

Car crashes rank among the leading causes of death in the United States.



2012 Traffic Safety Culture Index

January 2013



Introduction

In the quarter century from 1987 through 2011, the lives of 1,031,410 men, women, and children have ended violently as the result of motor vehicle crashes in the United States. Motor vehicle crashes are a leading cause of death for children, teens, and young adults up to age 34, and the leading cause for people ages 15-24.¹ Statistics from the United States Department of Transportation indicate that 32,367 people died in motor vehicle crashes in 2011.² Although this represents the fewest people killed in crashes in a single year since 1949, it also represents an average of 89 lives needlessly cut short on an average day as the result of crashes on our roads.

Since 2006, the AAA Foundation for Traffic Safety has been sponsoring research to better understand traffic safety culture.³⁻⁷ The Foundation's long-term vision is to create a "social climate in which traffic safety is highly valued and rigorously pursued."⁸ In 2008, the AAA Foundation conducted the first annual *Traffic Safety Culture Index*,⁵ a nationally-representative survey, to begin to assess a few key indicators of the degree to which traffic safety is valued and is being pursued.

As in previous years, this fifth annual *Traffic Safety Culture Index* finds that in some ways, Americans do value safe travel and desire a greater level of safety than they now experience. They perceive unsafe driver behaviors such as speeding and drinking and driving as serious threats to their personal safety and generally support laws that would improve traffic safety by restricting driver behavior, even when such laws would restrict behaviors they admit to engaging in themselves.

In line with this double standard of supporting laws against one's own current driving behavior, the survey also highlights some aspects of the nation's traffic safety culture that might best be characterized by the phrase, "do as I say, not as I do." For example, substantial numbers of drivers say that it is completely unacceptable to drive 10 mph over the speed limit on residential streets, yet admit having done so in the past month.

This report presents the results of the AAA Foundation's fifth annual *Traffic Safety Culture Index*, conducted from September 7 through September 24, 2012 by GfK for the AAA Foundation. A sample of 3,896 U.S. residents ages 16 and older were surveyed for this project using a web-enabled probability-based panel representative of the United States population.

Summary of Major Findings

Personal exposure to crashes

- More than one in five drivers have been involved in a serious crash, and one in eight have been seriously injured in a crash.
- Nearly one in three Americans have had a friend or relative seriously injured or killed in a crash.

Drinking and driving

- Drivers view drinking and driving as a very serious threat, and virtually all disapprove of drinking and driving and acknowledge that others also disapprove of it. Fourteen percent, however, admit to driving at least once in the past year when they thought their alcohol level might have been close to or possibly over the legal limit, and of these, more than 15 percent (2.1% of all drivers) said they did so in the past month.
- There is strong support for requiring alcohol-ignition interlocks for drivers convicted of DWI, even for first-time offenders (80.5%), and nearly three in four (71.3%) drivers support requiring built-in interlocks for all new vehicles.

Cell phone use and texting

- Cell phone use while driving is widespread. More than two in three drivers report talking on their cell phone while driving at least once in the past month, and nearly one in three say they did so fairly often or regularly. There is somewhat strong social disapproval toward using a hand-held cell phone while driving (66.1%), but more than half of all drivers believe incorrectly that most others actually approve of it. People are more accepting of hands-free cell phone use than hand-held (56.2% vs. 32.0%).
- Nearly all drivers view texting or emailing while driving as a very serious threat to their own personal safety and consider it completely unacceptable. However, more than one in six drivers (18.9%) don't perceive social disapproval from others; more than one in four (26.6%) admit to typing or sending a text message or email while driving in the past month; and more than one in three (34.7%) report reading a text message or email while driving in the past month.
- Two in three drivers (66.5%) support restricting the use of hand-held cell phones while driving, but less than half (48.6%) support an outright ban on using any type of cell phone (including hands-free) while driving. There is strong support for laws restricting reading, typing, or sending a text message or email while driving.

Speeding

- Speeding on freeways is widespread. Nearly half of drivers (49.3%) say they have driven 15 mph over the speed limit on a freeway in the past month, and more than one in four say they consider it acceptable to do so. Similarly, nearly half of drivers (46.8%) say they have driven 10 mph over the speed limit on a residential street in the past month. There is greater social disapproval for speeding on a residential street than on a freeway (89.1% versus 72.5%).

Red light running

- Most drivers view it as unacceptable to drive through a traffic light that just turned red when it was possible to stop safely; however, nearly two in five drivers (38.4%) admit doing this in the past month.

Drowsy driving

- Most drivers view drowsy driving as a serious threat to their safety and a completely unacceptable behavior; however, nearly one in three admit to driving when they were so tired that they had a hard time keeping their eyes open at some point in the past month.
- Nearly half of all drivers (45.9%) reported having fallen asleep or nodded off while driving at least once in their lives; 2.6 percent of all drivers reported having fallen asleep or nodded off while driving in the past month, 7.0 percent within the past six months, and 9.7 percent within the past 12 months.

Seatbelts and helmets

- Most drivers view it as unacceptable to drive without wearing a seatbelt, and more than three in four say that they never do; however, nearly one in four admit that they have driven without wearing a seatbelt in the past 30 days, and nearly one in five say they have done this more than once.
- More than four in five Americans (81.7%) support having a law requiring all motorcycle riders to wear a helmet, and 61.0 percent strongly support this.

Methods

The data reported here were collected in the AAA Foundation's 2012 *Traffic Safety Culture Index*, a web-enabled nationally-representative probability-based survey of U.S. residents 16 years of age and older, conducted from September 7, 2012 through September 24, 2012 by GfK for the AAA Foundation. The annual survey assesses indicators of the degree to which traffic safety is valued and is being pursued. A sample of respondents ages 16 and older was recruited from GfK's KnowledgePanel® (GfK Knowledge Networks, n.d.) to complete an online questionnaire. KnowledgePanel consists of members of households recruited by GfK using standard probability-based random digit dial (RDD) and address-based sampling methods. The sampling frame includes all U.S. households reachable by telephone or by regular mail, irrespective of Internet access or use. If a sampled household lacks Internet access or an Internet-capable computer, GfK provides Internet access and a netbook computer at no cost to the household. Individuals not sampled by GfK cannot volunteer to join the panel. Because each individual respondent's probability of selection into the panel and probability of selection for a particular survey are known, statistics can be weighted to reflect the entire population of the United States. The questionnaire was made available in English and Spanish, and respondents were able to complete it in the language of their choice.

