

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



# 2010 Traffic Safety Culture Index

*October, 2010*



## Introduction

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In the quarter century from 1985 through 2009, the lives of 1,055,881 men, women, and children have ended violently as the result of motor vehicle crashes in the United States. Motor vehicle crashes are the leading cause of death for children, teens, and young adults up to age 34.<sup>1</sup> Statistics from the United States Department of Transportation indicate that 33,808 people died in motor vehicle crashes in 2009.<sup>2</sup> Although this represents the fewest people killed in crashes in a single year since 1950, it also represents an average of 93 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.<sup>3-6</sup> The Foundation's long-term vision is to create a "social climate in which traffic safety is highly valued and rigorously pursued."<sup>7</sup> In 2008, the AAA Foundation conducted the first annual *Traffic Safety Culture Index*,<sup>4</sup> a nationally-representative telephone 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 third annual *Traffic Safety Culture Index* again finds that in some regards our society does appear to value safety or at least is concerned about certain safety issues. For example, this survey finds that nearly 3 of every 4 Americans agrees that they would benefit if the government were to give more attention to traffic safety issues, and there is strong support for several proposed safety initiatives.

On the other hand, this survey also highlights some aspects of the current traffic safety culture that might be characterized most appropriately as a culture of indifference, where drivers effectively say "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.

This report presents the results of the AAA Foundation's third annual *Traffic Safety Culture Index*, conducted from May 11 through June 7, 2010, a survey conducted with a nationally-representative sample of 2,000 U.S. residents 16 years of age and older, in English and in Spanish, via landline and cellular telephone, from May 11, 2010 through June 7, 2010.

## Summary of Major Findings

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### **Personal experience with crashes**

- One of every two Americans has been involved in a serious crash, has had a friend or relative seriously injured or killed in a crash, or both.

### **Perceptions of safety**

- More than half of all drivers (52%) say driving feels less safe today than it did 5 years ago—a 17-percentage-point increase from only a year ago. Nearly half cite some form of driver distraction as the main reason or as a reason for their feeling less safe.

### **Attitudes and behaviors: Drinking and driving**

- Drivers view drinking and driving as a very serious threat, virtually all drivers disapprove of drinking and driving and acknowledge that others also disapprove of it, and very few drivers admit drinking and driving (fewer than 2 drivers in 100 admit having done so in the past month).
- There is almost universal support for requiring alcohol-ignition interlocks for drivers convicted of DWI more than once, and more than 2 in 3 Americans support requiring interlocks for first-time DWI offenders.

### **Attitudes and behaviors: Cell phone use and texting**

- Cell phone use while driving has become widespread—more than 2 in 3 drivers report talking on their cell phone while driving in the past month; more than 1 in 3 say they do so fairly often or regularly. There is moderate social disapproval toward using a hand-held cell phone while driving, but over half of all drivers believe incorrectly that most others actually approve of it. Presently, people are generally accepting of hands-free cell phone use.
- Most people view drivers texting and emailing while driving as a very serious threat to their own personal safety and consider it completely unacceptable. However, many drivers don't perceive social disapproval from others. Nearly 1 in 4 drivers (24%) admits to texting or emailing while driving.
- A two-thirds majority of Americans support restricting the use of hand-held cell phones while driving, but more people oppose (50%) than support (46%) an outright ban on using any type of cell phone (including hands-free) while driving. There is strong support for laws restricting texting while driving.

### **Attitudes and behaviors: Speeding**

- Speeding on freeways is widespread—45% of drivers say they have driven 15 mph over the speed limit on a freeway in the past month—and nearly 1 in 3 say they consider it acceptable to do so. In contrast, driving 15 mph over the speed limit on residential streets is much less common, and is rated as one of the most unacceptable things that a driver can do.

- Nearly 2 in 3 drivers report at least occasionally feeling pressure from other drivers to drive faster than they want to drive; more than 1 in 3 say they feel such pressure fairly often or regularly.
- More than 2 in 3 Americans support having more police on the roads to enforce speed limits.

#### **Attitudes and behaviors: Red light running**

- Most drivers view it as unacceptable to drive through a traffic light that has already turned red if they could have stopped safely; however, 1 in 3 drivers admit doing this in the past month.

#### **Attitudes and behaviors: Drowsy driving**

- Most drivers view driving while extremely drowsy as a serious threat to their safety and a completely unacceptable behavior, however, more than 1 in 4 still 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.

#### **Attitudes and behaviors: Seatbelt use**

- Most drivers view it as unacceptable to drive without wearing a seatbelt, and more than 3 of 4 say that they never do; however, nearly 1 in 10 admits that they drive without wearing their seatbelt fairly often or regularly.
- 2 of every 3 Americans support laws allowing police officers to stop and ticket a driver for not wearing a seatbelt even if they're not breaking any other law.

