



Distracted Parents - Survey Results

March 15, 2021

Survey Background

Objectives

- Understand the driving behaviors of parent drivers.
- What event types (near miss, accident with injuries or death), legislation or technology (apps, vehicle systems) will be most effective at stopping distractions?
- How do driving behaviors change with children in the car, and how effective is pressure from children at deterring phone use?

Methodology

A fifteen-minute online survey was conducted using sample procured by Irwin Brown Research.

Survey Background

(Continued)

Sample

A total of 1,000 consumers surveyed were balanced nationally by age, gender, region and ethnicity, and an additional 250 were from the state of Pennsylvania. This report is based on the results of the nationally balanced sample of 1,000 consumers. The survey was conducted from February 1-9, 2021.

Report Notes

- Significance testing has been conducted at a 95% confidence interval, where applicable
- Responses that do not total 100% are due to multiple responses or rounding of numbers
- Open-end responses are reported in total, grouped by similar topics

Executive Summary

1. Four-in-five use their phone, in hand or hands-free when driving.
 - Most (60%) consider text messages and phone calls to be distracting when driving.
2. Nearly all parents alter their driving behavior when a child(ren) is present a vehicle.
 - Most common changes are not using GPS, music devices, phone or looking at notifications.
3. The COVID-19 pandemic has impacted peoples driving habits.
 - Small group (less than 15%) have admitted to driving faster than posted speed limit (11%) or drove more distracted (2%) because of lesser congestion.
 - Almost one quarter feel people are driving faster, being distracted by technology and being fatigued because of the pandemic.
4. Most still underestimate the risk emergency responders face when on the side of a highway.
 - Only two-in-five consider a higher risk when seeing an emergency responder out of their vehicle on a highway.



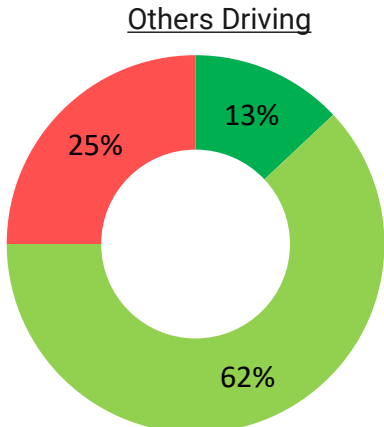
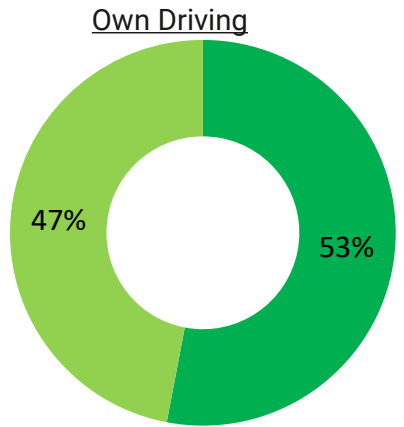
Survey Results



Driving Behavior

- Just over half of drivers rate their own driving behavior “above average,” and the remainder consider themselves an “average” driver.
- When asked about the driving behavior of others, about 6 in 10 rate it “average” and 1 in 4 report “below average;” only 13% consider it “above average.”
 - Proportion significantly lower compared to previous study

Driving Behavior: Your Own & Others



- Above average
- Average
- Below average

| | <u>2019</u> | <u>2021</u> |
|-----------------------|-------------|-------------|
| Avg./Above Avg. (NET) | 99% | 100% |

| | <u>2019</u> | <u>2021</u> |
|-----------------------|-------------|-------------|
| Avg./Above Avg. (NET) | 88% | 75%↓ |

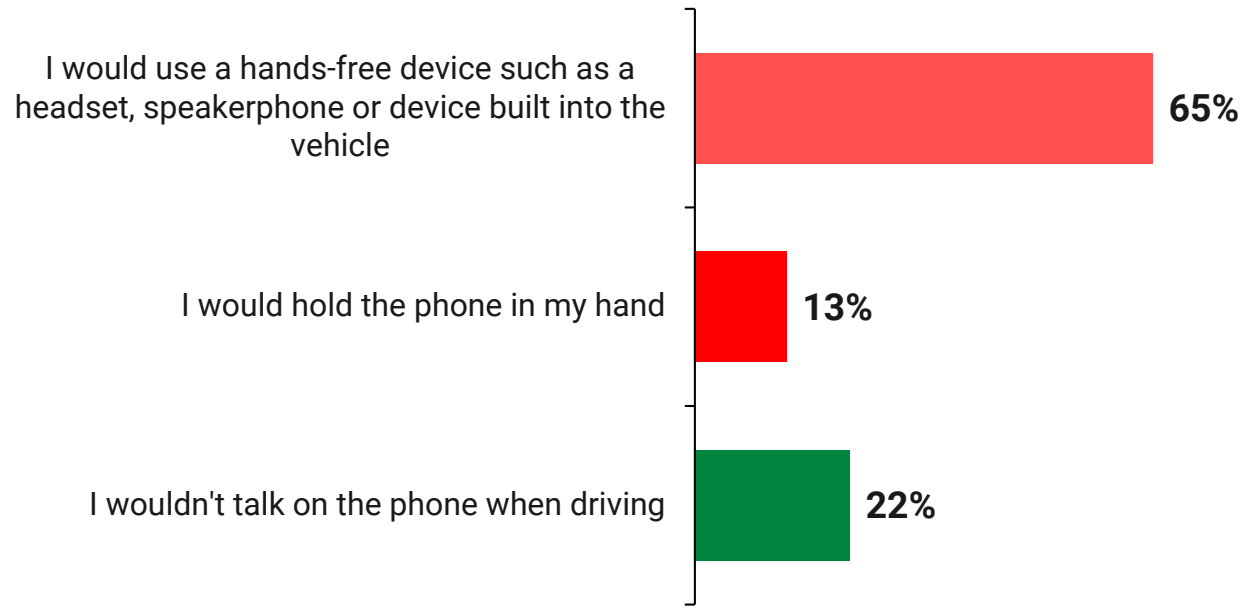
Note: Arrow indicates a significant difference at the 95% confidence level

21. Overall, how would you rate your own driving behavior? [Base: Total (n=1,000)]

22. How would you rate driving behavior of others? [Base: Total (n=1,000)]

- Nearly two-thirds of drivers would talk on the phone hands-free when driving.
 - Male drivers are more inclined to hold the phone in their hand, while female drivers are more likely to refrain from talking on the phone.
 - Drivers age 55+ are the most likely age group to say they wouldn't talk on the phone when driving.