In this survey, drivers ages 16 to 18 were oversampled to ensure an adequate number of responses for age-specific analyses. For this portion of the sample, Knowledge Networks sampled KnowledgePanel panelists who were parents of at least one age-eligible teen and asked the panelist to confirm the presence of an age-eligible teen in the household; those who did not confirm this were excluded from the survey. If a household had more than one teen in this age range, one of the eligible teens was selected randomly by Knowledge Networks' survey system. Parents were asked to provide consent for the selected teen. Parents were informed that their teen could complete the survey at a later time if the teen was not presently available.

Sampled panelists received an invitation to complete the survey and were asked to do so at their earliest convenience. The survey was sent to 8,067 people. Completed surveys were received from 4,735 panelists, thus yielding a completion rate¹⁰ of 55.0 percent. Of the 4,735 respondents, 839 were classified as ineligible and screened out from the additional sample of teen drivers for reasons such as their age or driving status. The data presented here are from the 3,896 eligible respondents who completed the survey. The descriptive statistics provided in this report were calculated for all qualified respondents, all respondents who reported having a valid driver's license and having driven in the past 30 days, or both, as appropriate.

The data were weighted to account for probability of selection for recruitment into KnowledgePanel, probability of selection for this survey, and non-response at both stages, and to align the characteristics of the respondents to those of the population of U.S. residents ages 16+ nationwide with respect to gender, age, race/Hispanic ethnicity, education, census region, metropolitan area, number of 16+ year olds in the household, and household income using data from the Current Population Survey.¹¹ All analyses were based on weighted data.

The results reported here have a margin of error that varies according to whether data are being reported on the entire sample or some subset thereof, as well as the distribution of responses to each individual item. Due to factors related to the sample design, including stratification in the design of the KnowledgePanel and the oversampling of teenagers in this survey, the margin of error in this survey is slightly larger than it would be in a simple random sample in which each eligible sampling unit had an identical chance of being included in the sample. As an illustrative example, the margin of error of a proportion of around 50 percent, computed using the entire sample of drivers, would be approximately 2.3 percentage points at the 95 percent confidence level in this survey, whereas it would be approximately 1.7 percentage points in a simple random sample of the same size. For statistics based on only a subset of the sample, the margin of error is greater.

Note that the margin of error reflects only the level of confidence that the responses of a random sample of respondents are statistically representative of the responses that would have been obtained if the entire population were to have been interviewed over the same time period using the same questionnaire. It does not reflect errors related to systematic non-coverage of certain segments of the population (e.g., people who cannot read in English nor in Spanish), non-response (i.e., eligible respondents who either cannot be contacted or refuse to participate), differences in respondents' understanding of survey questions or response options, or deliberate misreporting of information (e.g., under-reporting of behaviors that may be perceived as undesirable).

This report summarizes the main results of the survey. Complete top-line results are included in tables in the Appendix, along with the questions participants were asked.

Results and Discussion

Traffic safety as a social issue

A majority of Americans express some opinions consistent with a belief that traffic safety is a serious issue that warrants attention. They believe that aggressive, distracted, and impaired drivers are bigger issues today than they were three years ago. They perceive unsafe driver behaviors such as speeding, talking on cell phones, texting and e-mailing, and red light running as serious threats to their personal safety (Table 2). Most Americans express support for laws aimed at improving traffic safety, such as banning hand-held cell phone use and texting and e-mailing while driving (Table 10).

Although many Americans seem to think traffic safety is important generally, the survey findings reveal some aspects of the current traffic safety culture that might be characterized as a culture of indifference, with drivers effectively saying “do as I say, not as I do.” For example, substantial numbers of drivers say that it is completely unacceptable to text message or talk on a cell phone while driving, yet admit to doing so anyway.

Nearly half of all Americans have been touched in some way by a serious motor vehicle crash. Specifically, more than one in five Americans (21.7%) report having been involved in a motor vehicle crash in which someone had to go to the hospital, including 12.7 percent who have been seriously injured in a crash themselves. Nearly one in three Americans (31.7%) report having had a friend or relative who was seriously injured or killed in a motor vehicle crash (Table 12). Overall, more than two in five Americans (43.0%) report having been involved in a serious crash, having had a friend or relative seriously injured or killed in a crash, or both.

Attitudes and behavior: Drinking and driving

Drinking and driving is viewed as a very serious safety threat, social disapproval is almost universal, social stigma is felt strongly, and few drivers admit to drinking and driving. There is majority support for requiring all DWI offenders to use alcohol-ignition interlocks on their vehicles, even for first-time offenses (Table 10).

More than two in three drivers (68.3%) say that people driving after drinking alcohol are a very serious threat to their personal safety (Table 2), and 97.0 percent say that they personally consider it unacceptable (89.4% completely unacceptable) to drive when they think they may have had too much to drink (Table 4). Additionally, 87.1 percent perceive that, where they live, most other people consider it unacceptable to drive after drinking too much (Table 3).

Nearly 14 percent of drivers report having driven when they thought that their alcohol level might have been close to or possibly over the legal limit within the past 12 months, and nearly 1 in 10 (9.5%) said they did so more than once (Table 8). Of those who reported driving when their alcohol level may have been close to or over the legal limit in the past year, 15.2 percent (2.1% of all drivers) said they did so in the past month (Table 9).

Four out of five drivers support requiring all drivers who have been convicted of DWI – even first time offenders – to use a device that won't let their car start if they have been drinking. A smaller but significant majority (71.3%) also support requiring all new cars to have built-in technology that won't let the car start if the driver's alcohol level is over the legal limit (Table 10).

Attitudes and behavior: Cell phone use and text messaging

Cell phone use while driving remains widespread. More than two in three drivers (68.8%) report having talked on a cell phone while driving within the past 30 days; 62.2 percent report doing this on more than one occasion, and 31.9 percent say they talk on their cell phone while driving fairly often or regularly (Table 5). There is somewhat strong social disapproval toward using a hand-held cell phone while driving — 66.1 percent say it is somewhat or completely unacceptable (Table 4) — but more than half of all drivers believe incorrectly that most others actually approve of it (Table 3). Most people view drivers text messaging and emailing while driving as a very serious threat to their own personal safety and consider it completely unacceptable; however, nearly one in five drivers (18.9%) don't perceive this social disapproval from others (Table 3), and a substantial minority admit to texting or emailing while driving. More than one in four (26.6%) say they have typed or sent a text message or email in the past 30 days while driving, and more than one in three (34.7%) say they have read a text message or email while driving during this time (Table 5).