## **Methods**

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The data reported here were collected in the AAA Foundation's third annual *Traffic Safety Culture Index*, a nationally-representative survey conducted by Abt SRBI Inc. for the AAA Foundation. The Traffic Safety Culture Index was a telephone survey of 2,000 U.S. residents 16 years of age and older, conducted in English and in Spanish, via landline and cellular telephone, from May 11 through June 7, 2010.

The survey comprised two independent samples: a list-assisted random digit dial sample of landline telephone numbers, including both listed and unlisted numbers, and a random sample of cellular telephone numbers. The landline sample was stratified to oversample telephone exchanges in which the plurality of listed numbers was assigned to non-Metropolitan Statistical Area (rural) counties as classified by the U.S. Census Bureau.

Up to eight attempts were made to reach a household at each telephone number in the sample. If a household was reached, up to a total of fourteen attempts were made to complete an interview with the designated respondent. In the landline sample, one individual was selected randomly from among all of the household members who were at least 16 years old. This was

accomplished by randomly requesting to interview either the household member who had the most recent birthday or the household member who would have the next birthday. In the cell phone sample, the person answering the phone was treated as the designated respondent, because cell phones are generally considered as individual devices rather than household devices. Interviewers confirmed that respondents were in a safe place to talk, not driving, and eligible for the survey (at least 16 years old), and offered respondents \$5 to defray the cost of the call.

The response rate and cooperation rate in the landline sample were 23.7% and 57.4%, respectively; in the cell phone sample they were 14.4 % and 45.9%, respectively (AAPOR Response Rate 3 and Cooperation Rate 3).<sup>8</sup>

Data were weighted to adjust for unequal probability of selection and to correct for other sources of non-response bias. The landline sample was corrected for the oversampling of numbers in telephone exchanges classified as rural. The landline and cell phone samples were combined and then post-stratified using the U.S. Census Bureau's 2006–2008 American Community Survey Public Use Microdata Sample File<sup>9</sup> to align the sample distribution with the estimated population totals according to census division, age and gender, race and ethnicity, education, marital status, and home ownership status. The sample was also balanced according to telephone usage using National Center for Health Statistics data.<sup>10</sup> The characteristics of the sample are shown in Table 12 in the Appendix.

The questionnaire contained several batteries in which several consecutive questions shared identical question structure and response format and dealt with similar issues (e.g., “How acceptable do you, personally, feel it is for a driver to [ITEM]?”). To reduce the burden that such batteries would pose to respondents, each respondent was asked only a subset of the questions. In some such batteries, respondents were a randomly-selected subset of items. With the sample size used in this survey, this resulted in all such items being asked of at least 800 respondents, which provides adequate statistical precision for estimating overall national prevalence and for observing large differences between subgroups.

The results reported here have a margin of error that varies according to whether data is being reported on the entire sample or some subset thereof, as well as the distribution of responses to each individual item. Due to the oversampling of respondents living in rural areas and the combination of landline and cellular calling frames, 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 identical chance of being included in the sample. As an illustrative example, the margin of error of a proportion of around 50%, computed using the entire sample of drivers, would be approximately 2.9 percentage points at the 95% confidence level in this survey, whereas it would be approximately 2.4 percentage points in a survey conducted using 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, by the same interviewers, using the same questionnaire. It does not reflect errors related to systematic non-coverage of certain segments of the population (e.g., people not reachable via residential landline or cellular telephone, or who speak neither English nor 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).

Note that respondents included non-drivers as well as drivers. For the purpose of this report, respondents who reported having not driven in the past 30 days are classified as non-drivers. Non-drivers were asked a subset of questions related to their attitudes toward traffic safety, but were not asked questions related to their driving behavior.

In addition to the core set of questions collected annually for the *Traffic Safety Culture Index*, respondents were asked two additional series of questions related to other special studies being conducted by the AAA Foundation, one related to drowsy driving and another related to vehicle recalls. Those results are not reported here; they will be published separately at a later date.

This report summarizes the main results of the survey; complete top-line results (excluding open-ended questions) are included in tables in the Appendix.

## Results and Discussion

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### *Traffic Safety as a Social Issue*

A majority of Americans express some opinions consistent with a belief that traffic safety is a serious social issue that warrants attention. For example, 3 in 4 Americans (74%) agree that they would benefit if the government were to give more attention to traffic safety issues; 41% strongly agree (Table 2 in Appendix). Three of four (74%) also agree that the media should give more attention to traffic safety issues, with 40% strongly agreeing. When asked to rank the priority of three health and safety issues—reducing the number of people who die from the flu, from eating contaminated foods, and from car accidents—50% of Americans say reducing the number of people who die in car accidents should be the highest priority (Table 1).