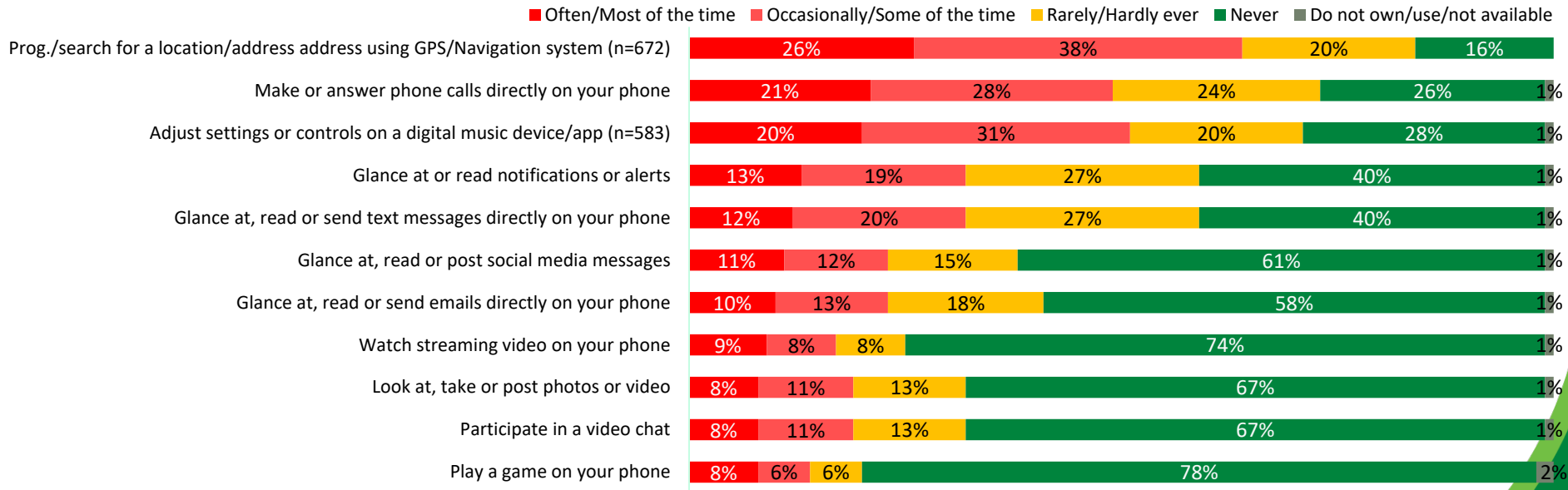
Talking on the Phone While Driving



Which of the following best describes how you personally would talk on the phone when you are driving? [Base: Total (n=1,000)]

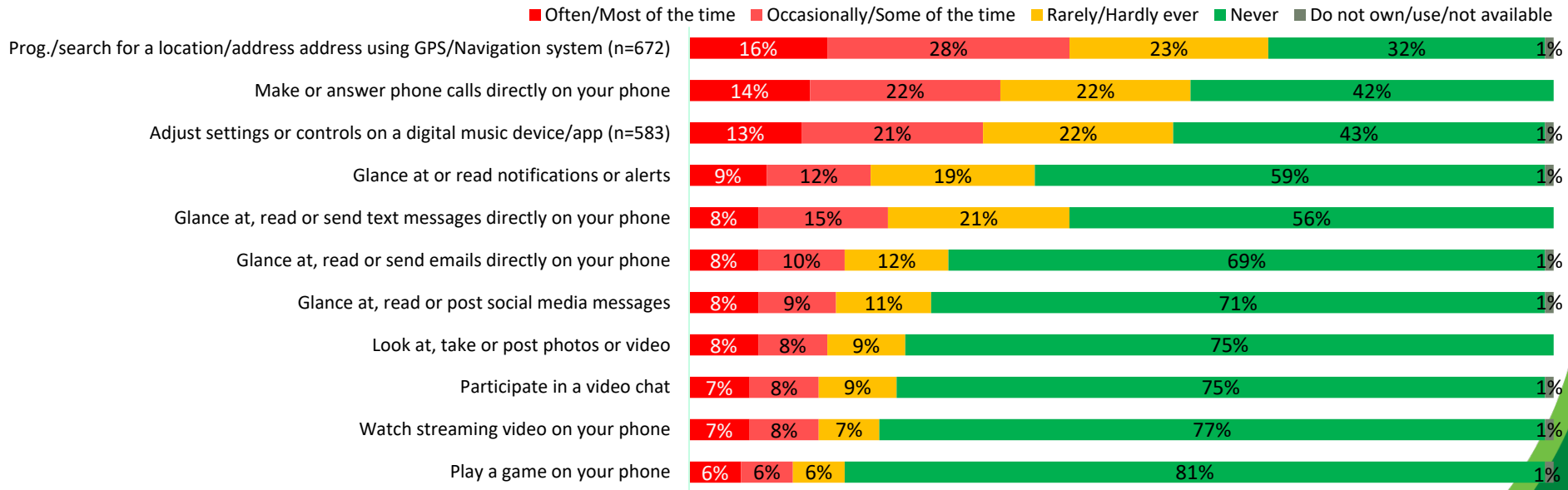
- Half of drivers surveyed make or answer phone calls
- About one-third of drivers glance at/read notifications or glance at/read/send texts, and nearly 1 in 4 glance at/read/post social media messages or glance at/read/send emails at least occasionally.
- Fewer than 1 in 5 would engage with video, photos, video chats or games.

Driving Activities – Alone in Vehicle



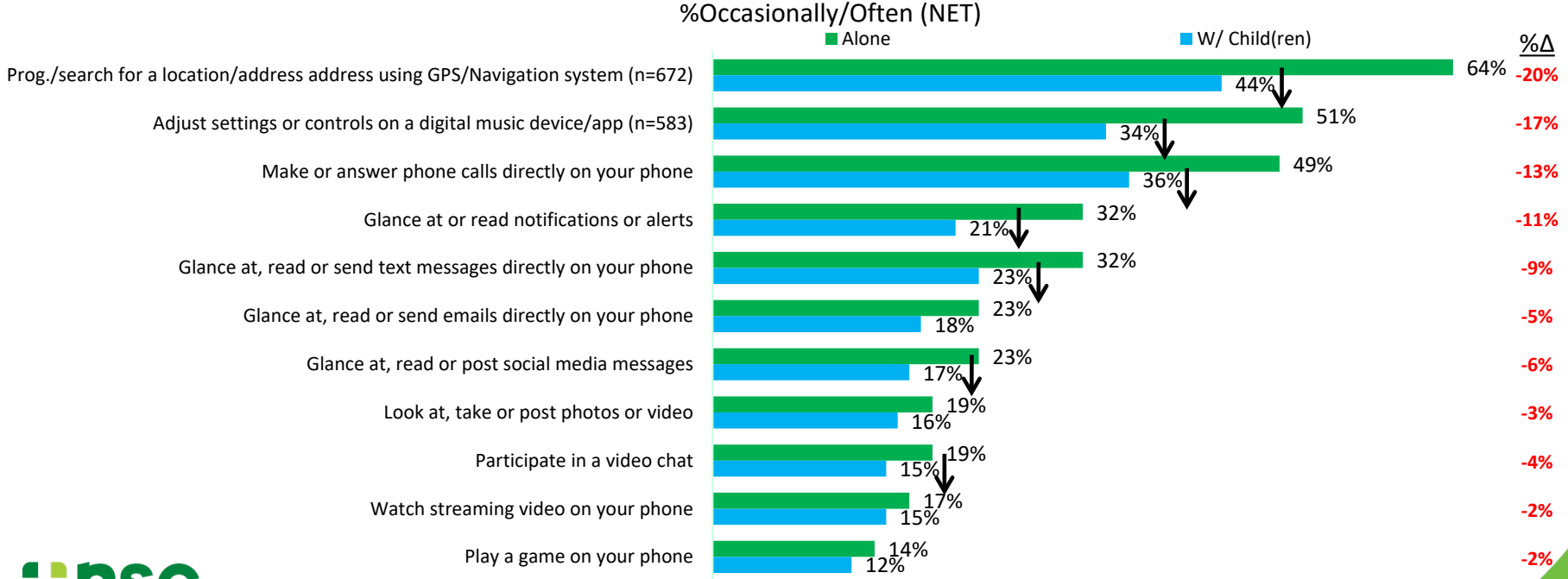
- About 1 in 5 drivers glance at/read notifications or glance at/read/send texts, and slightly fewer glance at/read/send emails, glance at/read/post social media messages, or look at/take/post photos at least occasionally when driving with children.
- Slightly fewer video chat, stream video or play a game when driving with children

Driving Activities – With Child(ren)



- Nearly all (98%) change their driving behavior when their child(ren) are in the car. (Not shown)
- Most common changes are not using GPS, no using music devices, using phone or looking at notifications

