

Distracted Driving Public Opinion Poll

October 2020

OBJECTIVES

The overall objective of this research is to provide the National Safety Council with an understanding of attitudes and behaviors of the driving public across a variety of driver safety-related issues.

METHODOLOGY

This research was conducted by Irwin Broh Research through a national panel of pre-screened, validated, de-duplicated and well-profiled respondents. Sample outgo (invitations) and completes were monitored to ensure returns were balanced to US Census for age, gender, ethnicity, geographic region, income, education and ethnicity.

Survey was fielded September 8 thru September 15, 2020.

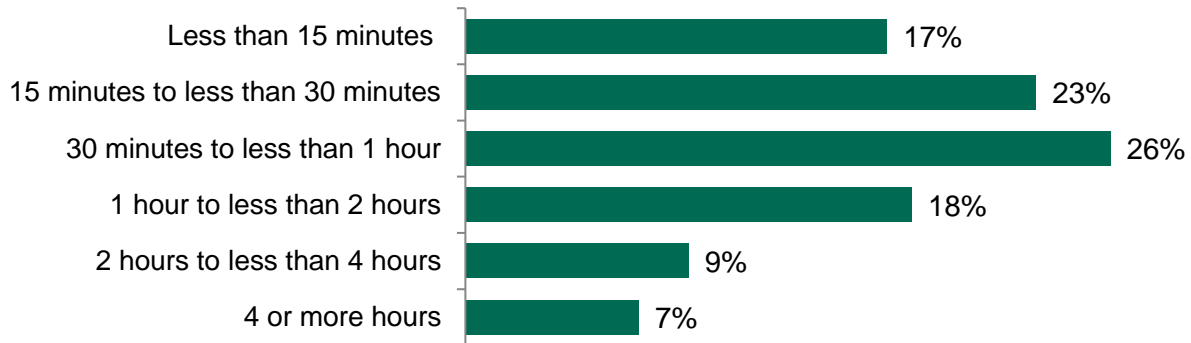
To qualify for the study, respondents had to:

- Live in the United States
- Be 25 years old or older
- Have a driver's license
- Drive at least 15 minutes on a typical weekday or weekend
- Own a cell phone

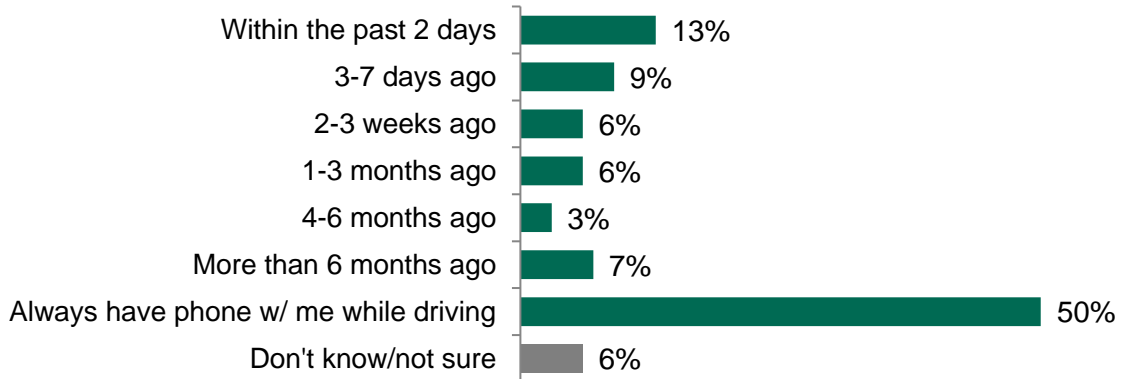
A total of 2,001 completed the survey. Significance testing has been conducted at a 95% confidence interval, with differences being noted with letters.

QUESTIONNAIRE WITH RESULTS

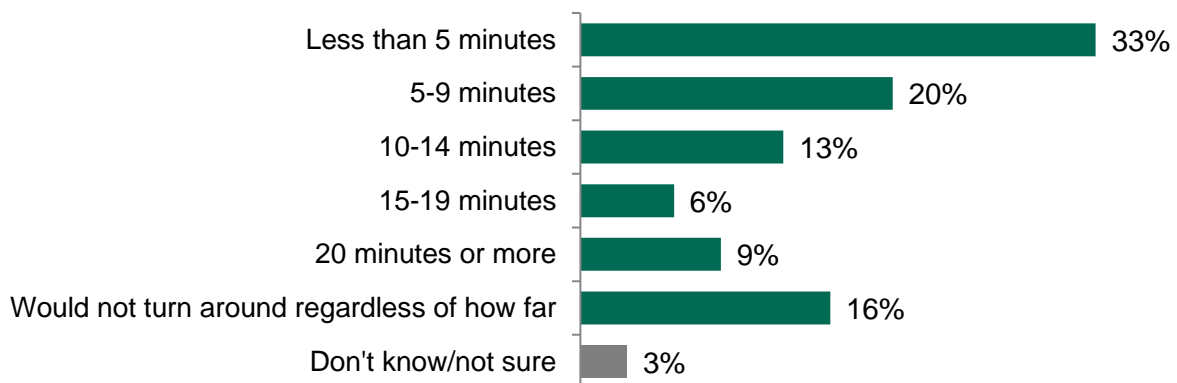
1. On average, how much time do you spend in total driving on a typical weekday? (n=2,001)