Although many Americans think traffic safety is important generally, personal willingness to invest in improvements appears limited. Nearly half of all Americans (48%) strongly oppose increasing the tax on gasoline by ten cents per gallon to pay for improvements to the most dangerous roads in their state, another 14% somewhat oppose it, and only 35% support the idea (Table 10). Notably, respondents were also asked how often they try to avoid driving on

particular roads because they feel that a particular road is unsafe. One in four drivers (24%) report that they fairly often or regularly try to avoid driving on certain roads due to safety concerns (Table 6); however, support for increasing the tax on gasoline to pay for improvements for dangerous roads is no higher even among these drivers. Additionally, the findings discussed subsequently highlight some aspects of the current traffic safety culture that might be characterized most appropriately 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.

When asked whether driving feels safer, less safe, or about the same today compared with five years ago, 52% of drivers say that driving feels less safe today (Table 3). In response to an open-ended follow-up question, driver cell phone use was the first reason cited by 20% of respondents, and 26% overall mentioned drivers using cell phones as a reason. In total, 41% cited drivers using cell phones, texting, another specific distraction, or inattention in general as the first reason why driving feels less safe today; 44% mentioned at least one of these as a reason. Other leading reasons cited by drivers who reported that driving feels less safe today included aggressive drivers, increased traffic volumes, and speeding (Table 3a).

Nearly half of all Americans have been touched in some way by a serious motor vehicle crash. Specifically, nearly 1 in 4 Americans (23%) reports having been involved in a motor vehicle crash in which someone had to go to the hospital, including 12% who have been seriously injured in a crash themselves. Nearly 2 in 5 Americans (39%) report having had a friend or relative who was seriously injured or killed in a motor vehicle crash. Overall, half of all Americans (49%) report having been involved in a serious crash, having had a friend or relative seriously injured or killed in a crash, or both (Table 12).

#### *Attitudes and Behavior: Drinking and Driving*

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

Nearly 9 of 10 drivers (87%) say that people driving after drinking alcohol are a very serious threat to their personal safety (Table 5), and 98% say that they personally consider it unacceptable (93% completely unacceptable) for a driver to drive when they think they may have had too much to drink (Table 9). More than 4 in 5 drivers (83%) agree that they would lose some respect for a friend if they found out that their friend had driven after drinking too much (Table 9a), and 77% believe that most other people where they live consider it unacceptable for a driver to drive after drinking too much (Table 8).

One in ten drivers (11%) 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 (Table 7). Just over half of those (5.5% of all drivers) reported having done this more than once within the past 12 months, and 14% of those who reported having driven when they thought that their blood alcohol level might have been close to or possibly over the legal limit (1.5% of all drivers) reported having done so within the past month (Table 7a).

Nine out of ten Americans support requiring all drivers who have been convicted of DWI more than once to use a device that won't let their car start if they have been drinking. Greater than a two-thirds majority of Americans (69%) supports requiring all drivers convicted of DWI, including first-time DWI offenders, to use such a device (Table 10).

### *Attitudes and Behavior: Cell phone use and text messaging*

Cell phone use while driving has become widespread. There is moderate social disapproval toward using a hand-held cell phone while driving, but over half of all drivers believe incorrectly that most others actually approve of it. Presently, people are generally accepting of hands-free cell phone use. 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; but many drivers don't perceive this social disapproval from others, and a substantial minority admit to texting or emailing while driving.

Nearly 2 in 3 drivers (62%) say that drivers talking on cell phones are a very serious threat to their personal safety (Table 5). Sixty four percent of drivers say that they personally consider it unacceptable (46% completely unacceptable) for a driver to talk on a hand-held cell phone while driving; 35% consider it somewhat or completely acceptable (Table 9). Only 2 in 5 drivers (42%) consider it unacceptable for a driver to talk on a hands-free cell phone while driving; nearly 3 in 5 (57%) consider it acceptable. More than half of drivers (52%) 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 2 in 3 drivers (65%) believe that most other people consider it acceptable to talk on a hands-free cell phone (Table 8).

More than 2 in 3 drivers (69%) report having talked on a cell phone while driving within the past 30 days; 59% report doing this on more than one occasion, and 34% say they talk on their cell phone while driving fairly often or regularly (Table 6). Of those who report talking on their cell phone while driving, 57% report usually using a hand-held phone, 37% report usually using a hands-free phone or device, and 5.4% say that they use both (Table 6a).

Americans are almost evenly-divided with regard to laws prohibiting any and all cell phone use by drivers: 46% of Americans support having a law against using any type of cell phone while driving, hand-held or hands-free, for all drivers regardless of their age (28% strongly support), and 50% oppose having such a law (31% strongly oppose) (Table 10).

Nearly 9 in 10 drivers (88%) say that drivers text messaging or emailing are a very serious threat to their personal safety (Table 5), 92% say that they personally consider it unacceptable (83% completely unacceptable) for a driver to text or email while driving (Table 9), and 69% believe that most other people where they live consider it unacceptable to text while driving (Table 8). Two of every three drivers (66%) agree that they would lose some respect for a friend if they were to see the friend texting while driving (Table 9a).