Nearly three in five drivers (57.9%) say that drivers talking on cell phones are a very serious threat to their personal safety (Table 2). Sixty-six percent of drivers say that they personally consider it unacceptable (42.0% completely unacceptable) for a driver to talk on a hand-held cell phone while driving; 32.0 percent consider it somewhat or completely acceptable (Table 4). Only slightly more than two in five drivers (42.0%), however, consider it unacceptable for a driver to talk on a hands-free cell phone while driving; more than half (56.2%) consider it acceptable (Table 4). More than half of drivers (51.2%) believe that most other people where they live consider it somewhat or completely acceptable for a driver to talk on a hand-held cell phone, and nearly three in four drivers (72.9%) believe that most other people consider it acceptable to talk on a hands-free cell phone (Table 3).

Most drivers (71.3%) believe that when talking on a cell phone while driving, it is safer to use a hands-free device than a hand-held device. Nevertheless, more than a third of drivers who report having talked on the phone while driving at least once in the past 30 days said they always held their cell phone in their hand when they did so (Table 6).

Americans are almost evenly divided with regard to laws prohibiting any and all cell phone use, but slightly more oppose than support such legislation (49.8% versus 48.6%), with barely one in four (25.7%) strongly supporting such a law. Nearly as many drivers (22.6%) strongly oppose such legislation (Table 10).

Nearly all drivers (95.7%) say that drivers text messaging or emailing are a very serious threat to their personal safety (Table 2), 94.5 percent say that they personally consider it unacceptable (82.9% completely unacceptable) for a driver to type a text or email while driving (Table 4), and 79.8 percent believe that most other people where they live consider it unacceptable to text while driving (Table 3). Nonetheless, more than one in three drivers

(34.7%) admit to reading a text message or email while driving in the past 30 days, and more than 1 in 10 (11.1%) admit to doing this fairly often or regularly. In that same time period, more than one in four drivers (26.6%) admit to typing or sending a text or e-mail, and 8.3 percent say they did so fairly often or regularly (Table 5).

Nearly 9 in 10 drivers (86.4%) support having a law against reading, typing, or sending a text message or email while driving; more than 6 in 10 (64.7%) strongly support such a law (Table 10). Drivers are more evenly divided on the issue of the federal government regulating potentially-distracting in-vehicle technologies that do not pertain to driving: roughly half of drivers (52.6%) support such regulation, with less than a quarter (22.4%) strongly supporting regulation.

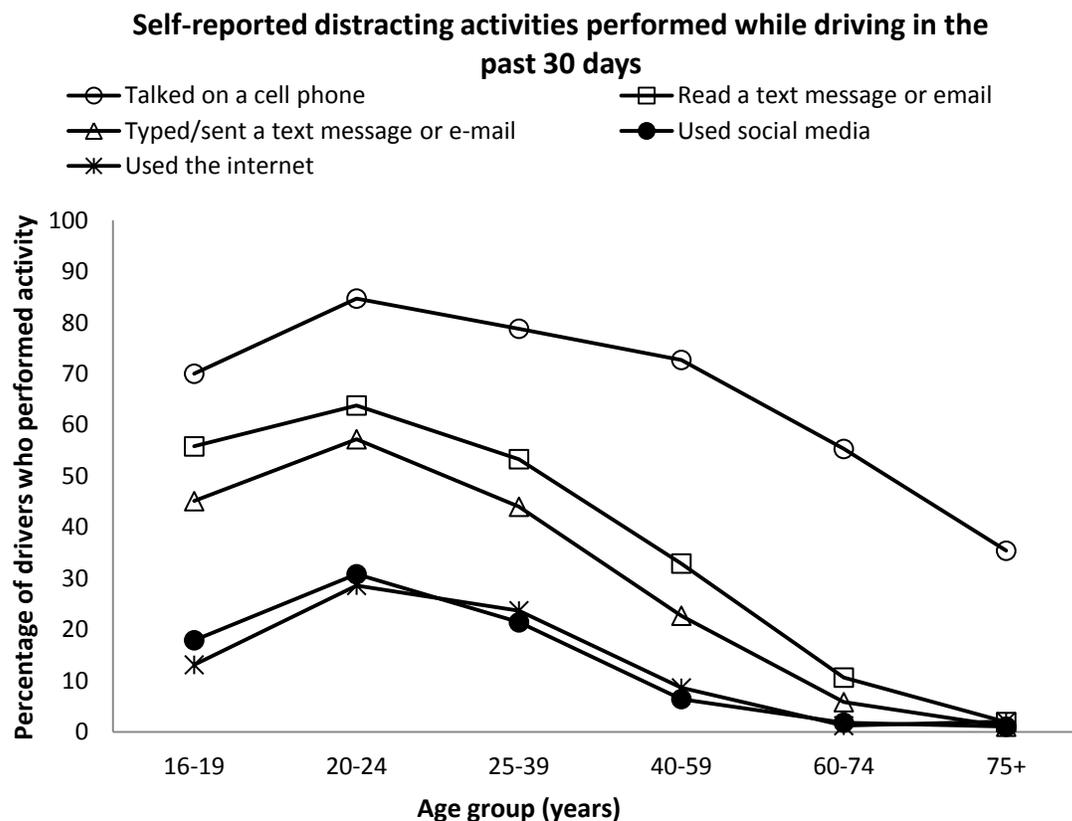


Figure 1. Base: US residents ages 16+ with a driver's license who reported driving in past 30 days, weighted to reflect US population

Self-reported distracted driving behavior (Figure 1) and support for laws that prohibit or limit distracted driving behavior vary widely by age (Figure 3). Drivers ages 20-24 report talking on cell phones, texting and emailing, and using social media and the internet while driving more often than any other age group. Drivers over 60 years of age engage in these activities while driving less than any other age group. The social acceptability of engaging in distracting activities while driving follows the same pattern of variation by age as that for reported behavior: drivers ages 20-24 are the most likely to say these behaviors are acceptable (Figure 2) and the least likely to support laws that restrict distracted driving behaviors (Figure 3).