2. When was the last time you drove without your cell phone with you? Your best guess is fine. (n=2,001)



3. Imagine you left home to shop or run errands for a few hours and forgot your phone at home. What is the furthest you would be from home yet still be willing to turn around to get your phone? (n=2,001)



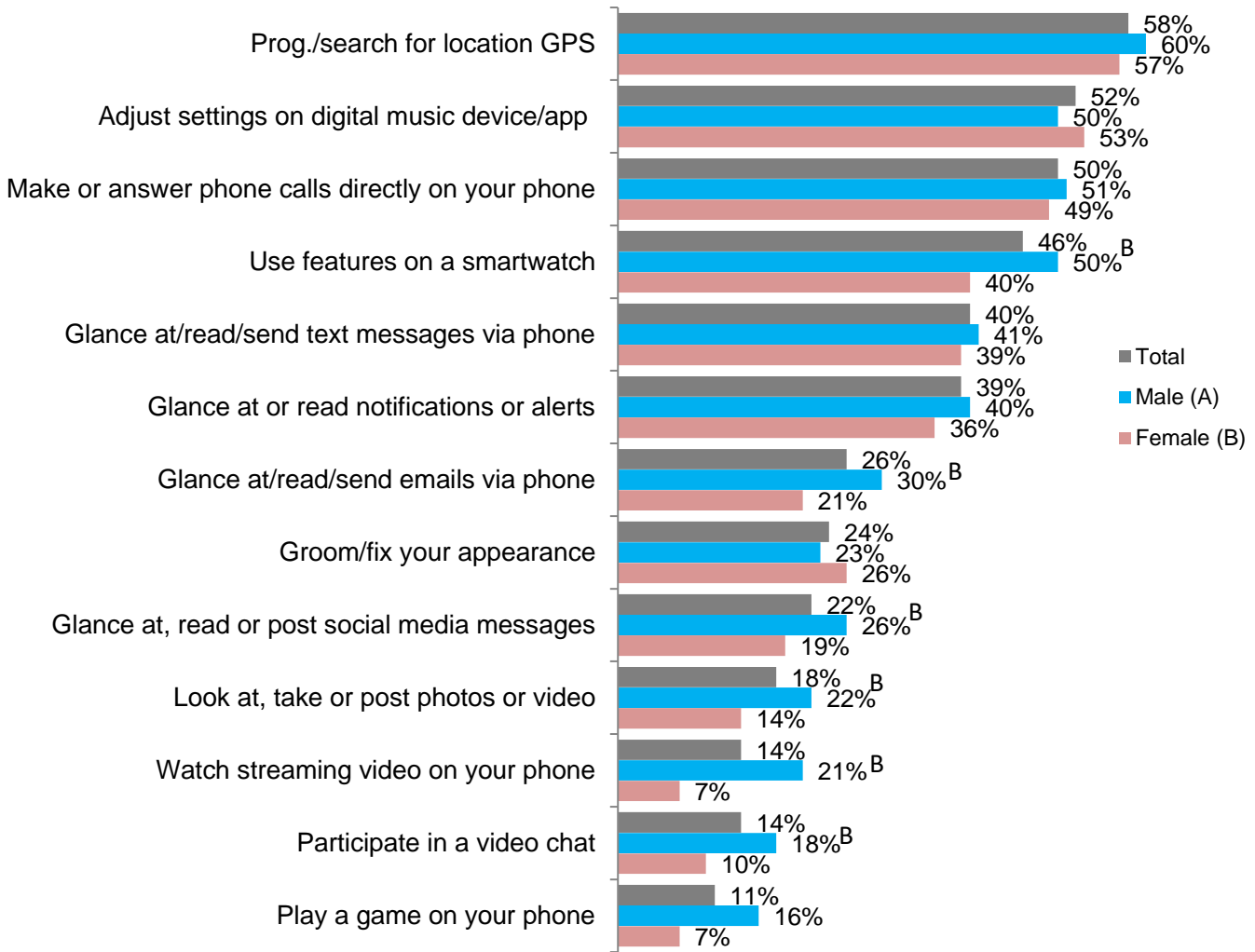
4. Assuming there were no laws governing behavior while driving, how often would you do the following while driving? (n=varies)

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.