Nonetheless, 1 in 4 drivers (24%) admits reading or sending a text message or email while driving in the past 30 days; 1 in 5 (20%) reports having done this more than once, and 6.7% reports texting or emailing while driving fairly often or regularly (Table 6).

Four of every five Americans (80%) support having a law against reading, typing, or sending a text message or email while driving (Table 10).

### *Attitudes and Behavior: Speeding*

Speeding on freeways is widespread—nearly half of all drivers say they have driven 15 mph over the speed limit on a freeway in the past month—and nearly 1 in 3 say they consider it acceptable to do so. In contrast, driving 15 mph over the speed limit on residential streets is much less common, and is rated as one of the most unacceptable things that a driver can do. The majority of drivers report at least occasionally feeling pressure from other drivers to drive faster than they want to drive.

Half of all drivers (50%) say that drivers driving well over the speed limit are a very serious threat to their personal safety (Table 5). Virtually all drivers (95%) consider it unacceptable (85% completely unacceptable) for a driver to drive 15 mph over the speed limit on a residential street (Table 9), 4 in 5 (81%) believe that most other people where they live consider it unacceptable for a driver to do so (Table 8), and 3 in 4 (74%) agree that they would lose some respect for a friend if they saw their friend driving well over the speed limit on a residential street (Table 9a). In contrast to this, while 2 in 3 drivers (67%) consider it unacceptable to drive 15 mph over the speed limit on freeways (Table 9), only 47% say it is completely unacceptable, and nearly a third (32%) considers it somewhat acceptable. Nearly half (48%) believe incorrectly that most other people consider it acceptable to drive 15 mph over the speed limit on the freeway (Table 8).

Nearly half of all drivers (46%) report having driven 15 mph over the speed limit on a freeway within the past 30 days; 17% report doing this fairly often or regularly. One in four drivers (25%) reports having driven 15 mph over the speed limit on a residential street within the past 30 days, 1 in 5 reports having done so more than once (20%), and very few (4%) report doing this fairly often or regularly (Table 6).

Nearly 2 in 3 drivers (64%) report having felt pressure to drive faster than they wanted to drive at least once in the past 30 days; more than 1 in 3 (37%) reports feeling such pressure fairly often or regularly (Table 6).

More than 2 in 3 Americans (69%) support having more police officers on the roads to enforce speed limits (43% strongly support) (Table 10).

#### *Attitudes and Behavior: Red-Light Running*

More than 9 in 10 drivers (93%) consider it unacceptable for a driver to drive through a light that has already turned red when they could have stopped safely (75% completely unacceptable) (Table 9), and 69% say that most other people where they live consider this unacceptable (Table 8).

Nonetheless, 1 in 3 drivers (34%) admits having driven through a light that had just turned red when they could have stopped safely in past 30 days; nearly 1 in 4 (23%) reports having done this more than once; however, very few (4%) report doing this fairly often or regularly (Table 6).

#### *Attitudes and Behavior: Drowsy Driving*

Most people view other drivers driving while extremely 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.

Seven out of ten drivers (70%) view people driving when they're too sleepy as a very serious threat to their personal safety (Table 5), virtually all drivers (96%) consider it unacceptable for a driver to drive when they are "so tired that they have a hard time keeping their eyes open" (85% completely unacceptable) (Table 9), and nearly 4 in 5 drivers (79%) believe that most other people where they live consider that unacceptable (Table 8).

More than 1 in 4 drivers (27%) reported having driven when they were so tired that they had a hard time keeping their eyes open in the past 30 days; 18% reported having done this more than once, 2% reported having done this fairly often or regularly (Table 6).

#### *Attitudes and Behavior: Seatbelt Use*

Nearly 7 in 8 drivers (86%) say it is unacceptable for a driver to drive without wearing their seatbelt (73% completely unacceptable) (Table 9); 68% say they believe that most other people where they live consider this unacceptable (Table 8).

Nearly 1 in 4 drivers (23%) reports having driven without wearing their seatbelt in the past 30 days; 1 in 5 (20%) reports doing this more than once, and nearly 1 in 10 (9%) reports driving without a seatbelt fairly often or regularly (Table 6).

Two of every three Americans (66%) support laws that allow police officers to stop and ticket a driver for not wearing a seatbelt, even if the driver was not breaking any other law (Table 10).

## References

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## Appendix: Data Tables

**Table 1. If you had to choose, which of the following three health and safety issues should be the highest priority for the United States government?**

Reducing the number of people who die from the flu	15.0%
Reducing the number of people who die from eating contaminated foods	27.7%
Reducing the number of people who die in car accidents	49.5%
Don't Know / Refused	7.7%
N	2,000

Base: All respondents.