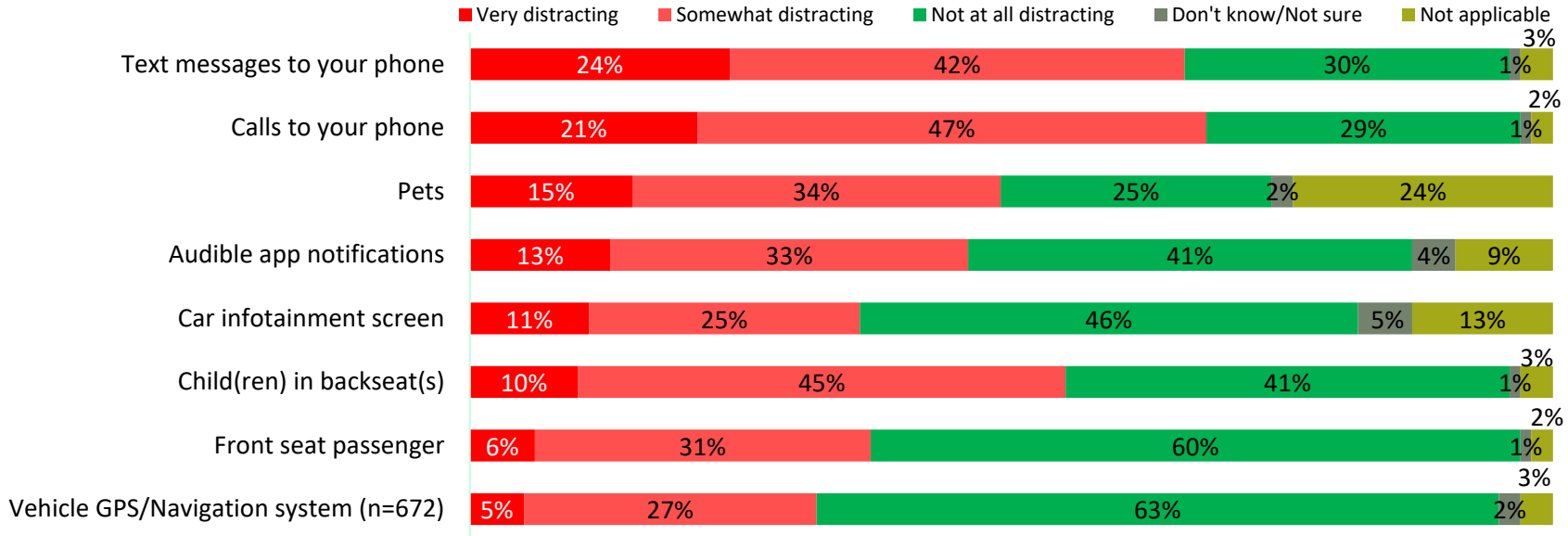
Driving Activities – Change in Behavior



Note: Arrow indicates a significant difference at the 95% confidence level
 17. How often do you do the following while driving in the care alone? [Base: Total (n=1,000)]
 18. How often do you do the following while driving with your child(ren)? [Base: Total (n=1,000)]

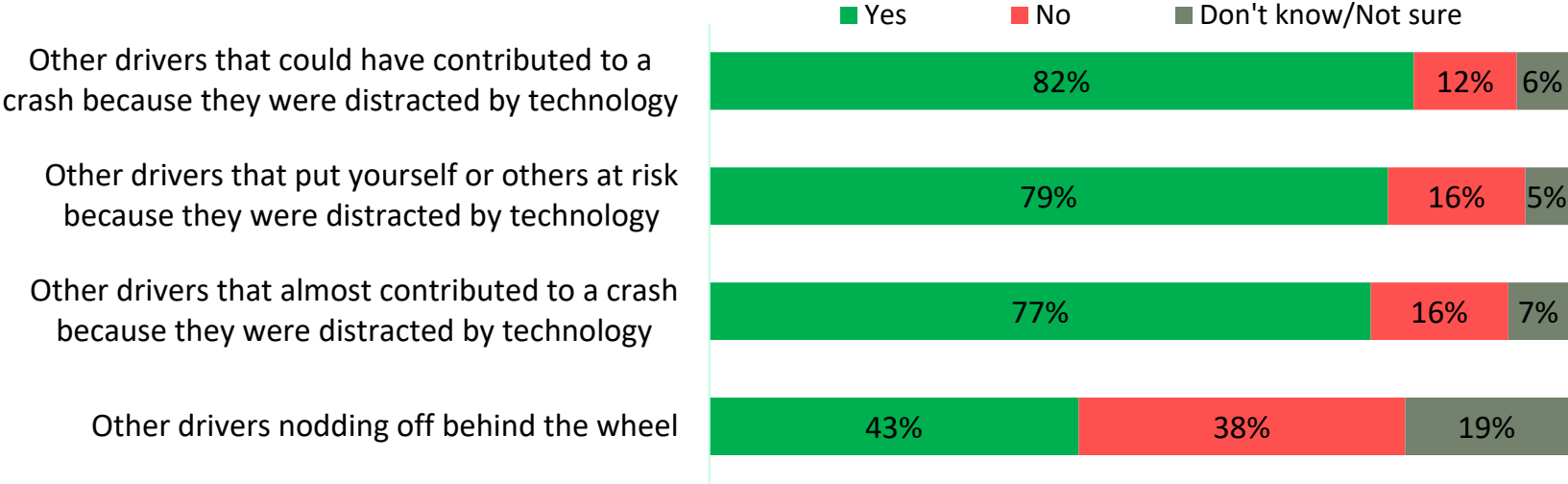
- When driving, about two-thirds find text messages and phone calls “very” or “somewhat” distracting, and about half consider children in backseats, pets and app notifications a distraction.

Other Driving Distractions



- A great majority of drivers have observed other drivers that put themselves or others at risk, or that could have or almost contributed to a crash, because they were distracted by technology. Just over 4 in 10 have observed other drivers nodding off behind the wheel.

Observations of Other Drivers

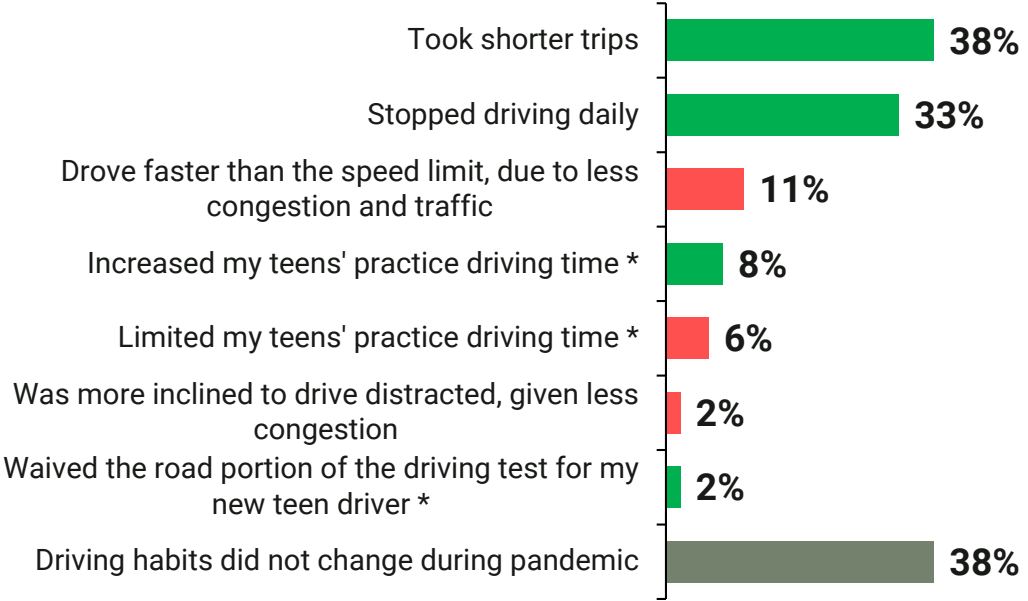




Driving Behaviors During COVID-19

- Nearly 4 in 10 drivers have been taking shorter driving trips the last couple of months and one-third have stopped driving daily; for almost 4 in 10, their driving habits did not change during the pandemic.