Perceived Acceptability of Performing Distracting Tasks while Driving, U.S., 2012

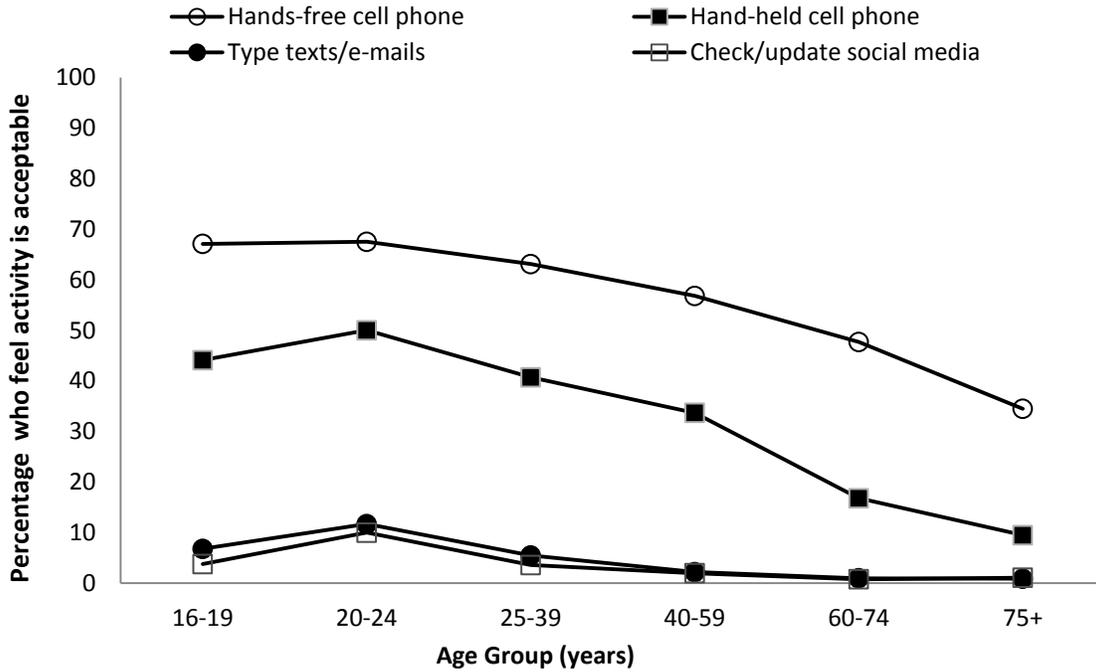


Figure 2. Base: US residents ages 16+ with a driver's license who reported driving in past 30 days, weighted to reflect US population

Support for Distracted Driving Laws & Regulations, U.S., 2012

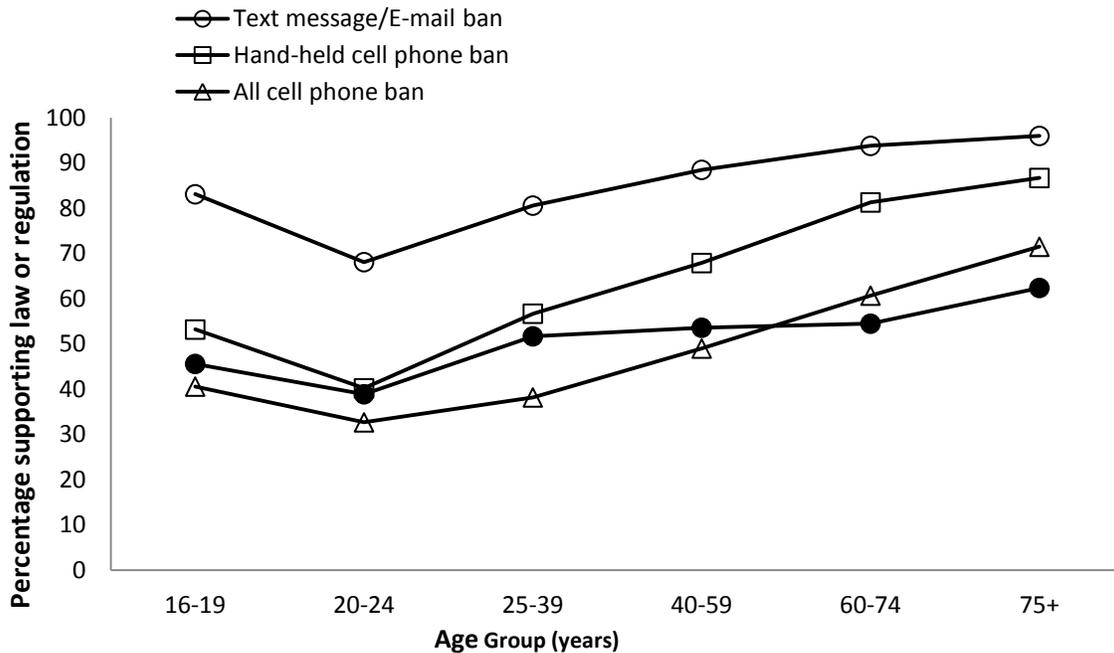


Figure 3. Base: US residents ages 16+ with a driver's license who reported driving in past 30 days, weighted to reflect US population

Attitudes and behavior: Speeding

Speeding on freeways is widespread. Roughly half of all drivers (49.3%) say they have driven 15 mph over the speed limit on a freeway in the past month, and 16.0 percent say they did so fairly often or regularly (Table 5). Nearly half of all drivers (46.8%) report having driven 10 mph over the speed limit on a residential street in the past 30 days, with 12.1 percent reporting they did so fairly often or regularly.

Nearly half of all drivers (45.2%) say that drivers speeding on residential streets are a very serious threat to their personal safety, and one in three (34.0%) say this about drivers speeding on freeways (Table 2). Nearly 9 in 10 drivers (89.1%) consider it unacceptable (63.0% completely unacceptable) for a driver to drive 10 mph over the speed limit on a residential street (Table 4), and 72.6 percent believe that most other people where they live consider it unacceptable for a driver to do so (Table 3). Nearly three in four drivers (72.5%) consider it unacceptable to drive 15 mph over the speed limit on freeways. However, more than two in five drivers (43.3%) believe incorrectly that most other people consider it acceptable to drive 15 mph over the speed limit on freeways. Four in five drivers consider it unacceptable to drive 10 mph over the speed limit in urban areas, and nearly all (94.1%) consider it unacceptable to do so in a school zone.

Attitudes and behavior: Red light running

More than 9 in 10 drivers (91.5%) consider it unacceptable for a driver to drive through a light that had already turned red when they could have stopped safely (69.6% completely unacceptable) (Table 4), and 78.4 percent say that most other people where they live consider this unacceptable (Table 3). Nonetheless, nearly two in five drivers (38.4%) admit to having driven through a light that had just turned red when they could have stopped safely, at least once in the past 30 days. One in four (25.1%) drivers report having done this more than once; however, very few (2.8%) report doing so fairly often or regularly (Table 5).