**Table 2. Level of agreement with safety-oriented statements.**

	Strongly Agree	Somewhat Agree	Neither (VOL)	Somewhat Disagree	Strongly Disagree	Agree (Net)	Disagree (Net)	Don't Know / Refused	N
<i>I feel that I would benefit if the government gave more attention to traffic safety issues.</i>	40.8%	33.4%	4.1%	10.3%	8.5%	74.2%	18.8%	2.8%	2,000
<i>The media should give more attention to traffic safety issues.</i>	39.8%	33.9%	4.5%	12.4%	7.0%	73.7%	19.5%	2.3%	2,000
<i>Driving would be safer if there were more police on the roads enforcing traffic laws.</i>	39.6%	29.4%	3.1%	14.9%	10.4%	70.0%	25.3%	2.6%	2,000

Base: All respondents.

**Table 3. Overall, do you think driving feels safer, less safe, or about the same as it did five years ago?**

<b>Safer</b>	8.9%
<b>About the Same</b>	36.2%
<b>Less Safe</b>	52.0%
<b>Don't Know / Refused</b>	2.9%
<b>N</b>	1,728

Base: Respondents who reported having driven in past 30 days.

**Table 3a. Why do you say that?**

**[Drivers who reported that driving feels less safe today than it did five years ago.]**

	<b>First Mention</b>	<b>Total Mentions*</b>
<i>Drivers using cell phones (any mention)</i>	20.3%	25.7%
<i>Aggressive / impatient drivers, road rage</i>	18.3%	22.9%
<i>Drivers distracted / not paying attention (no specific mention of cell phone or text messaging)</i>	13.6%	20.3%
<i>More traffic / more cars on the road</i>	13.4%	16.3%
<i>Drivers text messaging (any mention)</i>	6.8%	12.3%
<i>Speeding / driving too fast</i>	5.1%	6.4%
<i>Drunk driving / alcohol</i>	2.8%	6.7%
<i>Higher speed limits</i>	2.6%	3.8%
<i>Other</i>	16.5%	21.8%
<i>Cell phones / texting / distracted drivers (Net)</i>	40.7%	43.5%
<i>Speeding / aggressive drivers (Net)</i>	23.4%	27.7%
<i>Don't Know / Refused</i>	0.6%	0.6%
<b>N</b>	897	897

Base: Respondents who reported that driving feels less safe today than it did five years ago.

\*Asked as open-ended question, interviewers coded up to three responses for each respondent. (Note: percentages are based on the number of respondents giving each response, not the number of responses, thus percents do not add to 100%).

**Table 4. In general, would you describe yourself as more of a defensive driver or more of an aggressive driver, or would you say you're right in the middle?**

<b>Very Aggressive</b>	1.3%
<b>Somewhat Aggressive</b>	2.2%
<b>Slightly Aggressive</b>	1.2%
<b>Right in the Middle</b>	44.7%
<b>Slightly Defensive</b>	6.9%
<b>Somewhat Defensive</b>	17.0%
<b>Very Defensive</b>	24.7%
<b>Aggressive (Net)</b>	4.6%
<b>Defensive (Net)</b>	48.6%
<b>Don't Know / Refused</b>	2.1%
<b>N</b>	1,728

Base: Respondents who reported having driven in past 30 days.

**Table 5. Do you feel \_\_\_\_ are a very serious threat, a somewhat serious threat, a minor threat, or not a threat to your personal safety?**

	<b>Very Serious Threat</b>	<b>Somewhat Serious Threat</b>	<b>Minor Threat</b>	<b>Not a Threat</b>	<b>Don't Know / Refused</b>	<b>N</b>
<i>Drivers text messaging or emailing</i>	88.0%	7.5%	2.3%	1.6%	0.6%	1,124
<i>People driving after drinking alcohol</i>	86.7%	9.2%	2.3%	1.0%	0.8%	1,130
<i>People driving when they're too sleepy</i>	69.8%	21.5%	7.1%	0.3%	1.3%	1,174
<i>Drivers talking on cell phones</i>	62.1%	25.2%	9.6%	2.1%	1.0%	1,145
<i>People driving aggressively</i>	57.9%	30.0%	7.7%	2.9%	1.6%	1,163
<i>People driving well over the speed limit</i>	50.3%	31.1%	12.7%	3.8%	2.2%	1,176

Base: Respondents who reported having driven in past 30 days.

**Table 6. In the past 30 days, how often have you \_\_\_\_? Have you done that regularly, fairly often, rarely, just once, or never?**