Change in Driving Behaviors Due to COVID-19

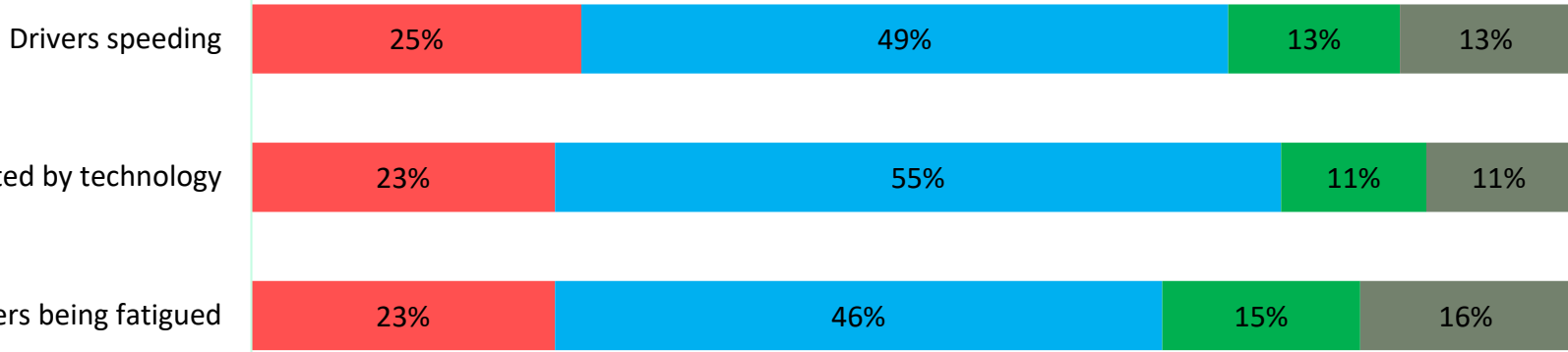


*Note: Statement asked among those with at least one household member age 16-18 (n=262)
35. Thinking about the last couple of months during the COVID-19 pandemic, how has your driving changed? [Base: Total (n=1,000)]

- Roughly half of drivers feel behaviors such as speeding, technology distractions and driver fatigue are occurring at “about the same” frequency as before the pandemic, and about 1 in 4 believe these behaviors are occurring “more often.”

Change in Driving Behaviors Due to COVID-19

■ Occurring more often due to COVID-19
 ■ Occurring about same as before COVID-19
 ■ Occurring less often due to COVID-19
 ■ Don't know/Not sure

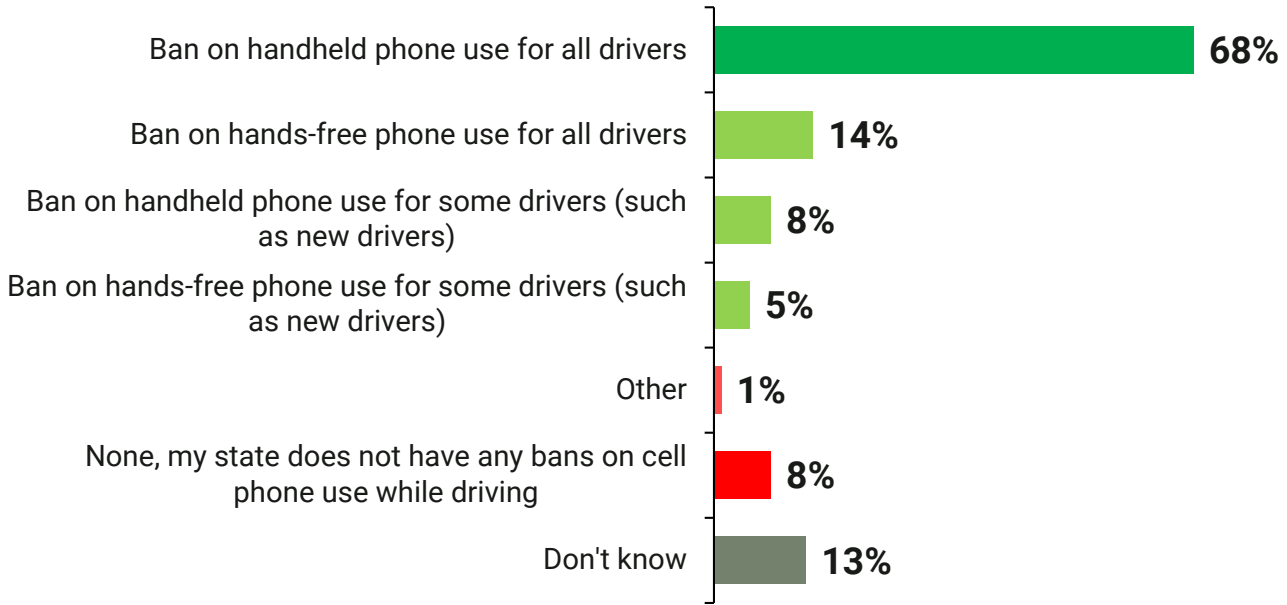




Combatting Distracting Driving

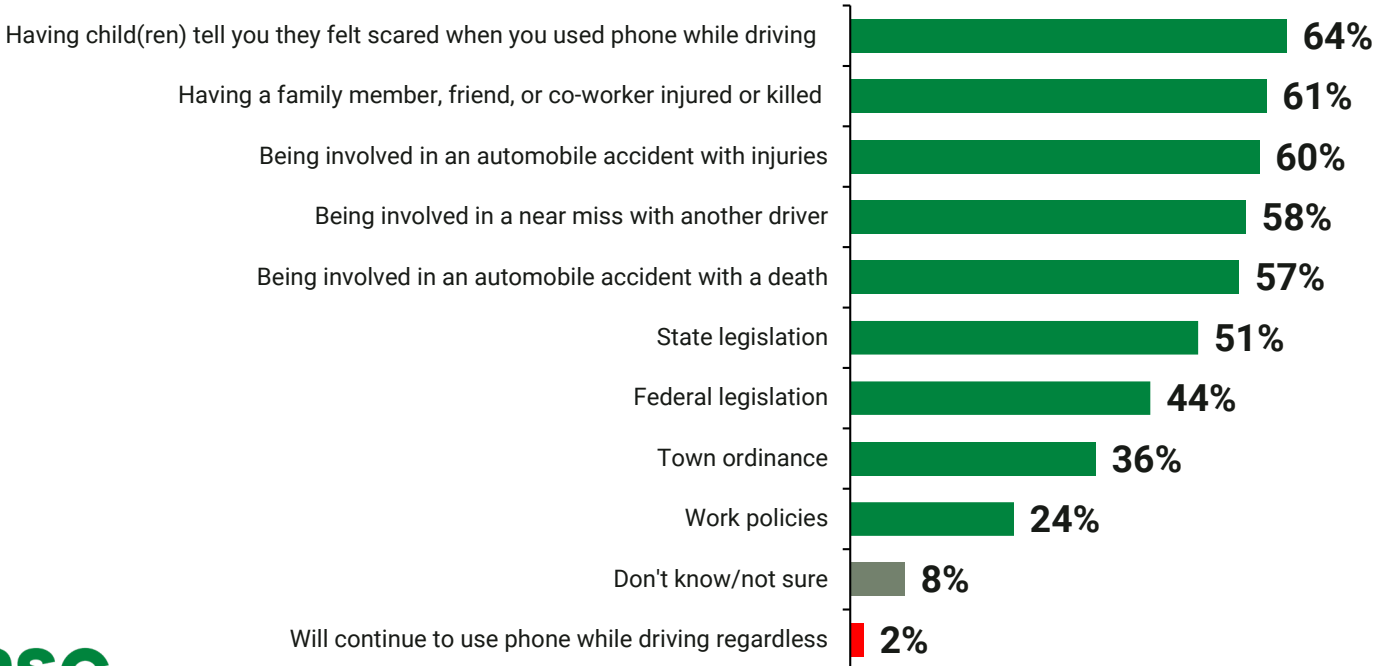
- Two-thirds of drivers report their state bans handheld phone use for all drivers, and 14% report a ban on hands-free phone use. Fewer report these bans for some (new) drivers only.
 - Drivers in the Midwest and South are more likely than those in the Northeast and West to report their state does not have any bans on cell phone use while driving.