	Do not own/ Not Avail.	Never	Rarely/ Hardly ever	Occasionally/ Some of the Time	Often/ Most of the time	Often/ Occasionally (NET)
Program or search for a location or address using a GPS/Navigation system (n=1,107)	-	18%	24%	39%	19%	58%
Adjust settings or controls on a digital music device/app (n=813)		23%	25%	33%	19%	52%
Make or answer phone calls directly on your phone (n=2,001)	1%	22%	27%	31%	19%	50%
Use features on a smartwatch (n=578)	-	27%	27%	31%	15%	46%
Glance at, read or send text messages directly on your phone (n=2,001)	2%	32%	26%	27%	13%	40%
Glance at or read notifications or alerts (n=2,001)	2%	31%	28%	27%	12%	39%
Glance at, read or send emails directly on your phone (n=2,001)	2%	48%	24%	18%	8%	26%
Groom/fix your appearance (n=2,001)	3%	47%	26%	17%	7%	24%
Glance at, read or post social media messages (n=2,001)	4%	53%	21%	15%	7%	22%
Look at, take or post photos or video (n=2,001)	3%	60%	19%	11%	7%	18%
Watch streaming video on your phone (n=2,001)	5%	70%	11%	8%	6%	14%
Participate in a video chat (n=2,001)	4%	65%	17%	9%	5%	14%
Play a game on your phone (n=2,001)	5%	74%	10%	6%	5%	11%

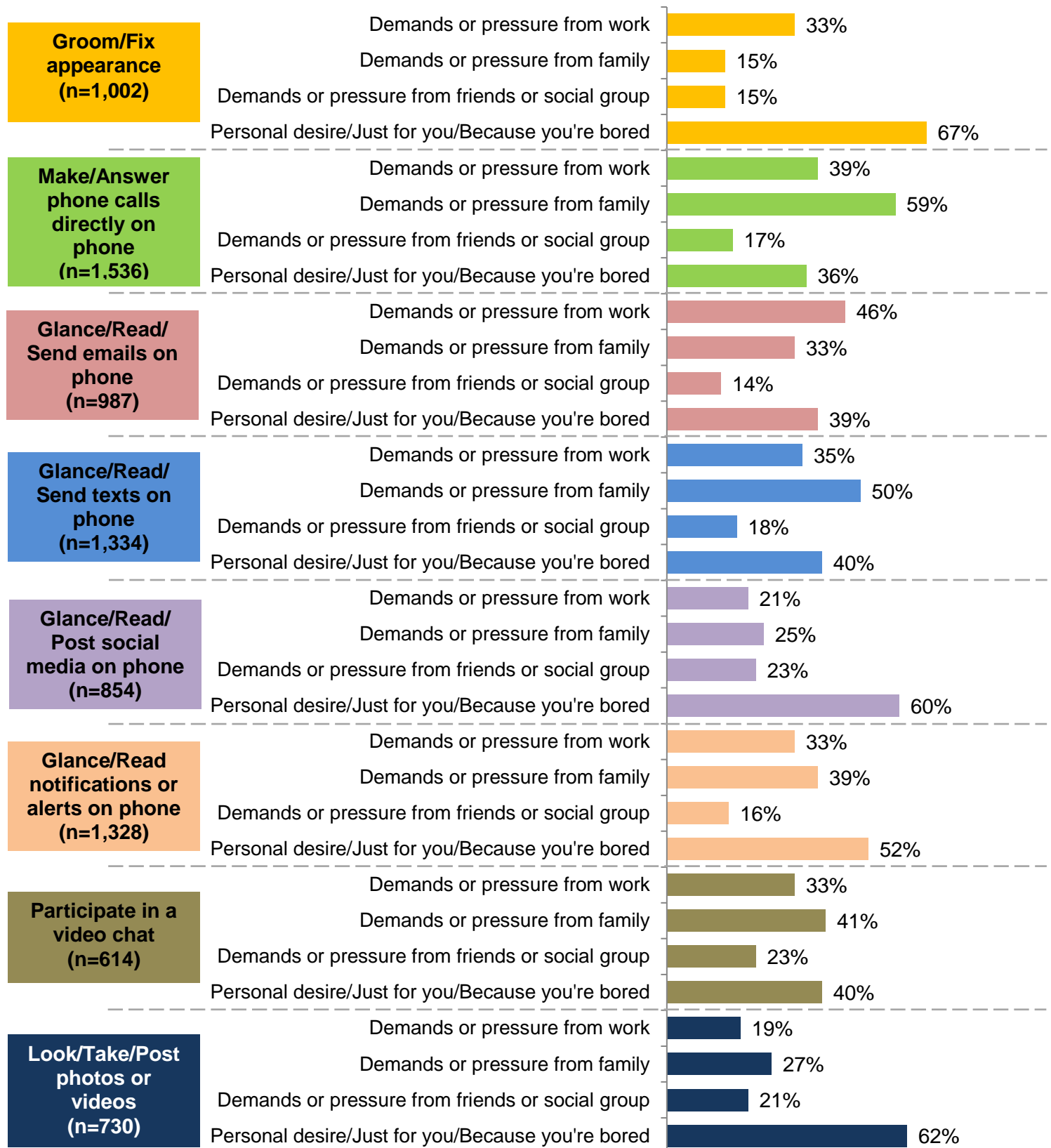
4. Assuming there were no laws governing behavior while driving, how often would you do the following while driving?