	Never	Just Once	Rarely	Fairly Often	Regularly	Any (Net)	More than Once (Net)	Often / Regularly (Net)	Don't Know / Refused	N
<i>Talked on your cell phone while you were driving [Counting any type of cell phone, hand-held or hands-free]</i>	31.1%	9.5%	25.6%	17.8%	15.7%	68.6%	59.1%	33.5%	0.4%	1,728
<i>Driven 15 mph over the speed limit on a freeway</i>	53.1%	5.1%	23.6%	10.3%	6.7%	45.7%	40.6%	17.0%	1.2%	1,728
<i>Driven through a light that had just turned red, when you could have stopped safely</i>	65.8%	10.2%	19.6%	2.8%	0.9%	33.5%	23.3%	3.7%	0.7%	1,728
<i>Driven when you were so tired that you had a hard time keeping your eyes open</i>	73.0%	9.0%	15.2%	1.6%	0.8%	26.6%	17.6%	2.4%	0.4%	1,728
<i>Driven 15 mph over the speed limit on a residential street</i>	74.5%	4.4%	16.3%	2.6%	1.5%	24.8%	20.4%	4.1%	0.8%	1,728
<i>Read or sent a text message or email while you were driving</i>	76.1%	3.2%	13.6%	4.4%	2.3%	23.5%	20.3%	6.7%	0.4%	1,728
<i>Driven without wearing your seatbelt</i>	76.2%	3.6%	10.5%	4.0%	5.3%	23.4%	19.8%	9.3%	0.3%	1,728
<i>Felt pressure to drive faster than you wanted to</i>	35.5%	3.8%	23.0%	21.6%	15.1%	63.5%	59.7%	36.7%	1.0%	1,728
<i>Tried to avoid driving on a certain road because you felt it was dangerous</i>	49.7%	4.6%	21.0%	12.7%	10.9%	49.2%	44.6%	23.6%	1.2%	1,728

Base: Respondents who reported having driven in past 30 days

**Table 6a. When you talk on your cell phone while you're driving, do you usually hold the phone in your hand, or is it hands-free? [Drivers who reported having talked on a cell phone while driving in the past 30 days.]**

<b>Hand-held</b>	57.3%
<b>Hands-free</b>	36.8%
<b>Both (VOL)</b>	5.4%
<b>Don't Know / Refused</b>	0.4%
<b>N</b>	1,121

Base : respondents who reported talking on cell phone while driving in past 30 days.

**Table 7. In the past 12 months, that is since [MONTH] of last year, how often have you driven when you thought your alcohol level might have been close to or possibly over the legal limit? Have you done that regularly, fairly often, rarely, just once, or never?**

Regularly	0.0%
Fairly Often	0.2%
Rarely	5.4%
Just Once	5.2%
Never	45.8%
Never Drink Alcohol*	42.6%
Any (Net)	10.5%
More than Once (Net)	5.5%
Don't Know / Refused*	1.0%
N	1,728

Base: Respondents who reported having driven in past 30 days.

\* Respondents who indicated that they never drink alcohol (in a separate screening question regarding general alcohol consumption; n=712, table not shown) were not asked this question, nor were those who refused to answer (n=5).

**Table 7a. About how long ago was the last time you did that?  
[Drivers who reported having driven when they thought their alcohol level might have been close to or possibly over the legal limit in the past 12 months.]**

Within the past month	14.5%
1 to 3 months ago	20.7%
4 to 6 months ago	18.1%
More than 6 months ago	42.8%
Don't Know / Refused	3.9%
N	182

Base: Respondents who reported having driven when they thought their alcohol level may have been close to or possibly over the legal limit in the past 12 months (response of just once, rarely, fairly often, or regularly in previous question shown in Table 7).

**Table 8. Where you live, would most people say it's completely acceptable, somewhat acceptable, somewhat unacceptable, or completely unacceptable for a driver to \_\_\_\_?**

	Completely Unacceptable	Somewhat Unacceptable	Neither (VOL)	Somewhat Acceptable	Completely Acceptable	Unacceptable (Net)	Acceptable (Net)	Don't Know / Refused	N
<i>Drive when they think they may have had too much to drink</i>	60.6%	16.3%	0.6%	12.8%	4.3%	76.9%	17.1%	5.4%	1,073
<i>Drive when they're so sleepy that they have trouble keeping their eyes open</i>	56.1%	22.9%	0.3%	10.4%	1.1%	79.0%	11.5%	9.1%	1,183
<i>Drive 15 miles per hour over the speed limit on a residential street</i>	60.0%	20.5%	0.5%	11.9%	4.2%	80.5%	16.1%	2.8%	1,137
<i>Send text messages or emails while driving</i>	48.2%	20.9%	1.4%	17.2%	7.0%	69.1%	24.2%	5.3%	1,167
<i>Drive through a light that just turned red, when they could have stopped safely</i>	43.8%	25.0%	0.6%	19.5%	5.7%	68.8%	25.2%	5.6%	1,177
<i>Drive without wearing their seatbelt</i>	45.9%	22.4%	1.6%	18.2%	5.7%	68.3%	23.9%	6.2%	1,167
<i>Drive 15 miles per hour over the speed limit on a freeway</i>	25.8%	21.1%	1.0%	32.6%	15.8%	46.9%	48.4%	3.8%	1,161
<i>Talk on a hand-held cell phone while driving</i>	22.6%	19.8%	1.3%	32.8%	19.4%	42.4%	52.2%	4.2%	1,149
<i>Talk on a hands-free cell phone while driving</i>	17.8%	12.9%	0.8%	34.5%	30.0%	30.7%	64.5%	4.0%	1,154

Base: Respondents who reported having driven in past 30 days.

