
35. Do you have...? *(n=2,409 National)*



36. Does your job or occupation require you to drive, other than getting to and from work? *(n=2,409 National and 1,005 Teens)*



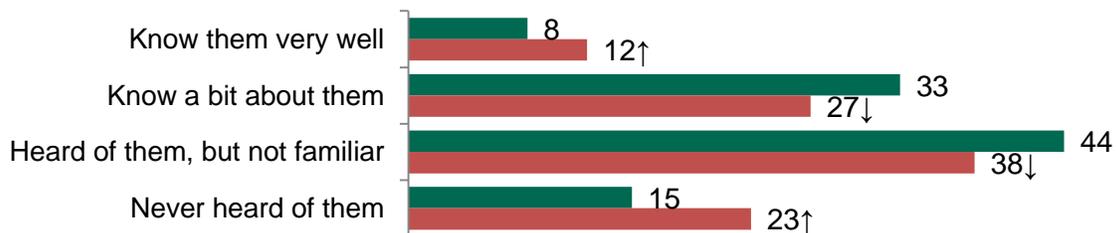
37. What is the highest level of education you have completed or the highest degree you have received? (n=2,409 National and 1,005 Teens)



38. Would you say you drive mostly in ...? (n=2,403 National and 1,005 Teens)



39. Which of the following best describes your familiarity with the National Safety Council? (n=2,405 National and 1,004 Teens)



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