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. % Often/Occasionally (n=varies)



Note: Letters represent a significant difference between groups at 95% confidence interval

5. What would motivate you to [INSERT ACTIVITY] while driving? (SELECT ALL THAT APPLY)
(n=varies)



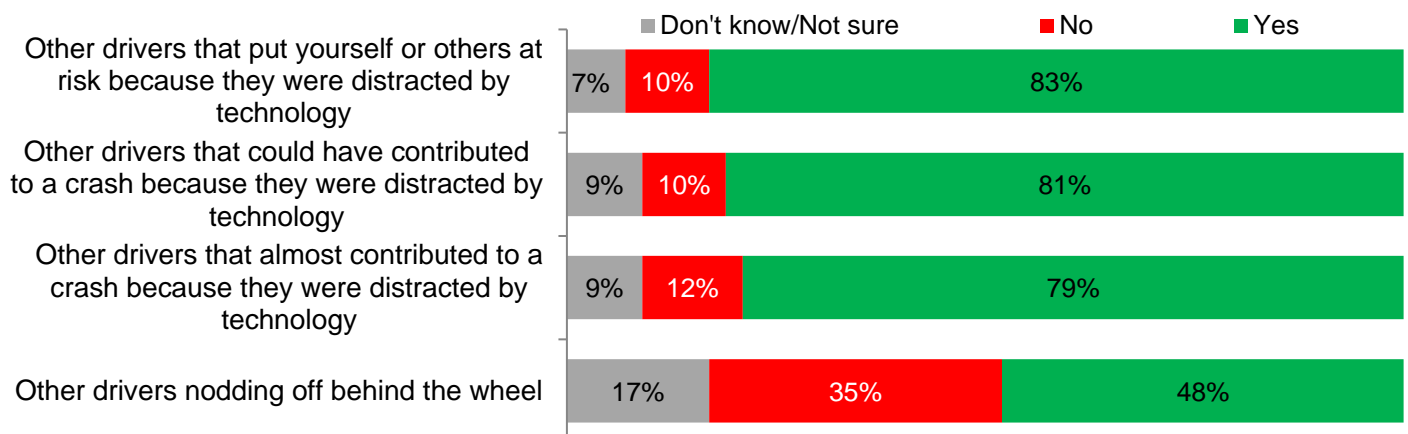
6. Solutions have been developed to try to help drivers eliminate potential distractions from communications technology use while driving. These solutions may offer the ability to do one or more of the following:

- Lock the device screen for drivers when the car is moving
- Allow only emergency calls and access to your music
- Limit some usage of GPS navigation
- Limit or prohibit access to all or most of the device’s communication features (such as calls, texts, emails, etc.)
- Block notifications from social media, calendars or other applications
- Auto-respond to incoming calls, texts or emails to say the driver is unavailable

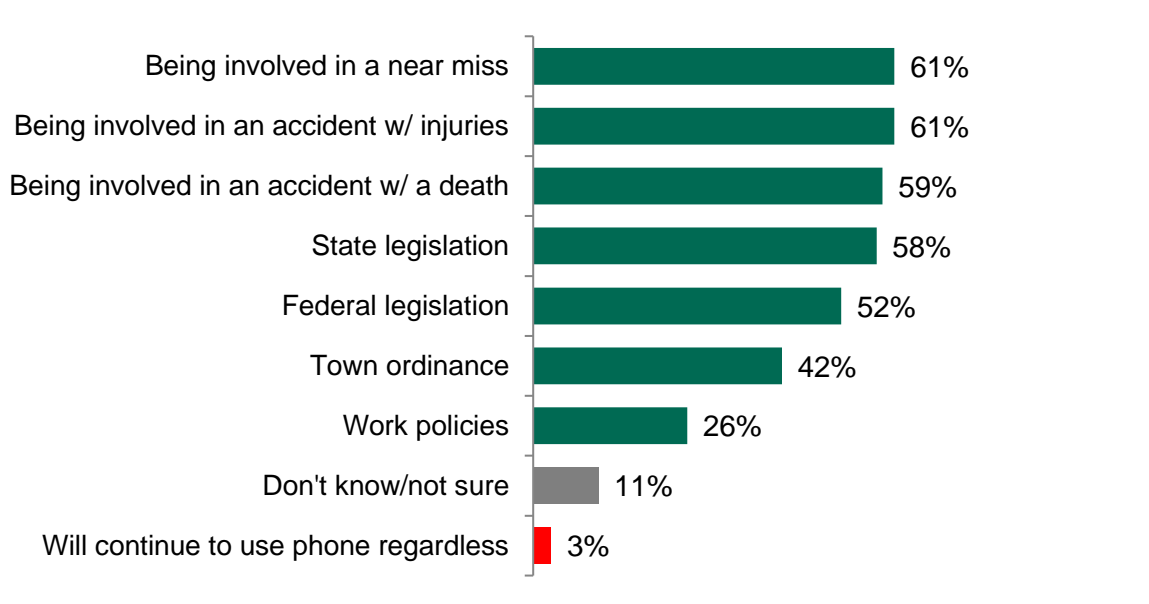
If your automobile or mobile device came pre-set to use these types of solutions to eliminate potential distractions from technology use while driving, would you typically...? (n=2,001)

	Automobile	Mobile Device
Leave these solutions on/activated to avoid potential driving distractions	57%	54%
Leave these solutions on/activated because it is too difficult to turn them off	14%	15%
Turn these solutions of	29%	31%