**Table 9. How acceptable do you, personally, consider it to be for a driver to \_\_\_\_\_ ?**

	Completely Unacceptable	Somewhat Unacceptable	Neither (VOL)	Somewhat Acceptable	Completely Acceptable	Unacceptable (Net)	Acceptable (Net)	Don't Know / Refused	N
<i>Drive when they think they may have had too much to drink</i>	93.2%	4.8%	0.8%	0.9%	0.3%	98.0%	1.2%	0.0%	1,073
<i>Drive when they're so sleepy that they have trouble keeping their eyes open</i>	85.4%	10.8%	0.3%	2.4%	1.0%	96.2%	3.4%	0.2%	1,183
<i>Drive 15 miles per hour over the speed limit on a residential street</i>	84.6%	10.7%	0.2%	2.9%	1.3%	95.3%	4.2%	0.4%	1,137
<i>Send text messages or emails while driving</i>	83.0%	9.4%	0.3%	5.5%	1.4%	92.4%	6.9%	0.3%	1,167
<i>Drive through a light that just turned red, when they could have stopped safely</i>	75.2%	17.3%	0.3%	5.9%	0.9%	92.5%	6.8%	0.5%	1,177
<i>Drive without wearing their seatbelt</i>	72.7%	13.4%	1.7%	6.7%	5.0%	86.1%	11.7%	0.5%	1,167
<i>Drive 15 miles per hour over the speed limit on a freeway</i>	46.9%	20.1%	0.8%	25.4%	6.3%	67.0%	31.7%	0.5%	1,161
<i>Talk on a hand-held cell phone while driving</i>	46.1%	18.2%	0.6%	27.4%	7.4%	64.3%	34.8%	0.3%	1,149
<i>Talk on a hands-free cell phone while driving</i>	27.6%	14.0%	0.5%	35.7%	21.4%	41.6%	57.1%	0.8%	1,154

Base: Respondents who reported having driven in past 30 days.

**Table 9a. I would lose some respect for a friend if \_\_\_\_\_ [Agree/Disagree].**

	Strongly Agree	Somewhat Agree	Neither (VOL)	Somewhat Disagree	Strongly Disagree	Agree (Net)	Disagree (Net)	Don't Know / Refused	N
<i>I found out that they had driven after drinking too much</i>	61.4%	21.1%	1.9%	8.7%	5.2%	82.5%	13.9%	1.7%	1,728
<i>I saw them driving well over the speed limit on a residential street</i>	46.7%	27.3%	2.6%	13.4%	8.2%	73.9%	21.6%	1.8%	1,728
<i>I saw them typing a text message while they were driving</i>	39.4%	26.6%	3.5%	16.7%	12.2%	66.1%	28.9%	1.5%	1,728

Base: Respondents who reported having driven in past 30 days.

**Table 10. Do you support or oppose \_\_\_?  
Would you say you strongly (support/oppose) or somewhat (support/oppose) that?**

	Strongly Support	Somewhat Support	Neither (VOL)	Somewhat Oppose	Strongly Oppose	Support (Net)	Oppose (Net)	Don't Know / Refused	N
<i>Requiring drivers who have been convicted of DWI more than once to use a device that won't let their car start if they have been drinking</i>	78.4%	11.5%	0.7%	2.7%	4.9%	89.9%	7.6%	1.8%	993
<i>Requiring all drivers over age 75 to pass a simple screening, for health problems that can affect their driving, when they renew their license</i>	60.8%	23.2%	1.0%	5.5%	7.1%	84.0%	12.6%	2.4%	1,223
<i>Having a law against reading, typing, or sending a text message or email while driving</i>	68.1%	11.6%	0.4%	6.0%	13.1%	79.7%	19.1%	0.8%	1,192
<i>Requiring 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>	49.0%	19.8%	0.6%	17.0%	11.1%	68.8%	28.1%	2.5%	993
<i>Having more police officers on the road to enforce the speed limit</i>	43.4%	25.9%	2.0%	15.7%	11.3%	69.3%	27.0%	1.7%	1,180
<i>Having a law against using a hand-held cell phone while driving, for all drivers regardless of their age</i>	49.9%	19.0%	0.5%	12.2%	16.8%	68.9%	29.0%	1.6%	1,007
<i>Having a law allowing police officers to stop and ticket a driver for not wearing their seatbelt, even if they're not breaking any other law</i>	47.1%	19.2%	0.4%	13.9%	17.7%	66.3%	31.6%	1.7%	1,199
<i>Having a law against any type of cell phone while driving, hand-held or hands-free, for all drivers regardless of their age</i>	28.2%	17.8%	1.4%	19.2%	30.5%	46.0%	49.7%	2.9%	1,007
<i>Adding 10 cents per gallon to the tax on gasoline, to pay for improvements to the most dangerous roads in your state</i>	17.1%	17.4%	1.3%	13.8%	47.7%	34.5%	61.5%	2.7%	1,206