State Laws Regarding Phone Use While Driving



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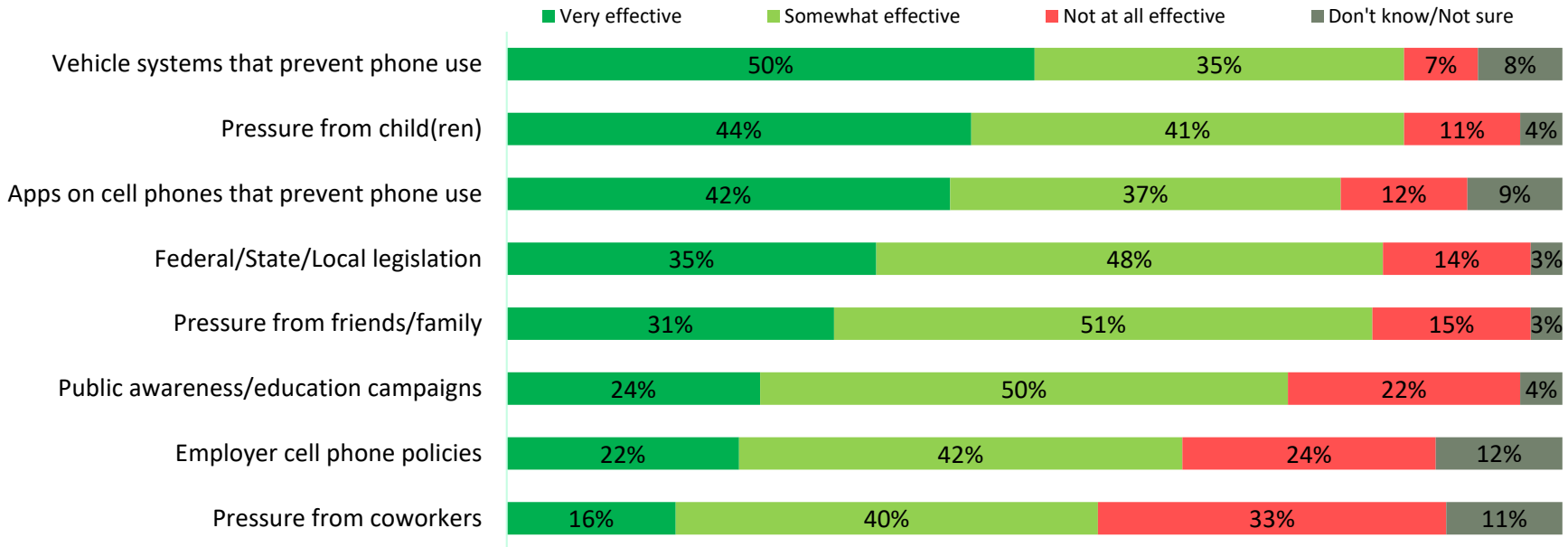
Deterrents to Phone Use



24. Which of the following, if any, would dissuade you from using your phone when you are driving. [Base: Total (n=1,000)]

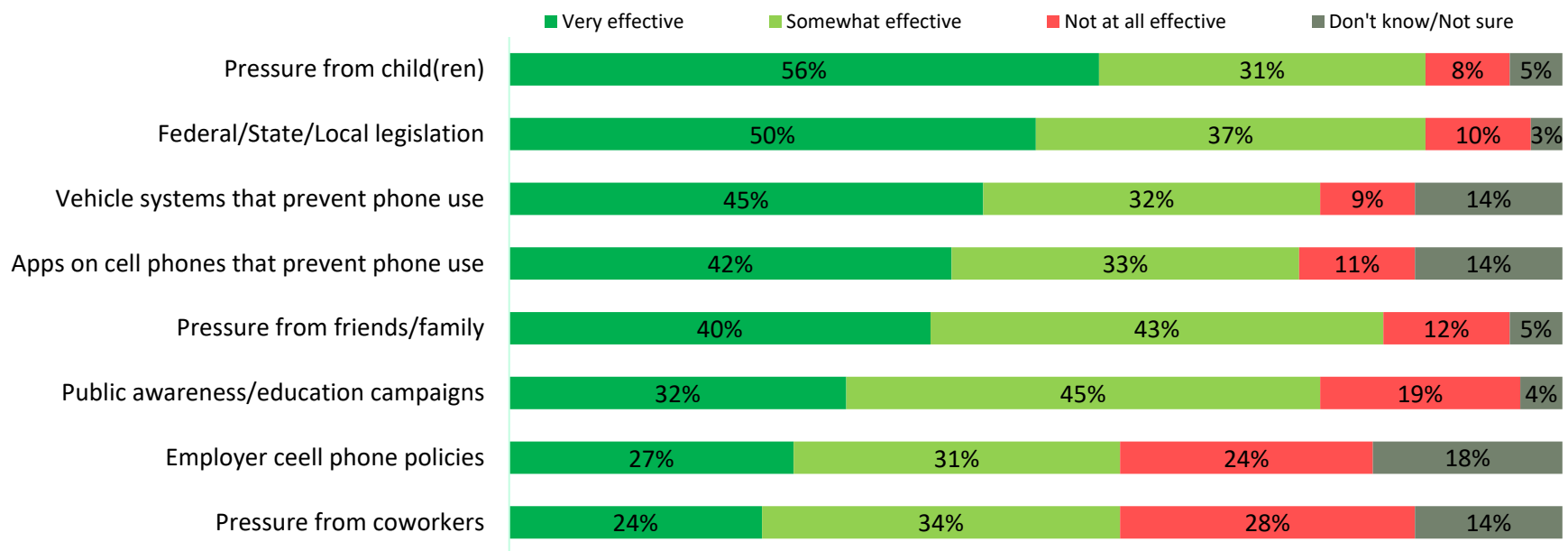
- About 8 in 10 drivers consider vehicle systems that prevent phone use, pressure from children, legislation, pressure from friends/family and phone apps a “very” or “somewhat” effective deterrent.