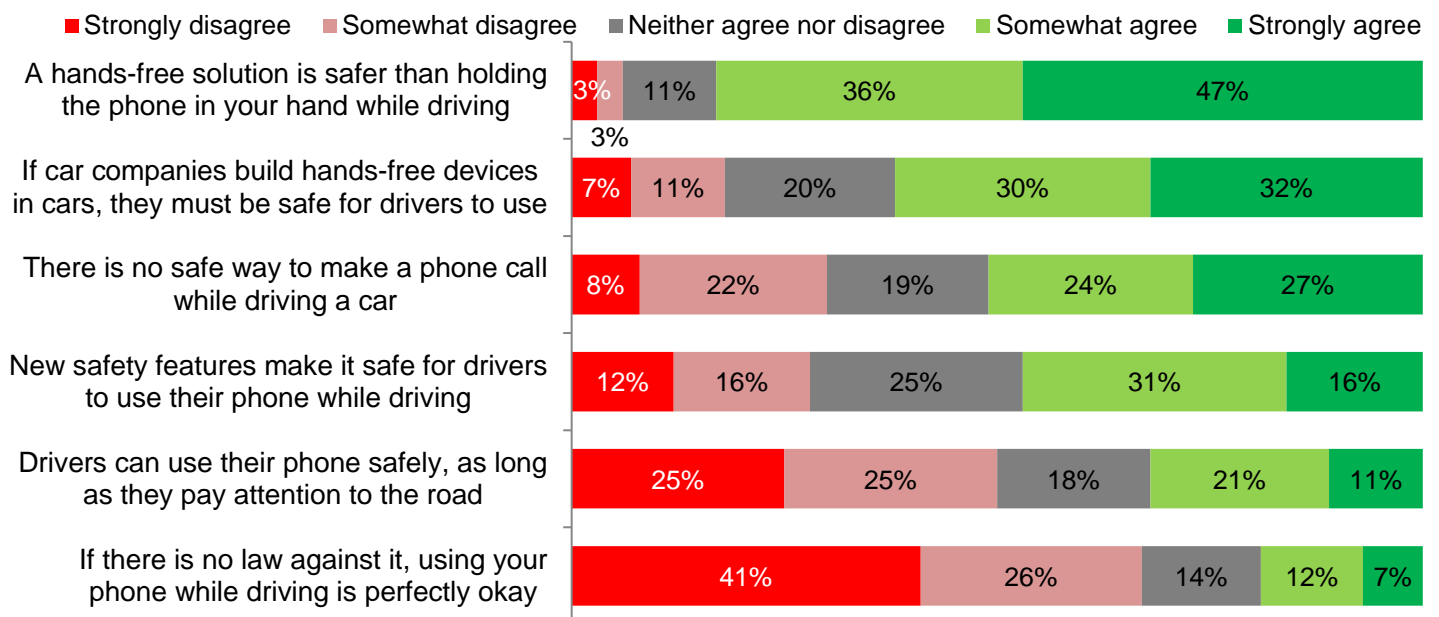
7. Have you ever observed any of the following? (n=2,001)



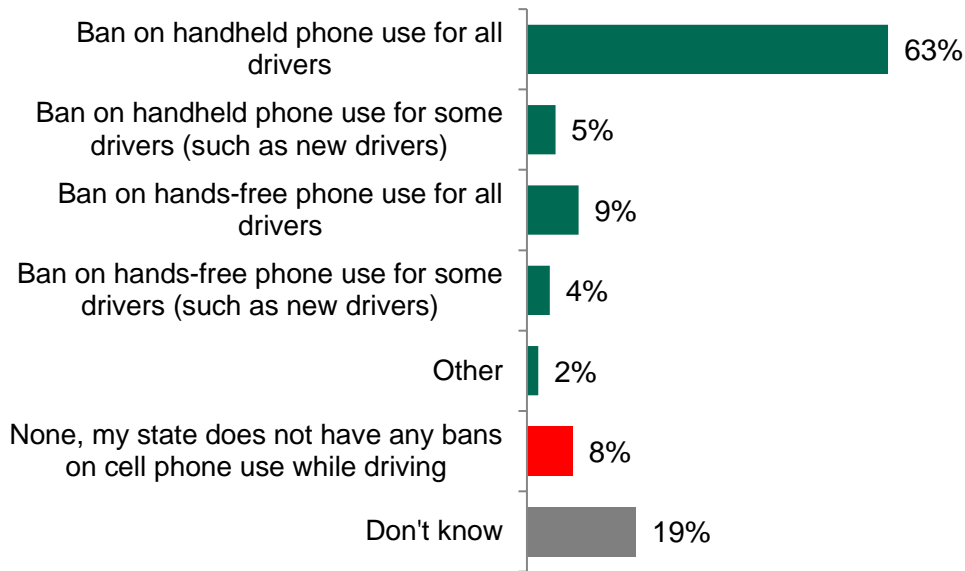
8. Which of the following events, if any, would dissuade you from using technology when you are driving. (CHOOSE ALL THAT APPLY) (n=2,001)