Despite the fact that an overwhelming proportion of drivers consider red light running unacceptable, only 55.4 percent of drivers support using cameras to automatically ticket drivers who run red lights in urban areas, and barely more than that (58.8%) support the use of such cameras on residential streets (Table 10).

Attitudes and behavior: Drowsy driving

Most people view driving while drowsy as a serious threat to their own personal safety and a completely unacceptable behavior; however, many drivers still admit to driving while extremely drowsy themselves.

Nearly half of all drivers (45.4%) view sleepy drivers as a very serious threat to their personal safety (Table 2). Virtually all drivers (96.3%) consider it unacceptable for someone to drive when they are so sleepy that they have a hard time keeping their eyes open (82.7% completely unacceptable) (Table 4), and nearly 9 in 10 (88.4%) believe that most other people where they live consider it unacceptable (Table 3).

Despite this, nearly one-third of drivers (29.9%) reported having driven when they were so tired that they had a hard time keeping their eyes open in the past 30 days. One in five

(19.6%) reported having done this more than once, and 2.6 percent reported having done this fairly often or regularly (Table 5). Men were more likely than women to have reported engaging in this behavior (33.7% vs. 26.3%).

Nearly half of all drivers (45.9%) reported having ever (in their lifetime) fallen asleep or nodded off while driving; 2.6 percent of all drivers reported having fallen asleep or nodded off while driving in the past month, 7.0 percent within the past six months, and 9.7 percent within the past 12 months (Table 7).

Drivers ages 16-24 were the most likely to report having fallen asleep while driving within the past year. There was a general trend of decreasing likelihood of having fallen asleep while driving within the past year across the entire age spectrum; 14.8 percent of drivers ages 16-24 reported having fallen asleep while driving during this time period, compared to 8.5 percent of drivers over 40 and just 5.2 percent of drivers over 60. Men were much more likely than women to report having ever fallen asleep while driving (55.3% vs. 36.7%), and to report having done so within the past year (13.0% vs. 6.5%).

Attitudes and behavior: Seatbelts and helmets

Nearly 9 in 10 drivers (88.5%) say it is unacceptable for a driver to drive without wearing his or her seatbelt (70.9% completely unacceptable) (Table 4); 76.5 percent say they believe that most other people where they live consider this unacceptable (Table 3).

Despite widespread social disapproval, 22.3 percent of drivers report having driven without wearing their seatbelt in the past 30 days; nearly one in five (18.8%) report doing this more than once, and 7.7 percent say they did so fairly often or regularly (Table 5).

While motorcycle helmet usage was not covered extensively in the survey, more than four in five drivers (81.7%) support having a law (61.0% strongly support) that would require all motorcycle riders to wear a helmet (Table 10).

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Appendix: Data Tables

Table 1. Please tell us how much of a problem each of the issues below is today compared to 3 years ago? (N=3,896)

	Much bigger problem today (%)	Somewhat bigger problem today (%)	About the same (%)	Somewhat smaller problem today (%)	Much smaller problem today (%)	Don't know/Refused (%)
<i>Traffic congestion</i>	32.4	36.4	28.4	1.6	0.3	1.0
<i>Aggressive drivers</i>	35.8	31.9	29.4	1.3	0.6	0.9
<i>Distracted drivers</i>	67.3	21.2	9.3	0.6	0.3	1.3
<i>Drunk driving</i>	28.4	23.2	40.2	6.7	0.7	0.9
<i>Drivers using drugs</i>	27.5	22.5	44.8	3.3	0.8	1.2

Base: US residents ages 16+, weighted to reflect US population.

Table 2. How much of a threat to your personal safety are...? (N=3,303)

	Very serious threat (%)	Somewhat serious threat (%)	Minor threat (%)	Not a threat at all (%)	Don't know/Refused (%)
<i>People driving aggressively</i>	48.6	36.8	12.6	1.3	0.6
<i>Drivers talking on cell phones</i>	57.9	30.6	10.0	1.0	0.4
<i>People driving after drinking alcohol</i>	68.3	23.0	6.9	1.3	0.5
<i>Drivers text messaging or e-mailing</i>	80.7	15.0	3.0	0.6	0.7
<i>Drivers speeding on freeways</i>	34.0	37.0	24.5	3.6	0.9
<i>Drivers speeding on residential streets</i>	45.2	36.3	15.6	2.2	0.7
<i>Drivers running red lights</i>	55.5	28.6	13.5	1.4	1.1
<i>Sleepy drivers</i>	45.4	34.1	18.0	1.9	0.7
<i>Drivers checking or updating social media (ex. Facebook, twitter, etc.)</i>	77.7	17.4	3.3	1.0	0.6
<i>Large Trucks</i>	14.5	34.9	41.3	8.3	1.0

Base: US residents ages 16+ with a driver's license who reported driving in past 30 days, weighted to reflect US population

Table 3. Where you live, how acceptable would most other people say it is for a driver to...?

	Completely unacceptable (%)	Somewhat unacceptable (%)	Somewhat acceptable (%)	Completely acceptable (%)	Total: Unacceptable (%)	Total: Acceptable (%)	Don't know/ Refused (%)
<i>Drive 15 miles per hour over the speed limit on a freeway</i>	27.9	27.4	30.5	12.8	55.3	43.3	1.4
<i>Drive 10 miles per hour over the speed limit on a residential street</i>	40.1	32.5	21.1	4.8	72.6	25.9	1.5
<i>Drive 10 miles per hour over the speed limit in an urban area</i>	29.5	32.3	29.0	7.8	61.8	36.8	1.4
<i>Drive 10 miles per hour over the speed limit in a school zone</i>	63.7	21.8	10.2	3.1	85.5	13.3	1.3
<i>Talk on a hands-free cell phone while driving</i>	12.7	13.0	35.1	37.8	25.7	72.9	1.4
<i>Talk on a hand-held cell phone while driving</i>	23.0	24.5	33.4	17.8	47.5	51.2	1.4
<i>Type text messages or e-mails while driving</i>	55.6	24.2	14.6	4.3	79.8	18.9	1.3
<i>Drive when they're so sleepy that they have trouble keeping their eyes open</i>	60.2	28.2	8.5	1.7	88.4	10.2	1.5
<i>Drive without wearing their seatbelt</i>	45.6	30.9	17.5	4.6	76.5	22.1	1.5
<i>Drive through a light that just turned red, when they could have stopped safely</i>	46.0	32.4	17.5	2.9	78.4	20.4	1.2
<i>Drive when they think they may have had too much to drink</i>	67.1	20.0	9.5	1.9	87.1	11.4	1.6
<i>Check or update social media (example: Facebook, twitter, etc) while driving</i>	59.7	22.9	12.1	3.9	82.6	16.0	1.5