Effectiveness of Deterrents to Phone Use



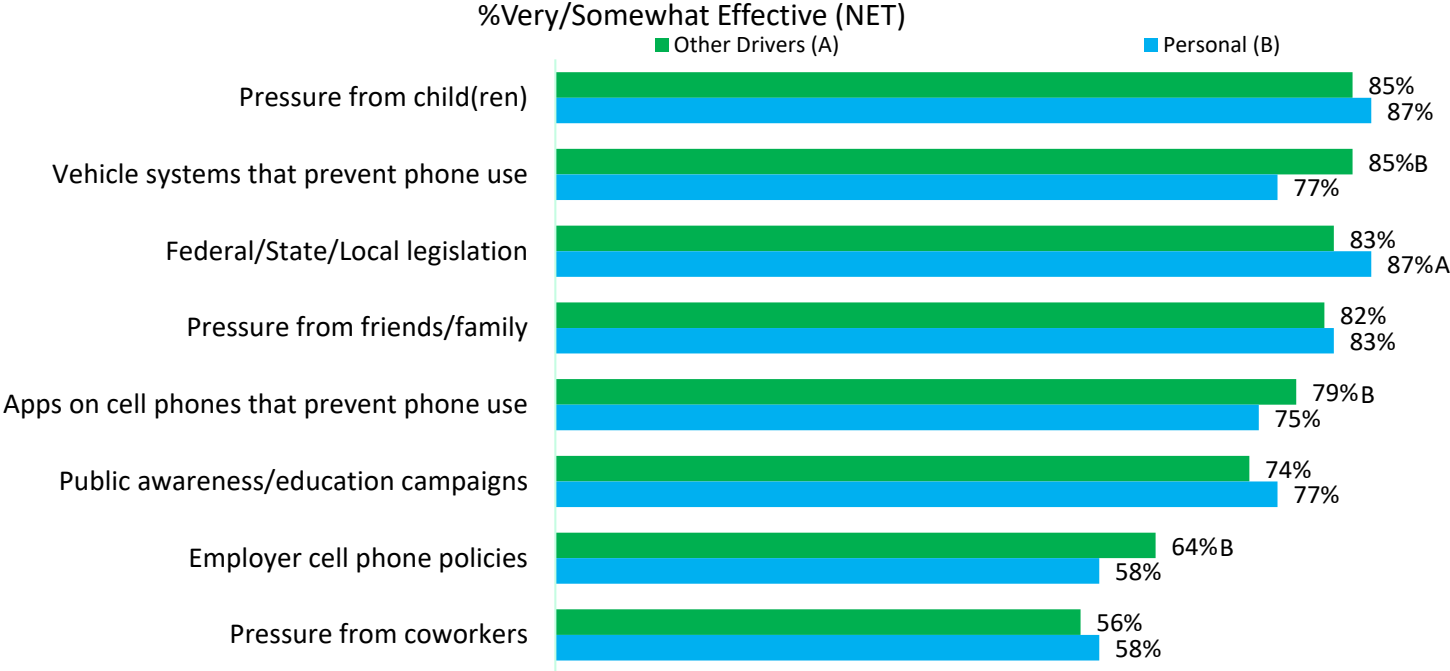
- About 8 in 10 drivers consider vehicle systems that prevent phone use, pressure from children, legislation, pressure from friends/family and phone apps a “very” or “somewhat” effective deterrent.

Effectiveness of Deterrents to Personal Phone Use



- Parents agree that pressure from child(ren) most effective at deterring themselves as well as other from using their phone while driving
- Fewer parents believe vehicle systems can deter their own phone use compared to other drivers

Effectiveness of Deterrents to Phone Use



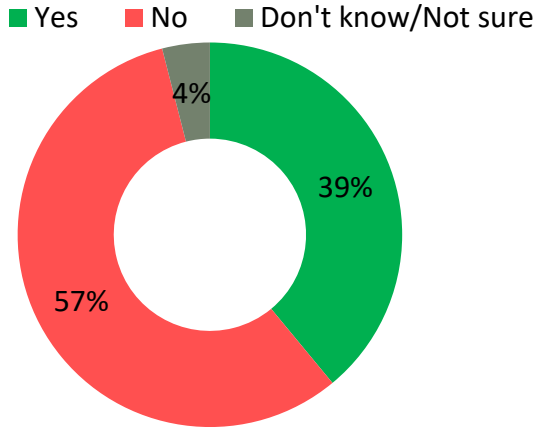
Note: Letters indicates a significant difference at the 95% confidence level

27. In your opinion, how effective are each of the following in deterring people from using their phones while driving? [Base: Total (n=1,000)]

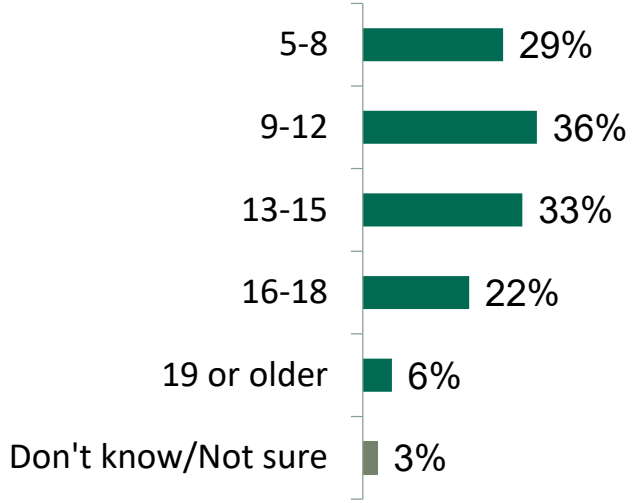
28. In your opinion, how effective are each of the following in deterring you from using your phone while driving? [Base: Total (n=1,000)]

- Almost four-in-ten have had their child(ren) comment on their driving
- Over half say their child(ren) commented when they were twelve or younger

Child(ren) Have Commented on Driving Habits



Age of Child(ren) When Comment on Habits



Note: Arrow indicates a significant difference at the 95% confidence level

41. To your knowledge, has your child(ren) ever commented on your driving habits? [Base: Total (n=1,000)]

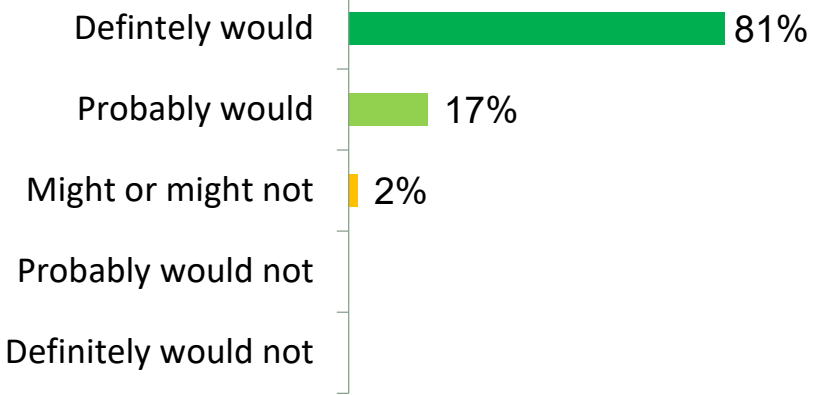
42. As best as you can recall, how old were they? (Select all that apply) [Base: Child(ren) Commented on Driving (n=391)]



Emergency Vehicle Awareness

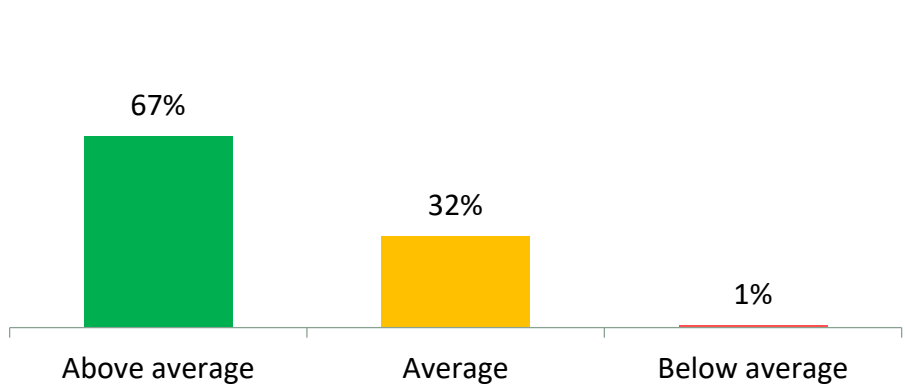
- All (98%) feel they will notice an emergency vehicle when its lights are flashing
 - Proportion in line with previous study
- Most (two-thirds) rated themselves as 'Above Average' when passing an emergency vehicle
 - Proportion significantly higher compared to previous study

Likelihood to Notice Emergency Vehicle



| | 2019 | 2021 |
|---------------------------------|------|------|
| Definitely/Probably Would (NET) | 97% | 98% |