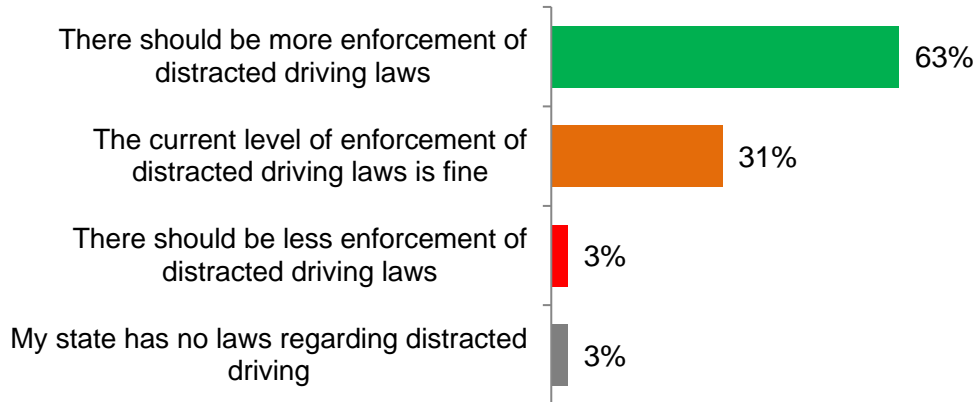
9. Please indicate your level of agreement with each of the following statements. (n=2,001)



10. Which of the following laws does your state have against using your cell phone while driving? (n=2,001)



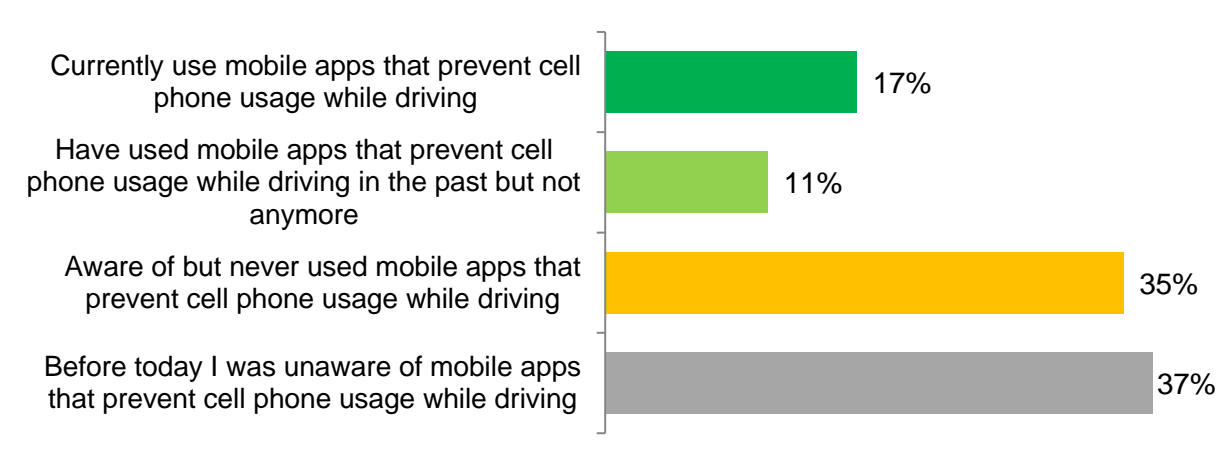
11. Which of the following best describes your perception of the enforcement of distracted driving laws in your state? (n=2,001)



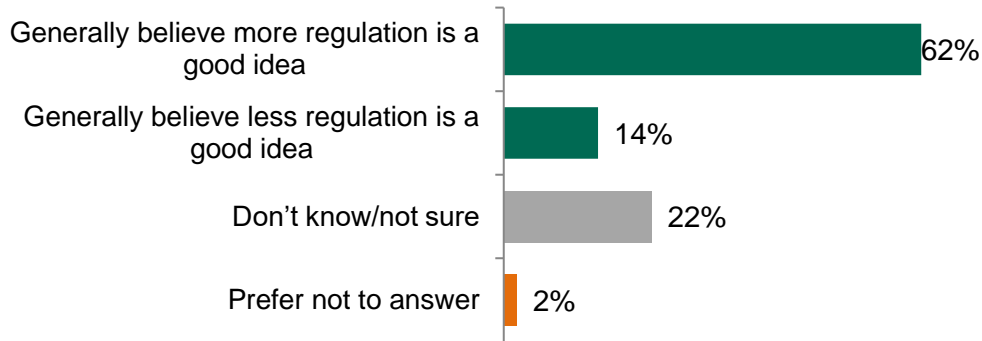
12. If your opinion, how effective are each of the following in deterring people from using their phones while driving? (n=2,001)

	Don't know/ Not Sure	Not all effective	Somewhat Effective	Very Effective	Very/ Somewhat Effective (NET)
Vehicle systems that prevent phone use	12%	8%	39%	41%	80%
State legislation	7%	19%	51%	23%	74%
Public awareness/education campaigns	7%	21%	53%	19%	72%
Federal legislation	9%	20%	47%	24%	71%
Pressure from friends/family	9%	22%	48%	21%	69%
Town ordinances	10%	26%	45%	19%	64%
Employer cell phone policies	19%	25%	37%	19%	56%
Apps on cell phones	18%	28%	37%	17%	54%
Pressure from coworkers	15%	39%	33%	13%	46%