Base: US residents ages 16+ with a driver's license who reported driving in past 30 days, weighted to reflect US population

Table 4. How acceptable do you, personally, feel it is for a driver to...? (N=3,303)

	Completely unacceptable (%)	Somewhat unacceptable (%)	Somewhat acceptable (%)	Completely acceptable (%)	Total: Unacceptable (%)	Total: Acceptable (%)	Don't know/ Refused (%)
<i>Drive 15 miles per hour over the speed limit on a freeway</i>	45.6	26.9	18.5	7.5	72.5	26.0	1.6
<i>Drive 10 miles per hour over the speed limit on a residential street</i>	63.0	26.1	7.8	1.5	89.1	9.3	1.7
<i>Drive 10 miles per hour over the speed limit in an urban area</i>	50.4	30.2	15.0	2.5	80.6	17.5	1.8
<i>Drive 10 miles per hour over the speed limit in a school zone</i>	81.5	12.6	3.6	0.7	94.1	4.3	1.6
<i>Talk on a hands-free cell phone while driving</i>	25.5	16.5	32.7	23.5	42.0	56.2	1.9
<i>Talk on a hand-held cell phone while driving</i>	42.0	24.1	23.1	8.9	66.1	32.0	1.9
<i>Type text messages or e-mails while driving</i>	82.9	11.6	3.2	0.4	94.5	3.6	1.9
<i>Drive when they're so sleepy that they have trouble keeping their eyes open</i>	82.7	13.6	1.5	0.3	96.3	1.8	1.8
<i>Drive without wearing their seatbelt</i>	70.9	17.6	6.4	3.4	88.5	9.8	1.7
<i>Drive through a light that just turned red, when they could have stopped safely</i>	69.6	21.9	5.6	0.7	91.5	6.3	2.3
<i>Drive when they think they may have had too much to drink</i>	89.4	7.6	1.0	0.3	97.0	1.3	1.6
<i>Check or update social media (example: Facebook, twitter, etc) while driving</i>	87.1	8.3	2.5	0.3	95.4	2.8	1.9

Base: US residents ages 16+ with a driver's license who reported driving in past 30 days, weighted to reflect US population

Table 5. In the past 30 days, how often have you...? (N=3,303)

	Regularly (%)	Fairly often (%)	Rarely (%)	Just once (%)	Never (%)	Total: Any (%)	Total: Fairly often, Regularly (%)	Don't know/ Refused (%)
<i>Driven 15 mph over the speed limit on a freeway</i>	3.9	12.1	27.7	5.6	50.0	49.3	16.0	0.8
<i>Driven 10 mph over the speed limit on a residential street</i>	2.5	9.6	29.6	5.1	52.7	46.8	12.1	0.6
<i>Read a text message or email while you were driving</i>	2.5	8.6	18.1	5.5	64.7	34.7	11.1	0.6
<i>Typed or sent a text message or email while you were driving</i>	1.9	6.4	14.2	4.1	72.8	26.6	8.3	0.6
<i>Driven without wearing your seatbelt</i>	3.0	4.7	11.2	3.4	76.9	22.3	7.7	0.9
<i>Driven when you were so tired that you had a hard time keeping your eyes open</i>	0.2	2.4	17.0	10.3	69.3	29.9	2.6	0.8
<i>Driven through a light that had just turned red when you could have stopped safely</i>	0.5	2.3	22.3	13.3	61.1	38.4	2.8	0.6
<i>Talked on a cell phone while you were driving (any type of phone including Bluetooth, speaker phone etc.)</i>	12.2	19.7	30.3	6.6	30.7	68.8	31.9	0.5
<i>Checked or updated social media (example: Facebook, twitter etc) while you were driving</i>	0.6	2.5	6.4	1.6	88.0	11.1	3.1	0.9
<i>Used the internet while you were driving</i>	0.5	2.0	7.0	2.5	87.1	12.0	2.5	0.8

Base: US residents ages 16+ with a driver's license who reported driving in past 30 days, weighted to reflect US population

Table 6. When you talk on your cell phone while driving, do you usually hold the phone in your hand, or do you use a hands-free device?

	I always hold the phone in my hand (%)	I usually hold the phone in my hand (%)	I hold the phone in my hand about half the time, and use a hands-free device about half the time (%)	I usually use a hands-free device (%)	I always use a hands-free device (%)	Don't know/Refused (%)	
<i>Total</i>	35.8	21.6	7.7	13.8	20.8	0.4	
<i>Age Group</i>	<i>16-19</i>	40.4	29.8	9.5	7.7	12.6	0.0
	<i>20-24</i>	39.4	31.0	6.0	11.7	11.8	0.0
	<i>25-39</i>	34.5	21.4	7.2	17.4	19.3	0.1
	<i>40-59</i>	34.8	19.4	9.4	14.9	21.1	0.5
	<i>60-74</i>	37.6	18.6	4.9	8.4	29.6	1.0
	<i>75+</i>	35.9	27.5	5.6	7.6	22.4	1.0
<i>Sex</i>	<i>Male</i>	36.4	20.3	8.5	14.0	20.3	0.5
	<i>Female</i>	35.1	22.9	6.8	13.6	20.8	0.4

Base: US residents ages 16+ with a driver's license who reported talking on a cell phone of any type while driving in the past 30 days, weighted to reflect US population

Table 7. When was the last time you fell asleep or nodded off while driving?