Driving Skills Around Emergency Vehicles



| | 2019 | 2021 |
|---------------|------|------|
| Above Average | 62% | 67%↑ |

Note: Arrow indicates a significant difference at the 95% confidence level

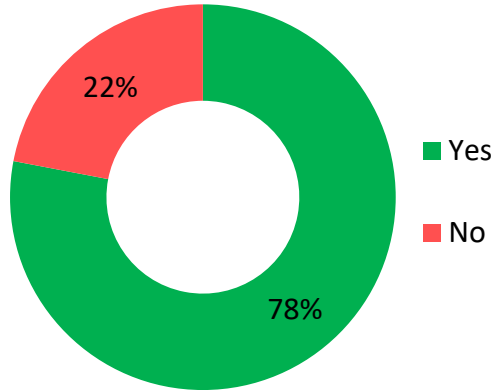
29. As a driver, how likely are you to notice a first responder vehicle with its lights flashing stopped on or near the side of the road? [Base: Total (n=1,000)]

30. How would you rate your driving behavior when you pass an emergency vehicle with its lights flashing stopped on or near the road? [Base: Total (n=1,000)]

- Nearly 8 in 10 drivers surveyed have heard of the term “Move Over” laws.
 - Proportion significantly higher compared to previous study
- More than 9 in 10 drivers are “very” or “somewhat” confident they know the details of the law covering how motorists should react to seeing an emergency vehicle parked on the side of the road with its light flashing.
 - Proportion significantly higher compared to previous study

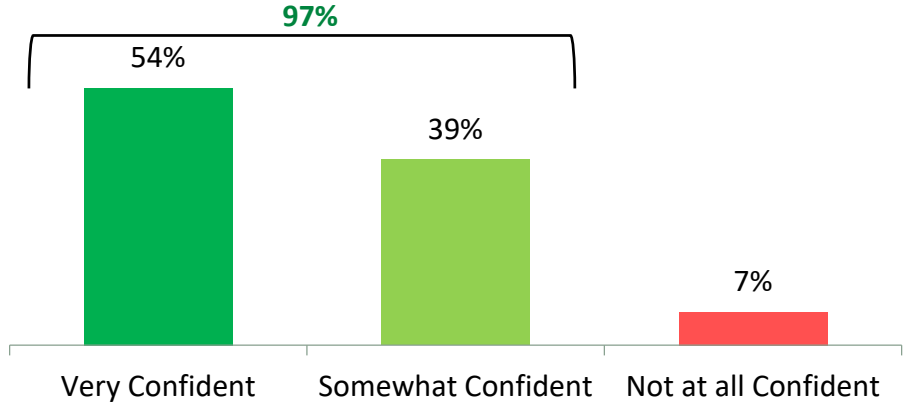
“Move Over” Laws

Awareness of “Move Over” Laws



| | <u>2019</u> | <u>2021</u> |
|-----|-------------|-------------|
| Yes | 67% | 78%↑ |

Confidence in Knowing Details of Law



| | <u>2019</u> | <u>2021</u> |
|-------------------------------|-------------|-------------|
| Very/Somewhat Confident (NET) | 90% | 93%↑ |

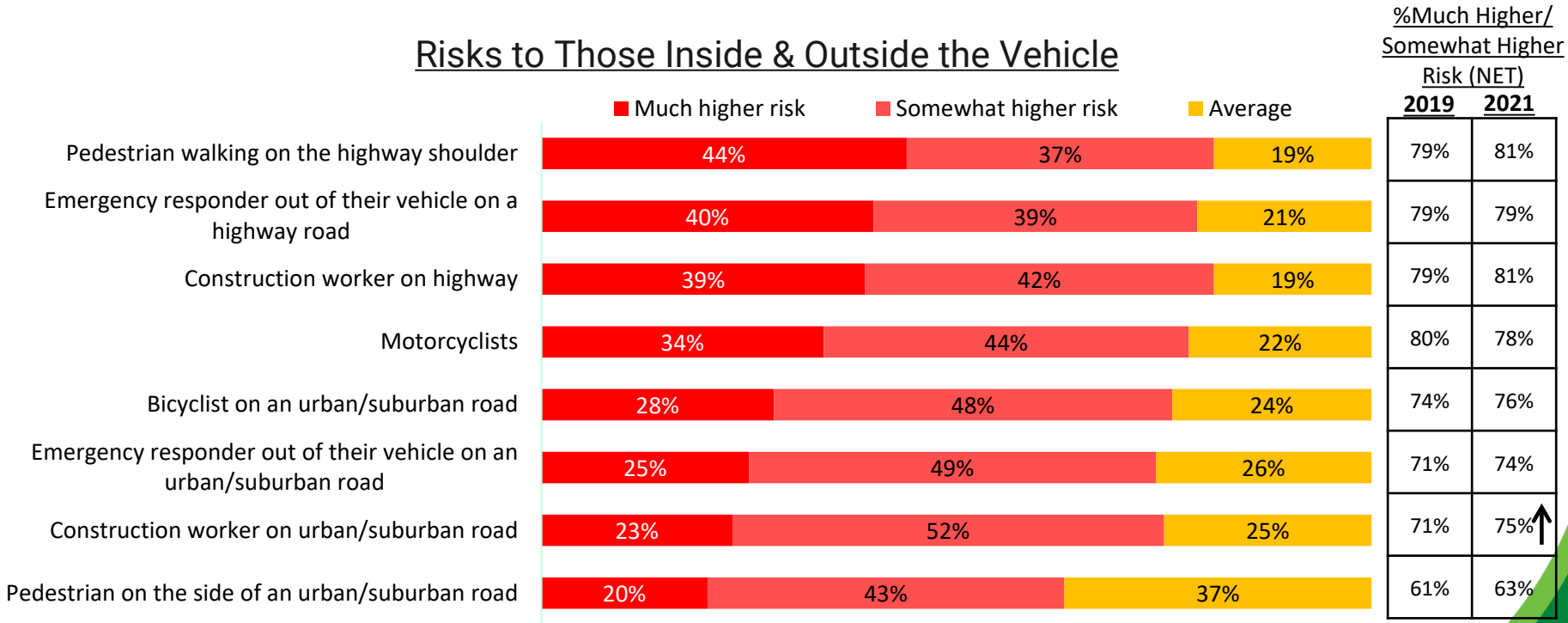
Note: Arrow indicates a significant difference at the 95% confidence level

31. Have you heard of the term “Move Over” laws? [Base: Total (n=1,000)]

32. In all 50 states, there is a category of law covering how motorists should react to seeing an emergency vehicle parked on the side of the road with its lights flashing. How confident are you that you know the details of this law? [Base: Total (n=1,000)]

- When driving, about two-thirds find text messages and phone calls “very” or “somewhat” distracting, and about half consider children in backseats, pets and app notifications a distraction.

Risks to Those Inside & Outside the Vehicle



Note: Arrow indicates a significant difference at the 95% confidence level
 20. The simple act of driving a car involves many risks to both those inside and outside the vehicle. If we describe the typical driver as facing an average amount of risk of injury when driving, how would you rate the risk of each of the following? [Base: Total (n=1,000)]



Demographics

Survey Respondent Demographics

| | | Total | |
|----------------------------------|------------------------|-------|------|
| | | 2021 | 2019 |
| | | (A) | (B) |
| Gender | Male | 49% | 49% |
| | Female | 51 | 51 |
| Age | 18-24 | - | 12%A |
| | 25-34 | 24%B | 16 |
| | 35-44 | 27B | 16 |
| | 45-54 | 26 | 36 |
| | 55-64 | 16 | |
| | 65+ | 7 | 20B |
| Location | Northeast | 21% | 18% |
| | Midwest | 21 | 22 |
| | South | 39 | 38 |
| | West | 19 | 22 |
| Area of Primary Residence | Urban | 37% | 37% |
| | Suburban | 47 | 48 |
| | Rural | 16 | 16 |
| Hispanic Origin | Yes | 19% | 22% |
| | No | 81 | 78 |
| Race (Multiple Choice) | Caucasian/White | 75% | 78% |
| | African American/Black | 11% | 13 |
| | Asian/Pacific Islander | 6% | 4 |
| | Other | 8% | 5 |