13. Which of the following best describes your level of awareness and usage of mobile apps that prevent cell phone usage while driving? (n=2,001)

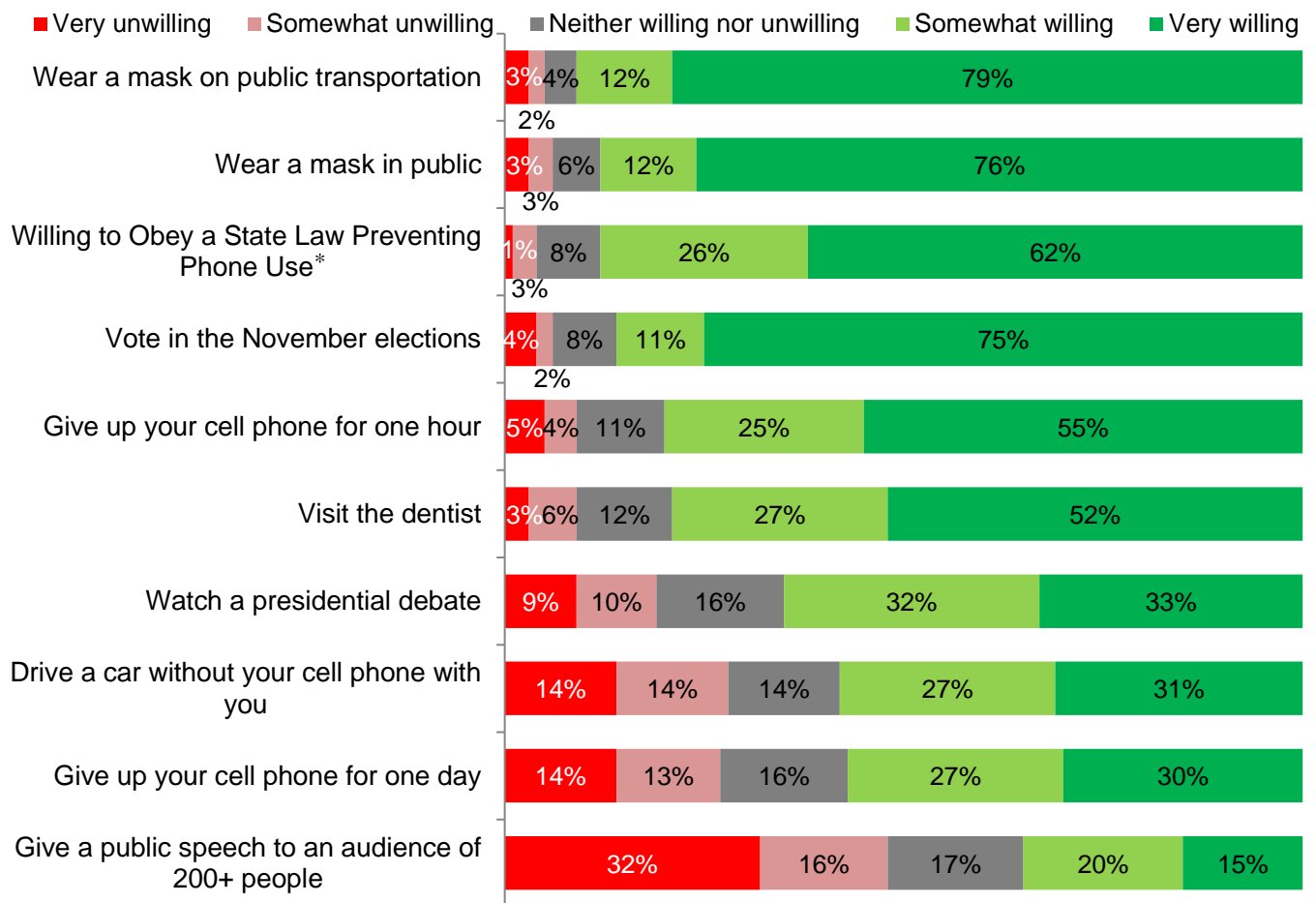


14. What is your overall attitude toward state or federal regulation around driver behavior? (n=1,000)



15. How willing would you be to obey a state law that prevented you from using your phone while driving your vehicle? (n=2,001)

16. How willing would you be to do each of the following activities? (n=2,001)



*Note: Q15 Statement

DEMOGRAPHICS

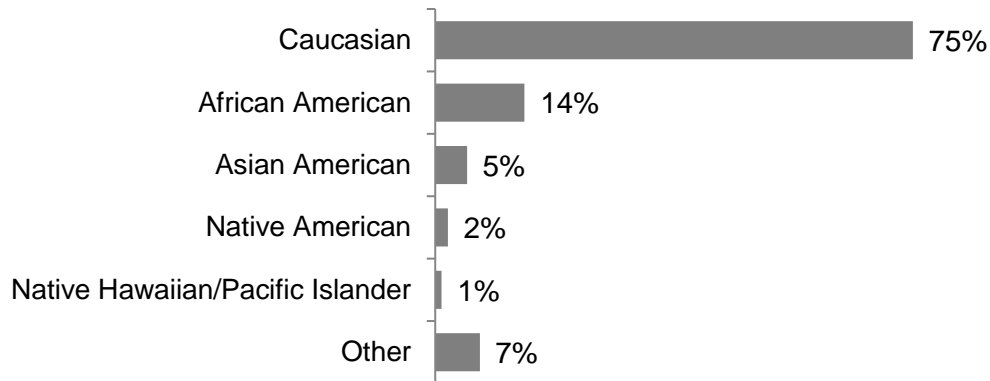
1. How old are you? (n=2,001)