	Within the past month (%)	1-3 months ago (%)	3-6 months ago (%)	6-12 months ago (%)	12 months or longer ago (%)	Never (%)	Don't know/Refused (%)	
<i>All drivers</i>	2.6	2.2	2.2	2.7	36.1	53.9	0.4	
<i>Age group</i>	<i>16-19</i>	0.7	2.7	8.7	2.8	5.5	78.4	1.2
	<i>20-24</i>	5.7	2.7	4.0	2.3	25.7	59.3	0.3
	<i>25-39</i>	3.1	1.9	1.8	3.5	37.0	52.4	0.4
	<i>40-59</i>	3.0	2.6	2.2	3.1	39.4	49.5	0.2
	<i>60-74</i>	1.4	1.7	1.1	1.5	38.3	55.5	0.5
	<i>75+</i>	0.3	1.2	0.8	1.8	37.1	58.3	0.5
<i>Sex</i>	<i>Male</i>	3.5	3.2	3.0	3.3	42.2	44.3	0.5
	<i>Female</i>	1.8	1.2	1.4	2.2	30.1	63.1	0.3

Base: US residents ages 16+ with a driver's license who reported driving in past 30 days, weighted to reflect US population

Table 8. In the past year, how often have you driven when your alcohol level might have been close to or possibly over the legal limit? (N=3,303)

	Regularly (%)	Fairly often (%)	Rarely (%)	Just once (%)	Never (%)	Don't know/Refused (%)	
<i>All drivers</i>	0.1	1.4	8.0	4.5	86.0	0.1	
<i>Age group</i>	<i>16-19</i>	0.2	0.6	1.3	6.2	91.6	0.0
	<i>20-24</i>	0.4	4.2	10.4	10.5	74.4	0.0
	<i>25-39</i>	0.2	2.0	10.6	5.1	82.2	0.0
	<i>40-59</i>	0.0	1.1	8.4	4.4	85.9	0.1
	<i>60-74</i>	0.3	0.2	5.6	1.9	92.1	0.0
	<i>75+</i>	0.0	1.0	4.5	2.4	92.2	0.0
<i>Sex</i>	<i>Male</i>	0.3	2.4	9.9	5.5	82.0	0.0
	<i>Female</i>	0.0	0.4	6.1	3.5	89.9	0.1

Base: US residents ages 16+ with a driver's license who reported driving in past 30 days, weighted to reflect US population

Table 9. In the past year, when was the last time you drove when you thought your alcohol level might have been close to or possibly over the legal limit? (N=3,303)

	Within the past month (%)	At least 1 month ago, but less than 3 months ago (%)	At least 3 months ago, but less than 6 months ago (%)	At least 6 months ago, but less than 12 months ago (%)	Not in the past year (%)	Don't know/ Refused (%)	
<i>All drivers</i>	2.1	2.6	2.6	6.5	86.0	0.1	
<i>Age group</i>	16-19	0.6	1.0	0.9	5.9	91.6	0.0
	20-24	3.4	7.7	6.1	8.4	74.4	0.0
	25-39	4.1	3.1	3.0	7.4	82.2	0.2
	40-59	1.8	2.3	2.9	7.0	85.9	0.2
	60-74	0.5	2.1	0.9	4.4	92.1	0.0
	75+	0.7	0.0	2.1	5.0	92.2	0.0
	<i>Sex</i>	<i>Male</i>	3.1	3.9	3.5	7.5	82.0
<i>Female</i>		1.1	1.4	1.8	5.6	89.9	0.2

Base: US residents ages 16+ with a driver's license who reported driving in past 30 days, weighted to reflect US population

Table 10. How strongly do you support or oppose...?

	Strongly support (%)	Somewhat support (%)	Somewhat oppose (%)	Strongly oppose (%)	Total: Support (%)	Total: Oppose (%)	Don't know/ Refused (%)	N
<i>Having a law against reading, typing, or sending a text message or email while driving</i>	64.7	21.7	7.3	4.7	86.4	12.0	1.6	3,303
<i>Having a law against using a hand-held cell phone while driving, for all drivers regardless of their age</i>	41.5	25.0	19.1	12.7	66.5	31.8	1.7	3,303
<i>Having a law against using any type of cell phone while driving, hand-held or hands-free, for all drivers regardless of their age</i>	25.7	22.9	27.2	22.6	48.6	49.8	1.6	3,303
<i>Having a law requiring all drivers who have been convicted of DWI to use a device that won't let their car start if they have been drinking, even if it's their first time being convicted of DWI</i>	52.9	27.6	12.1	6.1	80.5	18.2	1.3	3,303
<i>Requiring all new cars to have a built-in technology that won't let the car start if the driver's alcohol level is over the legal limit</i>	43.6	27.7	14.4	12.9	71.3	27.3	1.3	3,303
<i>Using cameras to automatically ticket drivers who drive more than 10 mph over the speed limit on freeways</i>	14.4	20.0	31.1	33.2	34.4	64.3	1.4	1,678
<i>Using cameras to automatically ticket drivers who drive more than 10 mph over the speed limit on residential streets</i>	22.0	24.9	24.4	26.8	46.9	51.2	1.9	1,629
<i>Using cameras to automatically ticket drivers who drive more than 10 mph over the speed limit in urban areas</i>	18.7	26.3	26.6	26.8	45.0	53.4	1.6	1,651
<i>Using cameras to automatically ticket drivers who drive more than 10 mph over the speed limit in school zones</i>	31.7	25.6	19.0	22.0	57.3	41.0	1.8	1,651
<i>Using cameras to automatically ticket drivers who run red lights in urban areas</i>	27.2	28.2	21.2	21.3	55.4	42.5	2.1	1,637

Table 10 (continued).

<i>Using cameras to automatically ticket drivers who run red lights on residential streets</i>	32.1	26.7	19.4	20.7	58.8	40.1	1.1	1,663
<i>Requiring all drivers age 75 and older to renew their license in-person (not by mail or online)</i>	49.1	31.3	13.7	4.3	80.4	18.0	1.6	2,676
<i>Requiring all drivers age 75 and older to pass a simple screening test, for health problems that can affect their driving, when they renew their license</i>	42.5	36.0	14.5	5.2	78.5	19.7	1.8	2,673
<i>Requiring all states to publish maps that show the locations of motor vehicle accidents in which people were seriously injured or killed each year</i>	20.8	40.4	24.9	12.4	61.2	37.3	1.5	2,282
<i>Having a law requiring all motorcycle riders to wear a helmet</i>	61.0	20.7	9.2	7.6	81.7	16.8	1.5	2,278
<i>Having the federal government regulate non-driving-related technologies in cars to make sure they don't distract drivers</i>	22.4	30.2	25.4	20.3	52.6	45.7	1.6	3,303

Base: US residents ages 16+ with a driver's license who reported driving in past 30 days, weighted to reflect US population

Table 11. Driver Characteristics
 (Column percent weighted to reflect U.S. resident population ages 16+, unweighted N)