Survey Respondent Demographics

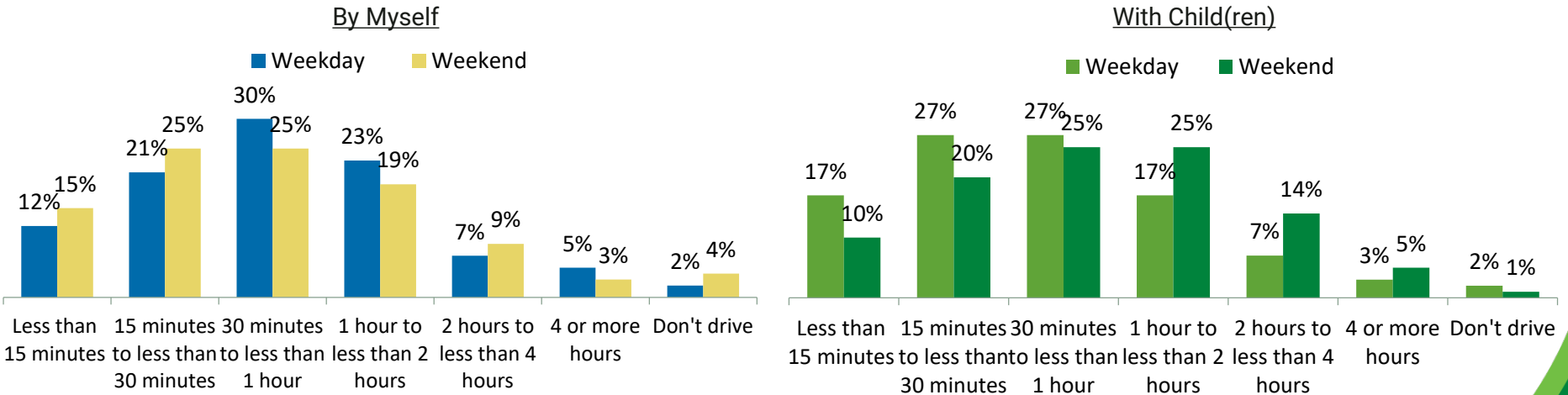
| | | Total | |
|-----------------------------|--|-------|------|
| | | 2021 | 2019 |
| | | (A) | (B) |
| Education | H.S. or less | 14% | 22A |
| | Attended College (NET) | 21 | 36A |
| | Graduated College | 36B | 21 |
| | Postgraduate Work/Degree | 29B | 19 |
| Employment Status | Employed Full Time (30+hrs./wk.) | 68% | |
| | Employed Part Time | 9 | |
| | Not Employed – Looking | 4 | |
| | Not Employed – Student/Retired/Not Looking | 19 | |
| Drive As Part Of Job | Yes | 27% | 25% |
| | No | 73 | 75 |
| Household Income | Under \$25,000 | 5% | |
| | \$25,000 - \$49,999 | 17 | |
| | \$50,000 - \$99,999 | 39 | |
| | \$100,000 - \$149,999 | 24 | |
| | \$150,000 - \$199,999 | 9 | |
| | \$200,000 or more | 6 | |
| Marital Status | Married (NET) (Married/Civil Union/Domestic Partnership) | 81% | |
| | Single – Never Married | 9 | |
| | Divorced/Separated | 7 | |
| | Widowed | 3 | |
| HH Size | Median | 4.0 | |



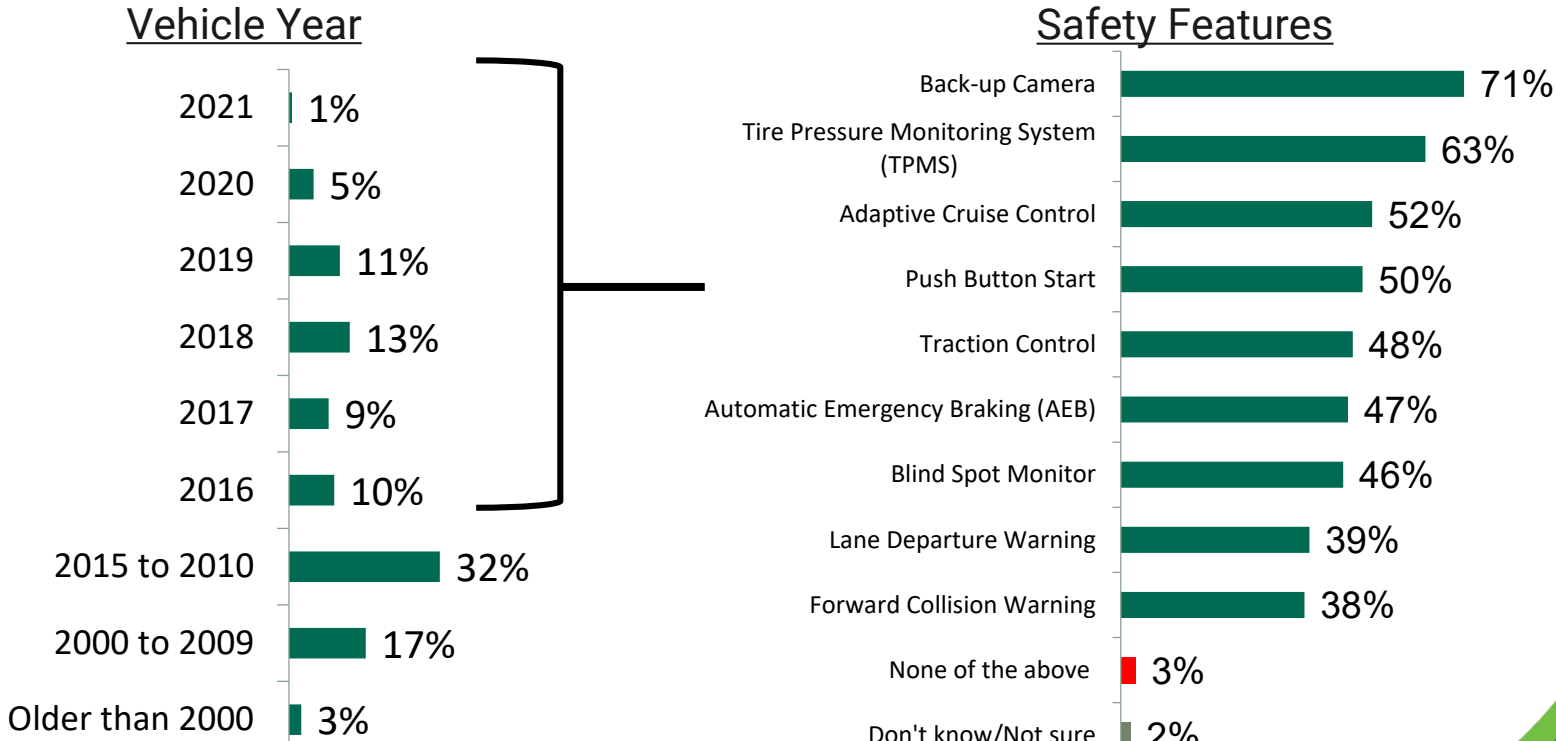
Appendix

- Weekday and weekend drive times are similar for those driving alone, with nearly two-thirds driving less than an hour.
- When driving with children, drive times are heavier on the weekend than during the week; more than 4 in 10 drive an hour or more on weekends, while less than 3 in 10 do so on weekdays.

Time Spent Driving on Typical Weekday/Weekend



- Parents agree that pressure from child(ren) most effective at deterring themselves as well as other from using their phone while driving
- Fewer parents believe vehicle systems can deter their own phone use compared to other drivers



15. What is the year of the vehicle that you drive most often? [Base: Total (n=1,000)]
 33. Thinking about the vehicle you drive most often, which of the following features, if any, does it have?
 [Base: Drive 2016 or Newer Vehicle (n=503)]