Base: All respondents

**Table 11. Driver Characteristics**

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

<b>Number of Days Driven in Past 7 Days</b>	<b>%</b>	<b>N</b>
0	1.5%	17
1	2.5%	38
2	4.1%	67
3	5.2%	107
4	4.9%	93
5	13.4%	221
6	10.4%	176
7	57.3%	995
Don't Know / Refused	0.9%	14
<b>Type of Vehicle Driven Most Often</b>	<b>%</b>	<b>N</b>
Car	53.0%	965
Van / Minivan	9.5%	151
Pickup Truck	15.4%	266
SUV	17.8%	281
Other	3.5%	49
Don't Know / Refused	0.9%	16
<b>Stopped by Police for Moving Violation in Past 2 Years</b>	<b>%</b>	<b>N</b>
Yes	22.5%	358
No	76.5%	1,355
Don't Know / Refused	1.1%	15
<b>Tickets for Moving Violations in Past 2 Years</b>	<b>%</b>	<b>N</b>
0	84.5%	1,480
1	11.9%	197
2+	2.4%	35
Don't Know / Refused	1.2%	16
<b>Accidents while Driving in Past 2 Years</b>	<b>%</b>	<b>N</b>
0	87.1%	1,525
1	10.7%	163
2+	1.7%	30
Don't Know / Refused	0.5%	10

Base: Respondents who reported having driven in past 30 days.

**Table 12. Sample Characteristics**

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

Age Group	Drivers (N=1,728)		All Respondents (N=2,000)	
	%	N	%	N
16-19	5.6%	61	7.0%	86
20-24	6.8%	105	7.3%	131
25-34	16.7%	210	16.7%	241
35-44	19.3%	272	18.2%	299
45-54	19.7%	349	18.6%	385
55-64	14.8%	334	13.9%	370
65-74	8.1%	203	8.3%	239
75+	6.0%	144	7.2%	193
Not Ascertained	3.0%	50	2.9%	56
Sex	%	N	%	N
Male	49.2%	822	48.4%	932
Female	50.8%	906	51.6%	1,068
Education	%	N	%	N
Not High School Graduate	13.2%	98	17.0%	161
High School Graduate	28.1%	457	28.5%	554
Some College / Associate's Degree	29.2%	505	27.9%	565
Bachelor's Degree or Higher	27.5%	634	24.6%	681
Not Ascertained	2.0%	34	2.0%	39
Marital Status	%	N	%	N
Never Married	24.2%	365	27.4%	474
Married	56.1%	956	52.2%	1,034
Separated / Divorced	12.3%	236	12.5%	280
Widowed	5.7%	141	6.2%	179
Not Ascertained	1.7%	30	1.7%	33
Race and Ethnicity	%	N	%	N
White Only	72.7%	1,316	67.7%	1,447
African American Only	9.4%	144	10.8%	191
Hispanic (Any Race)	9.7%	121	12.8%	183
Other Race / Multiple Races	5.9%	107	6.5%	136
Not Ascertained	2.3%	40	2.2%	43
Language of Interview	%	N	%	N
English	96.2%	1,691	94.4%	1,933
Spanish	3.8%	37	5.6%	67
Type of Community	%	N	%	N
Country	18.6%	348	17.2%	379
Small Town	25.1%	448	24.9%	514
Medium-Sized Town	14.3%	243	13.8%	275
Small City	21.5%	372	21.1%	420
Large City	17.4%	270	19.9%	356
Not Ascertained	3.1%	47	3.1%	56

**Table 12. Sample Characteristics (Continued)**

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

Region	Drivers (N=1,728)		All Respondents (N=2,000)	
	%	N	%	N
Northeast	17.2%	300	18.4%	371
Midwest	23.0%	441	22.3%	503
West	22.6%	326	22.9%	381
South	37.3%	661	36.5%	745
<b>Has Valid Driver's License</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
Yes	95.2%	1,679	85.7%	1,780
No	4.2%	40	13.7%	209
Don't Know / Refused	0.6%	9	0.6%	11
<b>Ever Involved in Serious Motor Vehicle Accident</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
Yes	23.1%	382	22.9%	443
No	76.4%	1,338	76.6%	1,546
Don't Know / Refused	0.5%	8	0.5%	11
<b>Ever Seriously Injured in Motor Vehicle Accident</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
Yes	11.8%	197	11.9%	229
No	87.5%	1,521	87.5%	1,758
Don't Know / Refused	0.6%	10	0.6%	13
<b>Friend or Relative Ever Seriously Injured or Killed in Motor Vehicle Accident</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
Yes	40.3%	677	39.4%	773
No	58.8%	1,036	59.9%	1,212
Don't Know / Refused	0.9%	15	0.7%	15