2. Are you...? (n=2,001)



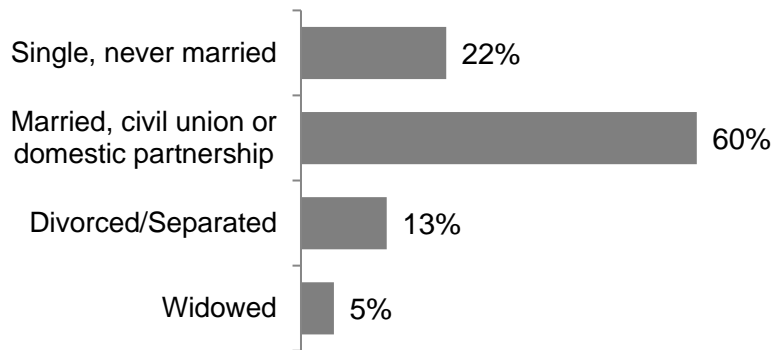
3. Which of the following best describes your ethnic background? (Select all that apply) (n=2,001)



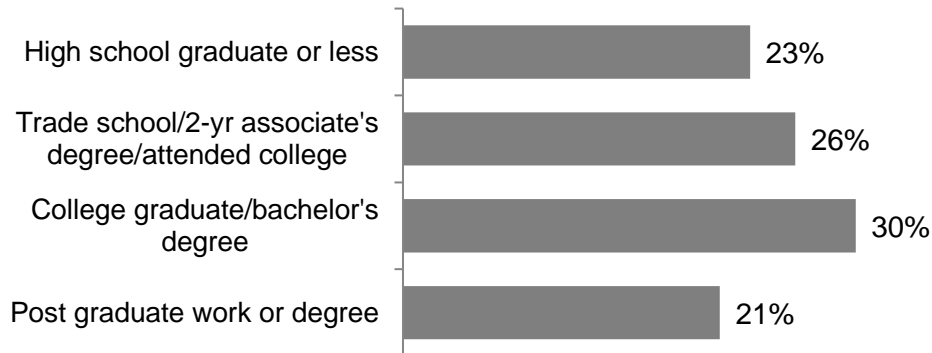
4. Are you of Hispanic/Latino descent? (n=2,001)



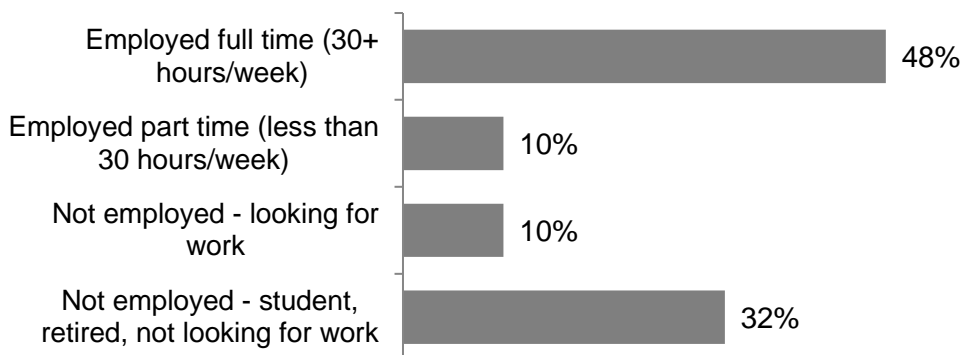
5. What is your marital status? (n=2,001)



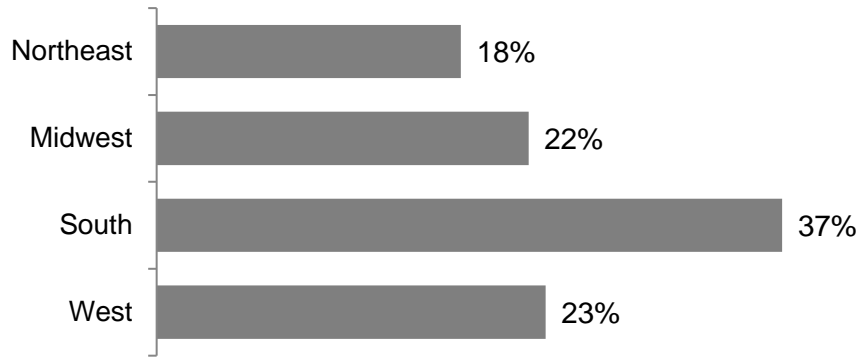
6. What is the highest level of education you completed? (n=2,001)



7. What is your employment status? (n=2,001)



8. What is your zip code? (Census Region) (n=2,001)



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