	%	N
Type of Vehicle Driven Most Often		
<i>Car</i>	60.3	1,963
<i>Van / Minivan</i>	8.0	272
<i>Pickup Truck</i>	11.7	395
<i>SUV</i>	16.8	588
<i>Other</i>	2.2	52
<i>Motorcycle</i>	0.5	16
<i>Don't know / Refused</i>	0.6	17
Number of Times Stopped by Police for Moving Violation in Past 2 Years		
<i>0</i>	80.8	2,722
<i>1</i>	14.2	435
<i>2+</i>	4.1	118
<i>Don't know / Refused</i>	0.9	28
Number of Tickets for Moving Violations in Past 2 Years		
<i>0</i>	85.9	2,891
<i>1</i>	10.8	315
<i>2+</i>	2.0	61
<i>Don't know / Refused</i>	1.3	36
Number of Accidents while Driving in Past 2 Years		
<i>0</i>	87.4	2,892
<i>1</i>	10.3	330
<i>2+</i>	1.6	55
<i>Don't know / Refused</i>	0.8	26

Base: Respondents with a driver's license who reported driving in past 30 days.

Table 12. Sample Characteristics
(Column percent weighted to reflect U.S. resident population ages 16+, unweighted N)

	Drivers (N=3,303)		All Respondents (N=3,896)	
	%	N	%	N
Age Group				
<i>16-19</i>	4.0	350	6.2	561
<i>20-24</i>	7.1	173	8.2	226
<i>25-39</i>	25.3	619	24.8	716
<i>40-59</i>	37.3	1,112	36.1	1,239
<i>60-74</i>	18.7	730	17.3	787
<i>75+</i>	7.6	319	7.4	367
Sex				
<i>Male</i>	49.3	1,707	48.8	1,989
<i>Female</i>	50.7	1,596	51.2	1,907
Education				
<i>Less than high school</i>	9.7	447	14.5	725
<i>High school</i>	28.9	865	29.5	1,030
<i>Some college</i>	29.6	945	27.7	1,045
<i>Bachelor's degree or higher</i>	31.8	1,046	28.3	1,096
Race/Ethnicity				
<i>Non-Hispanic White</i>	71.2	2,515	67.4	2,826
<i>Non-Hispanic Black</i>	9.7	254	11.1	342
<i>Other Race/Multiple Races</i>	6.8	212	7.1	260
<i>Hispanic (Any race)</i>	12.4	322	14.4	468
Language of Interview				
<i>English</i>	95.6	3,190	93.6	3,703
<i>Spanish</i>	4.4	113	6.4	193
Type of Community				
<i>Country</i>	13.2	433	12.2	487
<i>Small Town</i>	19.1	671	19.1	779
<i>Medium-Sized Town</i>	20.1	649	19.5	756
<i>Small City</i>	24.4	789	24.3	920
<i>Large City</i>	23.0	749	24.1	927
<i>Unknown</i>	0.4	12	0.7	27

Table 12. Sample Characteristics (Continued)
 (Column percent weighted to reflect U.S. resident population ages 16+, unweighted N)

	Drivers (N=3,303)		All Respondents (N=3,896)	
	%	N	%	N
Region				
<i>Northeast</i>	17.6	542	18.3	674
<i>Midwest</i>	22.3	817	21.8	927
<i>South</i>	37.4	1,202	36.5	1,390
<i>West</i>	22.7	742	23.4	905
Ever Involved in Serious Motor Vehicle Accident				
<i>Yes</i>	22.3	678	21.7	772
<i>No</i>	77.1	2,603	77.2	3,080
<i>Don't know / Refused</i>	0.6	22	1.1	44
Ever Seriously Injured in Motor Vehicle Accident				
<i>Yes</i>	12.5	381	12.7	445
<i>No</i>	87.0	2,900	86.3	3,412
<i>Don't know / Refused</i>	0.6	22	1.0	39
Friend or Relative Ever Seriously Injured or Killed in Motor Vehicle Accident				
<i>Yes</i>	31.7	1,079	31.6	1,254
<i>No</i>	67.7	2,211	67.5	2,612
<i>Don't know / Refused</i>	0.5	13	0.9	30

Table 13. Does any vehicle that you own or drive regularly have any type of system that you control by speaking (example: stereo, navigation, phone, texting/e-mail)? (N=3,303)

	Yes (%)	No (%)	Don't know/ Refused (%)	
All drivers	18.5	80.7	0.8	
Age groups	16-24	15.2	84.2	0.6
	25-39	21.4	78.1	0.5
	40-59	18.9	79.9	1.2
	60-74	17.6	82.0	0.5
	75+	13.7	85.6	0.7

Base: US residents ages 16+ with a driver's license who reported driving in past 30 days, weighted to reflect US population

Table 14. Do you find it distracting to use this technology by speaking? (N=593)

	Very distracting (%)	Somewhat distracting (%)	Slightly distracting (%)	Not distracting at all (%)	Don't know/Refused (%)	
<i>All Drivers</i>	4.6	18.9	25.1	51.3	0.2	
<i>Age Group</i>	16-24	9.4	28.8	26.8	34.6	0.4
	25-39	4.0	11.9	26.2	57.9	0.0
	40-59	4.1	20.9	21.0	53.5	0.5
	60-74	5.2	19.9	30.1	44.8	0.0
	75+	1.0	21.6	28.7	48.7	0.0

Base: US residents ages 16+ with a driver's license who reported driving in past 30 days and own or regularly drive a vehicle that has any type of system that you control by speaking, weighted to reflect US population

Table 15. Compared to holding a cell phone in your hand and talking while you were driving how safe or dangerous do you think it is to talk while driving using a hands-free device? (N=3,303)

	Hands-free device is much safer (%)	Hands-free device is somewhat safer (%)	They are about the same (%)	Hands-free device is somewhat more dangerous (%)	Hands-free device is much more dangerous (%)	Don't know/ Refused (%)	
<i>All drivers</i>	27.2	44.2	26.6	1.0	0.7	0.4	
<i>Age group</i>	16-24	29.0	45.0	22.9	1.1	1.6	0.3
	25-39	29.7	40.7	28.7	0.2	0.2	0.5
	40-59	26.8	42.4	28.9	1.0	0.5	0.5
	60-74	24.1	49.5	23.6	1.2	1.1	0.4
	75+	25.3	50.3	20.8	2.7	0.7	0.2

Base: US residents ages 16+ with a driver's license who reported driving in past 30 days, weighted to reflect US population